



---

## LEAGUE OF WOMEN VOTERS® OF FLORIDA EDUCATION FUND

### **“Be Ready to Vote” Campaign FAQ**

#### **What is the significance of the “Be Ready to Vote” campaign?**

The League of Women Voters of Florida has teamed with Microsoft Tag for a first-of-its-kind voter outreach campaign using smartphone technology. Our goal is to encourage all Florida citizens to update their voter status before the end of 2011. Of course, with 3 elections in 2012, there has never been a more critical time for voters to get their registration status in order. Be Ready to Vote!

#### **Is there urgency to this project?**

- Our first election in 2012 is the January 31 Presidential Preference Primary (PPP).
- The deadline to be registered for this election is January 3, right after New Year's.

Our concern is that once schools get out in December, most citizens turn their attention to the holidays and not to voting concerns. The League encourages Floridians, particularly college students, to take action now.

After the January PPP, we will again remind voters to update their records and to be ready for the August 14 Primary Election. This date is the earliest our Florida primary has ever been. It is before Labor Day and coincides with the start of the new school year. The deadline for registration is July 16, right in the middle of summer vacation.

Our “Be Ready to Vote” campaign encourages Florida citizens to scan the printed Microsoft Tag and be connected to their local Supervisor of Elections.

#### **Is there a difference between a QR code and Microsoft Tag?**

Yes, both delivery codes operate in a similar fashion. QR (or Quick Response) code is a Japanese product that has been on the market for 10 years. There are up to 400 different readers available to read a QR code. By contrast, the Microsoft Tag scan requires only one reader. Our “Be Ready to Vote” campaign is linked to the Tag program and works with that software, not the QR code.

To scan our Tag, you must first download the free app to your smartphone:  
<http://gettag.mobi>. Then scan the Tag. You are good to go.

## **How is the “Be Ready to Vote” campaign being rolled out?**

The League is offering the Tag to any interested Supervisors of Election in Florida at no charge. At press deadline, we are already participating with Orange, Polk, Martin, Palm Beach, Miami-Dade, Indian River, Alachua, Okaloosa, Citrus, Lee, Sarasota and Collier counties. We are just beginning discussions with many others. There are 67 Supervisors in Florida. We have designed a separate Tag for the Supervisors to market to their voters. The League is excited about our active partnership with Supervisors as we facilitate this project outreach.

At the same time, LWVF is moving forward with our own League-directed parallel campaign to reach out to our own partners, constituents and citizens. The Tag you see accompanying this article is available to any League member. It connects to a statewide mobile website for use by any citizen, anywhere in the state.

## **What is the “Be Ready to Vote” campaign theme?**

Our theme and call-to-action are simple!

- The election laws in Florida have changed.
- Check your voter status.
- Be ready for all three elections in 2012.
- One smartphone scan does it all.

Contact your local Supervisor of Elections. Don't miss a single election. It's democracy made easy.

## **What can our local League do to help?**

The “Be Ready to Vote” Tag program is a print-oriented product, although it can also be read on your PC or TV screen. It works with any phone that has a camera. It can be shared via social media such as Twitter and posted on Facebook pages.

<http://westorlandonews.com/2011/10/19/wanna-vote-there-is-an-app-for-that/>