



2022 Poll Worker Communications Toolkit

Introduction:

Thank you for joining our effort to work locally to recruit people to help fill poll worker vacancies. To support your work, the State League has created this toolkit for your use. Please feel free to download, distribute, and share as needed. All content is available to the public. Please note that the State League will also advertise and post about poll worker recruitment on its own social media channels. You are welcome and encouraged to simply re-share any state posts to your own pages. Please also feel free to amend and edit these materials as needed. If you have any questions or concerns, contact Susan Gobreski at governmentpolicy@palwv.org.

Sharable Graphics and Pictures:

1. Use this [QR Code](#) to direct people quickly and easily to the poll worker sign up sheet.
2. Download our [shareable social media graphics](#) (posts also available in Spanish) to post on your social media or website pages.
3. Share this link to direct people to LWVPA poll worker information: palwv.org/become-a-poll-worker
4. Check out our best practices for [following up with interested poll workers](#) on joining your League!

Sample Social Media Posts:

Post these on your social media channels or re-share from the state League's social media.

1. [PIC]: Feeling down about democracy? Why not play an active role in making elections better for everyone? [Click here](#) for more information on working the polls on May 17 in your neighborhood. #Election2022
2. Poll workers are democracy's essential workers. With just one day of service, you can help protect election integrity! [Click here](#) for more information. #Election2022

3. [PIC]: Looking for a way to support democracy this election season? [Click here](#) for more information on becoming a poll worker for the May primaries. #Election2022
4. [PIC]: Democracy only works when everyone participates. [Click here](#) for more information on becoming a poll worker in your community. #Election2022
5. [PIC]: Elections happen every year, twice a year! Become a poll worker for the May primaries: [click here](#) for more information.
6. [PIC]: Poll workers are a crucial part of every election. They work to verify voter registrations, set up and run polling locations, and assist voters on election day. Sign up for more info on volunteering for the May primaries! #Election2022

Sample Email from Local Leagues:

Send this email out to your members and supporters to let them know about working the polls. Feel free to edit the language as needed.

Dear [NAME],

The 2022 election is right around the corner. I'm reaching out to you for your help to empower voters and defend democracy. Free, fair, and accessible elections are vital to Pennsylvania democracy, and the state needs poll workers to assist our voters on election day.

Poll workers are a crucial part of every election. They work to verify voter registrations, set up and run polling locations, and assist voters at the polls. This is a great opportunity to serve your community and enable your neighbors to make their voices heard. Elections can't happen without poll workers, and Pennsylvania needs over 40,000 people to work in every election!

Poll workers are democracy's essential workers. With just one day of service, you can help protect election integrity. I hope you'll consider joining thousands of other Pennsylvanians in working the polls this election season. Please [click here](#) for more information and to sign up for our poll worker newsletter.

In League,

YOUR NAME