2021

NYC PRIMARY ELECTION DIGITAL OUTREACH TOOLKIT

New York City, NY

Rank the Vote NYC  LatinoJustice PRLDEF  Hispanic Federation  NALEO Educational Fund  Dominicanos USA
This is a toolkit for organizations and individuals interested in doing digital outreach and education about the June 2021 primary elections in New York City. From the implementation of ranked choice voting to the significant expansion of absentee voting and the relatively new implementation of early voting, New York City voters are faced with many novelties in election administration when they head to the polls. Given these changes, voters need access to timely, accurate and culturally-and-linguistically accessible information to exercise their constitutional right to vote. This toolkit includes social media graphics, information on election processes, and resources to answer voters’ questions before they head to the polls. It is our hope that community organizations, neighborhood and civic leaders, advocates and other stakeholders use this toolkit to empower their communities with non-partisan information about how to participate in these pivotal elections as New York City moves forward after the devastating effects of the COVID-19 pandemic.

Voters are encouraged to call the 1-888-VE-Y-VOTA hotline at 1-888-839-8682 with any issues they encounter at the polls or any questions they have before heading out to cast their vote.
INSIDE THE TOOLKIT

4...... Partner Organizations
5...... Sample Social Media Posts
10.... Election Dates and Deadlines
11.... How to Register to Vote
12.... Three Ways to Vote
   Early Voting
   Absentee Voting (Vote by Mail)
   Vote In Person (Election Day)
14.... Ranked Choice Voting
16... Resources
## Partner Organizations

<table>
<thead>
<tr>
<th>Organization</th>
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<td>NALÉO Educational Fund</td>
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<td><a href="mailto:rpreciado@naleo.org">rpreciado@naleo.org</a></td>
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<td>LatinoJustice PRLDEF</td>
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<td>Hispanic Federation</td>
<td>Emely Paez</td>
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<td>Dominicanos USA</td>
<td>Havolin Tejada</td>
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<tr>
<td>Rank the Vote NYC</td>
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<td><a href="mailto:sean@rankthevotenyc.org">sean@rankthevotenyc.org</a></td>
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<td>rankthevotenyc.org</td>
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**Key Dates Post:**
Attention NYC Voters: use NALEO Educational Fund’s handy list of important dates to stay up to date on key deadlines for the June 22 elections.

**Fechas Importantes:**
Atención Nueva York: usen esta guía de fechas importantes del Fondo Educativo NALEO para estar listos para votar en las elecciones del 22 de junio.
### GET OUT AND VOTE

**Graphics (Click to download)**

**Suggested Language**

<table>
<thead>
<tr>
<th>GET OUT AND VOTE NYC!</th>
<th>¡Ve Y Vota:</th>
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<tbody>
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<td><img src="image" alt="GET OUT AND VOTE NYC!" /></td>
<td><img src="image" alt="¡Ve Y Vota:" /></td>
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</table>

**Get Out and Vote Post:**
Attention NYC Voters: make sure you get out and vote in the June 22 primary elections. If you have questions call the Ve y Vota hotline at 1-888-839-8682. #VeYVota

**Ve Y Vota:**
Votantes Neoyorquinos: salgan a votar en las elecciones primarias del 22 de junio. Si tienen preguntas sobre las elecciones llamen a la línea informativa Ve y Vota al 1-888-839-8682. #VeYVota
Three Ways to Vote Post:
Attention NYC Voters: you have three ways to vote during the June elections! Call the Ve y Vota hotline at 1-888-839-8682 to get more information on your options. #VeYVota

Three Ways to Vote Message:
Atención Neoyorquinos: Tienen tres formas de votar en las elecciones del 22 de junio. Llaman a la línea de ayuda Ve Y Vota al 1-888-839-8682 para más información sobre sus opciones. #VeYVota
**Absentee Voting**

**Graphics (Click to download)**

**Suggested Language**

**Absentee Voting Post:**
Remember, the last day to request your absentee ballot is June 15. Request your ballot now at: nycabsentee.com

