

LATINO WEEK OF ACTION

SEMANA DE ACCIÓN LATINA 2025

**DIGITAL
TOOLKIT**

**JUNE 9-14
2025**



[This resource is also available in Spanish. Léelo en Español.](#)

ABOUT

This is a nonpartisan toolkit for organizations and individuals interested in doing digital outreach and education about the primary elections in New York City.

This toolkit includes social media graphics, information on election processes, and resources to answer voters' questions before they head to the polls. Our goal is to provide access to accurate, culturally and linguistically accessible information so voters can exercise their constitutional right to vote.

It is our hope that community organizations, neighborhood and civic leaders, advocates and other stakeholders use this toolkit to empower their communities and motivate them to participate in the pivotal 2025 New York City elections.



hispanicfederation



The content of this toolkit was produced by Hispanic Federation and designed by F.Y. Eye.

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PARTNERS

Click Logos to Visit Website

COALITION PARTNERS

RANK THE VOTE



hispanicfederation



DUSA
DOMINICANOS USA



NYC
VOTES

CBO PARTNERS



el PUENTE
LEADERS FOR PEACE & JUSTICE



WEEK OF ACTION SCHEDULE

June 9 - June 14

THE BRONX

MONDAY, JUNE 9

10:00 AM - 2:00 PM

Urban Health Plan

El Nuevo San Juan
1065 Southern Blvd
Bronx, NY 10549

**St. Ann's Corner for
Harm Reduction**

88 Westchester Ave
Bronx, NY 10459

KICK-OFF
Press Conference: 10:00AM at
Hostos Community College

QUEENS

TUESDAY, JUNE 10

1:00 PM - 4:00 PM

Voces Latinas

Manuel de Dios Unanue, Triangle Plaza
83-22 Baxter Ave
Queens, NY 11373

MANHATTAN

WEDNESDAY, JUNE 11

10:30 AM - 2:30 PM

Dominicanos USA

United Palace
4140 Broadway
New York, NY 10033

BROOKLYN

THURSDAY, JUNE 12

1:00 PM - 3:00 PM

El Puente

Myrtle Wyckoff Plaza
484-550 Myrtle Ave
Brooklyn, NY 11215

STATEN ISLAND

FRIDAY, JUNE 13

12:00 PM - 4:00 PM

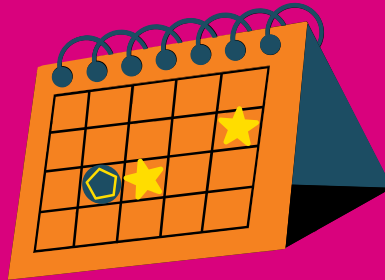
La Colmena

88 Canal Street
Staten Island, NY 10304

SATURDAY, JUNE 14

GOLDEN DAY:
Voter Registration Deadline +
Early Voting Begins

ELECTION DATES + DEADLINES



JUNE 14



Voter Registration Deadline
Request a Vote by Mail Ballot Deadline

JUNE 14 - JUNE 22

EARLY VOTING

JUNE 24

ELECTION DAY!

from 6 AM to 9 PM
(Vote by Mail Deadline)



**FIND YOUR
POLLING LOCATION:**

vote.nyc/page/find-your-poll-site

RANKED CHOICE VOTING

MAYOR CANDIDATE	CHOICE				
	1ST	2ND	3RD	4TH	5TH
CANDIDATE A	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
CANDIDATE B	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CANDIDATE C	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
CANDIDATE D	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CANDIDATE E	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

As of 2021, residents of New York City are using a voting system called **Ranked-Choice Voting (RCV)** to elect local officials. This new system is used only for Primary and Special Elections for Mayor, Comptroller, Public Advocate, Borough President, and City Council within New York City. Voters now have the option to rank up to five candidates in order of preference for each contest instead of selecting just one.

In 2019, NYC voters approved a measure to implement RCV as the new voting system for primary and special elections in the city. The ballot measure passed with 74% voting in favor.



HOW RCV WORKS




- **Voters can rank up to five candidates in order of preference**, with #1 being the candidate they favor the most.
- **All first-choice votes are counted.** If a candidate receives more than 50% of first-choice votes, that candidate wins. If no candidate earns more than 50% of first-choice votes, then counting will continue in rounds.
- **Your vote will always count toward your top choice candidate, until they are eliminated.** Your vote will then go toward your next highest ranked candidate.
- You can rank up to five candidates. You must rank at least one candidate. You can still choose to vote for only one candidate if you prefer.

