

# WELCOME TO VOTE TEXAS

Fellow Texan,

As you know, 2016 is a presidential election year and with more than 14.7 million Texans already registered to vote, this fall promises to be a big election season.

My office, which is charged with overseeing elections, is working hard to educate the public about how, when and where to vote. I take my role as our state's Chief Election Officer seriously and believe there is no more critical and important way for an individual to make their voice heard than to vote.

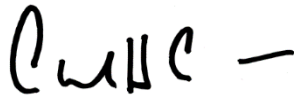
That's why I am writing to ask you to join me in ensuring all Texans have the information they need to cast their vote in November, including what approved photo ID they need to bring to the polls and what options they have if they do not possess an approved photo ID, and cannot reasonably obtain an approved photo ID.

My office has kicked off a statewide, bilingual voter education campaign that will continue to engage voters through the November election. The campaign aims to reach Texans where they work, play and seek news, but we need your help to ensure all Texans have access to this information.

Attached, please find a toolkit filled with voter education materials. From voting facts and deadlines to suggested social media posts, this toolkit has ready-to-use resources to help you reach your constituents. If you have any questions, please call 1-800-252-2216 or email [Elections@sos.texas.gov](mailto:Elections@sos.texas.gov).

Every vote matters, and with your support we can educate the people of Texas to make sure every qualified Texan who wants to vote has the information they need to cast their ballot.

Sincerely,



Carlos Cascos  
Texas Secretary of State



# WELCOME TO VOTE TEXAS

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Vote Texas aims to make voter information readily available to all Texans and, most importantly, provide the resources necessary for voters to prepare for the 2016 elections.

### Information at Your Fingertips

Visit [VoteTexas.gov](http://VoteTexas.gov) or call 1-800-252-VOTE to easily find answers to all your voting questions:

- When, Where and How to Vote
- How to Register to Vote
- Your Rights as a Voter
- ID Requirements for Voting in Person: the seven forms of approved photo ID and additional options for voters who do not possess an approved photo ID, and cannot reasonably obtain an approved photo ID.

VOTING SCHEDULE	
DEADLINE TO REGISTER <i>If not previously registered</i>	October 11
EARLY VOTING	October 24- November 4
DEADLINE TO REQUEST BALLOT BY MAIL	October 28
GENERAL ELECTION	November 8

### Identification Required

Upon arrival at the polling place, the voter will be asked to present an approved form of photo ID to vote in person. As provided by a court order, if a voter possesses one of the seven forms of approved photo ID, the voter must use that ID to vote. If a voter has continued access to their acceptable form of photo ID, but, for example, forgets to bring their acceptable form of approved photo ID to the polling place and/or left it, for example, at home or in their car, the voter still possesses the acceptable photo ID and must use it to vote. If a voter does not possess an approved photo ID, and cannot reasonably obtain such approved photo ID, the voter has additional options.

The seven forms of approved photo ID are:

- 1) Texas driver license issued by the Texas Department of Public Safety (DPS)
- 2) Texas personal identification card issued by DPS
- 3) Texas handgun license issued by DPS
- 4) U.S. military identification card containing the voter's photograph
- 5) U.S. citizenship certificate containing the voter's photograph
- 6) U.S. passport
- 7) Free Texas Election Identification Certificate issued by DPS

With the exception of the U.S. citizenship certificate, the approved **photo ID must be current or have expired no more than four years before being presented for voter qualification at the polling place.**

If a voter does not possess one of the seven forms of approved photo ID and cannot reasonably obtain an approved photo ID, the voter may vote by (1) signing a declaration at the polls explaining the reasonable impediment that the voter has to obtaining one of the seven forms of approved photo ID, and (2) providing one of the following forms of supporting ID of the voter:

- Valid voter registration certificate
- Certified birth certificate (must be an original)
- Current utility bill (copy or original)
- Bank statement (copy or original)
- Government check or paycheck (copy or original)
- Other government document that shows the voter's name and an address (copy or original, with the exception of any government document that includes a photo, which must be original and not a copy) (examples of government documents include, but are not limited to: driver's licenses from other states, ID cards issued by federally recognized Native American tribes (if the ID card contains an address), DPS Receipts (without a photo), expired voter registration certificates, or expired Texas DPS-issued driver licenses or personal ID cards (over 4 years)).

