

2020 Election Outreach Toolkit

For Service Voting Action Officers

Instructions

This outreach toolkit supports Service Voting Officers (SVAOs) to help promote FVAP's resources and assist active duty military voters and their eligible family members who want to vote absentee during the 2020 election year.

You're welcome to **customize and publish the following shared content** on your channels in order to reach absentee voters. Use @FVAP to tag on Twitter, @FVAPGov to tag on Instagram, and @Federal Voting Assistance Program — FVAP to tag on Facebook.

Available content includes:

- Shareable graphics and template short-form posts for social media (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Long-form post content for blog, message board or LinkedIn
- Blurb content for e-newsletter or website
- Infographic

The images in this document are for reference. Full-size image and video files are available [here](#).

Get more shareable content from FVAP [here](#), including toolkits for each type of *UOCAVA* voter.

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Social Media Posts

Post Theme #1: Service Members Can Vote

Facebook/Instagram/LinkedIn

If you're active duty and stationed away from home, you can still vote! A fellow Service member breaks it down for you. Get started at FVAP.gov

[Post a link to the [tutorial video on YouTube](#) or download from the folder linked above to post natively]

Twitter

If you're active duty and stationed away from home, you can still vote! A fellow Service member breaks it down for you. Get started at FVAP.gov

[Post a link to the [tutorial video on YouTube](#) or download from the folder linked above to post natively]

Post Theme #2: Two Easy Steps

Facebook/Instagram/LinkedIn

Service members stationed away can vote in just two easy steps. Register and request your ballot by August 1 for the General Election. Then, cast your ballot as soon as it arrives. Head to FVAP.gov to get started.



THAT'S IT.



Twitter

Did you know you can vote from anywhere as a #ServiceMember? Here are two simple steps you can take to vote absentee in #Election2020.

HOW TO VOTE FROM ANYWHERE
WHEN YOU'RE IN THE MILITARY

STEP 1 Register and request your absentee ballot at **FVAP.gov**

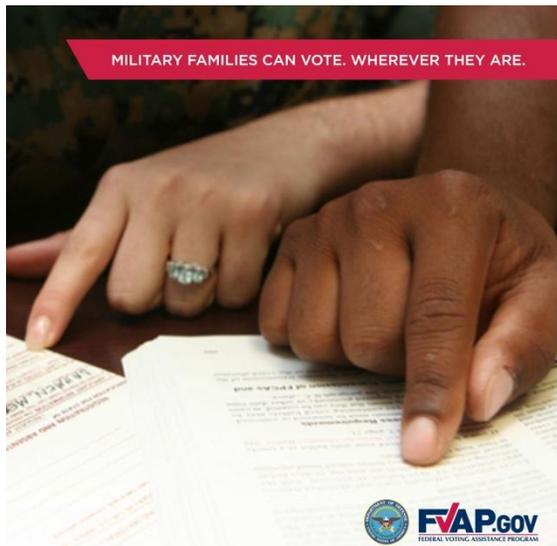
STEP 2 Fill out and send in your ballot when it arrives

THAT'S IT.

