




# 2025 NATIONAL POLL WORKER RECRUITMENT DAY


National Poll Worker Recruitment Day, launched by the U.S. Election Assistance Commission (EAC) in 2020, is a nationwide initiative designed to promote civic engagement by encouraging people to become poll workers. This year, National Poll Worker Recruitment Day will be held on **August 12, 2025**. This year's efforts continue to address the ongoing need for poll workers ahead of the November election, calling on Americans to #HelpAmericaVote and help strengthen our democracy.



**Hashtags:** #HelpAmericaVote  
#HelpAmericaVote2025

**Website:** [HelpAmericaVote.gov](https://HelpAmericaVote.gov)

## Tag us on social media!

 [@beapollworker](https://twitter.com/beapollworker) | [@EACgov](https://twitter.com/EACgov)

 [@HelpAmericaVoteBeAPollWorker](https://facebook.com/HelpAmericaVoteBeAPollWorker) | [@eacgov1](https://facebook.com/eacgov1)

 [@us.eac](https://instagram.com/us.eac)  [U.S. Election Assistance Commission](https://linkedin.com/company/us-election-assistance-commission)

## ABOUT THE EAC

The EAC is the only federal agency solely focused on election administration. Our mission is to help election officials improve the administration of elections and help Americans participate in the voting process. National Poll Worker Recruitment Day is one way the EAC is working to ensure **safe, secure, accurate, and accessible elections**.

## INTRODUCTION

This toolkit is intended to act as a resource hub for National Poll Worker Recruitment Day. It contains a suite of customizable creative and written content to amplify your office's participation. We recognize that every election office is different and has different needs. It is our hope that the resources in this toolkit serve as a starting point that election offices or community organizations can adjust as needed.

# WHAT'S INCLUDED IN THIS TOOLKIT:

## **Customizable Social Graphics**

Enhance your social media posts with customizable social graphics available in PowerPoint and Canva. Preset images can be adjusted to include your office's logo and your preferred text. You can also build your own graphics from scratch with our library of characters, backgrounds, and scenarios.

## **Suggested Social Copy**

This toolkit also provides sample long-form and short-form social copy to accompany all provided preset graphics.

## **Customizable Community Outreach Email**

This sample email can be used to ask community organizations to partner with local election offices participating in National Poll Worker Recruitment Day. It can be copied, pasted, and adjusted as needed.

## **Customizable Press Releases**

This toolkit contains two sample press releases: one for election offices and one for partnering community organizations. These press releases are also customizable.

# SOCIAL MEDIA GRAPHICS



VERTICAL TEMPLATES



HORIZONTAL TEMPLATES



VERTICAL TEMPLATES



HORIZONTAL TEMPLATES

## POLL WORKER TRAINING



### ALT TEXT

A grey background with a dark blue border. A woman in an orange blazer holding an EAC document stands at a podium and instructs three new poll workers. Two of these trainees are sitting down. They are a man in a blue sweater and a woman with a prosthetic leg. The last trainee is a man in a purple sweater holding a notepad. In the background is a board with images of voting equipment. The top left contains the text "Sign Up to Be a Poll Worker!"

### LONG-FORM TEXT

Ahead of this November's elections, all poll workers will receive training from local election officials to ensure Election Day runs smoothly and all voters can receive assistance. On this National Poll Worker Recruitment Day, consider signing up to serve as a poll worker and #HelpAmericaVote!

### SHORT-FORM TEXT

Every poll worker receives training from local election offices to ensure Election Day runs smoothly. On this National Poll Worker Recruitment Day, consider signing up to serve as a poll worker and #HelpAmericaVote!

## ELECTION DAY FOR POLL WORKERS



### ALT TEXT

A light blue background with white stars in the top left and bottom right corners. The title on the image reads "National Poll Worker Recruitment Day" and smaller text on the right side of the image reads, "Poll workers assist with everything from signing in voters to explaining how voting machines work and more!" On the left side of the image are voting machines. Image is a graphic of diverse poll workers assisting at a voting site.

### LONG-FORM TEXT

August 12 marks National Poll Worker Recruitment Day! From welcoming voters to issuing ballots and explaining voting procedures, poll workers play a vital role in ensuring our elections are safe, secure, accurate, and accessible. Consider signing up to be a poll worker today. #HelpAmericaVote2025

### SHORT-FORM TEXT

Poll workers #HelpAmericaVote! August 12 is National Poll Worker Recruitment Day. Consider signing up to be a poll worker to serve your community and country.