**Absentee Voting Post:**
Recuerda, el último día para solicitar tu boleta de voto ausente es el 15 de junio. Solicita tu boleta ahora en: nycabsentee.com
Absentee Voting Post:
Remember, the last day to request your absentee ballot is June 15. Request your ballot now at: nycabsentee.com

Absentee Voting Post:
Recuerda, el último día para solicitar tu boleta de voto ausente es el 15 de junio. Solicita tu boleta ahora en: nycabsentee.com
ELECTION DATES AND DEADLINES

CITYWIDE PRIMARY ELECTIONS

**June 12:** Early voting begins.
- Voters can go to [find my poll site locator](#) to verify the location and hours of operation of their early voting poll sites. These are often different from Election Day poll sites and hours of operation.

**June 15:** Deadline for requesting absentee ballots for voters wanting to vote absentee.
- Request an absentee ballot from the NYC Board of Elections.
- Voters can drop-off their absentee ballots at early voting locations without waiting in line.

**June 20:** Last day of early voting.

**June 22:** Election Day.
- Voters can use the [find my poll site](#) tool to locate their poll site location. All NYC poll sites are open from **6AM to 9PM** on Election Day.
- This is also the last day to postmark or drop-off absentee ballots.

Voters are encouraged to call the 1-888-VE-Y-VOTA hotline at 1-888-839-8682 with any issues they encounter at the polls or any questions they have before heading out to cast their vote.
HOW TO REGISTER TO VOTE

The deadline to register to vote in the upcoming June election was May 28. The deadline to register for November’s Citywide General Election is October 8.

In order to register to vote residents must:

- Be a United States citizen.
- Be 18 years old (they may pre-register at 16 or 17).
- Be a resident of the State and the county, city, or village for at least 30 days before the election.
- Not be adjudged mentally incompetent by a court; and not claim the right to vote elsewhere.

Please note that:

- If a resident was registered to vote and was sentenced to prison, they will need to re-register to vote once they are released from prison.

New Yorkers can register to vote in any of the following ways before the voter registration deadline:

- **Register by Mail:** Download a voter registration form, fill it out and mail it to the Board of Elections.
- **Register to Vote Online:** Residents can register to vote online with the State of New York’s Department of Motor Vehicles if they have a state-issued identification card. They can also register using Dominicanos USA’s voter registration page.
- **Register In Person:** Register to vote in person at the local Board of Elections Office, Department of Motor Vehicles, or other government agencies.

**Party Affiliation**

- The voter registration form contains a section where voters can indicate their choice for party affiliation.
- Only voters registered with a party may vote to nominate that party’s candidate in a Primary Election.
- If voters want to register without designating a party, they can simply mark the space indicating "I do not wish to enroll in a party."

Voters are encouraged to call the 1-888-VE-Y-VOTA hotline at 1-888-839-8682 with any issues they encounter at the polls or any questions they have before heading out to cast their vote.
THREE WAYS TO VOTE

EARLY VOTING:

New York State adopted and began implementing Early Voting in 2019. Early voting allows voters more flexibility, time, and options when voting. It begins ten days before Election Day and ends on the Sunday before Election Day. The Early Voting period for the June 22 elections starts on Saturday, June 12, 2021 and ends on Sunday, June 20, 2021. Early Voting poll sites and hours of operation are often different from those on Election Day. Voters should check their early voting location and hours.

ABSENTEE VOTING:

New York State has greatly expanded access to absentee voting since the outbreak of COVID-19. New York State lawmakers have passed a series of reforms that allowed all voters to request absentee ballots. New York City voters can request their ballots on the BOE website.

Under New York State Law, an Absentee Ballot must be postmarked by Election Day and must reach the Board of Elections no more than 7 days after Election Day to be counted. Ballots may be hand-delivered to any Board of Elections office, Early Voting Poll Site or Election Day no later than the time those sites close.

