VOTER GUIDE RECOMMENDATION CHECKLIST

Use this checklist of our recommendations when creating or reviewing a voter guide.

Include the right information at the appropriate level of detail

- ☐ Is the information organized by activity or task?
- ☐ Does the cover page include the following information?
  - County name and seal (or other official insignia)
  - Name or type of election
  - Date of election day and times the polls are open
  - Polling place information
  - How to contact the election office
  - Languages offered
- ☐ Is it clear how the county and state guides are different and connected?
- ☐ Are the headings written as questions or active instructions?
- ☐ Are the plain language principles incorporated? This includes
  - Writing short sentences
  - Using short, simple, everyday words
  - Writing in active voice and writing in the positive
  - Keeping paragraphs short
  - Separating paragraphs by a space, so that each one stands out on the page
- ☐ Are there definitions and descriptions for election terms and processes?

Organize information in an easy-to-follow path

- ☐ Is there a table of contents?
- ☐ Are there questions, quasi-questions, or instructions as headings?
- ☐ Does each page have a clear topic?
- ☐ Are there visual elements to make each section easy to see?
- ☐ Is the voter information organized to include both an overview and details?

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Present information so it is easy to read and understand

- ☐ Is the text big enough (at least 12 points)?
- ☐ Is the information visual?
- ☐ Is there consistency in presentation and writing?
- ☐ Is the sample ballot presented in a way that voters easily understand what it is and how to use it?

Personalize information for the voter

- ☐ Is the availability of languages visible in all versions of the guide?
- ☐ Is the polling place clearly visible? Is it on the front cover?
- ☐ Is it clear when the sample ballot is an exact sample and when it's just similar?
- ☐ Do the update and registration forms look official?

Use structure and content to close civic literacy gaps

- ☐ Is there a signature so voters know the source of the guide?
- ☐ Are voters told their rights (i.e., voter bill of rights)?
- ☐ Is it easy to learn about and compare the candidates?
- ☐ Do voters know how the ballot measures will affect them?
- ☐ Is there an explanation of the type of election?
- ☐ Has the voter information been tested with low-literacy and low-English-proficiency voters?