



VOTE SAFE

CALIFORNIA

2021 CALIFORNIA RECALL ELECTION



2021 CALIFORNIA GUBERNATORIAL RECALL

LAUNCH TOOLKIT

**CLICK HERE FOR
IMAGE DOWNLOADS**



DR. SHIRLEY N. WEBER
CALIFORNIA SECRETARY OF STATE

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INTRODUCTION



With the official certification of the September 14, 2021 California Gubernatorial Recall Election, we are faced with the need to educate Californians about this historic election. Though it's been a subject of media discussion for months, we now face a reality of a statewide recall election in an "off" year, following a tumultuous 2020 general election that severely diminished public trust in our elections.

In the pages that follow, you'll find a series of media resources to support your local efforts to educate Californians about this recall. We hope you will utilize our Vote Safe California brand so we can create a coordinated effort preparing voters for a statewide recall election.

The goal of the "Launch Toolkit" as the first toolkit in a series is to:

- 1)** reintroduce the public in a synchronized way to the Vote Safe CA brand as a place for accurate election information,
- 2)** educate voters on what the recall is and what they need to know, and
- 3)** equip local election officials and partners all with proactive social and media assets around critical areas of our elections.

While we hope you follow along with the calendar, we also hope you save these assets to re-use as needed.

MASTER MESSAGING



From how we got here to what it now means for voters, the recall election could be confusing. The messaging below outlines how we can collectively communicate about this complex election to promote trust and support one another.

MESSAGING GOALS



Steps

- Use “we” language and statements to emphasize the rare nature of this event to set the tone of camaraderie.
- Differentiate your information from the noise around elections, replacing broad messaging with clear frameworks of how a recall election will work, including setting expectations about election results.
- Promote legitimacy by distinguishing yourself as the ‘official election source’ for the recall and use proactive messaging about security measures to preempt misinformation.
- Remind voters that elections are run by communities - neighbors, cousins and friends - not a system nor politics.
- Use this messaging consistently and redundantly to ensure the ideas sink in.

RECALL MESSAGING



- The September 14, 2021 California Gubernatorial Recall Election will be the first recall election of a governor since 2003 - and a lot's changed over the last 20 years.
- As we navigate this rare event, our top priority is ensuring a safe, fair, and secure election for every California voter who wants to participate.
- The September 14, 2021 California Gubernatorial Recall Election will run like any statewide election, eligible Californians will have the opportunity to cast a ballot and make their voice heard.
- Every California voter will be mailed a vote-by-mail ballot for the September 14, 2021 California Gubernatorial Recall Election that will ask two questions: do you want to recall the governor and if so, who do you want to replace him?
- If more than 50% of voters vote YES to recall the governor, the governor would be removed from office and the person with the most votes would replace him.
- You can look to our website and social media channels for news and updates and remember, there's a lot of noise during election times, so cut through the noise by going to the source: your official, nonpartisan election agency -- that's us!

ELECTION TALKING POINTS



- As the official source of election information, our priority first and foremost is to ensure casting your vote is safe, secure and as easy as possible.
- During the September 14, 2021 California Gubernatorial Recall Election, every voter will still be mailed a vote-by-mail ballot due to legislation passed during the 2020 Pandemic. This legislation, SB 29, requires that all registered active voters to receive a vote-by-mail ballot for elections held in 2021.
- Mailing every voter a vote-by-mail ballot means more options for voters. You can return your vote-by-mail ballot through the mail with pre-paid postage, to a secure, tamper-proof drop box, to your in-person polling place, or your county elections office.
- In California, vote-by-mail ballots will be counted as long as they are postmarked on or before Election Day and received by your county elections office no later than 7 days after Election Day.
- If you are not sure your vote-by-mail ballot will arrive in time if mailed, bring it to any polling place, drop box, drop-off location, or county elections office in the state between 7:00 a.m. and 8:00 p.m. on Election Day.
- All valid vote-by-mail ballots are counted in every election in California, regardless of the outcome or closeness of any race. For additional information on how and when ballots are verified and tabulated, please visit our description of how the official canvass of the vote is completed.

SOCIAL MEDIA



For the launch of #VoteSafeCA ahead of the #2021CARecall, we recommend posting daily content as we explain to voters the unusual circumstances for a statewide gubernatorial recall and prepare them to register and vote in the weeks/months ahead.

DIRECTIONS



- 1.** Our social content for Vote Safe CA will launch on E-60, July 16th. Each day, visit the toolkit and for the first week of the launch, return to the toolkit and find the day's date in the Table of Contents.
- 2.** Download the relevant social media graphics (there are optimized sizes for each social media channel, or for expediency, you can post the Instagram-sized version on each).
- 3.** Post the optimized social media graphic on each channel with its corresponding copy. **[Please note, some copies have [bracketed] information that can be customized to your county]**
- 4.** Return to the toolkit the following day.
- 5.** Review proactive social media graphics and copy and know you have them at your disposal should you want to post them in addition to the recall election launch graphics.