THINGS TO AVOID:

- Do **NOT** give **multiple** candidates the **same** rank.
- Do **NOT** rank a candidate **more than once**.
- Do **NOT** rank **more than 5** candidates.

How to Use the Toolkit:

SOCIAL MEDIA CONTENT

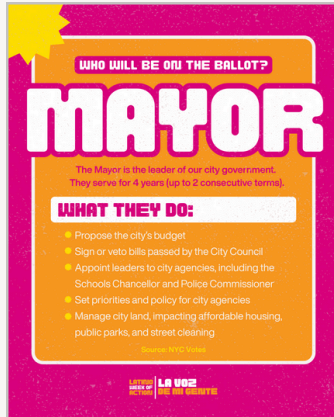
1	Download the Latino Week of Action graphics in your topic of choice. <i>Feel free to also add your organization's logo to the graphics!</i>	
2	Copy and paste the sample language for captions or create your own message.	
3	Share and encourage others to join the conversation!	

[Click here to download all content.](#)

WHO WILL BE ON THE BALLOT?

GRAPHICS

Click on each image to download



THE MAYOR

SUGGESTED CAPTION

This year, New Yorkers will choose who will be the Mayor for the next four years. The decisions they make will have a huge impact on our daily lives.

The Mayor:

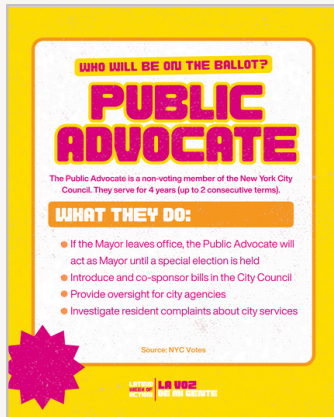
Proposes how to spend the city's \$100+ billion budget

Works with City Council to pass or veto laws

Sets city government priorities

Appoints commissioners

Learn more about who's on the ballot at www.nycvotes.org/why-vote/elected-offices/



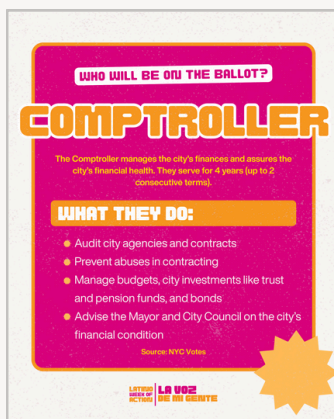
PUBLIC ADVOCATE

SUGGESTED CAPTION

Did you know the Public Advocate acts as Mayor in the event of the Mayor's departure?

They also provide oversight for city agencies and investigate citizens' complaints about city services.

The Public Advocate will be #OnTheBallot this year. Learn more about who's on the ballot at www.nycvotes.org/why-vote/elected-offices/



COMPTROLLER

SUGGESTED CAPTION

Did you know?

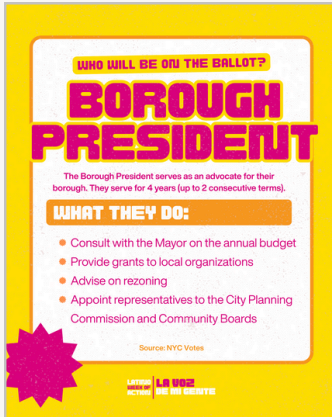
The City Comptroller is in charge of looking out for the financial health of New York city and auditing city contracts.

Learn more about the comptroller's responsibilities at www.nycvotes.org/why-vote/elected-offices/

WHO WILL BE ON THE BALLOT?

GRAPHICS

Click on each image to download



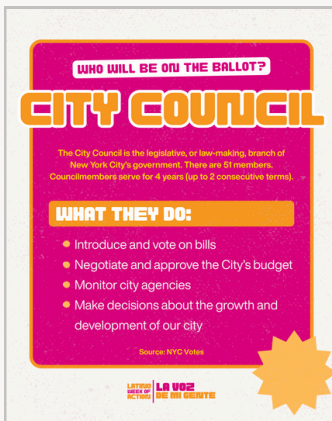
BOROUGH PRESIDENT

SUGGESTED CAPTION

Borough Presidents serve as representatives and advocates of their Borough.

