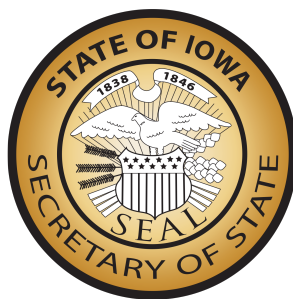




ACCESS TO VOTING CAMPAIGN TOOLKIT

GENERAL ELECTION – NOVEMBER 3, 2020



INTRODUCTION – “DID YOU KNOW”

Iowa is a leader in ensuring voting accessibility for all Iowans. The Iowa Secretary of State's Office has put together the “Did You Know” campaign to continue educating Iowans on the laws that ensure eligible voters with and without disabilities are fully able to exercise their voting rights. In this toolkit you will find resource tools to help increase awareness on topics such as a voter's right to have assistance, early voting, curbside voting, and accessible voting equipment. Our hope is that this toolkit will help you reach Iowans in your county to inform them of their rights and increase voter participation this November.

IN THIS TOOLKIT

1. Poster
2. Postcard
3. 5 Ads - one for each message
4. 5 Posts - one for each message
5. Drop-in article
6. Media release
7. Technical information for posting on social media

MESSAGING FOCUS

1. Did you know: You have the right to have assistance to vote?
2. Did you know: You can vote before Election Day?
3. Did you know: You can vote from your car?
4. Did you know: Every polling place has accessible voting equipment?
5. Did you know: You have a right to request a Voter Identification PIN Card?

DID YOU KNOW?

DID YOU KNOW? YOU HAVE THE RIGHT TO VOTING ASSISTANCE

OPTION 1: Bring anyone who can assist you other than your employer or union representative.

OPTION 2: Tell the Precinct Election Official that you would like assistance. A bipartisan team of Precinct Election Officials will assist you as needed.

DID YOU KNOW? YOU CAN VOTE BEFORE ELECTION DAY

OPTION 1: On or before Saturday, October 24th, provide a written request for an absentee ballot to be mailed to you; fill out the ballot and return it by mail or in-person to the county auditor's office.

OPTION 2: Beginning October 5th, you can vote at your county auditor's office during business hours through the Monday before the election, on the last two Saturdays prior to the November 3rd election, or vote at a satellite polling place in your community.

DID YOU KNOW? EVERY POLLING PLACE HAS ACCESSIBLE EQUIPMENT

Every polling place in Iowa has an electronic accessible voting machine. The accessible voting machine has a braille keypad and can read and mark the ballot for you.

DID YOU KNOW? YOU CAN VOTE FROM YOUR CAR

You don't even need to leave your car to go vote! Look for the curbside voting sign at your polling place and call the phone number on the sign. A bipartisan team of Precinct Election Officials will be sent to your car so you can vote.