The address on an acceptable form of photo ID or supporting ID presented by the voter does not have to match the address on the list of registered voters. Voters with a disability may apply with the county registrar for a permanent exemption to showing approved photo ID at the polls. Also, voters who (1) have a consistent religious objection to being photographed or (2) do not present one of the seven forms of approved photo ID because of certain natural disasters as declared by the President of the United States or the Texas Governor, may apply for a temporary exemption to showing approved photo ID at the polls.





## Constituent Email

Friends:

It's election season and along with Texas Secretary of State Carlos H. Cascos, I want to make sure you have some important information before you head to the polls to cast your vote. The 2016 General Election is on Tuesday, November 8, with early voting from Monday, October 24, through Friday, November 4. Any registered voter can take part in early voting and we strongly encourage you to do so. During early voting you can vote at any polling location in your county of registration.

As a reminder, when you arrive at the polls, you will be asked to present one of the seven forms of approved photo ID. If you possess one of the seven forms of approved photo ID, you must present it. They are:

1. Texas driver license issued by the Texas Department of Public Safety (DPS)
2. Texas personal identification card issued by DPS
3. Texas handgun license issued by DPS
4. United States military identification card containing the person's photograph
5. United States citizenship certificate containing the person's photograph
6. United States passport
7. Free Texas Election Identification Certificate issued by DPS

**With the exception of the U.S. citizenship certificate, the approved photo ID must be current or have expired no more than four years before being presented for voter qualification at the polling place.** If you have continued access to your acceptable form of photo ID, but, for example, forget to bring their acceptable form of approved photo ID to the polling place and/or left it, for example, at home or in your car, you still possess the acceptable photo ID and must use it to vote.

If you do not possess one of the seven forms of approved photo ID and you cannot reasonably obtain one, you may vote by (1) signing a declaration at the polls explaining the reasonable impediment that you have to obtaining one of the seven forms of approved photo ID, and (2) providing one of the following various forms of supporting identification:

- Valid voter registration certificate



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- Certified birth certificate (must be an original)
- Current utility bill (copy or original)
- Bank statement (copy or original)
- Government check or paycheck (copy or original)
- Other government document that shows the voter's name and an address (any government document that includes a photo, must be original and not a copy) (examples of government documents include, but are not limited to: driver's licenses from other states, ID cards issued by a federally recognized Native American tribe (if the ID card contains an address), DPS Receipts (without a photo), expired voter registration certificates, expired Texas DPS-issued driver licenses or personal ID cards (over 4 years)).

The address on an acceptable form of photo ID or supporting ID presented by the voter does not have to match the address on the list of registered voters.

Voters with a disability may apply with the county registrar for a permanent exemption to showing approved photo ID at the polls. Also, voters who (1) have a consistent religious objection to being photographed or (2) do not present one of the seven forms of approved photo ID because of certain natural disasters as declared by the President of the United States or the Texas Governor, may apply for a temporary exemption to showing approved photo ID at the polls.

You can learn more about the voter ID requirements at [votetexas.gov](http://votetexas.gov), along with additional information such as election deadlines and your rights as a voter. You can also call the Texas Secretary of State's toll-free hotline, 1-800-252-VOTE, with questions.

In addition to [www.votetexas.gov](http://www.votetexas.gov), you can stay updated and find more information about the voting process in Texas at the following places:

- Follow @VoteTexas on [Twitter](#) and [Instagram](#)
- Like [www.facebook.com/txsecretary](http://www.facebook.com/txsecretary)

We hope to see you at the polls!

Sincerely,  
XXX





## Press Release Template

Contact: **Name**  
**Phone**  
**Email**

*Elected Official Name and Title* reminds voters to prepare for November elections

**CITY/TOWN NAME**, Texas – **Month. XX, 2016** – The November Election is coming soon and **Elected Official Name and Title** is, together with Secretary of State Carlos H. Cascos, promoting the voter education initiative, Vote Texas.

“The November election is just around the corner and I’m working to make sure all Texans have the resources they need before heading to the polls,” said **Elected Official Name and Title**. “The state’s official voting resource, VoteTexas.gov has information such as election deadlines and the ID requirements for voters.”

The deadline to register in time for the November 8 Election is October 11. Texans can find a registration form to sign, print and mail at VoteTexas.gov. They may also check their current registration status.

