



# HELP AMERICA VOTE DAY 2024 TOOLKIT

January 30, 2024

Help America Vote Day is a day of action established by the U.S. Election Assistance Commission to encourage people across the U.S. to get involved in the electoral process by signing up to be a poll worker and an opportunity to share information on how to register and cast a ballot.

By encouraging more people to become poll workers in their communities, Help America Vote Day is addressing the critical shortage of poll workers, strengthening our republic, inspiring greater civic engagement and volunteerism, and helping to ensure election offices have the staff they need throughout 2024.

Information on ways to register to vote and options to cast a ballot in a voter's state is also critical as the primary season draws near. Help America Vote Day is a great way to bring attention to the basic election information for a community so voters are ready to cast their ballot.

If you'd like to use Help America Vote Day as an opportunity to direct your community to your site as a trusted source of information on voter registration and voting, make sure to use the hashtag [#HelpAmericaVote](#)

Website: [HelpAmericaVote.Gov](https://www.HelpAmericaVote.Gov)

Hashtags: [#HelpAmericaVote](#)

Social Media Handles:

 [@beapollworker](#) [@EACgov](#)

 [@EACgov1](#)

## SOCIAL MEDIA GRAPHICS



[CLICK HERE FOR  
INSTAGRAM GRAPHICS](#)

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FACEBOOK, LINKEDIN,  
AND TWITTER/X GRAPHICS\\*](#)

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VIDEO INSTRUCTIONS](#)

# SAMPLE SOCIAL MEDIA COPY

We understand many state and local election offices have their own forms and information that they will deploy for the recruitment of poll workers. Please feel free to use your jurisdiction's direct links instead of [helpamericavote.gov](https://helpamericavote.gov). **Please note that the EAC's website has a look up tool that directs visitors to local information.** If your jurisdiction's information needs to be updated, please email [helpamericavote@eac.gov](mailto:helpamericavote@eac.gov).

## TWITTER / X

### Posts In Advance of Help America Vote Day

- January 30 is Help America Vote Day. By signing up to be a poll worker you help to ensure that elections this November are accurate, secure, and accessible. Learn more at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Poll workers strengthen our democracy and ensure we have free and fair elections. Before Help America Vote Day on 1/30 go to [HelpAmericaVote.gov](https://HelpAmericaVote.gov) to learn more! #HelpAmericaVote
- Make sure to visit your local election office website for all the latest information on voter registration and voting this November. We're here to #HelpAmericaVote

### Posts for Help America Vote Day

- With the 2024 election cycle kicking off this month are you ready to #HelpAmericaVote? The U.S. needs more poll workers to sign up for the 2024 elections. Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov)
- Are you ready to Help America Vote? Signing up to be a poll worker is a great opportunity to ensure that we have accessible and efficient elections this November. Answer the call at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Poll workers strengthen our democracy and are critical to ensuring that we have free, fair, and accessible elections. Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- It's Help America Vote Day! Visit (INSERT YOUR OFFICE URL) for all the latest information on voter registration and voting this November. #HelpAmericaVote

## FACEBOOK

### Posts In Advance of Help America Vote Day

- January 30 is Help America Vote Day. By signing up to be a poll worker you help to ensure that elections this November are safe, secure, and accessible. Learn more at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Poll workers strengthen our democracy and ensure that we have free and fair elections. Before Help America Vote Day on 1/30 go to [HelpAmericaVote.gov](https://HelpAmericaVote.gov) to learn more! #HelpAmericaVote
- Make sure to visit your local election office website for all the latest information on voter registration and voting this November. We're here to #HelpAmericaVote

### **Posts for Help America Vote Day**

- Happy Help America Vote Day! Did you know that signing up to work the polls on Election Day helps to strengthen our democracy and ensure that we have safe, accurate, and efficient elections for all? Plus, most poll workers get paid! Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Are you ready to help America vote? Today is Help America Vote Day, the perfect opportunity to sign up to work the polls and strengthen democracy right in your community. America needs more poll workers now to ensure free and fair elections throughout 2024. Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Becoming a poll worker is a great way to step up for your community, especially for high school and college students. Plus, most poll workers get paid! Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- It's Help America Vote Day! Visit (INSERT YOUR OFFICE URL) for all the latest information on voter registration and voting this November. #HelpAmericaVote