DID YOU KNOW? YOU HAVE THE RIGHT TO REQUEST A VOTER ID PIN CARD

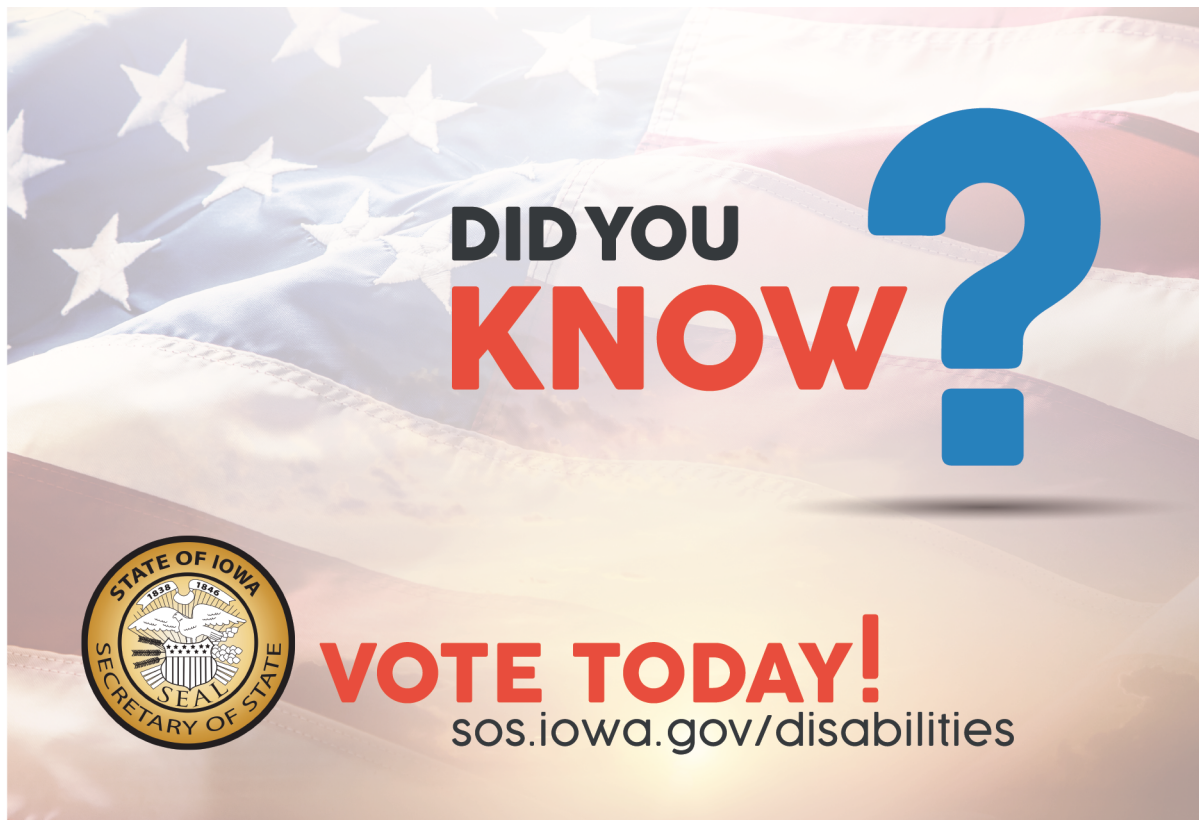
Any registered voter who does not have a valid driver's license or non-operator's ID issued by the Iowa Department of Transportation is issued a Voter Identification PIN Card. Any voter can request a Voter Identification PIN Card by contacting their County Auditor. The PIN card should be signed immediately upon receipt and is an approved form of ID for pre-registered voters.

VOTE TODAY!

sos.iowa.gov/disabilities



POSTCARD



Secretary of State
First Floor, Lucas Building
321 E. 12th St.
Des Moines, IA 50319

DID YOU KNOW?

You have the right to voting assistance.

You can vote before Election Day.

Every polling place has accessible voting equipment.

You can vote from your car.

You have the right to request a Voter ID PIN Card.