As a reminder, when a voter arrives at the polls, the voter will be asked to present one of the seven forms of approved photo ID. If the voter possesses one of the seven forms of approved photo ID, the voter must present it. They are:

1. Texas driver license issued by the Texas Department of Public Safety (DPS)
2. Texas personal identification card issued by DPS
3. Texas handgun license issued by DPS
4. United States military identification card containing the person’s photograph
5. United States citizenship certificate containing the person’s photograph
6. United States passport
7. Free Texas Election Identification Certificate issued by DPS

With the exception of the U.S. citizenship certificate, the approved **photo ID must be current or have expired no more than four years before being presented for voter qualification at the polling place**. If a voter has continued access to their acceptable form of photo ID, but, for example, forgets to bring their acceptable form of approved photo ID to the polling place and/or left it, for example, at home or in their car, the voter still possesses the acceptable photo ID and must use it to vote.

If a voter does not possess one of the seven forms of approved photo ID and cannot reasonably obtain one, the voter may vote by (1) signing a declaration at the polls explaining the reasonable impediment that the voter has to obtaining one of the seven forms of approved photo ID, and (2) providing one of various forms of supporting documentation.

Supporting documentation can be a valid voter registration certificate, certified birth certificate (must be an original), a copy or original of one of the following: current utility bill, bank statement, government check, or paycheck, or other government document that shows the name and an address of the voter, although a government document which includes a photo must be original





and cannot be a copy. Examples of government documents include, but are not limited to: driver's licenses from other states, ID cards issued by a federally recognized Native American tribe (if the ID card contains an address), DPS Receipts (without a photo), expired voter registration certificates, expired Texas DPS-issued driver licenses or personal ID cards (over 4 years).

If a voter meets these requirements and is otherwise eligible to vote, the voter will be able to cast a regular ballot in the election.

Voters with a disability may apply with the county registrar for a permanent exemption to showing approved photo ID at the polls. Also, voters who (1) have a consistent religious objection to being photographed or (2) do not present one of the seven forms of approved photo ID because of certain natural disasters as declared by the President of the United States or the Texas Governor, may apply for a temporary exemption to showing approved photo ID at the polls.

As a reminder, almost all voters who vote by mail will not need to show ID. Those voters 65 and older and those with a disability qualify to vote by mail.

"I encourage residents of (district x) to not only decide which candidates to support this fall but to also make sure they are prepared for the polls," said (elected official). "Vote Texas is your trusted official resource from the Texas Secretary of State."

### **About Vote Texas**

Vote Texas is the state's campaign to educate Texans and prepare voters with all the information they need to cast a ballot. Learn more at [votetexas.gov](http://votetexas.gov), a one-stop hub for all voting information, or call the Secretary of State's toll-free hotline, 1-800-252-VOTE, with questions. Additionally, residents can follow #VoteTexas on [Facebook](#) and [Twitter](#) to learn about voting, ask questions, and share their voting experience.

###





## Social Media

We encourage you to inform your social media network about the steps they need to take in order to vote in the November 8th election. To ensure that Texans have all the information they need about key dates and ID requirements, we have provided a number of suggested social media posts for Twitter, Facebook and Instagram.

Please feel free to post any time that makes sense for your audience and schedule, as long as the deadlines for registering to vote or requesting a ballot by mail have not passed. We have also included a number of visual assets in an image appendix for you to use across your social channels as you see fit.

Additionally, feel free to follow our social channels to learn about voting, ask questions, and share your voting experience.

Twitter: @VoteTexas  
Instagram: @VoteTexas  
Hashtag: #VoteTexas  
Facebook: facebook.com/txsecretary  
YouTube: youtube.com/TexasSOSOffice

### Twitter

#### *General Tweet:*

Ready for this year's election? Check out the #VoteTexas website for all of your voting questions <http://bit.ly/1rF3Qha>

*October 3, 2016:*

Are you registered to vote? The deadline to register for the 11/8 election is October 11. Find out more: <http://bit.ly/1KuK57q> #VoteTexas

*October 20, 2016:*

REMINDER: Your request for a ballot by mail must be RECEIVED by 10/28 in order to vote by mail. Learn more: <http://bit.ly/1Ui4MXx> #VoteTexas

*October 24, 2016:*

Early voting opens today & runs through 11/4. Find out more about early voting here: <http://bit.ly/1LNvQv4> #VoteTexas





# WELCOME TO VOTE TEXAS

*November 2, 2016:*

Do you have a plan to vote on Tuesday? Ask @VoteTexas your questions if you're still working on your plan.

*November 3, 2016:*

Have questions on voter ID? Get them answered here: <http://bit.ly/1OjAXxe> #VoteTexas

*November 8, 2016:*

Today's the day to #VoteTexas! Check out @VoteTexas to get your Election Day questions answered.





