

FIND YOUR POLL *ROLE.*

We follow poll workers candidly as they bring their stations to life. We see them unfolding chairs, setting up machines, and lining up clipboards. Through this playful lens, we spotlight people from all walks of life, share a few laughs, and clear up common myths about poll work.

OFFICIAL

KENT COUNTY

Given Name

PRESIDENT
VICE PRESIDENT

Given Name
Given Surname
(Last Name)

☐ Markson Name
Party Affiliation

☐ Accolion Name
Party Affiliation

☐ Serinuel Name
Party Affiliation

☐ Saton Name
Party Affiliation

STATE ESSIONAL

STATE SENATE

(Plenary Affiliation)

☐ Earthan Name
Party Affiliation

☐ Earthan Sauried
Party Affiliation

☐ Germany Estion
Party Affiliation

☐ Sendey Stacion
Party Affiliation

☐ Sendey Mudiact
Party Affiliation

SIGN IN SHEET

Democracy doesn't start on Election Day.

It starts before the doors open. With people. The ones setting up the room.

Testing the machines. Figuring out if the coffee is actually drinkable.

Poll workers are the reason it all works. Not just volunteers passing time,
but trained, paid, essential people showing up for something bigger.

There is no one type of election worker. No perfect background.

But there is a perfect role for anyone willing to step in.

Poll Roles captures the people behind the process.

Real moments, a little personality, and a job that actually matters.

This is not just helping out. It is showing up for everyone in your community.

Find your Poll Role. Make an impact on our next election.



FIND YOUR POLL *ROLE.*

THE ADDRESS AFICIONADO

Looks forward to
using highlighters.

POLLROLE.GOV



YOUR *ROLES.*

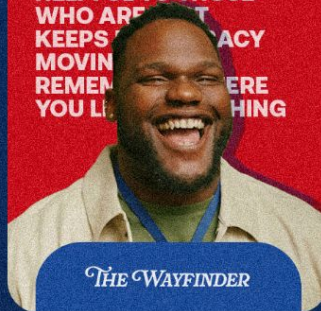
Poll workers are the people who make every election possible. They set up, guide voters, solve problems, and keep everything moving.

STAYS SUPER
ORGANIZED
WITHHOLDS YOUR
STICKER IF YOU
BREAK THE RULES
LOVES TO SEE JOY
WILL ADOPT YOUR
STICKER AND



THE STICKER SORTER

COULD FIND
THEIR WAY HOME
WHILE BLINDFOLDED
HELPFUL TO THOSE
WHO ARE LOST
KEEPS A SECRET
MOVING TO THE
REMEMBER WHERE
YOU LEFT SOMETHING



THE WAYFINDER

NOT AFRAID OF
A PAPER JAM
CAN FIX A PRINTER
BY LOOKING AT IT
WILL QUICKLY LET YOU
KNOW WHAT THE BALLOT IS
UP TO
BUILT FROM
SCRATCH



*THE MACHINE
WHISPERER*

KNOWS WHERE YOU
LIVE GOOD AT READING
MAPS UPSIDE DOWN
LOOKS FORWARD TO
USING A MAP
PLEASES THEM ENOUGH
THEIR OWN



*THE ADDRESS
AFICIONADO*

SPEAKS MORE THAN
ONE LANGUAGE
APPRECIATES ALL
CULTURES LOVES TO
TRAVEL
IN THE MIDDLE OF THE



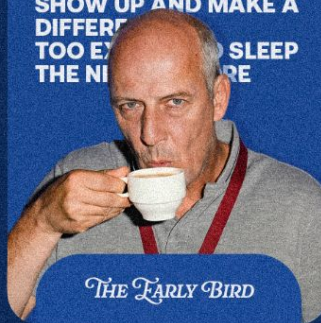
THE TRANSLATOR

LOVES WHEN
EVERYTHING ADDS UP
CAREFUL, PRECISE, AND
PROCESS-DRIVEN
CAN SAVE THE DAY
FROM A MESS
QUIET ABOUT THINGS
ON THE



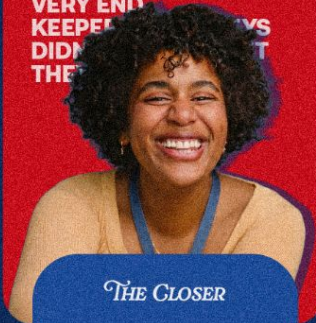
THE COUNT

RISES AND SHINES
MAKES THE BEST
COFFEE EXCITED TO
SHOW UP AND MAKE A
DIFFERENCE
TOO EXCITED TO SLEEP
THE NIGHT BEFORE



THE EARLY BIRD

NOT AFRAID TO BURN
THE MIDNIGHT OIL
STAYS SHARP TO THE
VERY END
KEEPER OF THE
DIDN'T LET THEM
THE



THE CLOSER

**YOUR SEAT
AT THE
STATION IS
WAITING.**

**FIND YOUR
POLL *ROLE.***

[POLLROLE.GOV](https://pollrole.gov)



**PLAY A PART
IN OUR NEXT
ELECTION.**



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CAN FIX A PRINTER
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KNOWS THE BALLOT IS
UPSIDE DOWN
BUILDS FROM
SCRATCH



*THE MACHINE
WHISPERER*



DISPLAY AD/RADIO: BILINGUAL FOCUSED

SFX: Light morning ambience, chair unfolding, soft chatter.