sos.iowa.gov/disabilities

FACEBOOK AD & POST 1 MESSAGE

DID YOU KNOW? YOU HAVE THE RIGHT TO VOTING ASSISTANCE

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TWITTER POST 1 MESSAGE

DID YOU KNOW? YOU HAVE THE RIGHT TO VOTING ASSISTANCE

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AD & POST 1 ARTWORK



FACEBOOK AD & POST 2 MESSAGE

DID YOU KNOW? YOU CAN VOTE BEFORE ELECTION DAY

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#DidYouKnow #BeAVoter

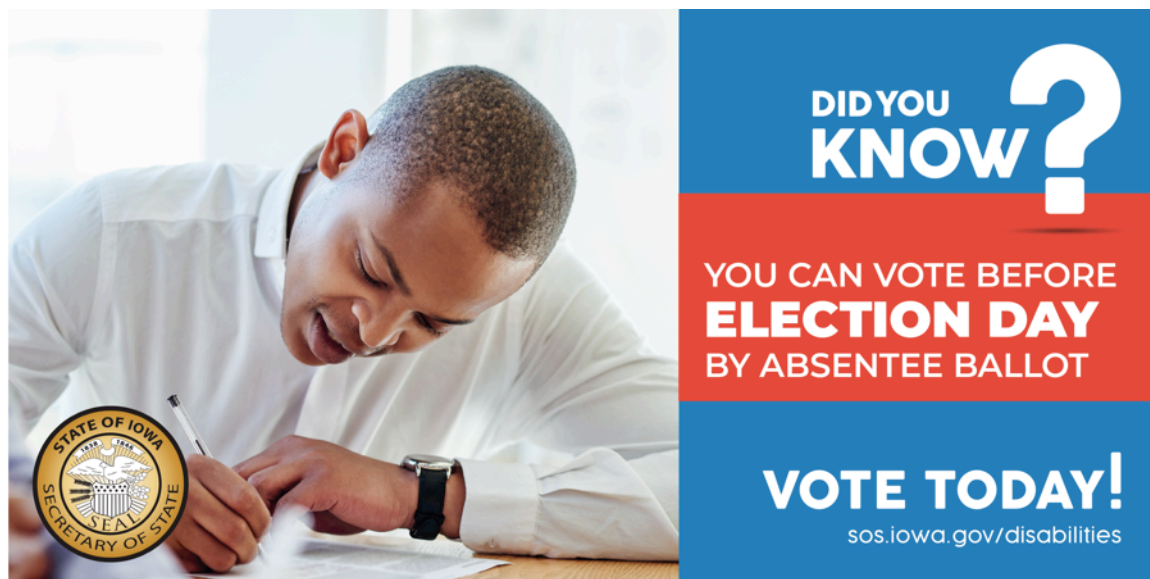
TWITTER POST 2 MESSAGE

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#DidYouKnow #BeAVoter

AD & POST 2 ARTWORK



FACEBOOK AD & POST 3 MESSAGE

DID YOU KNOW? EVERY POLLING PLACE HAS ACCESSIBLE VOTING EQUIPMENT

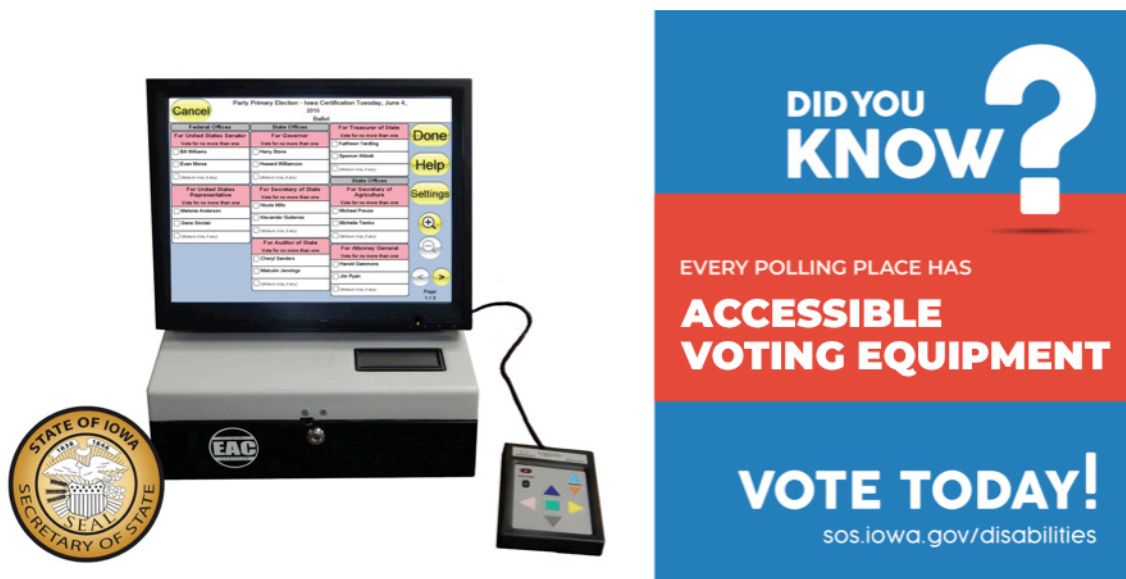
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TWITTER POST 3 MESSAGE

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AD & POST 3 ARTWORK



FACEBOOK AD & POST 4 MESSAGE

DID YOU KNOW? YOU CAN VOTE FROM YOUR CAR

You don't need to leave your car to vote! Look for the curbside voting sign at your polling place and call the number on the sign. A bipartisan team of Precinct Election Officials will be sent to your car.

#DidYouKnow #BeAVoter

TWITTER POST 4 MESSAGE

DID YOU KNOW? YOU CAN VOTE FROM YOUR CAR

You don't need to leave your car to vote! Look for the curbside voting sign at your polling place and call the number on the sign. A bipartisan team of Precinct Election Officials will be sent to your car.