They work closely with the city, nonprofits, and local communities to develop and improve their county.

Learn more about who's on the ballot here: www.nycvotes.org/why-vote/elected-offices/



CITY COUNCIL

SUGGESTED CAPTION

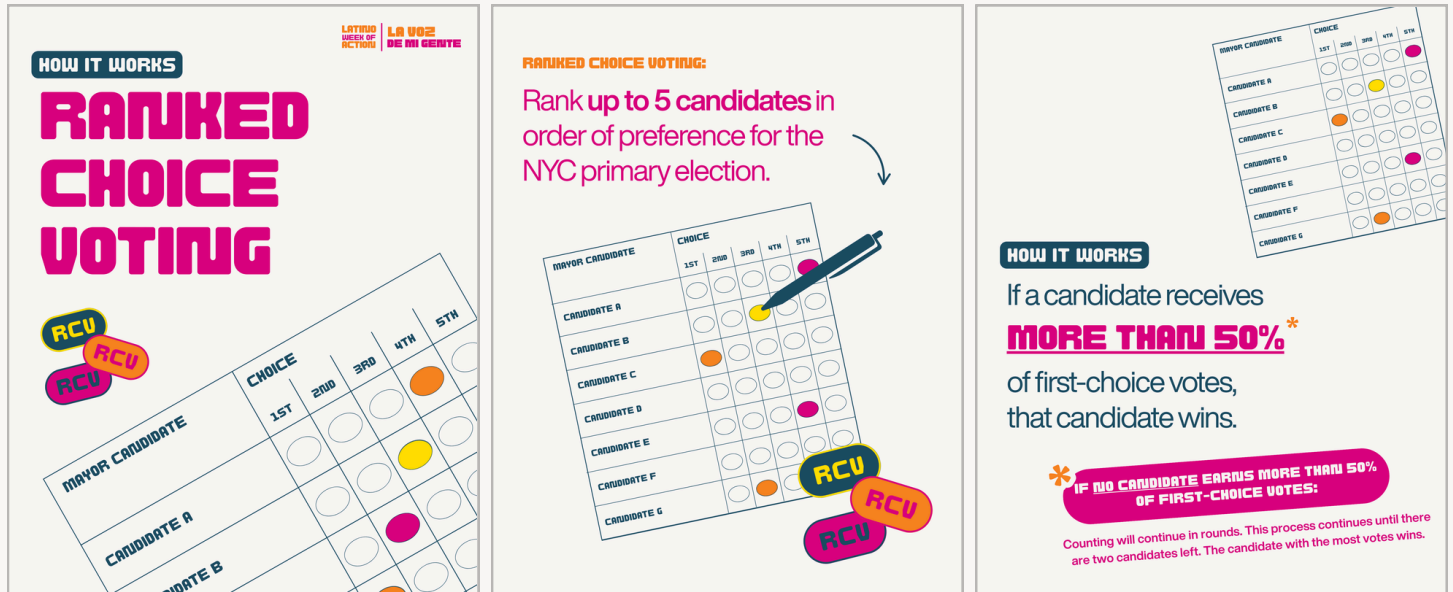
Our Councilmembers are New York City's legislators – in charge of introducing and voting on bills that impact every New Yorker's life.

Learn more about who's on the ballot here: www.nycvotes.org/why-vote/elected-offices/

HOW TO VOTE RCV

GRAPHICS

Click on each image to download



HOW RCV WORKS

SUGGESTED CAPTION

Since 2021, New York voters have used ranked-choice voting during municipal primaries.

Remember:


You can rank up to five candidates for each position on the ballot. There are no ranks of more than five candidates, and no ranks of more than one candidate in the same ranking.

If a candidate wins more than 50% in the first debate, that candidate wins the election.

KNOW YOUR RIGHTS

GRAPHICS

Click on each image to download


**YOUR RIGHTS AT THE
BALLOT BOX** 

18+
You can vote if you are an 18-year-old U.S. citizen or older, even if you have a criminal record.

HELP FROM FRIEND
If you have difficulty reading English, you can choose someone to help cast your ballot. This person just can't be your employer or your union representative.

VOTER INTIMIDATION
The law protects you against any attempt at intimidation, if they try to pressure you to vote for one candidate or another, or not to vote.

