

ELECTION ASSISTANCE COMMISSION 2022 CLEARINGHOUSE “CLEARIE” AWARD

CATEGORY

**Outstanding Innovations
in Elections**

TITLE

**Innovative Strategies in
Voter Education Messaging
and Poll Worker Recruitment**

SUBMITTED BY

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**GET READY
GET SET
VOTE**

DUVAL COUNTY SUPERVISOR OF ELECTIONS

TWO QUESTIONS FOR ALL ELECTION JURISDICTIONS

- 1) Are there ways you can amplify your Voter Education Messaging by creating innovative partnerships that will help you reach a much larger audience?
- 2) If the answer is YES ... How can you also utilize those same innovative partnerships to recruit more quality poll workers?

To address the CHALLENGE and OPPORTUNITY these two questions present our Duval County Supervisor of Elections Office turned to the social media power and reach of our professional sports franchises, collegiate and educational institutions.

BACKGROUND

- Duval County, Florida is the 7th largest voter jurisdiction in the State of Florida serving just over 655,000 Active Registered Voters.
- Duval County is home to the Jacksonville Jaguars, Jacksonville Jumbo Shrimp, Jacksonville Icemen and Jacksonville Sharks who represent the NFL and Minor League Baseball, Hockey and Arena Football.



- We are home to several colleges some of which are the University of North Florida, Jacksonville University and Florida State College at Jacksonville.



- Duval County Public Schools is the 20th largest school district in the nation operating 196 schools of which 26 areas represent High School age students.

SOCIAL MEDIA REACH

Duval County Supervisor of Elections Office stand-alone	4,000 +
Jacksonville Jumbo Shrimp on all social media platforms combined	96,000 +
Jacksonville Icemen on all social media platforms combined	80,000 +
Jacksonville Sharks on all social media platforms combined	80,000 +
Jacksonville Jaguars on Twitter alone	700,000 +

University of North Florida, Jacksonville University, Florida State College at Jacksonville and Duval County Public Schools reach over 200,000 combined on social media.

STRATEGY ONE - INNOVATIVE VOTER EDUCATION MESSAGING

RAISE AWARENESS OF NATIONAL VOTER REGISTRATION DAY

ACTION STEPS

- Our office coordinated a simultaneous creation of social media postcards by all the sports teams and educational institutions mentioned above.
- Each entity was given guidance to brand the artwork to their own team/institution which created an environment of idea ownership.
- Each team/institution received guidance for their social media postcard to carry a QR code and/or our office's website with the goal being driving those who received it to our website to register to vote on-line or view important election information.
- Most involved pushed out a press release in advance notifying of this major social media voter education messaging partnership.
- Each entity involved pushed out their social media postcard on the morning of National Voter Registration Day, September 20, 2022.

RESULTS

Our messaging partnership reached 1,200,000 on Social Media up from our office's normal reach of 4,000.

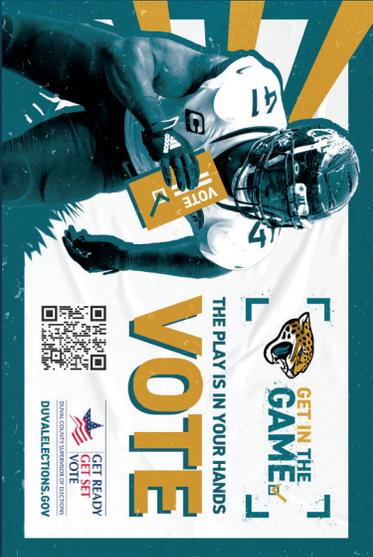
A second very valuable benefit was on our website through our Poll Worker Recruitment sign up form we received 132 applications in a quiet week when we would normally only receive 5 applications.

ACTIONABLE BENEFITS

ANY ELECTIONS JURISDICTION IN THE COUNTRY CAN MIRROR THIS MODEL BY BUILDING THEIR OWN SOCIAL MEDIA VOTER EDUCATION PARTNERSHIPS.

THIS MODEL CAN BE USED TO MESSAGE FOR ANY MAJOR ELECTIONS OFFICE MILESTONE SUCH AS NATIONAL POLL WORKER RECRUITMENT DAY AND OTHERS.

- It's easy to put together requiring only time.
- An election jurisdiction can easily expand this model to charitable organizations such as the American Heart, Cancer and Lung Associations, etc. Basically, any organization with large social media reach the local jurisdiction is comfortable partnering with.



FOR IMMEDIATE RELEASE: Monday, September 19, 2022

CONTACT: Duval County Supervisor of Elections Office
Greg Clark, 904-255-5422 or greg@duval.elections.gov

Duval County Supervisor of Elections Office Partners with Area Educational Institutions and Sports Teams to Promote National Voter Registration Day on September 20, 2022

JACKSONVILLE – Duval County Supervisor of Elections, Mike Hogan, is excited to announce a partnership with several Jacksonville major educational and sports franchises to promote National Voter Registration Day on Tuesday, September 20, 2022.

Established in 2012, National Voter Registration Day celebrates an annual moment for the entire nation to focus on registering Americans to exercise their most basic right – the right to vote.

