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**Sent time:** 09/11/2020 06:22:45 PM  
**To:** SOEList; SOEStaffContacts; Fowler, Christopher G.; Earley, Mark; Overturf, Charles  
Lee, Laurel M.; Kennedy, Jennifer L.; Fitz-Patrick, Christie; Brown, George; Dickerson-Walden, Boyd <BoydDickerson-Walden@flhsmv.gov>;  
**Cc:** McVay, Brad R.; Anderson, Artesa E.; Shane Hamlin <shane.hamlin@ericstates.org>; David Becker <dbecker@electioninnovation.org>; O'Brien, Colleen E.; Marconnet, Amber; Brown, Toshia; Ash, Ryan C.; Ard, Mark  
**Subject:** Statewide Voter Registration Campaign to Potentially Eligible but Unregistered Voters (EBUs)  
**Attachments:** ERIC Voter Registration Campaign\_FINAL\_rev.pdf

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Please find attached revised press release.

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**From:** Matthews, Maria I.  
**Sent:** Friday, September 11, 2020 5:17 PM  
**To:** SOEList <FVRSSOE@dos.myflorida.com>; SOEStaffContacts <SOEStaffContacts@dos.myflorida.com>; Fowler, Christopher G. <Christopher.Fowler@DOS.MyFlorida.com>; Earley, Mark <Mark.Earley@leonvotes.gov>; Overturf, Charles <Overturf.Charles@putnam-fl.com>  
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**Subject:** Statewide Voter Registration Campaign to Potentially Eligible but Unregistered Voters (EBUs)

Dear Supervisors of Elections and staff,

We are pleased to announce that our statewide voter registration campaign to potentially eligible but unregistered voters (EBUs) is underway for printing and mailing. Through our membership with the Electronic Registration Information Center (ERIC) and in partnership with the Florida Department of Highway Safety and Motor Vehicles whose driver license and state identification records along with our voter registration records are key to identifying EBUs, postcards will be sent to 2,237,353 million EBUs at best address available.

We enlisted the assistance of the Center of Election Innovation & Research to randomize the EBU list across 3 separate batch mailers which will go out over the next several days. Addresses associated with an EBU were removed if the person was identified as deceased, if it was an out-of-state address, and if it was an address for a Department of Corrections facility or a federal prison in Florida.

For more details about this statewide campaign, please see attached press release.

Please do not hesitate to contact me if you have any questions

Respectfully,

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**Important notices:**

*This response is provided for reference only and does not constitute legal advice or representation. As applied to a particular set of facts or circumstances, interested parties should refer to the Florida Statutes and applicable case law, and/or consult a private attorney before drawing any legal conclusions or relying upon the information provided. (Esta respuesta se proporciona solo como referencia y no constituye consejo ni representación legal. Las personas interesadas deben consultar los Estatutos de la Florida y la jurisprudencia aplicable, y / o consultar a un abogado privado para saber como el ley se aplique a sus hechos or circunstancias particulares antes de sacar conclusiones legales o confiar en la información proporcionada.)*

*Written communications including email addresses to governmental agencies constitute public records and are available to the public including media upon request unless the information is subject to a specific statutory exemption. See e.g., F.S. 668.6076 (Las comunicaciones escritas, incluso las direcciones de correo electrónico, a agencias de gobierno, constituyen registros públicos y están disponibles, a pedido, para el público, incluso la prensa, a menos que la información esté sujeta a una exención legal específica. Véase por ejemplo, F.S. 668.6076)*



## FLORIDA DEPARTMENT OF STATE

SECRETARY OF STATE LAUREL M. LEE

**FOR IMMEDIATE RELEASE**

September 11, 2020

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**\*\*REVISED\*\***

### **The Florida Department of State in Partnership with the **Electronic** Registration Information Center (ERIC) Launches First Statewide Voter Registration Campaign for Over 2 Million Floridians**

**TALLAHASSEE, FLA.** —The Florida Department of State in partnership with the Electronic Registration Information Center (ERIC) today launched a voter registration campaign that will reach more than 2 million potentially eligible Florida residents to encourage them to register to vote before the deadline on October 5.

**“This unprecedented outreach is a testament to the commitment Governor DeSantis and the Florida Legislature have for registering new voters and encouraging participation in our democratic processes,”** said Florida Secretary of State Laurel M. Lee. **“Voting is the fundamental way we practice civic engagement. This bi-partisan effort is focused on enhancing the voices of all of Florida’s citizens by providing accurate and timely information about voter registration and voting options in Florida.”**

Floridians who are potentially eligible but unregistered to vote will receive a postcard in the mail directing them to [RegistertoVoteFlorida.gov](https://www.RegistertoVoteFlorida.gov) where they may choose to register online once they have affirmed their eligibility. The mailer will also educate potential voters about their voting options: by mail, at an early voting site, or at the polls on election day. The postcard is in both English and Spanish.