#DidYouKnow #BeAVoter

AD & POST 4 ARTWORK



FACEBOOK AD & POST 5 MESSAGE

DID YOU KNOW? YOU HAVE THE RIGHT TO REQUEST A VOTER ID PIN CARD

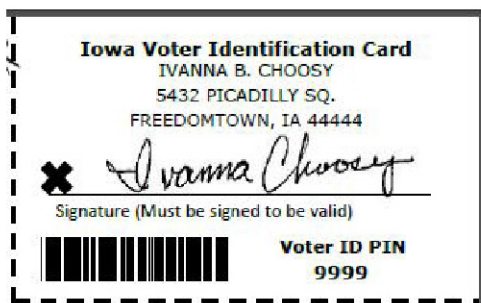
Any voter can request an Iowa Voter Identification PIN Card by contacting their County Auditor. You can find the phone number for your County Auditor's Office on the Iowa Secretary of State's website. The Iowa Voter Identification PIN card is an approved form of ID for pre-registered voters. #DidYouKnow #BeAVoter [Website](#)

TWITTER POST 5 MESSAGE

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AD & POST 5 ARTWORK



DROP-IN ARTICLE

Iowa Secretary of State Paul Pate said, "I'm proud that Iowa is one of the nation's leaders in voting accessibility. I am committed to helping each eligible Iowan be a voter. Whether it's curbside voting, voting by mail, or using accessible equipment at the polling place, it's important Iowans know there is help available when casting their ballot. Voter turnout among people with disabilities increased in 2018 and we hope that positive trend continues."

Voting can present a unique set of challenges to individuals with disabilities. To ensure that all eligible Iowa voters can cast their ballot, Iowa has taken many steps to ensure accessibility. Here are a few ways Iowa is making it easier for eligible Iowans to vote:

- Voters have the right to have assistance. They may choose who helps them as long as it is not their employer or an officer of their union. If you need assistance from the Precinct Election Officials, just let them know. You will need to sign an Affidavit Requesting Assistance.
- Voters can request an absentee ballot before Election Day. To receive an absentee ballot, submit a written request on or before Saturday, October 24th. Fill out the ballot and return it in-person or by mail to your county auditor. To request an absentee ballot, visit sos.iowa.gov/elections/pdf/absenteeballotapp.pdf. A second option is to vote absentee in person. To do this, visit your county auditor's office, starting October 5th, during business hours or on the last two Saturday prior to the November 3rd election and fill out a ballot. You can also locate a satellite polling place in your community. To find out if your county has any satellite polling places, call your County Auditor's Office at: <PHONE NUMBER OF COUNTY AUDITOR>.
- Voters have the right to use accessible voting equipment. Each polling place will have an electronic accessible voting machine that has a braille keypad and can read and mark the ballot for you.
- Voters can vote curbside. To vote curbside, look for the curbside voting sign at your polling place and call the number on the sign. You can also call your County Auditor's Office: <PHONE NUMBER OF COUNTY AUDITOR> ahead of time to pre-arrange curbside service. A bipartisan team of Precinct Election Officials will be sent out to your car so you can vote.

The Iowa Secretary of State's webpage sos.iowa.gov/disabilities acts as a one-stop resource to help Iowans with disabilities vote. There, you can register to vote online, download an absentee ballot request form and learn more about assistance you can receive at your polling place. You will also find several videos that detail how to register to vote, what to expect at your polling place and how to use electronic voting machines specifically designed for accessible voting.

MEDIA RELEASE

MEDIA CONTACT:

<NAME OF COMMUNICATIONS CONTACT AT ORGANIZATION>

<E-MAIL ADDRESS>

<PHONE NUMBER>

FOR IMMEDIATE RELEASE

Did You Know: Iowa is One of the Nation's Leaders in Voting Accessibility?

(City, State) — Date — <NAME OF ORGANIZATION> in partnership with the Iowa Secretary of State's office is striving to increase voter participation among Iowans. Iowa Secretary of State Paul Pate said, "I'm proud that Iowa is one of the nation's leaders in voting accessibility. I am committed to helping each eligible Iowan be a voter."

