



PARTNER GUIDE

YOUR VOTE MATTERS

DON'T LOSE IT



DEAR PARTNER

Thanks for getting involved in our campaign.

We want as many voters as possible to take part in the EU Referendum on **Thursday 23 June**. We need your help to achieve this and to make sure people understand:


- when and how they can register to vote
- what methods they have to cast their vote
- where they can find more information

The main message in our campaign is 'You can't miss it'. In our TV, radio, press and digital advertising we are promoting The 2016 EU Referendum Voting Guide which will be distributed to every household in the UK from 16 May.

To help you get involved in our campaign, we have created additional resources and this partner guide. Below are graphics, posters, tweets and sample messages you can share with your members, staff, customers, clients and supporters to make sure they don't miss their chance to have their say.

IMPORTANT INFORMATION FOR PUBLICLY FUNDED ORGANISATIONS

If your organisation is 51% or more publicly funded, there are some rules you must follow about publishing information in the period before the referendum.

Look at our advice  about publishing information before the referendum.

Produced by the Electoral Commission

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TIMINGS AND PRIORITIES FOR OUR CAMPAIGN MESSAGES

There are some key messages we'd like you to share as part of the campaign. Some are specific to key periods in the lead up to the referendum, and others to specific audiences:

MESSAGES FOR ALL – THROUGHOUT THE CAMPAIGN

- The EU Referendum is on **Thursday 23 June**
- It will decide whether the UK will remain a member of the European Union or leave the European Union.
- You must make sure you are registered to be able to vote in the EU Referendum. If you are not already registered to vote, go to **gov.uk/register-to-vote**
- There are a few ways you can vote:
 - In person
 - By post
 - By proxy (someone you trust voting on your behalf)
- Go to **aboutmyvote.co.uk** or call 0800 3 280 280 for more information.

MESSAGES FOR ALL – UNTIL 7 JUNE


- If you haven't already registered to vote, you need to do so to vote in the referendum.
- The deadline to register is **Tuesday 7 June**.
- If you are already registered to vote you will receive a poll card by Wednesday 25 May.
- Not everyone who was eligible to vote at the elections on 5 May will also be eligible to vote in the EU Referendum. Go to **aboutmyvote.co.uk** to check if you can vote in the referendum.
- Registering to vote is quick and easy. You'll just need your National Insurance number, date of birth and address to hand.
- You can apply to vote by post until 5pm, Wednesday 8 June. If you would like to vote by post you must already be registered, or have submitted your application to register. If you're not already registered to vote, you must register by **Tuesday 7 June**.

MESSAGES FOR ALL – FROM 8 JUNE TO 23 JUNE

- Can't vote in person for the EU Referendum on 23 June? You can appoint a proxy – someone you trust to vote on your behalf. Proxy vote applications must be received by 5pm on Wednesday 15 June. But you and your proxy must have already registered to vote.
- If you lose your poll card, you don't need it to vote. You can contact your local council to find out where your polling station is. You can find their contact details by entering your postcode into the 'Your local area' section on **aboutmyvote.co.uk**

TIMINGS AND PRIORITIES FOR OUR CAMPAIGN MESSAGES

MESSAGES FOR STUDENT AUDIENCES

- Where will you be living during the summer? If you'll be back at home on 23 June, make sure you're registered at that address to vote in the EU Referendum. The registration deadline is **Tuesday 7 June**. Register online at [gov.uk/register-to-vote](https://www.gov.uk/register-to-vote)
- You'll need your National Insurance number to register to vote. Look for it on payslips or official letters about tax, pensions or benefits. You can also **ask for a reminder through the post** .
- If you have a term time and a home address and you are registered at both addresses, you are only allowed to vote once in the referendum – it is an offence to vote twice.
- If you're away, you can apply to vote by post or by proxy, providing you've already registered to vote. The postal vote application deadline is **Wednesday 8 June** and the proxy vote application deadline is **Wednesday 15 June**.

MESSAGES FOR HOLIDAYMAKERS/FOOTBALL SUPPORTERS TRAVELLING OVERSEAS/GLASTONBURY REVELLERS

- If you're away on 23 June, you can still vote in the EU Referendum.
- Make sure you have submitted your application to register by **Tuesday 7 June**. Register online at [gov.uk/register-to-vote](https://www.gov.uk/register-to-vote)
- Then, apply to vote by post or by proxy (where someone you trust votes on your behalf). Download an application form at [aboutmyvote.co.uk](https://www.aboutmyvote.co.uk)
- The postal vote application deadline is **Wednesday 8 June**.
- The proxy vote application deadline is **Wednesday 15 June**.

FAQ

WHO CAN VOTE?

- You can vote if on 23 June you are:
 - 18 or over
 - A British or Irish citizen living in the UK
 - A Commonwealth citizen living in the UK who has leave to remain in the UK or who does not require leave to remain in the UK (**Here is a full list of European Union countries, Commonwealth countries, British Overseas Territories and British Crown Dependencies (PDF)** [↗](#)), or
 - A British citizen living overseas who has been registered to vote in the UK in the last 15 years
- You also need to be registered to vote.