## SOCIAL MEDIA GRAPHICS



**VERTICAL TEMPLATES**



**HORIZONTAL TEMPLATES**



**VERTICAL TEMPLATES**



**HORIZONTAL TEMPLATES**

### CURBSIDE VOTING



#### ALT TEXT

A red and blue gradient background with white stars. The graphic is of two people driving up to a curbside voting box. A poll worker stands nearby ready to assist them. Large text on the right side of the image reads "Help America Vote" over a yellow background. Smaller text on the upper left side reads, "Whether you choose to drop off your ballot or vote at your local polling place, poll workers are here to help!"

#### LONG-FORM TEXT

Did you know some jurisdictions offer curbside voting? It's just one of the many ways local election officials work to make voting safe and accessible for everyone. On this National Poll Worker Recruitment Day, consider signing up to be a poll worker and #HelpAmericaVote this November!

#### SHORT-FORM TEXT

Poll workers = essential to making voting happen. ✓

Sign up this National Poll Worker Recruitment Day to #HelpAmericaVote!

### ACCESSIBLE VOTING



#### ALT TEXT

A light blue background with red and blue stars in the upper left and bottom right corners. Graphic shows the inside of a polling place with a diverse range of voters and poll workers present. Text on the top of the graphic reads, "National Poll Worker Recruitment Day," and smaller text under that reads, "Poll workers help to make voting accessible for everyone!"

#### LONG-FORM TEXT

Poll workers reflect the communities they serve. From answering voter questions to ensuring accessibility for every voter, they help make elections run smoothly. This National Poll Worker Recruitment Day, consider joining your local election team and #HelpAmericaVote!

#### SHORT-FORM TEXT

From signing in and greeting voters to ensuring elections are accessible, poll workers are here to help! This #NationalPollWorkerRecruitmentDay, consider signing up to #HelpAmericaVote in your community!

## SOCIAL MEDIA GRAPHICS



VERTICAL TEMPLATES



HORIZONTAL TEMPLATES



VERTICAL TEMPLATES



HORIZONTAL TEMPLATES

### BIPARTISANSHIP



#### ALT TEXT

A light blue background with red and blue stars in the upper left and bottom right corners. In the center is the EAC logo and the text "Help America Vote." On either side are poll workers. One wearing red and one wearing blue assisting voters.

#### LONG-FORM TEXT

Did you know most states require bipartisan teams of poll workers at voting locations?

This National Poll Worker Recruitment Day, sign up to serve your community and help eligible voters cast their ballot! #HelpAmericaVote2025

#### SHORT-FORM TEXT

Poll workers often work in bipartisan teams. This #NationalPollWorkerRecruitmentDay, sign up to join your neighbors in helping run safe and secure elections. #HelpAmericaVote2025 🇺🇸

### ELECTRONIC POLL BOOKS



#### ALT TEXT

A red, white, and blue background with small white stars. A semi-transparent grey box covers most of the graphic. On the right side of the box is a poll worker using an electronic poll book to help check-in two voters. The left side of the box has the title "Sign Up to Be a Poll Worker" and smaller text that reads, "Electronic poll books help streamline the check-in process, reduce errors, automate ballot issuing, and collect and display critical data."

#### LONG-FORM TEXT

Ahead of Election Day, poll workers receive training on the latest election technology. For many communities, this includes electronic poll books, used to check in voters and verify registration.

This National Poll Worker Recruitment Day, sign up to be part of the team that keeps our elections running smoothly and securely. #HelpAmericaVote2025

#### SHORT-FORM TEXT

Poll workers train so they are comfortable with voting technology before Election Day. This National Poll Worker Recruitment Day, sign up to #HelpAmericaVote!

## SOCIAL MEDIA GRAPHICS



**VERTICAL TEMPLATES**



**HORIZONTAL TEMPLATES**



**VERTICAL TEMPLATES**



**HORIZONTAL TEMPLATES**

## IN-PERSON EARLY VOTING OR ELECTION DAY



### ALT TEXT

A red, white, and blue background with small white stars. A semi-transparent grey box covers most of the graphic. The graphic within the grey box is a variety of diverse voters standing in line outside a polling place. A poll worker stands on the right, ready to help them. On the upper right is text reading "National Poll Worker Recruitment Day," over a yellow background.

### LONG-FORM TEXT

Poll workers help make sure every eligible voter has the chance to cast their ballot.