NOTE: Voters can still vote in-person if they have requested to vote via absentee ballot and can still vote in-person even if they have sent in their absentee ballot. If you mailed in your absentee ballot and also voted in-person your in-person ballot will be the one that is counted.
THREE WAYS TO VOTE

IN PERSON ELECTION DAY VOTING:

Poll sites are open 6AM to 9PM.

Suggested Safely Tips for Voters:
- If you feel sick you can vote by mail by requesting an absentee ballot before June 15.
- Wear a face-covering when going out to vote.
- Bring your own blue or black ink pen to mark the ballots.
- Bring hand sanitizer and use it before and after touching voting materials.
- Keep socially distant when voting – stand 6 feet apart from others.

If a voter’s name does not appear on the voter rolls, they have the option of completing an affidavit or provisional ballot. Affidavit or provisional ballots are used when a voter believes they are eligible to vote but cannot submit a regular ballot.

Voters are encouraged to call the 1-888-VE-Y-VOTA hotline at 1-888-839-8682 with any issues they encounter at the polls or any questions they have before heading out to cast their vote.
New York City is using a new voting system called **Ranked Choice Voting (RCV)** to elect their city representatives in primary and special elections. The system is used in races for Mayor, Comptroller, Public Advocate, Borough President, and Member of the City Council. Voters have the option to rank up to five candidates in order of preference from 1-to-5 for each contest instead of selecting just one. This new system was instituted after 74% of city voters voted in favor of adopting it in November 2019.
HOW RCV WORKS

- Voters will be able to rank up to five candidates in order of preference, instead of picking just one.
- A voter’s vote will always count toward their top choice candidate, until that candidate is eliminated. Their vote would then go toward their next highest ranked candidate.
- Voters are free to rank as many or as little candidates as they want to, but they must rank at least one candidate per contest.

Things to avoid:

- Do not give multiple candidates the same rank.
- Do not rank a candidate more than once.
- When a candidate receives more than 50% of the vote, they are declared the winner.
The ¡Ve y Vota! campaign is a nonpartisan, comprehensive civic participation strategy, designed to remove barriers to full Latino electoral participation. The campaign’s year-round 1-888-VE-Y-VOTA (1-888-839-8682) bilingual national hotline and NALEO Educational Fund website provide Latino voters nationwide with vital information on every aspect of the electoral process, from registering to vote, to deciding between options to vote early, by mail, or on Election Day. Voters and voting advocates can also text “GOVOTE” to 97779 for English or “VEYVOTA” to 97779 for Spanish to stay updated.

See the following resources for more in-depth details on Ranked-Choice Voting:
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<thead>
<tr>
<th><strong>RESOURCES</strong></th>
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<tr>
<td><strong>VOTER REGISTRATION TOOLS</strong></td>
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<tr>
<td>voterreg.dmv.ny.gov/motorvoter/</td>
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<td>dominicanosusa.org/register-to-vote/</td>
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<td><strong>ABSENTEE VOTING BALLOT REQUEST FORM</strong></td>
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<td>nycabsentee.com/</td>
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<td><strong>NYC BOARD OF ELECTIONS</strong></td>
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| RCV Resources:  
ote.nyc/page/ranked-choice-voting |
| Poll site locator:  
findmypollsite.vote.nyc/ |
| **NYC CAMPAIGN FINANCE BOARD (NYC VOTES)** |
| General voting information: voting.nyc  
RCV Resources page:  
nyccfb.info/rcvresources |
<p>| RCV Toolkit |</p>
<table>
<thead>
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<td><strong>RANK THE VOTE NYC</strong></td>
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| **NON-PARTISAN INFORMATION ON CANDIDATES** | Elect NYC Voter Guide: ec.electnyc.civicengine.com/  
CFB Voter Guide (available June 1): voting.nyc/meet-the-candidates/ |
| **FREE PUBLIC SERVICE ANNOUNCEMENTS** | F.Y.EYE PSA Clearinghouse: https://bit.ly/3yFqwnL |
THANK YOU!

The content of this toolkit was produced by NALEO Educational Fund and it was designed by F.Y. Eye