



Your Partnership Makes a Difference

Your partnership helps us reach voters where they already live, work, and connect and helps ensure they know when, where, and how they can cast their ballot. Together, we can build a more informed and engaged Washoe County community.

Thank you for helping us get the word out.



**REGISTRAR
OF VOTERS**



A Media Outreach Kit from the Washoe County Registrar of Voters

Thank you for partnering with the Washoe County Registrar of Voters ahead of the 2026 General Election. We have one simple message for Washoe County voters: **Don't Wait, Washoe.**

This outreach kit was created for our media, community, and organizational partners to make it easy to share that message — clearly, consistently, and often. Inside, you'll find ready-to-use graphics, messaging, and other materials that can be shared across websites, social media, newsletters, digital displays, and other communication channels.

Please Use These Materials October 1–30 Only

This campaign is specifically designed to build awareness leading up to and throughout Early Voting. Please begin using these materials no earlier than **October 1** and discontinue their use after **October 30, 2026**.

Early Voting in Washoe County runs October 17–30, 2026, with Election Day on Tuesday, November 3, 2026.

We encourage you to share these materials frequently throughout October. Please use the graphics and messaging as provided so voters receive clear and consistent election information across our community.





Why Early Voting Matters

- ✓ In the 2026 Primary, 1,837 ballots were postmarked by the USPS after Election Day, arriving too late to be counted under Nevada law. Returning your ballot early isn't just convenient, it matters.
- ✓ The 2026 Primary had a 30% voter turnout with 20% or 12,782 of all mail ballots returned on Election day. With turnout expected to more than double in the General Election, that number could exceed 25,000 ballots on a single day. Every ballot returned early is one less ballot in the Election Day surge and helps get results moving faster for everyone.
- ✓ 28% of all returned mail ballots in the 2026 Primary came back via drop box nearly 1 in 3 voters already prefer this method.
- ✓ Drop boxes and Vote Centers are open for Early Voting October 17-30; that's two full weeks before Election Day. Voters don't have to wait for one day when they have 14.
- ✓ We are estimating at least a 62% turnout for the General Election – double what we experienced in the Primary Election.



Return early. Protect your vote. Get results moving.

Don't Wait, Washoe.



Core Messages

- ✓ **Don't Wait, Washoe.** This is the heart of the campaign. Please share it everywhere, on social media, in newsletters, on your website. It's a direct, community-specific call to action urging Washoe County voters to return their mail ballots as early as possible rather than holding them until Election Day.
- ✓ **Got your mail ballot? Don't wait until Election Day to return it.** Use this message as soon as mail ballots arrive in voters' hands. It gives them a simple, immediate next step.
- ✓ **Skip the mailbox. Go straight to the source.** In-person voting at a Vote Center means no postmark worries, no mail delays, and no wondering if your ballot made it. Drop it off or vote in person — either way, you know it's done.
- ✓ **Your Vote Center is closer than you think.** With vote centers open across Washoe County during Early Voting, October 17–30, there is likely a location near your home, workplace, or daily commute. In-person voting has never been more convenient.
- ✓ **Skip the mailbox. Go straight to the source.** In-person voting at a Vote Center means no postmark worries, no mail delays, and no wondering if your ballot made it. Drop it off or vote in person — either way, you know it's done.
- ✓ **Drop it and go.** Ballot drop boxes are available across Washoe County ... no lines, no waiting, no postmark risk. Just drop your ballot and walk away knowing your vote is in.
- ✓ **Got questions? Vote centers have answers.** Election staff at every Vote Center are there to help. If you have a question about your ballot, your registration, or your options, in-person voting gives you access to real people with real answers, something the mailbox can't offer.
- ✓ **Not last over the finish line.** A motivating, competitive message that reframes early voting as a personal win. Use it on social media and digital displays to energize voters who respond to a challenge and not be among the last-minute surge that can delay the results.
- ✓ **Help us help you. Return your ballot early.** A community partnership message. It reminds voters that returning ballots early allows election workers to process and verify them ahead of Election Day, making the entire process work better for everyone.
- ✓ **A little early goes a long way.** A low-pressure, accessible message that reassures voters that a small action, returning a ballot a few days early, has a meaningful impact on election operations and results.



- ✓ **Get your ballot in. Get results moving.** A results-oriented message that connects individual voter action to the broader community benefit of faster election night results. Use it in the final stretch of Early Voting, October 17–30.
- ✓ **Early in. Faster through.** Before this is posted as final, please take a moment to review and proof the attached materials. Once we have the final version, this message — along with all campaign materials — will be posted on Teams for everyone to access and push out.
- ✓ **Last day to mail your ballot should be the last day of Early Voting.** — A practical, instructional message steering voters away from mailing ballots close to Election Day, when postmark risks are highest, and toward using drop boxes or vote centers during Early Voting, which runs October 17–30.
- ✓ **Supercenters are super fast.** A message highlighting the expanded supercenter Vote Center locations available on Election Day. It reassures voters who do wait that in-person options are fast and accessible, while also promoting early supercenter use.
- ✓ **Vote early because it gives you more time to cure.** If there is an issue with a mail ballot signature, voters who return their ballot early have more time to correct (“cure”) it before Election Day. Waiting until the last day leaves no time to fix a problem.
- ✓ **Vote early because you don’t have to worry about the post office/postmark.** In the 2026 Primary, 1,837 ballots were postmarked after Election Day and could not be counted under Nevada law. Returning a ballot by drop box or Vote Center eliminates postmark risk entirely.
- ✓ **Vote early because it’ll get results faster.** Election workers can begin processing returned mail ballots before Election Day, verifying signatures and preparing ballots for counting. More early returns means faster results for the whole community.
- ✓ **Vote early to not deal with the line.** Early Voting offers 18 vote centers across Washoe County with shorter wait times than Election Day. Voters who go early avoid the Election Day crowds entirely.
- ✓ **Vote early so you don’t have to think about your ballot later.** A stress-reduction message. It frames early voting as a way to check something off the list and move on, removing the mental load of remembering to act closer to Election Day.
- ✓ **Don’t let your dog eat your ballot. Receive it. Fill it out. Return it.** A humorous, memorable message that uses a relatable scenario to reinforce the simple three-step action voters need to take. Humor makes the message shareable and approachable.
- ✓ **Protect it from your coffee and cats. Return it today.** A playful companion to the dog message, using everyday household hazards to remind voters that a ballot sitting at home is a ballot at risk. The solution is simple: return it today.
- ✓ **Two weeks. Eighteen locations. No excuses.** Early Voting runs October 17–30 with vote centers open across Washoe County. With that many options over that many days, there is a time and place that works for everyone.