@CASOSvote



@californiasos_



www.facebook/CaliforniaSOS

(1/2) JULY 16, 2021: RECALL CERTIFIED



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Instagram

Like any statewide election, eligible Californians have the opportunity to cast a ballot & make their voice heard in the #2021CARecall on 9/14! Today we launch #VoteSafeCA to educate voters about CA's first gubernatorial recall in nearly 20 years. Flyer: <https://bit.ly/3hOSENX>



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Twitter

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(2/2) JULY 16, 2021: E-60



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Instagram

Today marks just 60 days until the #2021CAREcall election! Potential replacement candidates have until 5PM today to file their paperwork & tax returns. Not just anyone can run for governor - see the complete list of qualifications/requirements/deadlines: <https://bit.ly/recallreq>



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JULY 17, 2021: RECALL TIMELINE



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On 4/26/21, the #2021CARecall effort passed the threshold needed to trigger the remaining steps in the process - including signature withdrawal and verification and cost estimates. CA Lieutenant Governor completed the process by calling the election for Sep 14, 2021! #VoteSafeCA



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Twitter

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JULY 18, 2021: RECALL HISTORY & DEFINITION



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California is one of 19 states that allows any elected officer to be "recalled" (a.k.a. an effort to remove the officer from office). CA's last gubernatorial recall (a.k.a. recall of Governor) was in 2003 & resulted in the removal of Governor Gray Davis from office. #VoteSafeCA



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JULY 19, 2021: UPDATES & OFFICIAL NEWS



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California has changed a lot since its last recall and so have its laws! Make sure you are getting accurate election information from the official source, **[your office]** or the CA Secretary of State! #VoteSafeCA



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Twitter

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JULY 20, 2021: RECALL BALLOT



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The #2021CARECALL will run like any statewide election and ask voters two non-exclusive questions (meaning you can have your vote counted for one answer even if you don't vote for the other). #VoteSafeCA



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JULY 21, 2021: RECALL BALLOT: QUESTION 1



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The #2021CAREcall will ask voters if they want to recall Governor Newsom (a.k.a. remove him from office). If more than 50% of voters vote YES to recall the governor, the governor would be removed from office and the person with the most votes would replace him.



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Twitter

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JULY 22, 2021:

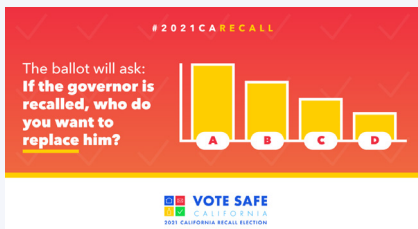
RECALL BALLOT: QUESTION 2



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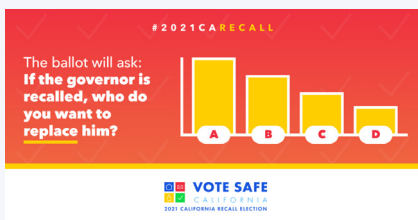
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Twitter

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JULY 23, 2021: GUBERNATORIAL CANDIDATES



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If more than 50% of voters vote to recall the governor, the governor would be removed from office & the candidate with the most votes would replace him. A list of those certified candidates who will be on the ballot can be found here: Vote.Ca.Gov #VoteSafeCA



DOWNLOAD HERE

Twitter

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Facebook

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JULY 24, 2021: PREPARE FOR ELECTION



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Despite its new name, participating in the #2021CAREcall Election will be like any other statewide election. You will need to make sure you're registered to vote and cast your ballot! Check your voter status at VoterStatus.sos.ca.gov #VoteSafeCA



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(1/2) JULY 25, 2021: VOTE-BY-MAIL BALLOT



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Like the 2020 General Election, every registered active voter will be mailed a vote-by-mail ballot for the #2021CARECALL Election to give voters, especially those still at risk of COVID-19, more options. Track your ballot and get notified when it's on its way: WheresMyBallot.sos.ca.gov



DOWNLOAD HERE

Twitter

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(2/2) JULY 25, 2021: CONTACT US



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Instagram

Contact **[entity name]** at **[email or phone number]** during business hours Monday - Friday if you have questions about the #2021CAREcall. Your voice matters and we are in this together!



[DOWNLOAD HERE](#)

Twitter

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PROACTIVE SOCIAL MEDIA



We know the best defense to misinformation is accurate information promoted widely, consistently and proactively. The topics below came up repeatedly during our last election and we have included proactive messaging and graphics on: voter lists, vote-by-mail, signature verification, voter registration, voting technology and non-partisanship of elections.