Post Theme #3: Military Families Can Vote

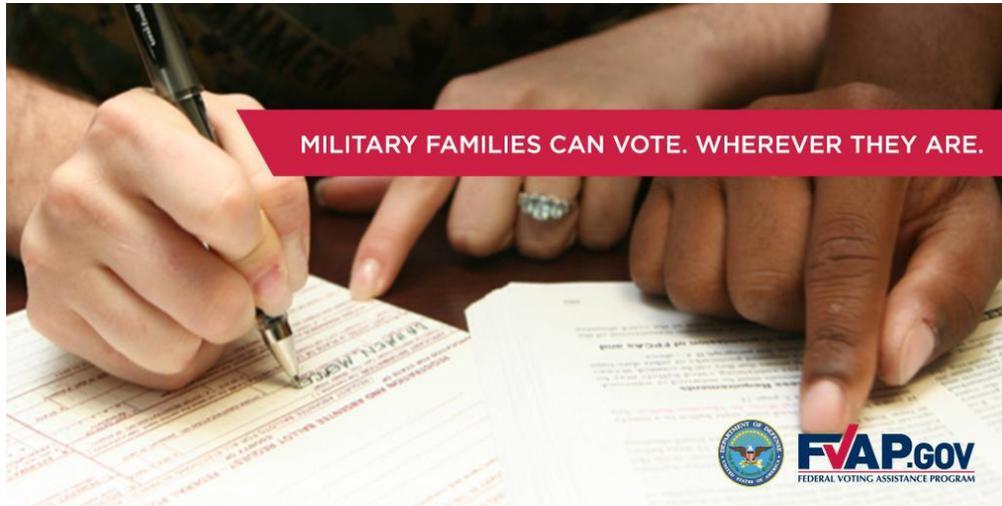
Facebook/Instagram/LinkedIn

In a military town? On base? You and your family can vote from anywhere in 2020. Register and request your ballot at FVAP.gov.



Twitter

In a military town? On base? You and your #MilFam can vote from anywhere in #Election2020. Register and request your ballot at FVAP.gov.



Post Theme #4: This is Voting

Facebook/LinkedIn

Service members do things a little differently than civilians. And that includes voting. No matter your branch, no matter where you're stationed, you can vote absentee. Get started at FVAP.gov.

[Download video from the folder linked to above to post natively]

Twitter

#ServiceMembers do things a little differently than civilians. And that includes voting. No matter your branch or where you're stationed, you can vote. Get started at FVAP.gov.

[Download video from the folder linked to above to post natively]

Post Theme #5: DYK MSRRA

Facebook/LinkedIn

Military Spouses: Did you know that the Military Spouse Residency Relief Act now allows you to use the same residence that your Service member has established as your voter residence — even if you've never lived there? <https://www.fvap.gov/military-voter/military-spouses>



Twitter

#MilSpouse: #DYK that the Military Spouse Residency Relief Act now allows you to use the same residence that your Service member has established as your voter residence — even if you've never lived there? <https://www.fvap.gov/military-voter/military-spouses>



Post Theme #6: Vote-By Date

HOLD FOR JUNE—SEPTEMBER 2020

Facebook/Instagram/LinkedIn

Whether you're stateside, overseas or on a ship at sea, Service members voting absentee in the 2020 General Election all have a vote-by date to ensure the voted ballot arrives by election day. Register and request your ballot today at FVAP.gov.



Twitter

Whether you're stateside, overseas or on a ship at sea, #ServiceMembers voting absentee in #Election2020 all have a vote-by date to ensure the voted ballot arrives by election day. Register and request your ballot today at FVAP.gov.

Long-form Post for Blog, Message Board or LinkedIn

2 simple steps for U.S. military members to vote from anywhere

On a ship? In a combat zone? On base? No matter where you are, you can vote.

If you're active duty and living away from your voting residence, you can have your absentee ballots sent to you this election year. Here's how:

1. Register to vote and request your ballot in one easy step.

Fill out the [Federal Post Card Application \(FPCA\)](#) and send it to your election office by August 1 (or later depending on your state) for the General Election on November 3, 2020.

Find your state deadlines, election office's contact and other helpful information at FVAP.gov.

Your voting residence (the U.S. state or territory where you are registering to vote) is likely your legal residence. [Here's how to determine your voting residence.](#)

Using the FPCA ensures that your state will send your ballot to you at least 45 days before the election — a protection not guaranteed when using other forms. It's a good idea to send in a new FPCA every January and each time you move.

2. Fill out and send in your ballot when it arrives.

For the general election, you should receive your ballot by early October.

Vote and send back your ballot as soon as you receive it. The recommended vote-by dates for the 2020 General Election are:

- October 5, 2020 if you're on a ship at sea
- October 13, 2020 if you're outside the U.S.
- October 27, 2020 if you're stateside

If you requested your ballot but haven't received it, [contact your election office](#) to ask about the status of your ballot request.