From opening the polls on time to guiding voters through the process, poll workers keep lines moving and elections running smoothly. This National Poll Worker Recruitment Day, consider signing up to serve as a poll worker. #HelpAmericaVote2025

### SHORT-FORM TEXT

Poll workers help keep polling places running smoothly so every voter in line gets the chance to cast their ballot. Today is National Poll Worker Recruitment Day. Consider signing up to serve as a poll worker. #HelpAmericaVote2025

## ELECTION WORKERS PREPPING



### ALT TEXT

A grey background with a dark blue border. On the left is the text "Election Workers Help America Vote," and on the right are two election workers with clipboards in front of a voting machine.

### LONG-FORM TEXT

Election workers come prepared. Before Election Day, they receive training from local election officials so they're ready to assist voters, check registrations, and help the day run smoothly.

This National Poll Worker Recruitment Day, sign up to serve your community and #HelpAmericaVote!

### SHORT-FORM TEXT

Election workers are trained and ready to assist voters on Election Day. Sign up this National Poll Worker Recruitment Day to be part of the team that helps elections run smoothly. #HelpAmericaVote2025



## SOCIAL MEDIA GRAPHICS



[VERTICAL TEMPLATES](#)



[HORIZONTAL TEMPLATES](#)



[VERTICAL TEMPLATES](#)



[HORIZONTAL TEMPLATES](#)

## SHARING YOUR MESSAGE



### ALT TEXT

A grey box with a dark blue border. On the right side there are three larger circles with graphics of poll workers in them and three smaller circles which, from top to bottom, contain a graphic of a handshake, a graphic of a chart, and a graphic of a check mark. Text on the left side reads, "National Poll Worker Recruitment Day."

### LONG-FORM TEXT

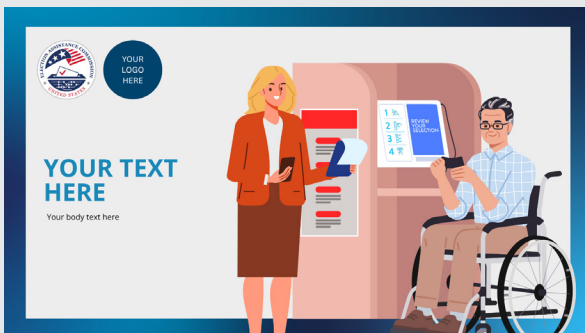
Poll workers are the backbone of our elections. They help ensure every voter can cast their ballot with confidence.

Whether greeting voters, checking registrations, or assisting throughout the day, poll workers make Election Day possible. Today is National Poll Worker Recruitment Day. Sign up today to serve your community and #HelpAmericaVote!

### SHORT-FORM TEXT

Poll workers make Election Day happen. From start to finish, they help ensure a smooth and secure voting process. Today is National Poll Worker Recruitment Day. Sign up to #HelpAmericaVote in your community!

## YOUR TEXT HERE



To help you promote National Poll Worker Recruitment Day in a way that fits your community's voice and needs, each of these graphics can be completely customized to include your own text and logo. You can also move around and swap every element of the graphics including the characters, the situations, and the backgrounds.

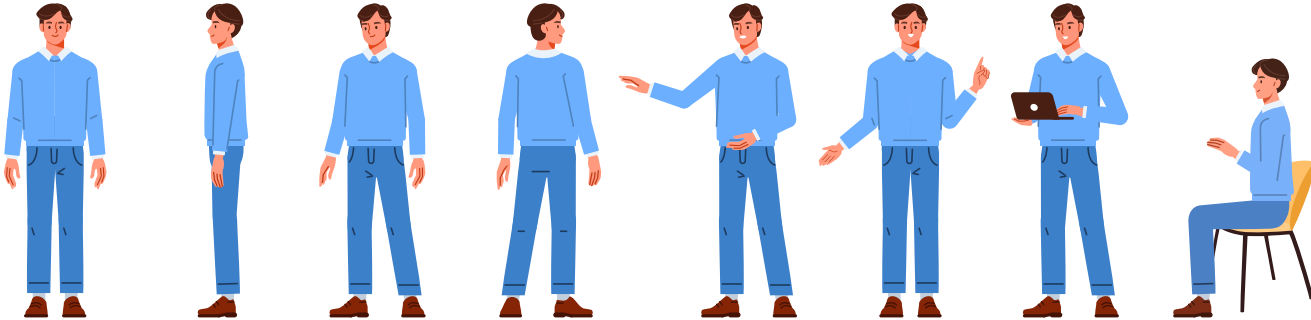
Click the PowerPoint or Canva links at the top of the page to start exploring!