THREAD GRAPHIC: VOTER LISTS



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Copy

Only active registered voters will receive ballots to vote in the #2021CAREcall. California works to ensure every eligible Californian has the information they need to register to vote and cast their ballot, while ensuring they can only vote once.

VOTE-BY-MAIL (RECEIVING)



DOWNLOAD HERE

Instagram

Copy #1: You don't have to stress about when you will receive your vote-by-mail ballot. Sign up for WheresMyBallot.sos.ca.gov today and you'll be notified when **[county]** mails your ballot to you!

Copy #2: Every vote-by-mail ballot return envelope uses a unique barcode that can be scanned by elections officials - it's how we ensure your ballot goes to you and comes back to us! Track your ballot: WheresMyBallot.sos.ca.gov



DOWNLOAD HERE

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VOTE-BY-MAIL (RETURNING)



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Instagram

Copy #1: California drop boxes are designed to be tamper proof! Made from durable material able to withstand vandalism, removal, and inclement weather, drop your ballot for the #2021CARecall knowing your vote is secure. Find the locations of official drop boxes at CAEarlyVoting.sos.ca.gov

Copy #2: You have several secure options for returning your ballot for the #2021CARecall: mail, drop box, or in person at your voting location, polling place, or county elections office. No matter how you return it, track your ballot & know your vote is counted! WheresMyBallot.sos.ca.gov



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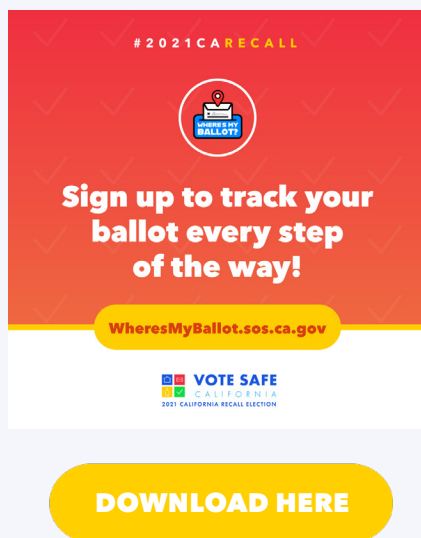
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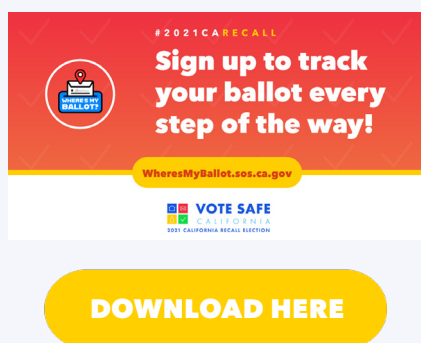
VOTE-BY-MAIL (RETURNING)



Instagram

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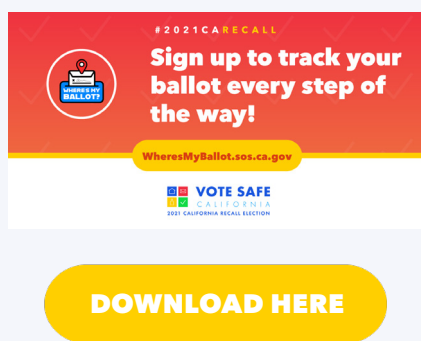
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SIGNATURE VERIFICATION



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CA elections officials verify signatures on every return envelope, initiative, referendum, petitions, & candidate nomination form by comparing it with the signature in your voter registration record like voter registration papers or on your driver's license. Learn more: <http://bit.ly/sigverification>



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VOTER REGISTRATION



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To vote in the #2021CARecall, you must be: a US citizen, CA resident, 18 years or older on Election Day, not currently serving a prison term for the conviction of a felony, and not currently found mentally incompetent to vote by a court. Check your eligibility and register to vote at registertovote.ca.gov!



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Twitter

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CANVASS PERIOD



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Instagram

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VOTING SYSTEMS



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Copy #1: The voting system technology we use during elections MUST be certified for use, prior to being sold and/or used in any California election - including the #2021CAREcall. For a list of Voting Technologies approved for use in California, visit: <http://bit.ly/votesystems>

Copy #2: CA has the strictest voting system testing, use and requirements in the U.S. All voting equipment used to cast and count ballots in CA MUST be certified for use through extensive testing, including source code review and red team penetration testing. MORE: <http://bit.ly/systemapproval>



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DOMINION VOTING SYSTEM



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Copy #1: We became election officials because we believe in democracy above all - and we don't leave that to chance. We trust Dominion Voting System because it was independently tested and certified across every front. Learn more about the extensive process: <http://bit.ly/certificationprocess>

Copy #2: See our election security and democracy first hand! Election processes in California are publicly viewable including logic and accuracy testing prior to each election, the official canvass (tabulating) and the post-election audits. Inquire with **[Your County Contact]**!

