



## Fall 2010 Communications Plan General Election GOTV

*Links provided are to the "generic" P2 website. Please feel free to substitute a link to your custom website if desired.*

### **REGISTER TO VOTE**

#### **Poster**

**Poster: Design currently in development – Register to Vote**

Poster should be displayed by Sept. 7

---

#### **Website**

Suggested text for YOUR P2 website homepage

*Recommend displayed from Sept 1 to Oct 4*

Pennsylvania election law requires citizens to be registered to vote thirty days before Election Day. In order to vote in the 2010 General Election, you must be registered by October 4. Registering to vote is an easy process that takes only a few minutes. Please [click here](#) [[http://www.bipac.net/languages/english/vr\\_forms/pa.pdf](http://www.bipac.net/languages/english/vr_forms/pa.pdf)] to download a voter registration form. Complete the form and return it to your county elections office.

---

#### **Direct Invitation**

Suggested e-mail to be sent from your CEO to all employees (Alternatively, some firms may prefer to send only to PAC-eligible employees.)

*Recommend this be sent out between Sept 7 and Sept. 28*

The 2010 elections in Pennsylvania will impact the state for many years to come. This year, Pennsylvania voters will elect a new United States Senator and a new Governor. Pennsylvania will play an integral role in deciding control of the U.S. House. Control of the Pennsylvania state House is also very much in play. Election results will also be a significant factor in the upcoming legislative redistricting.

Pennsylvania election law requires citizens to be registered to vote thirty days prior to the election to cast a ballot, therefore, if you are not already registered, you must do so by October 4.

Registering to vote is a simple process that only takes a few minutes. Please [click here](#) [[http://www.bipac.net/languages/english/vr\\_forms/pa.pdf](http://www.bipac.net/languages/english/vr_forms/pa.pdf)] today to download a voter registration form. Complete the form and return it to your county elections office.

## **ABSENTEE BALLOTS**

### **Poster**

Poster should be displayed from Oct 4 through Oct 26

### **Poster: Design currently in development – Absentee Ballots**

---

### **Website**

Suggested text for YOUR P2 website homepage

*Displayed Oct 4 to Oct 26*

If you think you might be traveling on Election Day or are physically unable to cast your vote at the polls, be sure to apply for an absentee ballot before October 26. Your completed absentee ballot must be returned to your County Board of Elections by October 29 to be counted. [Click here \[http://www.bipac.net/page.asp?content=Absentee\\_Ballots&g=PENNSYLVANIA\]](http://www.bipac.net/page.asp?content=Absentee_Ballots&g=PENNSYLVANIA) and enter your zip code in the red “Vote Early” box to download an absentee ballot request form.

---

### **Direct Invitation**

Suggested e-mail to be sent from your CEO to all employees (Alternatively, some firms may prefer to send only to PAC-eligible employees.)

*Recommend this be sent out by e-mail (or posted on bulletin boards) sometime between Oct 4 and Oct 26*

Absentee ballots play an integral part in the final vote on Election Day. In order to vote by absentee ballot in Pennsylvania you must be traveling on Election Day or be physically unable to cast your vote at the polls. If you think you might be traveling outside of your voting precinct on Election Day, I strongly recommend that you apply for an absentee ballot. If it turns out you are able to get to your polling place, simply don't complete and return the absentee ballot, or if you have already sent in your absentee ballot, you can still vote in person and cancel your absentee ballot.

You must request your absentee ballot by October 26, and return the ballot to your County Board of Elections by October 29, so don't delay. You can download an absentee ballot request form by [clicking here \[http://www.bipac.net/page.asp?content=Absentee\\_Ballots&g=PENNSYLVANIA\]](http://www.bipac.net/page.asp?content=Absentee_Ballots&g=PENNSYLVANIA) and entering your zip code in the “Vote Early” box.

## **GET OUT THE VOTE (GOTV)**

### **Poster**

Poster can be displayed immediately, or any time from now until Election Day (Nov 2)

**Poster: Design currently in development - GOTV**

---

### **Website**

Suggested text for YOUR P2 website homepage

*Recommend adding  
Oct 26*

Election Day is Tuesday, November 2. Polls open at 7 AM and close at 8 PM. To find out about the candidates running for office in your precinct, [click here](http://www.pennsylvaniaprosperty.org/candidates.asp?g=Pennsylvania) [<http://www.pennsylvaniaprosperty.org/candidates.asp?g=Pennsylvania>] and enter your address in the boxes. Remember, every vote counts!

---

### **Direct Invitation**

Suggested e-mail to be sent from your CEO to all employees (Alternatively, some firms may prefer to send only to PAC-eligible employees.)

*Recommend this be sent out by e-mail (or posted on bulletin boards) the week of Oct 26*

Election Day is our opportunity as citizens to choose who will represent our interests in Harrisburg and in Washington, DC. On Tuesday, November 2, Pennsylvanians will elect a new United States Senator to serve a six year term, and nineteen members of the U.S. House to serve two year terms. At the state level, Pennsylvanians will elect a Governor-Lieutenant Governor team that will guide the state for the next four years. Pennsylvania, like many states, is facing difficult financial times. It is projected that next year, Pennsylvania will have a budget deficit somewhere in the neighborhood of \$4 billion to \$7 billion. Voters will also elect those who will serve in the Pennsylvania Senate and Pennsylvania House, who will work with the Governor to find solutions to the challenging problems facing our Commonwealth.

I urge you to exercise your democratic rights by participating in the election process. Let your voice be heard.