

Duke Votes – 2024 Communications Timeline

Draft – July 25, 2024

July – August

- Voting information going in newsletters to first-year students
- What other publications are being sent out to students?
- Update Duke Votes website
- Orientation for graduate/professional students – voter registration tabling/resource sharing coordinated through GPSG
- Determine what type of content MarComms is producing vs. Duke Votes students

Aug 17-23

- First Year Move-In and Orientation Week
- Update Duke Votes communications toolkit with new graphics
- Dates to note:
 - **August 17:** First Year move-in day (voter registration tabling and voter ID pickups)
 - **August 20:** Transfer move-in day (voter registration tabling and voter ID pickups)

Aug 26-30

- Include voting resources in welcome newsletters to students
- Dates to note:
 - August 26: FDOC
 - August 29: Duke Votes at Club Fair on East Campus

Aug 29- Sep 2

- TBD

Sep 2-6

- EMAIL: from Chris Simmons to managers detailing political activity/engagement policies
- EMAIL: push toolkit out to communicators

Sep 9-13 – REGISTER/VOTER ID

- Share video content – [register to vote video?](#)
- EMAIL: from Mary Pat to ALL students (register to vote, voter ID, etc)
- EMAIL: to Marine Lab students
- Digital Flyer submission
- Democracy Day (Sunday, Sept 15)

Sep 16-20 – REGISTER/VOTER ID

- Duke Today story: Highlight where to register to vote on campus ([similar to this story](#))
- Dates to note:
 - **September 17:** National Voter Registration Day (social coverage of events, post story in TDD)

Sep 23-27 – Six Weeks until Election Day – REGISTER/VOTER ID

- TBD

Sep 30-Oct 4 – Five Weeks until Election Day – EDUCATE

- TBD

Oct 7-11 – Four Weeks until Election Day – EDUCATE

- **National Voter Education Week**
- DT/Working@Duke Story – Highlight early voting at Karsh (EX: [Karsh Alumni and Visitors Center to Serve as Durham County Early Voting Location](#))
- Push ballot guides as a resource
- Dates to note:
 - **October 11: Deadline to register to vote in-person on Election Day**

Oct 14-18 – Three Weeks until Election Day – VOTE EARLY

- DT/Working@Duke Story (EX: [Five things to know about early voting/Important things to know about early voting/Reminder about start of early voting](#))
- Promote Democracy Day via social channels, newsletters
- Dates to note:
 - **October 17: Early voting/same-day registration begins**

Oct 21-25 – Two Weeks until Election Day – VOTE EARLY

- Email message from President Price and Dr. Albanese ([Example from 2022](#))
- Dates to note:
 - **October 25: Democracy Day (DT/Chronicle coverage, social media coverage, include information in newsletters, etc.)**

Oct 29 – Tue – Seven Days until Election Day – VOTE EARLY

- Absentee ballot deadline

Oct 30 – Wed – Six Days until Election Day – VOTE EARLY

- TBD

Oct 31 – Thur – Five Days until Election Day – VOTE EARLY

- DT Story – [Early Voting Ends Saturday](#)

Nov 1 – Fri – Four Days until Election Day – VOTE EARLY

- TBD

Nov 2 – Sat – Three Days until Election Day – VOTE EARLY

- Last day of early voting

Nov 4 – One Day until Election Day

Nov 5 – Election Day! – VOTE!

- Story/reminder in TDD – [Guide to Voting on Election Day](#)
 - Absentee ballot return deadline
 - Social media coverage
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Duke Votes – 2024 Comms Ideas

- Social media content
- Short-form videos
- Suggested language for newsletters/copy for social
- Toolkit with graphics
- Videos of notable Duke alums
- Explaining why it's helpful to pay attention to down-ballot races
- Puppies to the polls
- Video for faculty to play in class
- Aaron Dinin – large TikTok following
- Students holding cell phones trend/video
- Athletics
- Highlighting student groups who have registered to vote
- Nonpartisan ballot guides
- Student profiles
- Highlight experts on election issues
- Coordinate with The Chronicle