DO I NEED TO REGISTER?

- If you are already registered to vote you will receive a poll card by **Wednesday 25 May**.
- If you are not registered, you should register to vote by **Tuesday 7 June** at [gov.uk/register-to-vote](https://www.gov.uk/register-to-vote)
- You should also register to vote every time you move house.

HOW CAN I CHECK IF I AM REGISTERED TO VOTE?

- If you are not sure whether you are registered to vote, you should contact your local electoral registration office. They will be able to let you know.
- To find the contact details for your local electoral registration office, enter your postcode in the '**Your local area**' section of our website. Go to [aboutmyvote.co.uk](https://www.aboutmyvote.co.uk)
- If you are a British or Irish citizen (who was born in Northern Ireland) living abroad, you will need to contact the local electoral registration office for the address you were last registered at in the UK.

FAQ

HOW DO I VOTE?

- In person:
You will receive a poll card telling you where to vote. You don't need this to vote, and if you lose it, you can contact your local council to find out where your polling station is.
- By post:
If you would like to vote by post you must already be registered to vote, or have applied to register to vote, at the referendum. If you're not already registered to vote, you must have made your application by **Tuesday 7 June**. Your application to vote by post must arrive no later than 5pm on **Wednesday 8 June** – visit **aboutmyvote.co.uk** to download the postal vote application form.
- By proxy (someone you trust votes on your behalf):
If you're not already registered, you must register to vote before submitting your application for a proxy vote. Submit your application in time to arrive no later than 5pm on **Wednesday 15 June** – visit **aboutmyvote.co.uk** to download the proxy vote application form. Both you and your proxy must be registered to vote.

HOW DO I FILL IN THE BALLOT PAPER FOR THE EU REFERENDUM?

- You show your choice by putting a cross (X) in either the 'Remain a member of the European Union' or the 'Leave the European Union' box on your ballot paper.
- Put a cross in only one box or your vote may not be counted.

RESOURCES FOR SHARING

TWITTER MESSAGES – COMBINE WITH THE IMAGES BELOW, OR SHARE WITH AN INFOGRAPHIC

- In person, by proxy or post - how will you vote in the #EURef? Learn how at <http://bit.ly/1mzppQs> #youcantmissit #yourvotematters
- Don't miss out on voting at #EURef. Find out how at <http://bit.ly/1mzppQs>
- The #EURef is on 23 June. Will you be voting? Find out if you're eligible to vote at <http://bit.ly/1mzppQs> #youcantmissit
- The #EURef – you can't miss it. Register by 7 June to take part. <http://bit.ly/1PxUf8t> #youcantmissit #yourvotematters
- Voting by post in the #EURef? Apply for your ballot by 8 June! Find out more at <http://bit.ly/1mzppQs> #yourvotematters
- Voting by proxy in the #EURef? Be sure to apply for a proxy vote by 15/06 find out more at <http://bit.ly/1mzppQs> #yourvotematters
- Lost your poll card? Don't worry! Contact your local council to find out where to vote. <http://bit.ly/1mzppQs> #yourvotematters
- 2 important diary dates – 7 June to register to vote and 23 June for the #EURef #youcantmissit #yourvotematters

HOLIDAY MAKERS/FOOTBALL SUPPORTERS TRAVELLING OVERSEAS/ GLASTONBURY REVELLERS

- Taking leave over 23 June? Arrange a postal or proxy vote for the #EURef Go to <http://bit.ly/1mzppQs> #youcantmissit
- On holiday 23 June? Apply for a postal or proxy vote for the #EURef Go to <http://bit.ly/1mzppQs> #youcantmissit
- Don't take a holiday from voting in the #EURef – find out how to arrange your postal or proxy vote at <http://bit.ly/1mzppQs> #youcantmissit
- Where are you on 23/06? If away from home, arrange your postal or proxy vote for the #EURef Go to <http://bit.ly/1mzppQs> #yourvotematters
- Going to #Euro2016? Don't forget the #EURef - #youcantmissit. Apply for your postal or proxy vote at <http://bit.ly/1mzppQs>
- You can still vote by post or proxy, even if you'll be knee deep in mud. Go to <http://bit.ly/1mzppQs> #glasto #EURef

STUDENTS

- Home from uni on 23 June? Make sure you're registered by 07/06 at the address you'll be living at for the #EURef. <http://bit.ly/1PxUf8t>
- Exam dates looming? There's another important question this summer. #EURef is on 23 June. Find out more at <http://bit.ly/1mzppQs>
- There's another important deadline this summer. Make sure you register for #EURef by 7 June go to <http://bit.ly/1PxUf8t> #youcantmissit
- Can you vote in the #EURef on 23 June? Go to <http://bit.ly/1mzppQs> to see if you're eligible. #youcantmissit

POSTERS



- A4 poster (register) **PRINT** **WEB**
- A3 poster (register) **PRINT** **WEB**
- A2 poster (register) **PRINT**
- A1 poster (register) **PRINT**



- A4 poster (register partner) **PRINT** **WEB**
- A3 poster (register partner) **PRINT** **WEB**