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FACEBOOK ADS

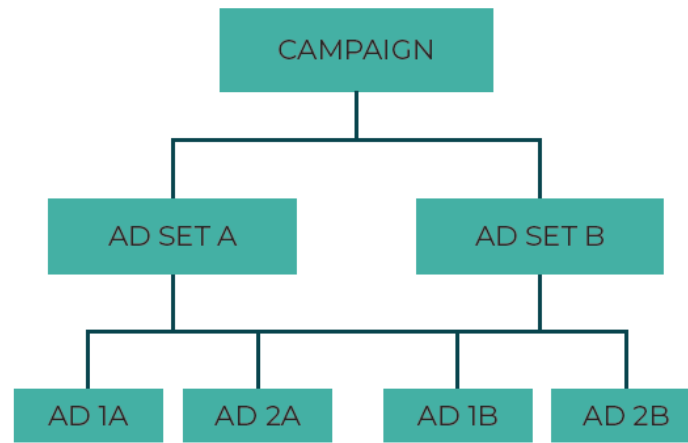
For the Did You Know? campaign, targeted Facebook advertising should be used. Before you get started, the following must be in place.

- ✓ **Personal Facebook Account**
To set up a free personal Facebook account, go to facebook.com
- ✓ **Organizational Facebook Page** (Page dedicated to the organization that is participating in the *'Did You Know'* campaign)
To set up a free organizational Facebook page, go to facebook.com/pages/creation/
- ✓ **Facebook Business Manager Account** (Tool used to manage ad accounts, pages, and the people who work on them, all in one place)
To set up a free Facebook business manager account, go to business.facebook.com/
- ✓ **Facebook Ad Account** (Where you manage ads)
To set up a free Facebook ad account, go to facebook.com/business/help/530540643805698
Select Ad Accounts from the list for instructions
- ✓ **Access to Payment Information** (Needed to set ad-spend/budget limits)

Each of the links on this page takes you to FREE account registration and guide help, if you need it.

STRUCTURE OF FACEBOOK ADS

Within your Facebook Ad Account, there are three levels where you specify your Facebook ad settings.



Facebook Ad Hierarchy

Campaign: At the campaign level, you will set the advertising objective that determines how Facebook optimizes and measures your goal.

Ad Sets: The ad set is where the ad budget, schedule, audience, and placements are defined.

Ads: Within the ad sets are the ads themselves, which contain only the text and image.

SETTING UP YOUR CAMPAIGN

When setting up your ads, Facebook will ask you to select an ad campaign objective. We recommend using the TRAFFIC objective. This will send people to the landing page on your website that is dedicated to the *Did You know?* campaign.

Select TRAFFIC , then CONTINUE

What's your marketing objective? Help: Choosing an Objective		
Awareness	Consideration	Conversion
Brand awareness	Traffic	Conversions
Reach	Engagement	Catalog sales
	App installs	Store visits
	Video views	

BUILDING YOUR ADS

We recommend the following selections when walking through the Facebook ad builder.

Choose Your Audience: Here you'll define the demographics of your target audience. Consider who you want to see the ad - and who you do not want to see the ad - when selecting these options. To begin, allow ads to go to the largest possible audience in your coverage area, then tweak as you see fit as your campaign moves along.

The audience for your ad can be customized based on all the following demographics:

Location – We recommend targeting specific zip codes. You can manually enter zip codes in the location section or click on “add bulk locations” to paste in a list of zip codes.

Age – 17-65 would be one example of an age group to try

Gender – We want to include everyone here

Languages – Leave as default

Interests – Facebook looks at a person's interests, activity, the pages they like, and closely related topics. Examples could include 'assistive technology, 'inclusion', etc.

Behaviors – These are things like purchase behavior and intent as well as device usage

If this is an audience you would use again and again, click on the SAVE THIS AUDIENCE button.

Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

Exclude | Create New ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 50021

📍 Include ▼ | 5031 |

Browse

50317, Des Moines, Iowa, United Sta...	Zip/Postal Code
50311, Des Moines, Iowa, United Sta...	Zip/Postal Code
50315, Des Moines, Iowa, United Sta...	Zip/Postal Code
50310, Des Moines, Iowa, United Sta...	Zip/Postal Code
50312, Des Moines, Iowa, United Sta...	Zip/Postal Code
46K-5031, Ljuberzy, Moskovskaya Oblast', Mosc...	Address
46K-5031, Tomilino, Moskovskaya Oblast', Mosc...	Address

📍 Drop Pin

Add Locations in Bulk

Age ⓘ

17 ▼

- 65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

CHOOSE YOUR PLACEMENTS

The only platform and placement we recommend are in Facebook feeds, desktop, and mobile as shown in the screenshot.

Placements

Show your ads to the right people in the right places.