## **INSTAGRAM**

### **Posts In Advance of Help America Vote Day**

- Help America Vote Day is in [X] Days. We need YOU to sign up to be a poll worker and be part of the team working to make the 2024 elections are free, accurate, and efficient. Click the link in our bio to learn more! #HelpAmericaVote
- Poll workers strengthen our democracy and ensure that we have secure and accessible elections. Before Help America Vote Day on 1/30 go to [HelpAmericaVote.gov](https://HelpAmericaVote.gov) to learn more!
- Make sure to visit your local election office website for all the latest information on voter registration and voting this November. We're here to #HelpAmericaVote!

### **Posts for Help America Vote Day:**

- Today is Help America Vote Day! Signing up to work the polls on Election Day is an amazing way to strengthen democracy, give back to your community, and ensure free, fair, and accessible elections in 2024. Plus, most poll workers get paid! Learn more and sign up at [HelpAmericaVote.gov](https://HelpAmericaVote.gov) #HelpAmericaVote
- Looking for ways to help America vote this year? Today is Help America Vote Day. America needs more poll workers to ensure safe, secure, and accessible elections throughout 2024. Sign up today at the link in our bio! #HelpAmericaVote
- The strength of our democracy depends on all of us. Election officials in your community are calling on you to sign up to become a poll worker. Plus, most poll workers get paid! Sign up today at the link in our bio! #HelpAmericaVote
- It's Help America Vote Day! Visit (INSERT YOUR OFFICE URL) for all the latest information on voter registration and voting. #HelpAmericaVote

# SAMPLE PRESS RELEASE TEMPLATE

To be distributed ahead of Help America Vote Day

## **[ELECTION OFFICE] Recognizes Help America Vote Day – A Day Of Action Created To Inspire Civic Engagement Throughout 2024**

*First recognized by the U.S. Election Assistance Commission in 2022, the event aims to raise awareness about the importance of poll workers and inspire more Americans to play a role in the electoral process.*

[City, State] – As the 2024 election season begins, and with the nation facing a continued shortage of election workers, the [Election Office] is recognizing Help America Vote Day on January 30, 2024. Help America Vote Day aims to address the nationwide shortage of poll workers, inspire greater civic engagement and volunteerism, and help ensure safe, secure, accessible, and transparent elections in [State/County] in 2024 and beyond. This is also an opportunity to share election and voting information from trusted sources like [Election Office]

“Election workers are an integral part of the election process and is one of the most meaningful ways that Americans can do their part to serve their communities,” said [REPRESENTATIVE FROM ELECTION OFFICE]. “We are excited to recognize Help America Vote Day to help kick-off the new year by bringing awareness to our efforts to recruit election workers to ensure that all voters in [insert location] can cast their ballot this election day.”

While the specific duties and compensation for poll workers vary depending on location, most jurisdictions task election workers with setting up and preparing the polling location, welcoming voters, verifying voter registrations, and issuing ballots. Poll workers also help ensure voters understand the voting process by demonstrating how to use voting equipment and explaining voting procedures. Election staff and poll workers are overseen by local election authorities, which also provide training in advance of Election Day.

An aging population of election workers and concerns around health and safety have resulted in recurring shortages of poll workers. There are millions of Americans, including many voters with disabilities, who intend to cast a ballot during early voting or on Election Day. Having an adequate number of poll workers to staff polling places on and before Election Day will ensure voters receive the assistance they need at the polls, reduce the potential for long lines or congestion and help provide a positive and smooth voting experience for all voters.

For more information on Help America Vote Day and how to become an election worker please visit [insert election office link] or [HelpAmericaVote.gov](https://www.HelpAmericaVote.gov).

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[INSERT BOILERPLATE]

### **The U.S. Election Assistance Commission**

The U.S. Election Assistance Commission (EAC) was established by the Help America Vote Act of 2002 (HAVA). It is an independent, bipartisan commission charged with ensuring secure, accurate and accessible elections by developing guidance to meet HAVA requirements, adopting voluntary voting system guidelines, and serving as a national clearinghouse of information on election administration. The EAC also accredits testing laboratories and certifies voting systems, as well as administers the use of HAVA funds. For more information, visit [www.eac.gov](https://www.eac.gov).