VO: Before the first vote is cast, someone's already at work. Setting up. Checking machines. Making sure everything runs smoothly.

Poll workers are trained, paid, and essential to every election.

Find your Poll Role today.

Radio Graphic Translation:

Headline: Empoderar la democracia.

Subhead: Encuentra tu posición en la próxima elección.

Button: Más información

Headline: Empower Democracy.

Subhead: Find your stance in the upcoming election.

Button: Learn More





SOCIAL: COLLEGE FOCUSED

Image Headline: A group project that really matters.

Image CTA: Find your Poll Role

Post copy: Poll workers keep things moving, help people vote, and get paid to make a difference.



SOCIAL: RETIREE FOCUSED

Image Headline: Find Your Poll Role

Image CTA: Start Quiz

Post copy: Every election runs on people. Organizers. Helpers. Problem-solvers. Friendly faces. Answer a few quick questions to find the role that fits you best.

THERE'S A ROLE FOR EVERYONE :30

*OPENING SHOT: Wide shot. Empty polling place.
Early morning light.*

*VISUAL: Someone unfolding chairs. Another plugging in machines.
Someone organizing clipboards.*

VO: Democracy doesn't start on Election Day.

VISUAL: Poll worker sipping coffee, reacting slightly.

VO: It starts with people who show up early...

VISUAL: Helping each other set up. Small smiles. Real moments.

VO: ...to make sure everything works.

VISUAL: Voters beginning to enter. A poll worker guiding someone.

VO: Poll workers are trained. Paid. And essential.

*VISUAL: Quick character moments: The Sticker Sorter handing out stickers,
The Wayfinder giving direction, & The Machine Whisperer helping insert a ballot.*

VO: There's a role for everyone.

END FRAME: Campaign logo lockup

CTA: Find your Poll Role. Sign up today at pollrole.gov





FIND YOUR POLL *ROLE.*

BE THE REASON DEMOCRACY WORKS.

Poll workers are the people who make every election possible. They set up, guide voters, solve problems, and keep everything moving.

They're trained. They're paid. And they're needed.

[SIGN UP TO BECOME A POLL WORKER](#)

WHY IT MATTERS.

Elections don't run on their own.
They run on people willing to step in and make it work.

From first-time voters to longtime residents, poll workers help ensure every voice is heard.

WHAT TO EXPECT.

LOVES WHEN EVERYTHING ADDS UP CAREFUL, PRECISE, AND PROCESS-DRIVEN CAN SOLVE PROBLEMS FROM ANY WAY QUIETLY ABOUT THINGS ON THE



THE COUNT

14.5K
Volunteers

SPEAKS MORE THAN ONE LANGUAGE APPRECIATES ALL CULTURES LOVES TO TRAVEL KEEP YOU IN THE



THE TRANSLATOR

STAYS SUPER ORGANIZED WITHHOLDS YOUR STICKER IF YOU BREAK THE RULES LOVES TO HAVE FUN AND JOY WILL ALWAYS BE YOUR STICKER AND