“To promote this important day, we will collaborate on a social media initiative with Duval County Public Schools, University of North Florida, Jacksonville University, and Florida State College at Jacksonville, as well as the Jacksonville Jaguars, the Jacksonville Torosmen, the Jacksonville Jumbo Shrimp, and the Jacksonville Sharks,” Hogan said.

With these committed community partners, we will promote National Voter Registration Day to share how easy it is to register to vote or look up important election awareness information,” Hogan added.

On September 20, 2022, each of our National Voter Registration Day partners listed above will release a social media postcard directed to their institution or sports team. The postcards will share a QR code and/or link, driving people to the Duval County Supervisor of Elections website.

Please watch for the collective social media initiative potentially reaching over 1.2 million people on September 20, 2022, National Voter Registration Day.

For questions about this expansive voter awareness initiative, please contact Greg Clark, Director of Community Outreach and Events, for more information. The email address is clark@duval.elections.gov and his mobile telephone number is 904-742-1277.

Eighteen American voters should be able to exercise their right to be heard at the ballot box, and National Voter Registration Day can help voters do just that.

Greg Clark
Duval County Supervisor of Elections
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NATIONAL VOTER REGISTRATION DAY SOCIAL MEDIA DIGITAL POSTCARDS

STRATEGY TWO - INNOVATIVE VOTER EDUCATION MESSAGING

UTILIZE OUR PROFESSIONAL SPORTS VOTER EDUCATION PARTNERSHIPS TO SIGNIFICANTLY ENHANCE OUR MESSAGING REACH THROUGHOUT THE COMMUNITY.

Our office created A FIRST OF ITS KIND Voter Education Messaging Platform in partnership with our three minor league sports franchises:

- The Jacksonville Jumbo Shrimp in Triple AAA Baseball
- The Jacksonville Icemen in ECHL Hockey
- The Jacksonville Sharks in the National Arena Football League

ACTION STEPS

1) Our office was the Presenter of the National Anthem all season long

- Each game all-season for all three teams the announcer read just prior the National Anthem being played:
- “Presenting tonight’s National Anthem is the Duval County Supervisor of Elections Office ... Remember February 21st is the last day to register to vote in the March 21st City of Jacksonville Election”.
- This message changes with the election season as the sports seasons plays out throughout all 12 months of the year.

Over 620,000 fans heard these voter education messages. This was supported by in-game LED ribbon board messaging and an in-game video recorded by a team ownership/management representative promoting the same message. Of special note the National Anthem is the only time all fans attention is in one place. Of secondary note. An elections office is one of the few entities that can appropriately present our Nation’s National Anthem. To our knowledge the creation of this messaging platform was the first time this has ever been done in professional sports.

2) Our office put Election reminder messaging on all the community pocket schedules of the Jacksonville Jumbo Shrimp and Jacksonville Icemen.

- Voter Registration Deadline and Election Day Reminder dates were published on 300,000 pocket schedules distributed throughout Duval County and all of Northeast Florida.
- As with the National Anthem Presenter Message we believe this has never been done in any other election jurisdiction or by any other professional sports franchise.

ACTIONABLE BENEFITS

THIS MESSAGING IS OPEN TO ELECTION JURISDICTIONS THROUGHOUT THE COUNTRY AS YOU WOULD BE CREATING A COMMUNITY ENGAGEMENT OPPORTUNITY THAT PREVIOUSLY HAS NOT EXISTED. IF WILLING TO CONSIDER THIS AS MEDIA, AND SPEND A LITTLE MONEY, THE JURISDICTION WILL FIND MINOR LEAGUE SPORTS TEAMS WILLING PARTNERS.

STRATEGY THREE – INNOVATIVE VOTER EDUCATION MESSAGING

UTILIZE OUR PROFESSIONAL SPORTS VOTER EDUCATION PARTNERSHIP TO GET FANS TALKING ABOUT VOTING AND SIMULTANEOUSLY RAISE MONEY FOR CHARITY

ACTION STEPS

- Our office created a First of Its Kind messaging platform. We co-designed with the Jacksonville Icemen custom Hockey Register to Vote Jerseys that were worn and played in-game for two games by the team as part of Hockey Registers to Vote Night. We believe this is the first time this has been done in professional sports. This past year Charleston County Elections and the South Carolina Stingrays mirrored our Hockey Registers to Vote Jersey Night.

ACTIONABLE BENEFITS

AFTER THE SECOND GAME THESE JERSEYS WERE AUCTIONED OFF TO FANS AND RAISED \$30,000 FOR THE JACKSONVILLE ICEMEN FOUNDATION.

FANS NOW WEAR THESE JERSEYS AS THEY ATTEND GAME AFTER GAME AND WHEN FANS SEE THESE JERSEYS THROUGHOUT THE ARENA, THEY TALK NOT ABOUT POLITICS BUT ABOUT VOTING AND REGISTERING TO VOTE.