☐ Automatic Placements (Recommended)

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram, Audience Network and Messenger. [Learn more](#)

☒ Edit Placements

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more](#).

Device Types

All Devices (Recommended) ▾

☒ Mobile

☒ Desktop

Select All

Customization

Platforms

Facebook

Feeds

Instant Articles

In-Stream Videos

Right Column

Suggested Videos

Marketplace

Stories

Instagram

Feed



ENTER YOUR BUDGET

Setting your Facebook ad budget can take some guesswork in the beginning. Begin with a \$100 monthly ad budget and adjust as you see fit based upon your initial results.

Budget & Schedule

Define how much you'd like to spend, and when you'd like your ads to appear.

Budget ⓘ

Lifetime Budget ▼

\$100.00

\$100.00 USD

Schedule ⓘ

Start

Oct 1, 2018

8:00AM

End

Oct 31, 2018

8:00AM

(Pacific Time)

Your ad will run until **Wednesday, October 31, 2018.**

You'll spend up to **\$100.00** total.


[Show Advanced Options ▼](#)

Once you have your selections complete, select CONTINUE.

CREATE AD


Now we're moving on to creating the actual ad. For this project, we recommend placing single image ads, single videos, or slideshows.

Format
Choose how you'd like your ad to look.




Carousel
Create an ad with 2 or more scrollable images or videos


☒




Single Image
Create up to 6 ads with one image each at no extra charge



Single Video
Create an ad with one video or turn images into a video



Slideshow
Create a looping video ad with up to 10 images



Collection
Feature a collection of items that open into a fullscreen mobile experience. [Learn more.](#)

Images will be sent to you for your ads and should be saved onto your computer. To add an image, select the **UPLOAD IMAGES** button, then select one of the images that have been provided to you.

Images
You can create up to 6 ads at once by uploading multiple images. [Learn more.](#)

Please specify an image to run with this ad.

Browse Library

Free Stock Images

Upload images

LINKS

Facebook ads include several components as shown in the illustration. Select 'Website', then fill in the remaining form fields using the illustration as a guide. Once everything is selected or entered appropriately, click the CONFIRM button to submit your ad.

Links
Enter the text for your ad. [Learn more.](#)

Select the link type for your ad

☒ Website

☐ Facebook Event

1

Driving Traffic to Messenger?

...

Use the Messenger destination. Your audience and budget settings will be saved.

[Change Destination](#)

Text

Preventative Services, Prescription Plans, Nutrition Programs, and More

Website URL [Preview URL](#)

www.capturemarketinggroup.com

X

[Build a URL Parameter](#)

Headline [f](#)

Find Your Medicare Benefits for Healthy Living

Call To Action [f](#)

Learn More

▼

Ad Preview

1 of 1 Ad < >

Desktop News Feed ▼

2 of 2 < >



Capture Marketing Group

Sponsored · 

Preventative Services, Prescription Plans, Nutrition Programs, and More



CAPTUREMARKETINGGROUP.COM

Find Your Medicare Benefits for Healthy Living

Professional association management, marketing agency...

[Learn More](#)

 Like

 Comment

 Share

[Refresh preview](#) • [Report a problem with this preview](#)

MONITORING

Keeping an eye on your ads and working to optimize them regularly is key to a successful ad campaign. Once your ads go live, set a calendar invite to remind yourself to check on the ad performance twice a week in Facebook's Ads Manager.

It's valuable to engage with users on Facebook who have questions or concerns – it's one of the benefits of social media! Replying to ads is not necessary but helps establish trust with other users who may view the ad and have similar questions.

HOW CAN YOU MAKE YOUR ADS EVEN BETTER?

Reviewing the data—that is, which ads generate the most clicks and qualified leads—on a monthly or bi-monthly basis can help you assess ways to tweak the ad and improve your campaign. Consider what might resonate well with the audience you are targeting. For instance, is there a particular benefit that is popular in your area?

WHAT WILL SUCCESS LOOK LIKE FOR YOU?

Tracking a social media campaign's success is simply determining what works for you. Decide what you want to achieve then choose the metrics that are relevant to your goals.

REMEMBER

In time you'll get better and better at benefitting from social media. If you have any doubts or questions about running your Facebook ad campaign, you can always go to the Facebook advertiser help center, access online articles or blogs dedicated to this topic, or just ask us, we're happy to help!