POSTERS



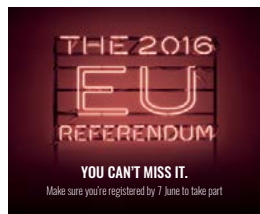
- A4 poster (essential information) **PRINT** **WEB**
- A3 poster (essential information) **PRINT** **WEB**
- A2 poster (essential information) **PRINT**
- A1 poster (essential information) **PRINT**



- A4 poster (essential information partner) **PRINT** **WEB**
- A3 poster (essential information partner) **PRINT** **WEB**

IMAGES

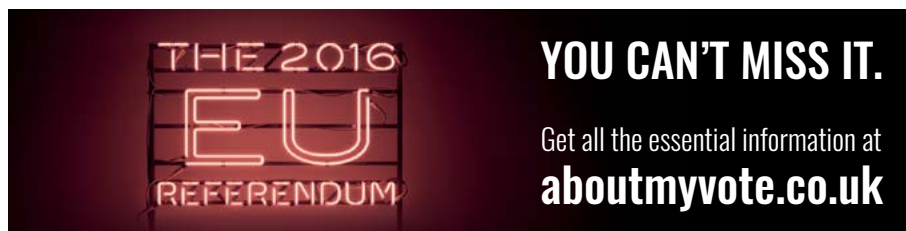
CLICK ON EACH INDIVIDUAL IMAGE TO DOWNLOAD IT



Web buttons 300 x 250px

Facebook cover photos 828 x 315px

Twitter header photos 1500 x 500px



Email signature

INFOGRAPHICS

SHARE THESE INFOGRAPHICS ON FACEBOOK OR TWITTER

YOU CAN'T MISS IT.
Make sure you're registered by 7 June to take part

THE EU REFERENDUM IS ON 23 JUNE.
Find out how you can vote at aboutmyvote.co.uk

ONE WEEK LEFT TO REGISTER TO VOTE.
Go to gov.uk/register-to-vote and register by 7 June

LAST CHANCE TO REGISTER.
Go to gov.uk/register-to-vote by midnight, 7 June

AWAY FOR EURO 2016?
Arrange your postal or proxy vote for the
EU REFERENDUM
Go to aboutmyvote.co.uk

ON HOLIDAY ON 23 JUNE?
Arrange your postal or proxy vote for the **EU REFERENDUM**.
Go to aboutmyvote.co.uk

HOME FROM UNI ON 23 JUNE?
Make sure you're registered to vote in the **EU REFERENDUM**
at the right address. Go to gov.uk/register-to-vote

AT GLASTONBURY ON 23 JUNE?
You can still vote by post or proxy in the **EU REFERENDUM**.
Go to aboutmyvote.co.uk

HOW TO REGISTER TO VOTE IN 5 MINS

- 1 grab your National Insurance number
- 2 go to gov.uk/register-to-vote
- 3 register by **7 June** to vote in the EU Referendum

IN PERSON, BY POST OR PROXY?
How will you vote in the **EU REFERENDUM**?
Learn how at aboutmyvote.co.uk

Download infographics ►

SAMPLE MESSAGES FOR BULLETINS/EMAILS/BLOGS

SHARE WITH IMAGES & INFOGRAPHICS

EU REFERENDUM: ARE YOU PREPARED? To prepare for your vote in the EU Referendum there are a few things you need to do.

1. MAKE SURE YOU ARE ELIGIBLE TO VOTE

You can vote if you are:

- 18 or over
- A British or Irish citizen living in the UK
- A Commonwealth citizen living in the UK who has leave to remain in the UK or who does not require leave to remain in the UK

Go to **aboutmyvote.co.uk** to see if you can vote.

2. MAKE SURE YOU'RE REGISTERED

You need to make sure you're registered to vote in the EU Referendum. If you're not already registered to vote, go to **gov.uk/register-to-vote** and register by **7 June**.

3. DECIDE HOW YOU WILL VOTE

In person:


You'll receive a poll card at the address where you're registered, which will tell you where to vote. Don't worry if you lose it, you don't need it to vote and you can contact your local council to find out where your polling station is.

By post or by proxy:

If you're travelling, or unable to get to your polling station on **23 June** there are other options. So long as you're registered, or have made an application to register, you can apply for a postal vote or a proxy vote (where someone you trust votes on your behalf). Both you and your proxy must be registered to vote. If you need a postal or proxy vote, go to **aboutmyvote.co.uk** to download a form. The application deadline is **8 June** for postal votes, and **15 June** for proxy votes.

SHORTER VERSION

Don't miss out on your opportunity to have your say on whether the UK remains in or leaves the European Union.

Registering to vote is easy. You can **register to vote online**  in just a few minutes using a simple form. You'll need to provide your National Insurance number, your date of birth and your address.

If you're not already registered, you need to register to vote by **7 June**, or you'll miss out.

If you can't vote in person you can still have your say via a postal or proxy vote (where a person you trust votes on your behalf). Go to **aboutmyvote.co.uk** to find out how to apply.