If there isn't enough time to receive and send back your ballot before the election, [use the Federal Write-In Absentee Ballot \(FWAB\)](#). It works like a backup ballot. If your official absentee ballot arrives after sending in the FWAB, fill out and send in the official ballot too. Only one will be counted.

After you send in your ballot, you can check if it was received by your election office. Get started at [FVAP.gov](#).

Blurb Content for E-Newsletter or Website

2 simple steps for U.S. military members to vote from anywhere

Military life can take you lots of places. And you can vote from all of them. Here's how:

First, register and request your ballot. Fill out the [Federal Post Card Application \(FPCA\)](#) to get absentee ballots for all three elections in 2020. (For the General Election on November 3, do it by August 1.)

Second, when your ballot arrives, fill it out and send it in.

The Federal Voting Assistance Program makes it that simple. Get anything else you need to vote absentee at [FVAP.gov](#).

Infographic

HOW TO VOTE FROM ANYWHERE IN 2 Simple Steps... WHEN YOU'RE IN THE MILITARY

ON BASE? STATIONED OVERSEAS? ON A SHIP?
NO MATTER WHERE YOU ARE, YOU CAN VOTE.

If you're active duty and living away from your voting residence,
you can have your absentee ballot sent to you.

HERE'S HOW:

STEP
1

FILL OUT THE FEDERAL POST CARD APPLICATION (FPCA) AT FVAP.GOV TO REGISTER AND REQUEST YOUR BALLOT

WHEN?

Send it to your election office by **August 1*** (or later depending on your state) for the General Election on November 3, 2020.

STEP
2

FILL OUT AND SEND IN YOUR BALLOT WHEN IT ARRIVES

WHEN?

By your recommended deadline:



October 5, 2020
on a ship at sea



October 13, 2020
outside the U.S.



October 27, 2020
stateside

WHAT IF THE BALLOT DOESN'T ARRIVE IN TIME TO FILL OUT AND SEND BACK BY THE DEADLINE?

Use the *Federal Write-In Absentee Ballot (FWAB)* as a backup ballot at FVAP.gov.

WANT TO MAKE SURE YOUR BALLOT WAS RECEIVED?

Check the status at FVAP.gov.

THAT'S IT. YOU'RE A MILITARY VOTER.
GET MORE INFO AND ASSISTANCE AT FVAP.GOV



Americans can vote. **Wherever they are.**

*Recommended to ensure ballot arrives by election day

HOW TO VOTE FROM ANYWHERE IN 2 Simple Steps... WHEN YOU'RE A MILITARY SPOUSE

MILITARY LIFE CAN TAKE YOU LOTS OF PLACES.
YOU CAN VOTE FROM ALL OF THEM.

If you or your spouse is living away from your voting residence,
your military family can still vote absentee.

HERE'S HOW:

STEP
1

FILL OUT THE FEDERAL POST CARD APPLICATION (FPCA) AT FVAP.GOV TO REGISTER AND REQUEST YOUR BALLOT

WHEN?

Send it to your election office by **August 1*** (or later depending on your state) for the General Election on November 3, 2020.

STEP
2

FILL OUT AND SEND IN YOUR BALLOT WHEN IT ARRIVES

WHEN?

By your recommended deadline:



October 13, 2020
outside the U.S.



October 27, 2020
stateside

WHAT IF THE BALLOT DOESN'T ARRIVE IN TIME TO FILL OUT AND SEND BACK BY THE DEADLINE?

Use the *Federal Write-In Absentee Ballot (FWAB)* as a backup ballot at FVAP.gov.

WANT TO MAKE SURE YOUR BALLOT WAS RECEIVED?

Check the status at FVAP.gov.

THAT'S IT. YOU VOTED.
GET MORE INFO AND ASSISTANCE AT FVAP.GOV



Americans can vote. **Wherever they are.**

*Recommended to ensure ballot arrives by election day