# CHARACTERS

Explore the characters that are available on the social templates! Mix and match characters and their poses to create graphics that are right for your needs.

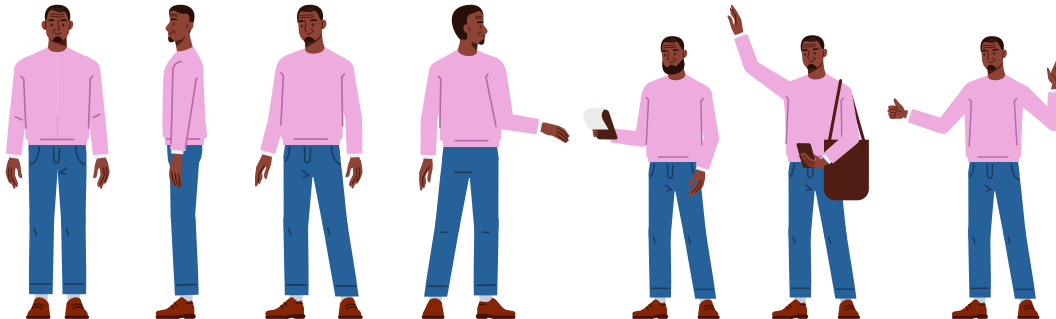
## Sam



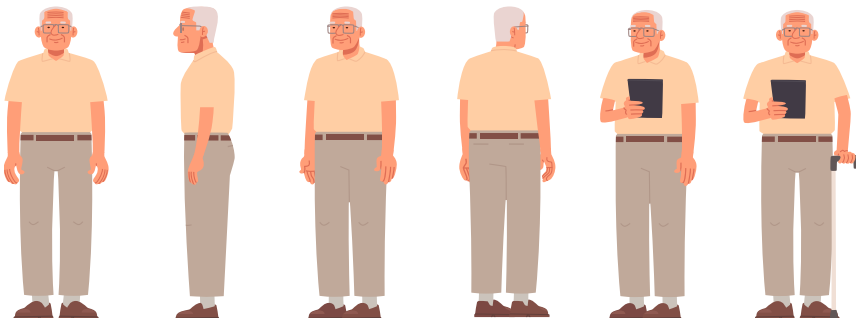
## Mia



## Allen



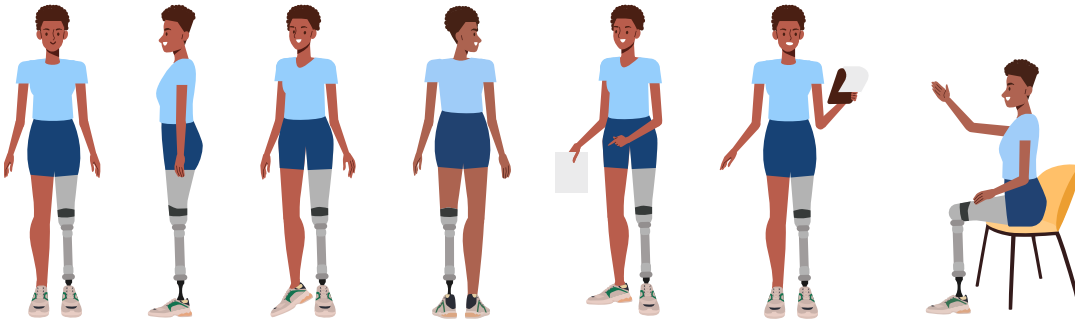
## Marshall





## CHARACTERS

Selena



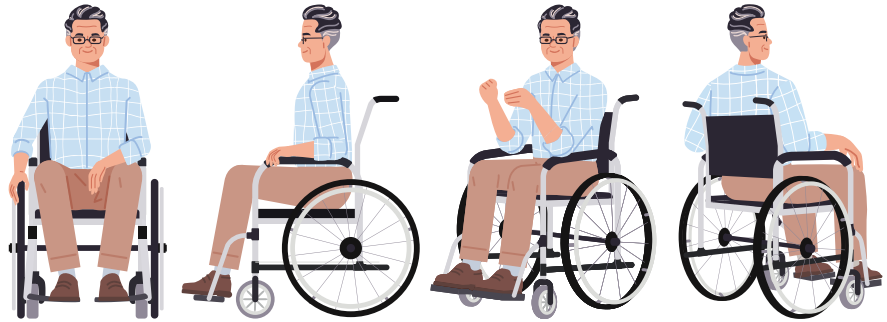
Alexandra



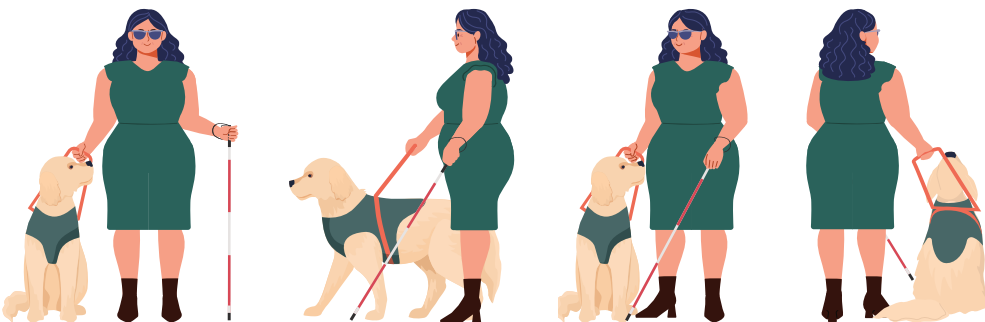
Adam



Mark



Grace



# CUSTOMIZABLE COMMUNITY OUTREACH EMAIL

Dear **[Community Partner Name]**,

My name is **[Your Name]**, and I serve as **[Your Position]** for the **[Your Local Jurisdiction]** Elections Office in **[Your City, State]**.

On August 12, 2025, in collaboration with the U.S. Election Assistance Commission (EAC) and election offices nationwide, our office will celebrate National Poll Worker Recruitment Day (NPWRD). This non-partisan National Day of Action aims to raise awareness about the vital role of poll workers and inspire more Americans to sign up and serve. To learn more, visit [HelpAmericaVote.gov](https://www.HelpAmericaVote.gov).

This year, we are asking **[Community Partner Organization Name]** to partner with us to help recruit poll workers for the election on November 4, 2025. This NPWRD, we hope you'll join us in celebrating the central role poll workers play in conducting our elections.

We plan to collaborate with community partners to create a customizable social media campaign. Attached are examples of effective collaboration by another election jurisdiction and their community partners. We hope that **[Community Partner Organization Name]** will promote the opportunity to serve as a poll worker through a self-branded message on your social media platforms.

If you choose to partner with us, our office can share [resources](#) that direct interested individuals to our poll worker recruitment page, where they can find information, contact us, and sign up.