STRATEGY FOUR - INNOVATIVE POLL WORKER RECRUITMENT

UTILIZE OUR PROFESSIONAL SPORTS VOTER EDUCATION PARTNERSHIPS TO ENHANCE OUR POLL WORKER RECRUITMENT

ACTION STEPS

- Our office created a first of it's kind Poll Worker Donation Program offering fans of the Jacksonville Icemen the opportunity to serve as a Duval County Elections Poll Worker and donate their pay, back to the Jacksonville Icemen's Charitable Foundation.
- To Super Charge this the Icemen gave a fan experience package that cost them little to nothing to provide but meant something significant to the Icemen fan.
- This program in a first year generated 38 quality younger poll workers and through their collective poll worker pay they donated \$8,550 to the Jacksonville Icemen Foundation. The donation was made on-ice by Supervisor of Elections Mike Hogan at an Icemen home game.
- Advertisement of this opportunity was pushed out, free of charge, through the 80,000 plus reach of the Icemen on social media. This program could likely be done with any professional sports or collegiate institution at virtually no cost.
- We have done hybrids of this innovative recruitment model with both the Jacksonville Jumbo Shrimp and the Jacksonville Sharks and hope to soon create a hybrid of this model with Duval County Public Schools. Our goal is to collectively recruit 200 plus younger qualified poll workers (a 10% plus strengthening of our workforce) through these innovative partnerships and in turn have these poll workers donate over \$45,000 annually to charity.

SERVE & EARN AS A DUVAL COUNTY POLL WORKER

Your Duval County Supervisor of Elections Office is looking for qualified registered voters to serve and earn by working as poll workers for the upcoming November 3, 2020 General Election. Volunteer and earn some cool Icemen benefits!

POLL WORKER REQUIREMENTS

You must:

- Be a citizen of the United States and registered to vote in Duval County
- Have your own transportation
- Be comfortable working with a computer and maintain a personal email address
- Be able to speak, read and write the English language
- Be able to start work at 6:00 am and work 14 or more hours on Election Day
- Be willing to work at any precinct in Duval County
- Must be able to attend one poll worker training class offered on October 12 or October 13 from 5-9 p.m.

Deadline to sign-up is OCTOBER 7

ELECTION DAY BENEFITS*

Volunteer your time and agree to donate your \$225 poll worker compensation, and receive the following Icemen benefits, a value of \$750:

- \$150 Icemen merchandise card
- Ride on the Zamboni for you and one (1) guest
- Two (2) suite tickets for a game of your choice
- Watch a period in the Icemen Atlantic Self Storage Fan Penalty Box for 2

*Limited to the first 100 people

For more info & to sign up, visit jaxicemen.com/polls

Jacksonville Icemen Enhanced Benefit Poll Worker Recruitment Program - recruited 38 quality poll workers.

SERVE & EARN AS A DUVAL COUNTY POLL WORKER

Your Duval County Supervisor of Elections Office is looking for qualified registered voters to serve and earn by working as Poll Workers for the upcoming Tuesday, November 8, 2022 General Election. Serve and earn some cool benefits!

POLL WORKER REQUIREMENTS

YOU MUST:

- Be a citizen of the United States and registered to vote in Duval County
- Have your own transportation
- Be comfortable working with a computer and maintain a personal email address
- Be able to speak, read and write the English language
- Be able to start work at 6:00 am and work 14 or more hours on Election Day
- Be willing to work at any Precinct in Duval County
- Must be able to attend one poll worker training class offered on October 18 or 19 from 6 pm - 9:30 pm.

ELECTION DAY BENEFITS

- Receive \$225 for working as an Inspector Tech on Election Day

Questions about Poll Worker Requirements, email Greg Clark at gclark@duvalelections.gov

PLUS THESE JUMBO SHRIMP BENEFITS

- One FREE Jumbo Shrimp hat
- Two FREE Dugout Reserve Tickets to a Jumbo Shrimp game of your choice during final home stand (Sept. 4-28)

These Jumbo Shrimp Benefits are limited to the first 100 people to sign up! Questions about Jumbo Shrimp benefits, please email noel@jaxshrimp.com

DEADLINE TO SIGN UP IS - September 18, 2022

JAX SHRIMP .COM

Jacksonville Jumbo Shrimp Poll Worker Recruitment Flyer.

Job Name : Jacksonville Icemen • Design no. : JIM-HKY-VOTER-19-1

DESIGN PROOF

LOGO - Icemen

LOGO - Registers to Vote

LOGO - LEFT SHOULDER

LOGO - RIGHT SHOULDER

MADE IN USA

Submission Date: 02/25/19
ARTIST : HO
PATTERN INFO: HO 1788

WRITE: WHITE, BLACK, ROYAL, SCARLET, DUN

COLORS: ATHLETIC REG. 0123456789, NAME FONT: ATHLETIC REG. 0123456789, NUMBER FONT: .

ART SHOWN 10% SCALE ON XL

Hockey Registers to Vote Jersey Artwork.



\$8,550.00 donation to Icemen Foundation via Icemen Enhanced Benefit Poll Worker Recruitment Program. Donation presented on ice by Duval County Supervisor of Elections, Mike Hogan.



Photo of Icemen Players in Hockey Registers to Vote Jerseys.