# SEMANA DE ACCIÓN LATINA 2025

**DIGITAL TOOLKIT**  OCT 25-NOV 4













This is a nonpartisan toolkit for organizations and individuals interested in doing digital outreach and education about the municipal 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.





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

CANDIDATED

TOATE

MOTO

CANDIDATEE

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## **PARTNERS**

Click Logos to Visit Website

### **COALITION PARTNERS**













### **CBO PARTNERS**













SCHEDULE LATINO WEEK OF ACTION

October 20 - November 4

THE BRONX

**MONDAY, OCTOBER 20** 

10:00 AM - 2:00 PM

St. Ann's Corner for Harm Reduction

886 Westchester Ave Bronx, NY 10459

QUEENS

**TUESDAY, OCTOBER 21** 

1:00 PM - 4:00 PM

**Voces Latinas** 

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

MANHATTAN

**WEDNESDAY, OCTOBER 22** 

10:30 AM - 2:30 PM

**Dominicanos USA** 

United Palace 4140 Broadway New York, NY 10033

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BROOKLYN

**THURSDAY, OCTOBER 23** 

1:00 PM - 3:00 PM

**El Puente** 

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

STATEN ISLAND

FRIDAY, OCTOBER 24

12:00 PM - 4:00 PM

La Colmena

88 Canal Street Staten Island, NY 10304

**SATURDAY, OCTOBER 25** 

GOLDEN DAVE

Last Day to Register to Vote +

Start of Early Voting

SCHEDULE LATINO WEEK OF ACTION

**October 20 - November 4** 

QUEENS

**SATURDAY, OCTOBER 25** 

11:00 AM - 5:00 PM

Nothing Scarier than Not Voting: A GOTV Spooktacular

34<sup>th</sup> Avenue & 81<sup>st</sup> Street Queens, NY 11372

UIRTUAL

**TUESDAY, OCTOBER 28** 

2:00 PM - 8:00 PM

**NYC Votes GOTV Text Bank** 

Click on the link to register

NUEVA YORK

**SUNDAY, NOVEMBER 2** 

09:00 AM - 5:00 PM



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MANHATTAN

**MONDAY, NOVEMBER 3** 

11:00 AM - 5:00 PM

Hispanic Federation Volunteer Text Bank

Register Here

QUEENS

**TUESDAY, NOVEMBER 4** 

10:00 AM - 8:00 PM

**NYC Votes Day of Action** 

79-80 37<sup>th</sup> Avenue Queens, NY 11372

TUESDAY, NOVEMBER 4





# **ELECTION DATES + DEADLINES**



**OCTOBER 25** 



Request a Vote by Mail Ballot Deadline

OCTOBER 25 - NOVEMBER 2

**EARLY VOTING** 



**ELECTION DAY!** 

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



# How to Use the Toolkit:

# SOCIAL MEDIA CONTENT

1	Download the Latino Week of Action graphics in your topic of choice.  Feel free to also add your organization's logo to the graphics!	
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

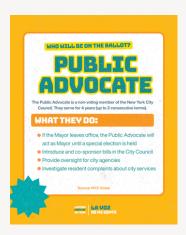
### **SUGGESTED CAPTION**

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?

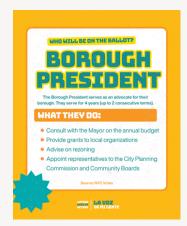
The City Comptroller is in charge of looking out for the financial health of New York city and auditing city contracts.

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

# WHO WILL BE ON THE BALLOT?

### **GRAPHICS**

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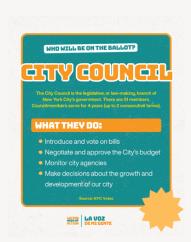
### **BOROUGH PRESIDENT**

### **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: ww.nycvotes.org/why-vote/elected-offices/

# ELECTION DATES & DEADLINES

### **GRAPHICS**

Click on each image to download



### **ELECTION DAY**

### **SUGGESTED CAPTION**

The NYC General Election is 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.

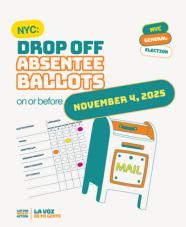


### **EARLY VOTING**

### **SUGGESTED CAPTION**

The Early Voting period for the NYC Election runs from October 25th to November 2nd. 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 November 4th.

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 October 25th.

Drop off or mail your ballot on or before November 4, 2025.



### **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/

# **ENGAGE YOUR BOROUGH!**

### **GRAPHICS**

Click on each image to download



### **OUEENS**

**SUGGESTED CAPTION** 

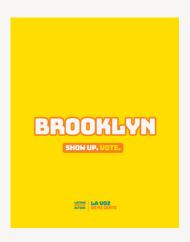
QUEENS, SHOW UP!



### **MANHATTAN**

**SUGGESTED CAPTION** 

MANHATTAN, SHOW UP!



### **BROOKLYN**

**SUGGESTED CAPTION** 

BROOKLYN, SHOW UP!

# **ENGAGE YOUR BOROUGH**

### **GRAPHICS**

Click to Download



### **STATEN ISLAND**

**SUGGESTED CAPTION** 

STATEN ISLAND, SHOW UP!



### **THE BRONX**

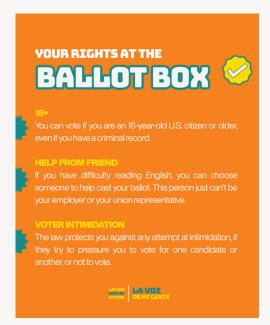
**SUGGESTED CAPTION** 

THE BRONX, SHOW UP!

# **KNOW YOUR RIGHTS**

### **GRAPHICS**

Click on each image to download





### 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**

### **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.



GENERAL 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



# **YOUR RIGHTS AT THE**

# BALLOTBOX





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.

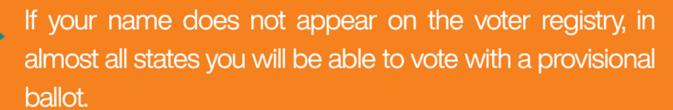


# **YOUR RIGHTS AT THE**

# BALLOTBOX



### **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.



# **HOW TO VOTE**

### **EARLY VOTING**

- Vote early from October 25 to November 2, 2025.
- Voters can find their designated Early Voting location here.
- Hours vary by location

### **ABSENTEE VOTING**

**UOTE BY MAIL** 

- Ballot must be requested on or before October 25, 2025.
- Ballot must be sent on or before November 2, 2025.
- Voters can request their VBM ballot here.

### **VOTE IN PERSON**

**ELECTION DAY** 

- November 4, 2025 from 6AM to 9PM at your 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

**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



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