## Facebook

*October 3, 2016:*

Are you registered to vote? The deadline to register for the November 8 election is October 11. Find out more: <http://bit.ly/1KuK57q> #VoteTexas

*October 20, 2016:*

REMINDER: Your request for a ballot by mail must be RECEIVED by October 28 in order to vote by mail. Learn more: <http://bit.ly/1Ui4MXx> #VoteTexas

*October 24, 2016:*

Early voting opens today & runs through November 4. Find out more about early voting here: <http://bit.ly/1LNvQv4> #VoteTexas

*November 1, 2016:*

Election Day is just one week away! Have you made your plan to vote yet? Don't forget to #VoteTexas [www.VoteTexas.gov](http://www.VoteTexas.gov)

*November 7, 2016:*

Have questions on voter ID before tomorrow? Get your answers here: <http://www.votetexas.gov/register-to-vote/need-id/>

*November 8, 2016:*

Don't forget to #VoteTexas today! [www.VoteTexas.gov](http://www.VoteTexas.gov)





## Instagram

*Nov. 2, 2016:*

There are seven approved forms of photo ID in Texas – a Texas driver license, a Texas Election Identification Certificate, a Texas personal identification card, a Texas license to carry a handgun, a US military photo ID card, a US citizenship certificate containing a photo or a United States passport. Voters who do not possess an approved photo ID and are not reasonably able to obtain one have additional options, including the ability to fill out a declaration at the polls explaining why they are reasonably unable to obtain approved photo ID together with presenting a supporting document, like a current utility bill or bank statement. Learn more about ID requirements at [www.VoteTexas.gov](http://www.VoteTexas.gov) #VoteTexas.

*Nov. 4, 2016:*

Don't forget to vote next Tuesday! #VoteTexas



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## Image Appendix

Image 1:



Image 2:



Image 3:



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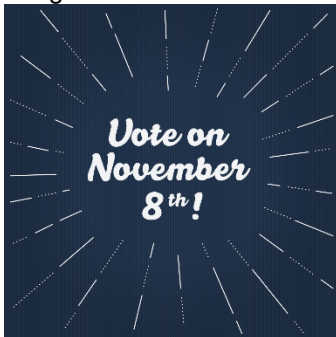
Image 4:



Image 5:



Image 6:



# WELCOME TO VOTE TEXAS

## Vote Texas: Logos

High-resolution logo files are available on request.



325x118

To use this logo on the web, copy and paste this code to your site:

```
<a href="http://www.votetexas.gov/"></a>
```



300x100

To use this logo on the web, copy and paste this code to your site:

```
<a href="http://www.votetexas.gov/"></a>
```



225x75

To use this logo on the web, copy and paste this code to your site:

```
<a href="http://www.votetexas.gov/"></a>
```



140x140

To use this logo on the web, copy and paste this code to your site:

```
<a href="http://www.votetexas.gov/"></a>
```



## **Biography of Secretary of State Carlos Cascos**



As his first appointment as governor, Greg Abbott nominated Carlos H. Cascos to serve as Texas Secretary of State. He is the 110th Texas Secretary of State.

Not new to public service, Secretary Cascos was elected as Cameron County Judge in 2006 and was re-elected in 2010 and again in 2014. Previously, Secretary Cascos served on the Texas Public Safety Commission and as a Cameron County Commissioner from 1991 through 2002.

As county judge, Secretary Cascos served in a number of statewide roles including chairman of the Texas Border Security Council, Vice-chair of the Panama Canal Stakeholder Workgroup, and Vice-chair of the state's

Freight Advising Committee.

An active member of his community, Secretary Cascos served as a board member of numerous local civic organizations such as the United Way, Sunrise Rotary Club, Leadership Brownsville, and the Brownsville Economic Development Council.

A Certified Public Accountant, Secretary Cascos is a partner in the regional accounting firm of Pattillo, Brown & Hill, LLP. He is a member of the American Institute, Texas Society and Rio Grande Valley Chapter of Certified Public Accountants. In addition, he is also a past member of the Association of Government Accountants and the American College of Forensic Examiners.

Born in Mexico and becoming a U.S. citizen in adolescence, Secretary Cascos attended Brownsville public schools and is a graduate of the University of Texas at Austin.

Secretary Cascos is married to Candi, and together they are blessed with daughters, Casandra and Andrea.

