








2024 NATIONAL POLL WORKER RECRUITMENT DAY

National Poll Worker Recruitment Day is a national day of action established by the **U.S. Election Assistance Commission (EAC)** in 2020 to inspire civic engagement and encourage people to sign up to become a poll worker. On August 1, 2024, National Poll Worker Recruitment Day aims to address the continued need for poll workers to sign up ahead of the general election in November to **#HelpAmericaVote** and strengthen our democracy.

About the EAC: The EAC is the only federal agency solely focused on election administration. Our mission is to help election officials improve the administration of elections and help Americans participate in the voting process. National Poll Worker Recruitment Day is one way the EAC is working to fulfill this mission.

Website: [HelpAmericaVote.Gov](https://www.HelpAmericaVote.Gov) **Hashtags:** #HelpAmericaVote #HelpAmericaVote2024

Social Media Handles:  @beapollworker  @HelpAmericaVoteBeAPollWorker
 @EACgov  @eacgov1  @us.eac

The resources below feature highly customizable PowerPoint and Word templates. This new feature allows election offices of all sizes to better target and recruit poll workers.

SOCIAL MEDIA GRAPHICS



[CLICK HERE FOR INSTAGRAM GRAPHICS](#)

[CLICK HERE FOR FACEBOOK, LINKEDIN, AND TWITTER/X GRAPHICS*](#)

We understand the importance of directing your audience to the right resources. Any links provided in the toolkit, such as eac.gov, helpamericavote.gov, or other relevant links, can be replaced with your jurisdiction's URLs.



Posts in Advance of National Poll Worker Recruitment Day

- National Poll Worker Recruitment Day is August 1! Becoming a poll worker is a great way to ensure that elections are free and fair. Learn more at HelpAmericaVote.gov #HelpAmericaVote
- Poll workers strengthen our democracy and ensure accurate and secure elections. Visit HelpAmericaVote.gov for National Poll Worker Recruitment Day on August 1 to learn more about how to sign up to be a poll worker. #HelpAmericaVote2024

Posts on Poll Worker Recruitment Day

- Today is National Poll Worker Recruitment Day! America needs more poll workers to step up to serve their communities for the 2024 election. Learn more and sign up to work the polls at HelpAmericaVote.gov #HelpAmericaVote2024
- Are you ready to Help America Vote? Signing up to be a poll worker is a great opportunity to ensure that we have secure and accessible elections. Answer the call to strengthen our democracy at HelpAmericaVote.gov #HelpAmericaVote2024
- Happy National Poll Worker Recruitment Day! Poll workers strengthen our democracy and are critical to ensuring accurate and transparent elections. Learn more about how you can serve your community as a poll worker at HelpAmericaVote.gov #HelpAmericaVote2024



FACEBOOK



INSTAGRAM

Posts in Advance of Poll Worker Recruitment Day

- National Poll Worker Recruitment Day is August 1! Signing up to be a poll worker is a great way to serve your community and to ensure that elections are accurate and trustworthy. Learn more at HelpAmericaVote.gov #HelpAmericaVote
- Poll workers strengthen our democracy and ensure we have free and fair elections. Go to HelpAmericaVote.gov to learn more ahead of National Poll Worker Recruitment Day on August 1.

Posts on Poll Worker Recruitment Day

- Happy National Poll Worker Recruitment Day! Did you know that signing up to work the polls on Election Day helps to strengthen our democracy, gives back to our community, and ensures accurate and secure elections for all? Learn more and sign up at HelpAmericaVote.gov #HelpAmericaVote2024
- Are you ready to Help America Vote in November? Today is National Poll Worker Recruitment Day, the perfect opportunity to sign up to work the poll and strengthen democracy right in your own community. America needs more poll workers to ensure secure and accessible elections. Learn more and sign up at HelpAmericaVote.gov #HelpAmericaVote2024
- Becoming a poll worker is a great way to serve your community and strengthen our democracy. For more information about how to sign up to become a poll worker ahead of election day in November, visit HelpAmericaVote.gov #HelpAmericaVote2024