LATINO WEEK OF ACTION | LA VOZ DE MI GENTE

**YOUR RIGHTS AT THE
BALLOT BOX** 

PROVISIONAL BALLOT
If your name does not appear on the voter registry, in almost all states you will be able to vote with a provisional ballot.

LINE TO VOTE
If there is a line to vote and the closing time of the polling place arrives, all waiting in line at closing time can still cast their vote.

NEW BALLOT
You can request a new ballot if you made a mistake. And you can ask for a paper ballot if the voting machines are not working.

LATINO WEEK OF ACTION | LA VOZ DE MI GENTE

YOUR RIGHTS AT THE BALLOT BOX

SUGGESTED CAPTION

Know your rights before you vote. From getting help at the polls to casting a provisional ballot—your voice matters.

Call 866-OUR-VOTE if you need support.

KNOW YOUR RIGHTS 

**NYC
PRIMARY
ELECTIONS**

DID YOU KNOW?

YOU HAVE A RIGHT TO:

- Get a ballot in Spanish
- Request Voting Materials such as instructions in several languages (including Spanish)
- Ask for an interpreter at your polling center
- Bring someone to assist you with translation

Remember that Federal laws protect the rights of voters with limited English Proficiency

LATINO WEEK OF ACTION | LA VOZ DE MI GENTE

KNOW YOUR RIGHTS

SUGGESTED CAPTION

When You Vote, You Have the Right To:
Voting Materials (signs, notices, instructions) in Spanish.
Ask for an interpreter at your voting center.
Bring someone to assist you with interpretation and to translate the ballot (except for representatives of your union or employer).
A ballot, in Spanish

Remember: FEDERAL LAWS PROTECT THE RIGHTS OF LIMITED ENGLISH PROFICIENT VOTERS FOR COVERED LANGUAGES.

ELECTION DATES & DEADLINES

GRAPHICS

Click on each image to download

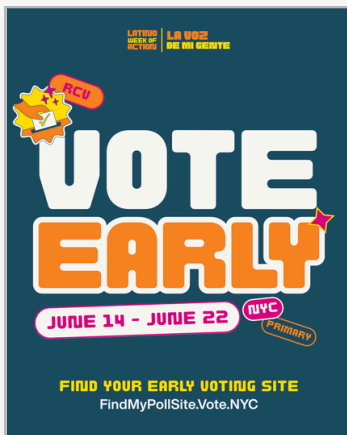


ELECTION DAY

SUGGESTED CAPTION

The NYC Municipal Primaries are today! New Yorkers can vote in their designated polling site from 6AM to 9PM.

You can use the link above to find your polling place.

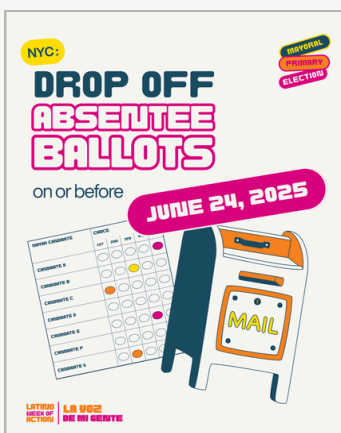


EARLY VOTING

SUGGESTED CAPTION

The Early Voting period for the NYC Primaries runs from June 14th to June 22nd. Why put off for tomorrow what you can do today? Find your early voting site and vote today!

Link here: <https://findmypollsite.vote.nyc/>



VOTE BY MAIL

SUGGESTED CAPTION

Remember that your vote by mail ballot must be postmarked on or before June 24th.

Did you know you can also drop it off at your borough's Board of Elections office?

WAYS TO VOTE

GRAPHICS

Click on each image to download



VOTE EARLY

SUGGESTED CAPTION

Making a plan to Vote Early is easy!

Make sure to look up your designated Early Voting Center and the hours they are open.

Find your Early Voting Center here: <https://findmypollsite.vote.nyc/>



VOTE BY MAIL

SUGGESTED CAPTION

Voting by mail allows you to vote from the comfort of your home, and gives you time to research all the candidates in the ballot.

Just remember:

Request your absentee ballot on or before June 14th.

Drop off or mail your ballot on or before June 24th, 2025.