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NONPARTISANSHIP



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Elections are run by communities, not politics. We are your friends and neighbors and our only job is to help **[County's]** eligible voters register and cast their ballots! Register to vote today and be heard during this historic #2021CARecall election: registertovote.sos.ca.gov



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Elections are run by communities, not politics. We are your friends and neighbors and our only job is to help **[County's]** eligible voters register and cast their ballots! Register to vote today and be heard during this historic #2021CARecall election: registertovote.sos.ca.gov

VOTE SAFE FLYERS



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of the flyers, **click here!**

California Gubernatorial Recall Election

SEPTEMBER 14, 2021

For the first time in nearly 20 years, California will hold an election that asks voters if they want to remove its Governor from office.

Why is California having a recall election?

In California, any elected officer can be recalled (a.k.a. removed from office).

June 10, 2020

The Secretary of State's Office (SOS) approved petitions for circulation for the recall of Governor Gavin Newsom.

April 26, 2021

SOS announced the number of valid signatures needed was reached.

July 1, 2021

After SOS's official certification, the California Lieutenant Governor called a recall election.

September 14, 2021

California Gubernatorial Recall Election will be held!

How do I participate?

The California Recall election will be run like most statewide elections.

Step 1

Check!

Check your voter status and make sure your information is up-to-date.

VoterStatus.sos.ca.gov

Step 2

Register!

Register to vote if you aren't already or if your address has changed. All active registered voters will be mailed a vote-by-mail ballot for the recall election.

RegistertoVote.sos.ca.gov

Step 3

Vote!

Vote September 14, 2021 and follow your official election source for news and updates!

Vote.ca.gov

What will the recall ballot say?

The ballot will ask two questions that will be counted independently.

Question #1

Do you want to recall the governor?

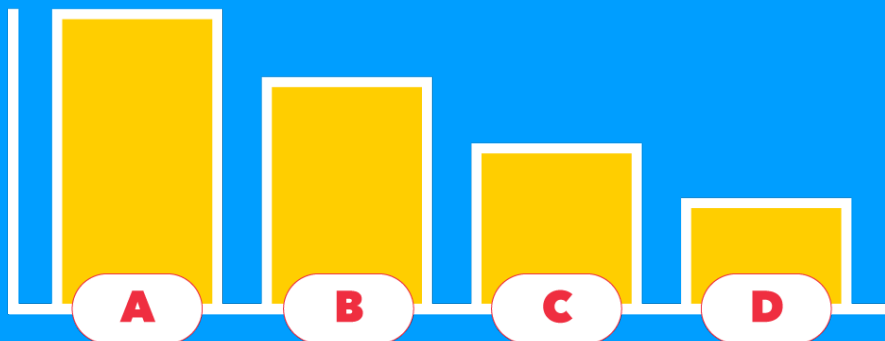
*If more than 50% vote "Yes", then the governor **WILL** be recalled.
If more than 50% vote "No", then the governor will **NOT** be recalled.*



Question #2

Who do you want to replace him?

*If the governor **IS** recalled, whoever gets the most votes would win.*



THERE'S A LOT OF INFORMATION OUT THERE DURING ELECTIONS.

For updates and official news about the gubernatorial recall, go to your official election source - the California Secretary of State or your County Elections Office.

VOTE.CA.GOV

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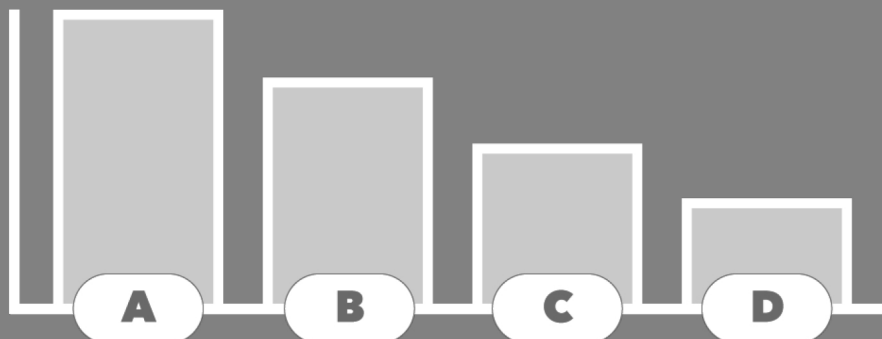
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