



Protecting and serving
all of America's voters
on Election Day

Outreach to the Community and Its Formal and Informal Leaders in Advance of Election Day

Police leaders can begin the conversation and set the tone for Election Day by engaging with community groups, formal and informal community leaders—including schools, advocacy groups, business and neighborhood associations, and religious leaders—concerning the responsibilities and limitations of law enforcement on Election Day and after.

The goal of the dialogue should be to build awareness and trust in the policies, processes, and procedures of the police before, during, and after Election Day. The department should also reassure the community about the agency's commitment to impartial, nonpartisan policing that both maintains public safety and protects the democratic process. The preference is that these meetings be in-person or via video/conference call.

Additional outreach efforts could include:

- Informal conversations with community members
- Social media postings and live chats
- Press releases and press conferences
- Articles or editorials in local newspapers
- Postings on the department website
- Coordinate messages with municipal, elections and community leaders to leverage all networks

Topics of outreach efforts should include:

- An acknowledgment of community concerns about police presence at polling locations
 - Expected presence of officers at polling locations pursuant to anticipated need, agency procedures, and local/state law, and whether they will be in uniform or soft/plain clothes
- Reassurances of the department's commitment to impartiality and to protecting the rights of all voters
 - Police leaders may take exception to worries about police impropriety at the polls but voicing it may only serve to enhance concerns. Acknowledgment and reassurance, on the other hand, may inspire confidence in the agency concerned
- A summary of your local/state laws regarding police responsibilities during elections and links to online statutes, etc.
- A description of the department policy regarding non-partisanship and neutrality, and a summary of the internal training that has taken place in preparation for Election Day
- The potential need for law enforcement activity, which police have an obligation to address at or around polling locations
- Department's coordination with elections officials