



Blythe Potter for Indiana Secretary of State (2026)

Increasing Voter Turnout & Civic Engagement

Intro:

Indiana consistently ranks near the bottom of the country in voter participation. That is not because Hoosiers do not care about their communities or their country. It is because too many people find voting confusing, disconnected from daily life, or harder than it needs to be.

Voting shouldn't be partisan or complicated; it's a civic duty and a fundamental right. As Secretary of State, Blythe Potter will use the full authority of the office to make elections more transparent, accessible, and engaging. Her plan includes creating Indiana's first **Official Voter Handbook** modeled after successful "Blue Book" programs in other states like Colorado, launching a statewide **"Vote Indiana"** civic engagement initiative to reconnect citizens to their democracy, and introducing a **Turn-18 Voter Information Program** to help every newly eligible Hoosier understand their rights and how to participate.

Background & Case Studies:

Indiana's voter turnout routinely falls near the bottom nationally, with fewer than 50% of registered Hoosiers voting in midterm elections. Just 41% participation in the 2022 midterms and we have been below the national average in every major election for more than a decade. Turnout among young and first-time voters is even lower. The reasons are familiar: inconsistent outreach, outdated tools, poor communication, and declining public trust.

- Voter information is fragmented and inconsistent across counties
- Many voters rely on unofficial or outdated sources
- New voters receive little direct guidance
- Misinformation fills the gaps left by poor communication

Under existing law, the Secretary of State is Indiana's Chief Election Officer (IC 3-6-4.2-2), responsible for overseeing voter education, coordinating with the Election Assistance Commission (EAC), and administering the Help America Vote Act (HAVA) funds that support voter outreach and accessibility.

Increasing Voter Turnout & Civic Engagement (cont.)

While the Secretary cannot unilaterally change voter ID or registration laws, the office has broad authority to conduct **nonpartisan voter education and outreach**, administer federal election improvement funds, and partner with county clerks to ensure accurate information reaches voters. Historically, those tools have been underutilized. Blythe intends to change that.

Blythe's approach builds on successful state models, especially Colorado's Ballot Information Booklet (Blue Book) and Rhode Island's Voter Handbook, which have proven that clear, neutral, state-backed voter education improves participation and confidence in elections.

Publish Indiana's First Official Voter Handbook ("Hoosier Blue Book")

Indiana currently lacks a single, official, plain-language voter guide. Blythe will create Indiana's first statewide voter handbook to serve as the authoritative source for election information. Modeled after the Colorado Blue Book and Rhode Island Voter Handbook, this guide will offer every voter the tools to make informed decisions.

The handbook will include:

- Step-by-step instructions for registration, early voting, and absentee ballots.
- Plain-language explanations of voting processes, vote centers, and deadlines
- Candidate summaries and platforms (see below).
- Accessibility features: large print, audio, and multilingual editions.

This project fits fully within the Secretary's voter education authority under IC 3-6-3.7-4 and IC 3-6-3.7-2, and can be distributed digitally or in print through partnerships with county clerks, The Indiana Elections Division, libraries, and schools.

Candidate Biographies and Platform Summaries

Indiana's handbook will take a groundbreaking step: offering voters nonpartisan candidate information alongside ballot materials.

How it will work responsibly and legally:

- Neutral, limited-format summaries: Each certified candidate can submit a short biographical sketch and up to three platform points.
- Equal treatment: All candidates for a given office are included if they meet ballot access requirements and file by the same deadline.
- Transparency: The Secretary's office will publish formatting guidelines, review criteria, and disclaimers ("Information published as submitted; no endorsement implied").

1. "Ballot Information Booklet (Blue Book) | Colorado General Assembly." Colorado.gov, 2026, content.leg.colorado.gov/content/initiatives/initiatives-blue-book-overview/ballot-information-booklet-blue-book.

2. Gorbea, Nellie. A Guide to State Referenda and Voting Procedures in Rhode Island Voter Information Handbook. 2021.

How it will work responsibly and legally (cont.):

- Distribution: Digital and printed copies available through county clerks, libraries, and community centers.
- Pilot approach: Start with statewide and legislative offices before expanding to local races.

This adds fairness and clarity, giving Hoosiers a chance to see who's on their ballot and what they stand for, without the noise of partisan advertising while simultaneously removing big money and special interests from our politics.

Partner with County Clerks for Consistent Communication:

Blythe will establish a County Clerks Advisory Council to coordinate voter outreach across all 92 counties, separate from, and not to be confused with, the existing Association of Clerks of Circuit Courts of Indiana.

- Develop shared templates for public notices and reminders.
- Create a secure communication dashboard linking county election offices with the Secretary's office.
- Encourage (not mandate) opt-in text and email reminders for registration deadlines and polling hours.

Consistency builds trust and ensures that voters in small counties receive the same accurate, timely information as those in large ones.