# Register to Vote Florida.gov



*Important!*  
*¡Importante!*

**DEADLINE TO REGISTER TO VOTE:  
October 5, 2020**

**LA FECHER LIMITE PARA REGISTRARSE:  
5 de octubre 2020**

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Florida Department of State  
Division of Elections  
P.O. Box 5768  
Tallahassee, Florida 32314-5768

PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE PAID  
Tallahassee, FL  
Permit 632

Our records indicate that you may be eligible to vote, but do not appear to be registered. If you are 18 years old, a resident of Florida, a U.S. citizen, and not otherwise disqualified, visit [RegisterToVoteFlorida.gov](http://RegisterToVoteFlorida.gov) to review eligibility requirements to register today!

Already registered? - Check your voter registration status or update your information at [RegisterToVoteFlorida.gov](http://RegisterToVoteFlorida.gov).

Voting - In Florida, a voter can vote by mail, vote at any early voting site, or vote at the polls on election day.

Other registration or voting questions: Call 1-866-308-6739, or for TDD/Voice in English and Spanish, call 7-1-1.

Nuestros registros indican que puede ser elegible para votar, pero no parece estar registrado. Si tiene 18 años, es residente de Florida, es ciudadano Estadounidense, y no es descalificado de otra manera, visite [RegisterToVoteFlorida.gov](http://RegisterToVoteFlorida.gov) para revisar los requisitos de elegibilidad para registrarse hoy!

¿Ya está registrado? - Verificar el estado de su registro o actualizar su información a [RegisterToVoteFlorida.gov](http://RegisterToVoteFlorida.gov).

Formas de votar - En Florida, se puede votar por correo, votar en centros de votación anticipada o votar en las urnas el día de las elecciones.

Otras preguntas de registro o votación: Llame al 1-866-308-6739, o para TDD/Voz en inglés o español, llame al 7-1-1.



F7165-0000001 T-00000001  
\*\*\*\*\*SINGLE PIECE

NAME  
ADDRESS  
CITY, ST ZIP



Millions of Floridians will be mailed this postcard from DOS encouraging them to register to vote.

In addition to encouraging higher voter turnout before every federal and general election, the partnership with ERIC will allow the Department and Supervisors of Elections to cross-check voter information with 29 other member states to better identify registered voters who are deceased and duplicate registration records, as well as effectuate other list maintenance activities, allowing Supervisors of Elections to maintain more accurate and up to date voter rolls.

Along with data from the U.S. Postal Service, voter registration systems, and Social Security death records, data from the Florida Department of Highway Safety and Motor Vehicles will play a pivotal role in determining those potential voters who will receive a postcard. This year, it was determined that more than 2 million Floridians will be receiving a postcard.

The 2.2 million Floridians who will be receiving postcards are potentially eligible voters who are 18 years of age and older, Florida residents and U.S. citizens. In order to register, they must swear or affirm to all eligibility requirements.

With Florida's deadline to register to vote in the 2020 General Election approaching on October 5, postcards are being mailed now to maximize civic engagement. This window to contact Floridians was determined by ERIC as the most effective time to conduct registration outreach.

The mail out will be spread over the next several days and will be sent in a random and equitable distribution.

Florida is committed to protecting the integrity of the voter rolls and preventing election fraud. As a member of ERIC, Florida is now equipped with more tools to further ensure accurate voter rolls, making voting easier and reducing costs to taxpayers. In addition to enhancing the accuracy of the voter rolls, the partnership with ERIC will lead to increased voter registration in Florida and more citizens engaged in the electoral process.

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**About the Florida Division of Elections.** The Florida Department of State's Division of Elections supports the Secretary of State, Florida's Chief Election Officer, in ensuring that Florida has fair and accurate elections. The Division's three bureaus; the Bureau of Election Records, Bureau of Voter Registration Services, and Bureau of Voting Systems Certification, have several responsibilities in the areas of legal compliance and elections administration to ensure that Florida's election laws are uniformly interpreted and implemented. The Division also assists local Supervisors of Elections in their duties and promotes enhanced public awareness and participation in the electoral process. For more information about Florida's elections, visit [dos.myflorida.com/elections/](https://dos.myflorida.com/elections/).