



ya es hora

Campaign Newsletter

October 6th, 2010

About

ya es hora is a historic non-partisan Latino civic participation campaign launched as the Latino community's action-oriented follow-up to the immigrant mobilizations of 2006. The campaign represents the largest and most comprehensive effort to incorporate Latinos as full participants in the American political process, that links naturalization to voter participation and Census enumeration under a single message: "it's time."

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Campaign Updates

Web Buttons & Banners

ya es hora has released a series of web buttons and banners that serve as reminders for people to register to as well as provide access to a wealth of election-relation information and resources.

You can do your part to get the word out by including our web button on your web site, your Facebook page, or your email signature and linking it back to our website where people will be able to find out more information about this year's election.

[To access our web buttons, click here.](#)



Text Message Sign-up

Our text message sign-up campaign, in partnership with the [National Council of La Raza](#), has begun!

[Join the *ya es hora ¡Ve Y Vota!* Movement](#)

Connect with us!

facebook

twitter



impreMedia
All Spanish Language Print and Online News Publishers



From the convenience of your own cell phone, you can sign up to receive important updates on election information, voting, and more. Text **VOTE** to **62571** to sign-up.

New *ya es hora ¡Ciudadanía!* website launched



Our new *ya es hora ¡Ciudadanía!* website was launched last week. The new site, which is more user-friendly, bilingual, and easier to navigate will help people find important information they need about the naturalization process and what it takes to become a U.S. citizen. [Visit our new website today!](#)

ya es hora Partner Update

ya es hora media partner, [Entravision Communications Corp.](#), is helping encourage voter registration by embedding the easy-to-use and fully bilingual *¡Ve Y Vota!* registration tool on their radio and television websites.

To embed the tool on your website or blog, [click here](#), or visit www.yaeshora.info.



The *ya es hora* team in Texas is seeing much success in our partnership with *Piolin por la Mañana*.

As part of our joined efforts with Piolin Voter Registration, events like the fiestas Patrias event on September 12th in Austin were a complete hit. Also, Univision Radio in Texas have been successful promoting a new Voter Registration Van that encourages people to register to vote.

Public Service Announcements

PSAs promoting the campaign are already in rotation. Several local media partners are also producing their own PSAs. Click the image to view each PSA.

NYC (UTG):



Hartford, CT (EUA)



Dallas, TX (UTG)



Elections



Registering to Vote

Elections are less than a month away and it is important that citizens exercise their civic responsibility by voting during elections this November 2nd. The first step is [Registering to Vote](#).

Close of registration

Voter registration deadlines for the November 2nd General Election are fast approaching in many key states. [To find out your states' close of registration deadline, click here.](#)

Early Voting

Early voting has begun in some states and will begin in other states in the coming weeks. You can vote early by mail if you applied for an

absentee ballot, or in person, at a polling place verified by your local elections official. [To find out more about early voting, click here.](#)

States that started early voting

[Minnesota](#) | [Virginia](#) | [Mississippi](#) | [Wyoming](#) | [Nebraska](#) | [Rhode Island](#) | [Wisconsin](#) | [California](#) | [Indiana](#) | [Montana](#)

States that will begin early voting this week

[Arizona](#) (10/7)

Have questions about voting or problems at the polls?

Bilingual Operators are available to answer your call:

888-VE-Y-VOTA / 888-839-8682

News & Research

Pew Hispanic Center report: "Latinos and the 2010 Elections"

The [Pew Hispanic Center](#) released a report today that analyzes the impact of Latinos in this year's election. The report concludes that about 51 percent of registered Latino voters indicated they will definitely vote in November. Pew Hispanic estimates that overall there are 19.3 million Latinos who are eligible to vote.

[To read the entire report, click here.](#)

"Evolving: U.S. Transformation"

The Charleston Gazette, 10/2/2010

"Salinas showdown: conservatives, unions fight for Latino vote"

Leslie Griffy, *The Californian*, 10/1/2010

"Candidates chase Latino vote"

Maddie Shannon, *The Collegian*, 10/4/2010

Get Involved

Become a partner today!

The *ya es hora* Campaign was launched by a coalition of civic minded organizations with the core mission of engaging citizens to become involved in civic life.

With your organization's help, we can help strengthen our numbers and our voice as we continue to encourage Latinos to get on the pathway towards U.S. citizenship, register to vote, vote, and become full participants in the American political process

[Become a *ya es hora* ¡Ve Y Vota! Partner today!](#)

[Become a *ya es hora* ¡Ciudadanía! Partner today!](#)

Take Action

It's important that we take action to ensure that people in our communities are registered to vote and understand the importance of voting. In the coming week, we will be updating our Take Action page so you can share campaign videos, send E-postcards and more. In the meantime, why not [post a Facebook status update](#) or [send a tweet](#)? [Visit our page to find out more.](#)



Partner Resources

Just as a reminder, the "Partner Resources" section of our website is full of informative and handy resources for partner organizations to take advantage of. In this section, you'll find:

- GOTV Training manuals
- *ya es hora* web buttons
- Informational posters
- State-specific one-page fact sheets
- Language assistance one-page fact sheets
- Voter bill of rights one-pagers

...and so much more! If you need help logging into the [Partner Resources](#) section, please [contact us](#) immediately for any assistance.

Upcoming Events

NVEN Webinars

Voter Education and GOTV for Nonprofits

Date and Time: Thursday October 7th, 2:00pm - 3:00pm Eastern Time

Description: In the final weeks before the election, you will want to focus on both education and getting out the vote. This webinar will review best practices for doing both - at your agency or in your community.

[Register Now!](#)

GOTV and Election Day for Nonprofits

Date and Time: Thursday October 14th, 2:00pm - 3:00pm Eastern Time

Description: In addition to working on getting out the vote in the weeks before Election Day there is a lot you can do on Election Day itself. This webinar will review best practices for doing both.

[Register Now!](#)

Early Voting Start Dates

October 4th: California, Indiana, Montana

October 7th: Arizona

Registration Deadlines

October 5th: New Mexico

October 6th: Missouri

October 7th: New York, North Carolina, Oklahoma

Did a friend forward this email to you?

Sign up to receive updates from the *ya es hora* campaign by [clicking here](#).

Contact information

For more information, contact

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