**LATINO
WEEK OF
ACTION**

Election Day



ELECTION DAY

SUGGESTED CAPTION

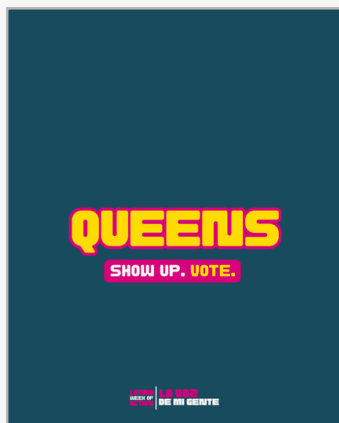
Voting on Election Day is easy! Just follow these three steps: Find your designated polling place, arrive at the polling place, and exercise your right to vote. Remember, polling places will be open from 6 AM to 9 PM on Election Day.

Find your Polling Place here: <https://findmypollsite.vote.nyc/>

ACT – LATINO WEEK OF ACTION

GRAPHICS

Click on each image to download



QUEENS

SUGGESTED CAPTION

QUEENS, SHOW UP!

Queens – 1:00 PM to 4:00 PM
Voces Latinas
Manuel de Dios Unanue Triangle Plaza
83-22 Baxter Avenue, Queens, NY 11373

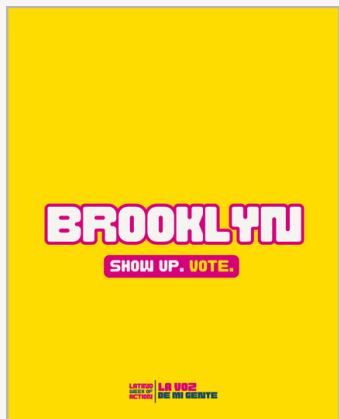


MANHATTAN

SUGGESTED CAPTION

MANHATTAN, SHOW UP!

Manhattan – 10:30 AM to 2:30 PM
Dominicanos USA
United Palace, 4140 Broadway, New York, NY 10033



BROOKLYN

SUGGESTED CAPTION

BROOKLYN, SHOW UP!

Brooklyn – 1:00 AM to 3:00 PM
El Puente
Myrtle Wyckoff Plaza, 484-550 Myrtle Avenue, Brooklyn, NY 11215

ACT – LATINO WEEK OF ACTION

GRAPHICS

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STATEN ISLAND

SUGGESTED CAPTION

STATEN ISLAND, SHOW UP!

Staten Island – 12:00 PM to 4:00 PM
La Colmena
88 Canal Street, Staten Island, NY 10304



THE BRONX

SUGGESTED CAPTION

THE BRONX, SHOW UP!

Kick Off Press Conference - 10:00 AM, Hostos Community College

The Bronx – 10:00 AM to 2:00 PM, Urban Health Plan, El Nuevo San Juan
1065 Southern Blvd., Bronx, NY 10459

The Bronx – 10:00 AM to 2:00 PM, St. Ann's Corner for Harm Reduction,
886 Westchester Avenue, Bronx, NY 10459

HOW TO VOTE

EARLY VOTING

- Vote early from **June 14 to June 22**.
- [Voters can find their designated Early Voting location here.](#)
- Hours vary by location

ABSENTEE VOTING

VOTE BY MAIL

- Ballot must be **requested** on or before **June 14, 2025**.
- Ballot must be **sent** on or before **June 24, 2025**.
- [Voters can request their VBM ballot here.](#)

VOTE IN PERSON

ELECTION DAY

- **June 24, 2025 from 6AM to 9PM** at designated polling place.
- [Find your polling place here.](#)

RESOURCES

See the following resources for more in-depth details on Ranked-Choice Voting:

NYC Votes:

[NYC Votes](#) | [NYC Votes](#)

Voter Registration Tools:

voterreg.dmv.ny.gov/motorvoter/

dominicanosusa.org/register-to-vote/

Absentee Voting Ballot Request Form:

nycabsentee.com/

NYC Board of Elections:

RCV Resources:

vote.nyc/page/ranked-choice-voting

Poll site locator:

findmypollsite.vote.nyc/

NYC Campaign Finance Board:

General voting information:

vote.nyc

RCV Resources page:

nyccfb.info/rcvresources

Rank the Vote NYC:

FAQ's, Videos, and additional resources:

rankthevoteny.org/

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