



Voter Communication

IN THIS SPOTLIGHT

Voter Communication covers the work of helping voters understand how elections are conducted and how to participate. It includes public education campaigns, plain-language explanations of registration, voting, and security procedures, and partnerships with local media and trusted messengers.

AWARD-WINNING PROGRAMS



Election Integrity Series - 2025 Award Winner

• *Cuyahoga County Board of Elections, Ohio*

A nine-week program designed to improve public understanding of how elections are conducted and secured. It covered key safeguards, including voter registration, vote-by-mail verification, equipment testing, ballot handling, audits, and physical and cybersecurity measures.

WHAT TO BORROW

- ✓ Structured curriculum lets staff reuse and refresh material in future cycles.
- ✓ Covers the full election lifecycle, not just one topic, so voters see how safeguards connect.
- ✓ Format is adaptable to a town hall series, podcast, or written guide.

Learn more: Read the full program writeup → <https://www.eac.gov/clearinghouse-awards/2025-winner-distinguished-voter-education-and-communications-initiatives-ohio>



12 Days of Election Improvements “Votemas” Social Media Campaign - 2024 Award Winner

• *Office of the Lieutenant Governor, Utah*

An educational campaign designed to highlight improvements in election security, integrity, and efficiency through a 12-day social media series and expanded website content. It explained updates, such as new technologies, procedures, and laws.

WHAT TO BORROW

- ✓ Short daily posts are easier for voters to absorb than long explainers.
- ✓ Pairs social content with a deeper website resource for voters who want more.
- ✓ Uses a memorable seasonal hook to drive repeat engagement.

Learn more: Read the full program writeup → <https://www.eac.gov/clearinghouse-awards/2024-winner-distinguished-voter-education-and-communications-initiatives-utah>



Election Security in Vermont – Video - 2024 Award Winner

• Vermont Secretary of State's Office



A public service announcement featuring local clerks explaining how election security works. The video takes viewers through the entire election process, from voter list maintenance to ballot counting, and was widely shared to build public trust.

WHAT TO BORROW

- ✓ Leverages local clerks as a trusted source of information for voters.
- ✓ Walks through the full process so voters see safeguards at every step.
- ✓ Creates unified messages in a shareable format across social, news, and partner channels.

Learn more: Read the full program writeup → <https://www.eac.gov/clearinghouse-awards/2024-winner-distinguished-voter-education-and-communications-initiatives-6>

CONTINUE EXPLORING

Browse every Clearinghouse Award-winning program by topic.

The full Index collects honoree programs from across the country and groups them by the work they address – from poll workers to security to accessibility and more – so you can find ideas already proven in the field.

See the full index:

[eac.gov/
clearinghouse-awards-index](https://www.eac.gov/clearinghouse-awards-index)

ABOUT THE CLEARINGHOUSE AWARDS

The EAC's annual Clearinghouse Awards – the "Clearies" – recognize outstanding work by election officials across the country, including innovations in areas like voter list maintenance, poll worker recruitment, accessibility, and communications.

ABOUT THIS SPOTLIGHT

Each spotlight focuses on a single area of election administration and surfaces programs that other offices can borrow from. Use this document as a quick reference, share it with peers, or pin it as a starting point for your next initiative.

