

**From:** [Rachel Holland](#)  
**To:** [Dietrich, Matt](#); [ddruker@ilsos.net](mailto:ddruker@ilsos.net); [hhaupt@ilsos.net](mailto:hhaupt@ilsos.net); [ekaufman@ilsos.net](mailto:ekaufman@ilsos.net); [Sorrentino, Alana](#); [Pryor, Brian](#)  
**Subject:** Re: [EXTERNAL] 4th of July Registration Reminders  
**Date:** Wednesday, July 1, 2020 8:15:28 AM

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Thank you so much Matt! I appreciate your quick feedback!

On 6/30/20, 6:29 PM, "Dietrich, Matt" <[MDietrich@elections.il.gov](mailto:MDietrich@elections.il.gov)> wrote:

Rachel – Those messages work for Illinois.

Matt Dietrich  
Public Information Officer  
Illinois State Board of Elections  
(217) 558-1955

From: Rachel Holland<<mailto:rachelholland@fb.com>>  
Sent: Tuesday, June 30, 2020 5:21 PM  
To: Dietrich, Matt<<mailto:MDietrich@elections.il.gov>>; [ddruker@ilsos.net](mailto:ddruker@ilsos.net)<<mailto:ddruker@ilsos.net>>; [hhaupt@ilsos.net](mailto:hhaupt@ilsos.net)<<mailto:hhaupt@ilsos.net>>; [ekaufman@ilsos.net](mailto:ekaufman@ilsos.net)<<mailto:ekaufman@ilsos.net>>; Sorrentino, Alana<<mailto:ASorrentino@elections.il.gov>>; Pryor, Brian<<mailto:BPryor@elections.il.gov>>  
Subject: Re: [EXTERNAL] 4th of July Registration Reminders

Hi Matt and Team,

Circling back on this, and based on the feedback we have received, we have opted to generalize the language of this reminder a bit more to apply to as many states as possible. However, it will link directly to your site, so any additional info you want to include about vote-by-mail could go on your landing page.

Top of feed reminder copy: “Get ready to vote in the 2020 US Election. Register to vote or make sure your registration is correct. You can also share a post encouraging friends to do the same.”

Notification Copy: “The 2020 US election is coming up. Make sure you’re registered to vote in your state.”

Additionally, the notification will only be running on July 3rd on Facebook only, but we plan to run periodic registration reminders throughout the summer and will consider this feedback as we continue to build out our future vote products.

Please let me know if you have any questions, concerns, or feedback about this. I always look forward to hearing back from you guys. Thanks,

Rachel

On 6/23/20, 2:36 PM, "Dietrich, Matt" <[MDietrich@elections.il.gov](mailto:MDietrich@elections.il.gov)> wrote:

Rachel – This looks good. We just added a field to our online registration form that lets new registrants submit a vote by mail application when they register. If possible, you might consider adding, “If you’re concerned about voting in person due to COVID-19, you can also request a vote-by-mail ballot as part of your registration.”

Matt Dietrich  
Public Information Officer  
Illinois State Board of Elections  
(217) 558-1955

From: Rachel Holland<<mailto:rachelholland@fb.com>>

Sent: Tuesday, June 23, 2020 1:28 PM

To: ddruker@ilsos.net<<mailto:ddruker@ilsos.net>>; hhaupt@ilsos.net<<mailto:hhaupt@ilsos.net>>; ekaufman@ilsos.net<<mailto:ekaufman@ilsos.net>>; Dietrich, Matt<<mailto:MDietrich@elections.il.gov>>; Sorrentino, Alana<<mailto:ASorrentino@elections.il.gov>>; Pryor, Brian<<mailto:BPryor@elections.il.gov>>

Subject: [EXTERNAL] 4th of July Registration Reminders

Hi all,

I hope you are doing well today. I am reaching out because on July 3rd and 4th, Facebook will be running a nationwide top-of-feed registration reminder across Facebook, Instagram, and Facebook Messenger. Below is copy for the reminders that will link to [https://urldefense.proofpoint.com/v2/url?u=https-3A\\_\\_ova.elections.il.gov\\_&d=DwJF-g&c=5VD0RTtNITH3ycd41b3MUw&r=CfLAVbnT4QhGL1mTE1mtPPfP-4Lwz9wteuPY1S0RNxg&m=HzXlpf8XP9cMouac4li88tFsgCOK5V44hq7h5JXq3N8&s=jKvcF-nz9T8jjlUGDxwXY2y5lqb\\_WtXqFsthagwjSOU&e=](https://urldefense.proofpoint.com/v2/url?u=https-3A__ova.elections.il.gov_&d=DwJF-g&c=5VD0RTtNITH3ycd41b3MUw&r=CfLAVbnT4QhGL1mTE1mtPPfP-4Lwz9wteuPY1S0RNxg&m=HzXlpf8XP9cMouac4li88tFsgCOK5V44hq7h5JXq3N8&s=jKvcF-nz9T8jjlUGDxwXY2y5lqb_WtXqFsthagwjSOU&e=)

for Illinois residents.

Facebook:

Title: [Name], This 4th of July, Register to Vote

Body: The 4th of July is a reminder to make sure you're registered to vote. Share a post to inspire friends to do the same.

IG:

Title: Celebrate July 4th by Registering to Vote

Body: This Independence Day, make sure your voice will be heard in the 2020 US election. Register to vote or check your registration status.

Please let me know if you have any questions, concerns, feedback, or edits about this initiative. Thanks!

[signature\_1384589292]

Rachel Holland

U.S. Politics & Government Outreach

E: RachelHolland@fb.com<<mailto:rachelholland@fb.com>>

Join us for virtual trainings to learn how Government, Politics and Advocacy partners can leverage Facebook and Instagram during this unprecedented time. Sign up [HERE!](https://urldefense.proofpoint.com/v2/url?u=https-3A__politicsandgovoutreach.splashthat.com_&d=DwIF-g&c=5VD0RTtNITH3ycd41b3MUw&r=CfLAVbnT4QhGL1mTE1mtPPfP-4Lwz9wteuPY1S0RNxg&m=HzXlpf8XP9cMouac4li88tFsgCOK5V44hq7h5JXq3N8&s=onTcPrIoFv2PeiUFJ7EIVmUTbO5sklrk-NuFWls82Pw&e=)<[https://urldefense.proofpoint.com/v2/url?u=https-3A\\_\\_politicsandgovoutreach.splashthat.com\\_&d=DwIF-g&c=5VD0RTtNITH3ycd41b3MUw&r=CfLAVbnT4QhGL1mTE1mtPPfP-4Lwz9wteuPY1S0RNxg&m=HzXlpf8XP9cMouac4li88tFsgCOK5V44hq7h5JXq3N8&s=onTcPrIoFv2PeiUFJ7EIVmUTbO5sklrk-NuFWls82Pw&e=](https://urldefense.proofpoint.com/v2/url?u=https-3A__politicsandgovoutreach.splashthat.com_&d=DwIF-g&c=5VD0RTtNITH3ycd41b3MUw&r=CfLAVbnT4QhGL1mTE1mtPPfP-4Lwz9wteuPY1S0RNxg&m=HzXlpf8XP9cMouac4li88tFsgCOK5V44hq7h5JXq3N8&s=onTcPrIoFv2PeiUFJ7EIVmUTbO5sklrk-NuFWls82Pw&e=)>