“Vote Indiana” – A Year-Round Civic Engagement Initiative

Blythe will launch Vote Indiana, a year-round voter education and engagement campaign that connects Hoosiers with accurate, easy-to-understand election information.

This program will:

- Use HAVA authorized funding to support voter education in all 92 counties.
- Partner with high schools, colleges, civic groups, veterans' organizations, and faith communities to host nonpartisan voter education events.
- Develop accessible, multilingual outreach materials distributed online and through community partners.
- Promote our existing early registration for 17-year-olds who will turn 18 before Election Day, building lifelong civic habits.

Vote Indiana is not a campaign-season effort. It is a year-round commitment to civic participation as part of everyday life.

Goal: Normalize participation and ensure every Hoosier knows where to find accurate election information.

“Turn-18” Voter Information Program

When an Indiana resident turns 18, they gain one of the most important rights of adulthood, the right to vote. Too many miss their first election simply because no one explains how to get started.

Blythe will implement a Turn-18 Voter Information Program, a nonpartisan outreach effort that sends every newly eligible Hoosier a clear, neutral packet explaining how to register, when to vote, and where to find verified information.

How it works:

Using data partnerships with the **Indiana Department of Health, Bureau of Motor Vehicles, and Department of Education**, the Secretary of State’s office will identify newly eligible **legal U.S. citizens** turning 18.

How it will work responsibly and legally:

- Each will receive a voter information packet by mail or email that includes:
 - Instructions for registering online, by mail, or in person;
 - Key deadlines and ID requirements;
 - Links to indianavoters.com and county clerk offices for local information.
- The outreach will be funded through existing HAVA voter education funds, with a clear disclaimer stating the materials are strictly nonpartisan public information.

Privacy & integrity:

No one is automatically registered, no data is shared publicly, and the program will not reference political parties or candidates. It’s about information, not influence and about helping every eligible Hoosier start their civic journey on the right foot.

Legislative & Administrative Pathways

Most of these initiatives, including the Turn-18 Program, the Voter Handbook, and the Vote Indiana campaign, can begin without new legislation under existing statutes:

- IC 3-6-4.2-2 – ministerial duties and election administration.
- IC 3-6-3.7-2 – authority to partner with the EAC for voter education and outreach.
- HAVA – allows use of federal funds for nonpartisan voter education programs.

Indiana law already establishes a voter education outreach fund, administered by the Secretary of State, specifically to support education about voter rights and responsibilities. Combined with federal election funding, this allows the Secretary of State to publish clear, nonpartisan voter information statewide.

Legislative & Administrative Pathways (cont.)

If bigger projects like statewide mailings or expanded printing need extra funding or cooperation, Blythe's ready to work with whoever it takes, Republican, Independent, or Democrat, to make it happen. Voting isn't partisan, and neither is making sure every Hoosier has the information they need to participate.

Supporting Workers Through Responsible Procurement

Strengthening democracy also means respecting the people who make it work.

As Secretary of State, Blythe Potter will ensure that voter education materials, including the Hoosier Blue Book and Vote Indiana outreach materials, are **produced and distributed responsibly and ethically**.

Wherever possible and legally permissible, Blythe will prioritize the use of:

- **Unionized printers and distribution services**
- **Union labor for large-scale printing and mailing contracts**
- **Vendors that uphold fair wages, workplace safety, and worker protections**

Indiana law allows state offices discretion in selecting vendors that meet bid requirements and contract standards. Blythe will use that discretion to **support skilled labor** and keep public dollars circulating in local communities.

This approach:

- Supports good-paying jobs
- Ensures high-quality, reliable production of election materials
- Models best practices for state procurement without imposing mandates

Blythe believes the state should lead by example. If public funds are being used to educate voters and strengthen democracy, the workers doing that work should be treated with dignity and respect.

Accountability

Above all, Blythe **will hold herself accountable**. Her office will publish clear metrics, how many people were reached, what it cost, and where every dollar went. Voting isn't partisan, and making sure every Hoosier understands how to do it shouldn't be controversial. If something works, great, we'll share it. If it doesn't, we'll fix it. **That's how trust is rebuilt.**

The Secretary of State's office will publicly disclose major contracts related to voter education, including vendors used for printing and distribution, to ensure transparency and accountability to taxpayers and workers alike.



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Summary

Background & Case Studies:

As a U.S. Army veteran who protected democracy overseas, Blythe Potter knows that freedom depends on participation. As Secretary of State, she'll fight to restore trust and engagement here at home; ensuring that **every eligible Hoosier, from new 18-year-olds to lifelong voters, has the information and access they need to make their voice heard.**

Indiana doesn't have to settle for being last in turnout. With a **Hoosier Blue Book, a Turn-18 education program**, and a **Vote Indiana outreach plan**, Blythe will make civic participation something to be proud of again; honest, transparent, and built for everyone.

**Learn more about Blythe Potter and her
Plans for Indiana Secretary of State at:**

[BLYTHEPOTTER.COM](https://www.blythepotter.com)