As a NPWRD partner, you will be able to use your branding to customize social media content. The attached examples serve as a helpful guide.

We suggest participating partners issue a press release the week before August 12, 2025, to announce the partnership (see attached sample). This step is optional. On the morning of August 12, 2025, all partnering entities will begin sharing their customized NPWRD social media on their platforms.

I am happy to discuss this further and answer any questions you might have. Safe, secure, accurate, and accessible elections rely on the dedicated service of poll workers locally and nationally. NPWRD offers a wonderful opportunity for educational institutions, nonprofits, sports teams, and other entities to support our community and elections in a nonpartisan way.

Best regards,

**[Your Name]**

# CUSTOMIZABLE PRESS RELEASE TEMPLATE FOR COMMUNITY PARTNERS

\* Press release to be issued one week in advance of National Poll Worker Recruitment Day

[Insert Community Organization letterhead here]

[Insert EAC letterhead here]

FOR IMMEDIATE RELEASE

August 5, 2025

## **[Community Partner Organization Name] Celebrates National Poll Worker Recruitment Day on August 12**

*Established by the U.S. Election Assistance Commission in 2020, the National Day of Action  
aims to encourage Americans to serve as poll workers.*

[City, State] – [Community Partner Organization Name] and [Local Election Office] have partnered with the U.S. Election Assistance Commission (EAC) to recognize National Poll Worker Recruitment Day on August 12, 2025. Launched in 2020, this initiative seeks to address the ongoing poll worker shortage, promote civic participation and volunteerism, and ensure the continuity of safe, secure, accurate, and accessible elections.