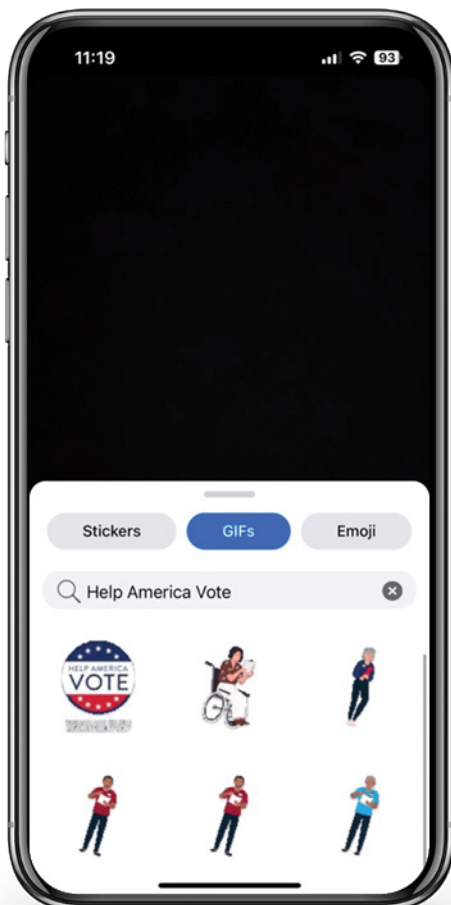
CUSTOMIZABLE VIDEO TEMPLATES



[CLICK HERE FOR VIDEO TEMPLATES](#)

SOCIAL MEDIA STICKERS

To access the stickers, first enter the story section on Facebook or Instagram on your phone. Once you've taken or selected a photo, go to the upper right-hand corner to the square-faced stickers icon. Search "Help America Vote" in the search bar and add your sticker of choice to enhance your post!



Find stickers here

NATIONAL POLL WORKER RECRUITMENT DAY VIDEO



[WATCH VIDEO](#)

POLL WORKING 101 VIDEO



[WATCH VIDEO](#)

CUSTOMIZABLE COMMUNITY OUTREACH EMAIL

Dear **[Community Partner Name]**,

My name is **[Your Name]**, and I serve as **[Your Position]** for the **[Your Local Jurisdiction]** Elections Office in **[Your City, State]**.

On August 1, 2024, in collaboration with the U.S. Election Assistance Commission (EAC) and election offices nationwide, our office will celebrate National Poll Worker Recruitment Day (NPWRD). This non-partisan national day of action aims to raise awareness about the vital role of poll workers and inspire more Americans to sign up and serve. To learn more, visit [HelpAmericaVote.gov](https://www.HelpAmericaVote.gov).

This year, we are asking **[Community Partner Organization Name]** to partner with us to help recruit poll workers for the November 5, 2024, Presidential General Election. We plan to collaborate with community partners to create a highly customizable social media campaign. Attached are examples of effective collaboration by another election jurisdiction and their community partners. We hope that **[Community Partner Organization Name]** will promote the opportunity to serve as a poll worker through a self-branded message on your social media platforms.

If you choose to partner with us, our office can provide a QR code and website link that directs interested individuals to our poll worker recruitment page, where they can find information, contact us, and sign up. We will also provide the EAC's Help America Vote Day logo for optional use.

As a NPWRD partner, you will be able to use your branding to customize social media content. The attached examples serve as a helpful guide.

We suggest participating partners issue a press release the week before August 1, 2024, to announce the partnership (see attached sample). This step is optional. On the morning of August 1, 2024, all partnering entities will simultaneously share their customized NPWRD social media postcards on their platforms.

I am happy to discuss this further and answer any questions you might have. Free, fair, transparent, and accessible elections rely on the dedicated service of poll workers locally and nationally. National Poll Worker Recruitment Day offers a wonderful opportunity for educational institutions, non-profits, sports teams, and other entities to support our community and elections in a non-partisan way.

Best regards,

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CUSTOMIZABLE PRESS RELEASE TEMPLATE FOR COMMUNITY PARTNERS

* Press release to be issued one week in advance of National Poll Worker Recruitment Day

FOR IMMEDIATE RELEASE

July 25, 2024

[Community Partner Organization Name] Celebrates Fourth National Poll Worker Recruitment Day on August 1st

Established by the U.S. Election Assistance Commission in 2020, the national day of action aims to raise awareness about the importance of poll working and inspire more Americans to volunteer.

[City, State] – As the 2024 election approaches, **[Community Partner Organization Name]** and **[Local Election Office]** with the U.S. Election Assistance Commission (EAC) have partnered to recognize National Poll Worker Recruitment Day on August 1, 2024. Launched in 2020, this initiative seeks to address the ongoing poll worker shortage, promote civic participation and volunteerism, and ensure the integrity and security of the elections in 2024 and beyond.

