

# Hidalgo County Election Department National Voter Registration Day/Month September 28, 2021

## **PURPOSE:**

Promote voter registration awareness to Hidalgo County residents.

## **AUDIENCE:**

- ❖ **General Public**

## **INTERNAL COMMUNICATION:**

The Voter Registration Department will be participating in local events to inform the public on the importance of registering to vote. If needed, Elections Department Temps will assist at these events.

## **OUTREACH PLAN (Through the month of September)**

- Press Release of National Voter Registration Month
  - Share press release with all media outlets
  - Create flyer and use logo of National Voter Registration Month
  - Share on Social Media –
    - Use National Voter Registration Day Social Media Resource - <https://nationalvoterregistrationday.org/national-voter-registration-day-2020-sample-social-media/>
    - Twitter
    - Facebook
    - Instagram
- Voter Registration Department will be available for media interviews
- Banner - National Voter Registration Month
- Presentation of Proclamation declaring September as National Voter Registration Month at Hidalgo County Commissioners Court – September
- **PRESENTATIONS:**
  - Drive Thru Voter Registration Drive at Elections Main Office September 28, 2021
    - Extended Office Hours
    - Balloons and Signage
    - Staff will be on hand to register county residents
  - HEB Park Latino Night with AACT – September 18, 2021
    - 7 pm to 9 pm
  - McAllen Public Library Voter Registration Drive – September 21, 2021
    - 10 am to 1 pm
  - City of McAllen Job Fair – September 22, 2021

- 2 pm to 7 pm
- UTRGV - Political Science Class Presentation/Drive
- City of Edinburg Library
- City of Mission
- City of Edinburg
- HEB Shary Plus Mission
- Edinburg Post Office
- **GIVEAWAYS**
  - Lanyards
  - Pens
  - National Voter Registration Day Stickers
  - Wrist Keychains
    - Our office is currently receiving a wide variety of items at this time. Once received, they will be included in the items that are to be distributed at the events listed.