“Poll workers are an essential part of the election process,” said [Community Partner Organization Representative]. “Ahead of this November’s election, we are excited to highlight National Poll Worker Recruitment Day to raise awareness about the national poll worker shortage and the critical role poll workers play in their communities running elections.”

Local election offices provide training for poll workers and oversee the process, ensuring that Election Day runs smoothly and voters are supported. Poll workers can expect to help with everything from setting up polling places and greeting voters to verifying voter registrations and issuing ballots.

“Poll workers are our friends, family, and neighbors,” said EAC Chairman Donald Palmer. “They are community members who have stepped up to guide voters through the voting process. We encourage those who are able to sign up and help America vote.”

We need poll workers to ensure our elections and democratic system runs smoothly. National Poll Worker Recruitment Day exemplifies civic engagement in elections, aiming to encourage potential poll workers to help America vote.

For more information about National Poll Worker Recruitment Day and how to become an election worker, please visit [Community Partner Organization Website] or [HelpAmericaVote.gov](https://www.helpamericavote.gov).

####

**[Insert boilerplate for Community Partner Organization]**

About the U.S. Election Assistance Commission

The U.S. Election Assistance Commission (EAC) was established by the Help America Vote Act of 2002 (HAVA). It is an independent, bipartisan commission charged with ensuring secure, accurate, and accessible elections by developing guidance to meet HAVA requirements, adopting voluntary voting system guidelines, and serving as a national clearinghouse of information on election administration. The EAC also accredits testing laboratories and certifies voting systems, as well as administers the use of HAVA funds. For more information, visit [www.eac.gov](https://www.eac.gov).

# CUSTOMIZABLE PRESS RELEASE TEMPLATE FOR ELECTION OFFICES

\* Press release to be issued the morning of National Poll Worker Recruitment Day

[Insert State/Local Election Office letterhead here]

[Insert EAC letterhead here]

FOR IMMEDIATE RELEASE

August 12, 2025

## **[STATE/LOCAL ELECTION OFFICE] Celebrates National Poll Worker Recruitment Day on August 12.**

*Established by the U.S. Election Assistance Commission in 2020, the National Day of Action aims to encourage Americans to serve as poll workers.*

**[City, State]** – Ahead of the November 2025 election, **[state/local election office]** and the U.S. Election Assistance Commission (EAC) today announced that August 12, 2025 will be designated as National Poll Worker Recruitment Day. Launched in 2020, this initiative seeks to address poll worker needs across the country, promote civic participation and volunteerism, and ensure safe, secure, accurate, and accessible elections.

“Election workers play a vital role in helping our elections run,” said **[Election Office Representative]**. “To raise awareness of our need for more poll workers, we are thrilled to recognize and participate in National Poll Worker Recruitment Day to help inspire civic engagement and volunteerism and to encourage people to sign up to serve their community.”

Poll workers are the face of elections. They are in charge of everything from setting up polling places and greeting voters to verifying voter registrations and issuing ballots. They are also able to help explain how the voting process works by demonstrating the use of voting machines and detailing voting procedures.

Poll workers further play a vital role in maintaining election accessibility, whether this means translating for a voter who speaks another language or helping those with disabilities. Local election authorities oversee election staff and poll workers, including providing training before Election Day.

“Signing up as a poll worker is an act of service for your community and your country,” said EAC Chairman Donald Palmer. “The EAC launched National Poll Worker Recruitment Day five years ago to address poll worker shortages and encourage new generations to sign up to be poll workers. The EAC is excited to continue our work supporting state and local election offices in their ongoing recruitment efforts.”

National Poll Worker Recruitment Day is a powerful reminder of the importance of civic participation in our elections. By stepping up to serve, poll workers play a pivotal role in protecting the integrity of our democracy and ensuring every voter can cast their ballot.

For more information about National Poll Worker Recruitment Day and how to become an election worker please visit **[election office link]** or [HelpAmericaVote.gov](https://www.HelpAmericaVote.gov).

####

**[Insert boilerplate for election office]**

About the U.S. Election Assistance Commission

The U.S. Election Assistance Commission (EAC) was established by the Help America Vote Act of 2002 (HAVA). It is an independent, bipartisan commission charged with ensuring secure, accurate, and accessible elections by developing guidance to meet HAVA requirements, adopting voluntary voting system guidelines, and serving as a national clearinghouse of information on election administration. The EAC also accredits testing laboratories and certifies voting systems, as well as administers the use of HAVA funds. For more information, visit [www.eac.gov](https://www.eac.gov).