“Poll workers play a vital role in maintaining accessible and accurate elections,” said **[Community Partner Organization Representative]**. “We are thrilled to highlight National Poll Worker Recruitment Day to raise awareness about the national poll worker shortage before the November election and to promote civic engagement and volunteerism, encouraging people to step up and serve their communities.”

Poll worker responsibilities typically include activities such as setting up polling places, greeting voters, verifying voter registrations, and issuing ballots. Poll workers also assist voters in understanding the voting process by demonstrating the use of voting equipment and explaining voting procedures. Local election authorities oversee election staff and poll workers, including providing training before Election Day.

“Poll workers are critical to ensuring that Americans can cast a ballot on Election Day,” said EAC Chairman Ben Hovland. “They guide voters through the voting process and ensure our elections are accessible and secure. We encourage those who are able to sign up and help America vote.”

While many states offer vote by mail options, millions of American voters, including many with disabilities and those without reliable mail service, will choose in-person voting. Ensuring sufficient poll workers are available on Election Day and during early voting periods is crucial for providing voters with the assistance they need and ensuring a smooth voting experience for all.

National Poll Worker Recruitment Day exemplifies civic engagement in elections, aiming to encourage potential poll workers to help America vote. Poll workers uphold our democratic system by enabling citizens to cast a free and confidential ballot to choose their representation.

For more information about National Poll Worker Recruitment Day and how to become an election worker please visit **[Community Partner Organization Website]** or [HelpAmericaVote.gov](https://www.HelpAmericaVote.gov).

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[Insert boilerplate for Community Partner Organization]

About 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.

CUSTOMIZABLE PRESS RELEASE TEMPLATE FOR ELECTION OFFICES

**Press release to be issued on National Poll Worker Recruitment Day*

FOR IMMEDIATE RELEASE

August 1, 2024

[STATE/LOCAL ELECTION OFFICE] Celebrates Fourth National Poll Worker Recruitment Day on August 1st

Established by the U.S. Election Assistance Commission in 2020, the national day of action aims to raise awareness about the importance of poll working and inspire more Americans to volunteer.

[City, State] – As the 2024 General Election approaches, **[State/Local Election Office]** and the [U.S. Election Assistance Commission \(EAC\)](#) today announced that **August 1, 2024 will be designated as the fourth annual National Poll Worker Recruitment Day**. Launched in 2020, this initiative seeks to address the ongoing poll worker shortage, promote civic participation and volunteerism, and ensure the integrity and security of the elections in 2024 and beyond.

“Election workers are critical to ensuring accessible and accurate elections,” said **[Election Office Representative]**. “We are excited to recognize and participate in National Poll Worker Recruitment Day to help bring awareness to the nationwide poll worker shortage ahead of the election in November and to help inspire civic engagement and volunteerism to encourage people to sign up to serve their community.”

Poll worker responsibilities typically include activities such as setting up polling places, greeting voters, verifying voter registrations, and issuing ballots. Poll workers also assist voters in understanding the voting process by demonstrating the use of voting equipment and explaining voting procedures. Local election authorities oversee election staff and poll workers, including providing training before Election Day.

“Poll workers are essential to our voting process, playing a pivotal role in the success of our elections. Volunteering as a poll worker is an impactful way for Americans to serve their country and communities,” said EAC Chairman Ben Hovland. “The EAC aims to support state and local election officials in their recruitment efforts, address poll worker shortages, and engage new generations with National Poll Worker Recruitment Day.”

Despite many states expanding vote-by-mail and absentee voting options, millions of Americans, including voters with disabilities and those without reliable mail service, still depend on in-person voting. Ensuring sufficient poll workers are available on Election Day and during early voting periods is crucial for providing voters with the assistance they need and providing a smooth voting experience for all.

National Poll Worker Recruitment Day exemplifies civic engagement in elections, aiming to encourage potential poll workers to help America vote. Poll workers uphold our democratic system by enabling citizens to cast a free and confidential ballot to choose their representation.

For more information about National Poll Worker Recruitment Day and how to become an election worker please visit **[Election Office link]** or [HelpAmericaVote.gov](#).

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[Insert boilerplate for Election Office]

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