

Mixed Greens

An assortment of fresh tossed ideas.

008 New program, new colleague

Do-gooders, elections messages, and you by Amanda Meyer

Working together/Trabajando juntos by Cristina Labra

Do-gooders, elections messages, and you

A new community outreach program is beginning: Business Gives Back! An objective of this program is to encourage your local businesses to give back to the communities where their customers live. (Research shows that people who are involved in their communities are more likely to vote.) Also, this program gives you the opportunity to reach their customers and employees with your elections-related message.

Businesses are encouraged to discover what sort of community involvement is right for them. Ideas include fundraisers and volunteerism as well as voter registration drives and voting. For more information, please view the PDF attached to this email.

This is a great message to take to chambers of commerce, civic clubs and local businesses. Even not for profit organizations already serving the community might take you up on your offer to communicate election reminders to their stakeholders.

Q. What does this look like?

A. Make it work for you. You have options. Here are 3.

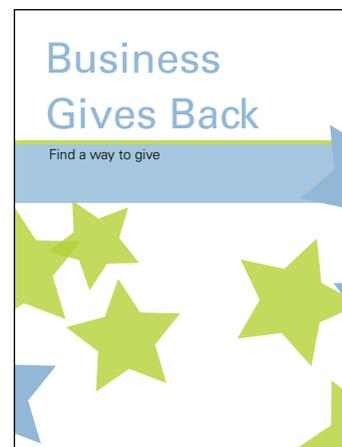
1. Hands off--Print flyers and take them with you to your outreach events. If someone asks you a question you aren't comfortable answering, refer them to the contact info on the back of the brochure.

2. Casual--Share flyers at community meetings and speaking engagements. Encourage employee voter registration updates and offer to write election reminders for their newsletters.

3. Targeted--Make a list of 5 medium-sized local businesses. Approach them one at a time to ask about their community involvement. Ask if they are willing to encourage their employees to return their ballots. Whether or not they are willing, leave them with the gently implied idea that they could do even more.

A parting thought; I'll add your contact information to this flyer. Perhaps something like, "For voter registration update drives and election reminders, call your county elections department, 509-123-0000."

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Working together

In October of 1989, Chile had its first election after 16 years of military dictatorship. As you

could imagine, months prior to the plebiscite the entire country was immersed in an electoral frenzy. My sister and I had our bedrooms covered wall-to-wall with posters of different candidates and had incorporated into our daily outfits all kinds of political pins and stickers. I was pretty young at the time, but



I don't think it mattered if you were eligible to vote or not, everyone was involved in one way or another because you knew it was important. I remember my parents coming back from the polls with their thumbs inked in black and asking them for whom they had voted, and they responded "we voted".

My story might sound corny, but that experience allowed me to understand the value of voting, but most importantly I now love when elections come around.

As the new Minority Language Education Coordinator of the Elections Division, I look forward to working with counties to enrich the electoral process for minority language groups and reach out to new voters. I'm also very eager to learn more about what counties are doing to encourage political participation and hear your experiences working with minority language groups.

I will be contacting you, if I haven't already done so, and if you have ideas, work plans and/or suggestions please feel free to contact me.

Cristina Labra
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Trabajando juntos

En octubre de 1989, Chile tuvo la primera elección después de 16 años de gobierno militar.

Como se pueden imaginar, meses antes del plebiscito el país entero estaba inmerso en una exacerbación electoral. Mi hermana y yo teníamos nuestros cuartos cubiertos de afiches de distintos candidatos y habíamos incorporado a nuestro vestuario diario todo tipo de broches y autoadhesivos políticos.



Yo era bastante joven en ese tiempo, pero no creo que importaba si uno podía votar o no, todos estaban involucrados de una manera u otra porque uno sabía que era importante. Me acuerdo que mis papas regresaron de las urnas electorales con los pulgares entintados en negro, y yo les pregunté por quién habían votado, y me respondieron "votamos".

Mi historia puede sonar un poco cebollenta, pero mi experiencia me permitió entender el valor de votar, pero aún más importante ahora me encanta cuando vienen las elecciones.

Como la Coordinadora Educativa de Lenguas Minoritarias de la División de Elecciones, espero trabajar con los condados para enriquecer el proceso electoral de los grupos de lenguas minoritarias y poder llegar a nuevos votantes. También estoy ansiosa en aprender más sobre lo que hacen los condados para alentar participación política y escuchar sus experiencias trabajando con grupos de lenguas minoritarias.

Me estaré conectando con ustedes, si aun no lo he hecho, y si tienen ideas, planes de trabajo y/o sugerencias por favor no duden en contactarse conmigo.

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