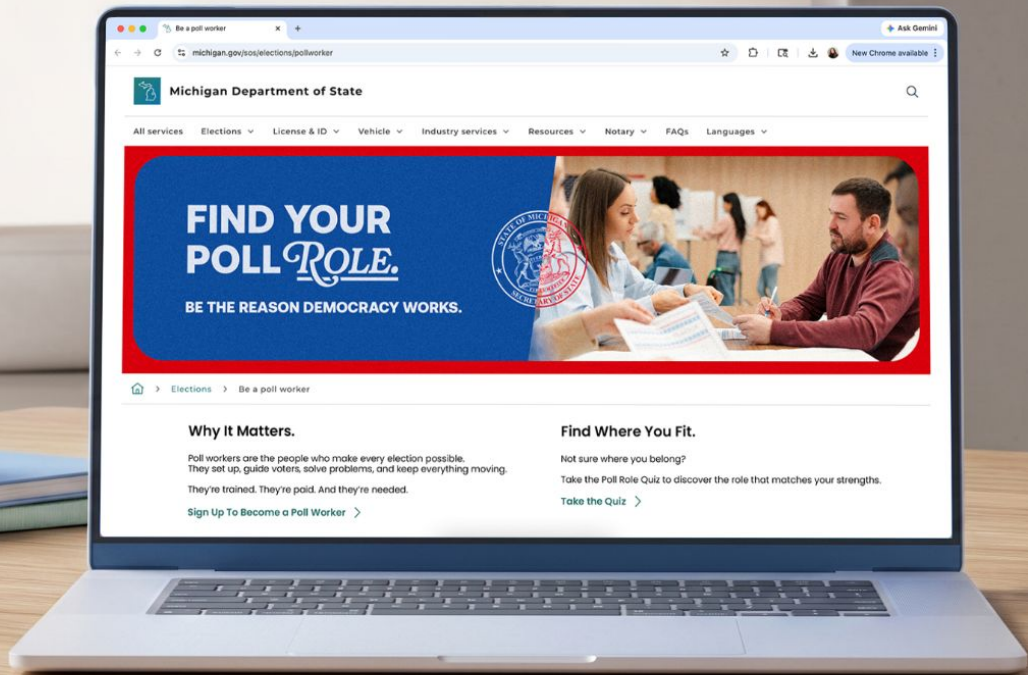


THE SUMMER SARTER

KNOWS WHERE YOU LIVE GOOD AT READING MAPS UPSIDE DOWN LOOKS FORWARD TO USING MAPS HELPERS PLEASE TO HELP OTHERS THEIR



THE SUMMER SARTER



Michigan Department of State



All services Elections License & ID Vehicle Industry services Resources Notary FAQs Languages

FIND YOUR POLL *ROLE*.

BE THE REASON DEMOCRACY WORKS.



Home > Elections > Be a poll worker

Why It Matters.

Poll workers are the people who make every election possible. They set up, guide voters, solve problems, and keep everything moving.

They're trained. They're paid. And they're needed.

[Sign Up To Become a Poll Worker >](#)

Find Where You Fit.

Not sure where you belong?

Take the Poll Role Quiz to discover the role that matches your strengths.

[Take the Quiz >](#)



IT'S 6:30 AM AND
SOMETHING ISN'T
WORKING. YOU...

- A) START TROUBLESHOOTING IMMEDIATELY
- B) ASK AROUND AND COORDINATE A FIX
- C) KEEP THINGS MOVING WHILE SOMEONE ELSE HANDLES IT
- D) DOUBLE-CHECK INSTRUCTIONS AND PROCESSES

NEXT QUESTION

STAYS SUPER
ORGANIZED
WITHHOLDS YOUR
STICKER IF YOU
BREAK THE RULES
LOVES TO SEE JOY
WILL ADOPT YOUR
STICKER AND

The Sticker Sorter

FIND YOUR POLL *ROLE.*

COULD FIND
THEIR WAY HOME
WHILE BLINDFOLDED
HELPFUL TO THOSE
WHO ARE LOST
KEEPS THE PARTY
MOVING
REMEMBER WHERE
YOU LEFT THE KEY

The Wayfinder

START QUIZ

PEOPLE ARE STARTING
TO ARRIVE. YOU
NATURALLY ...

- A. GREET AND GUIDE THEM
- B. CHECK THEM IN AND KEEP THINGS ORGANIZED
- C. WATCH FOR ISSUES AND STEP IN WHEN NEEDED
- D. MAKE SURE EVERYTHING IS RUNNING SMOOTHLY BEHIND THE SCENES



PLAY A PART
IN OUR NEXT
ELECTION.



 FIND YOUR
POLL *ROLE.*



I FOUND MY
POLL *ROLE.*

THE MACHINE





FIND YOUR POLL AURA.

*We meet students where they are
with a traveling campus pop-up.*

Offering free aura photos and live readings.
Each reading connects their energy to a Poll
Role, turning self-discovery into how they can
best support the next election.

Guests leave with a printed aura photo, a guide
to their role, and clear next steps to sign up. It
also reinforces that poll work is paid, trained,
and essential.

Statewide press and campus outreach drive
attendance, while directing those who can't
make it to the online Poll Role Quiz. The
experience extends beyond the pop-up and
scales across the state.

FIND YOUR POLL AURA.

Aura Color Guide:

Red: At its best, Red shows up as grounded CEO
energy: clear decisions, calm power, and
purposeful momentum.

Blue: At its best, Blue feels steady and peaceful:
empathy is grounded, listening is deep, and
support feels natural without draining you.

White: At its best, White feels calm, spacious, and
centered. It helps you hold multiple truths without
fragmentation, soften reactivity, and stay clear in
complexity.

BE THE REASON DEMOCRACY WORKS.

For more information
visit PollRole.gov



THE WAYFINDER

Reliable, Proactive, Approachable