

# BE A VOTER MESSAGING

## Talking Points & Best Practices.

### Voter Contact Messaging Best Practices

#### **Be a voter.**

- Encouraging people to “be voters” turns voting into an identity, rather than another task on a long to-do list.

#### **Be positive & motivate voters.**

- People have enough problems in their lives--especially now. Focus on the solutions (voting) and the positive outcome when we all vote.
- Give people positive reasons to vote. Build to the shared future we envision.
- Alarmist messaging can depress turnout (that’s why Trump does it--it fires up his base, and depresses our voters!)

#### **Social pressure + values**

Combine social pressure tactics such as:

- “Thank you for being a voter...”
- “Friends and neighbors are voters”
- “Many in our community are voting...”

With values based messaging such as:

- By coming together across our differences, we can build a future where we all thrive.
- By coming together as we have in our past, we can fight for everyone to be safe and free.
- No matter where we come from or what we look like, we all deserve a roof over our heads, food on the table, and the care we need to stay safe and healthy.
- We have the power to elect leaders who represent the very best of our communities and fight for our rights

Example: Many in our community are voters and coming together as we have in our past to build a country where everyone is safe and free. No exceptions. Register to be a voter. It’s easy and only takes 2 mins.

#### **Explain the process (and this goes for voting by mail too!)**

- Help them make a voting plan.
- Emphasize that voting (including voting by mail) is safe, easy and secure.
- With new or low propensity voters, we should remind them of voting rights as well: their vote is secret, they have the right to vote without intimidation, and that it is a matter of public record as to whether or not they voted, but not how they voted.

# Vote by Mail Messaging Examples

## Tips

- **Stay positive.**
- **Emphasize how easy, safe and secure it is.**
- **Education: explain the process.**
- **Use the name that is relevant to the state/location (absentee, vote by mail, vote at home).**
- **Encourage voting--whatever the means. DO NOT indicate that voting--whether by mail or in-person--is unsafe, not secure, etc.**
- **DO NOT repeat myths, falsehoods or Donald Trump tweets. It just amplifies the disinfo.**

Voting by mail is safe, easy and secure. It just takes a few minutes to request your ballot. Be a mail voter and request your ballot:

Many Nevadans (or insert relevant location) are voting by mail this election. It's easy, safe and secure. Be a mail in voter and request your ballot:

It's our responsibility to be voters. By coming together as we have in our past, we can fight for everyone to be safe and free. No exceptions. Request your ballot & be a voter by mail:

All of us should be able to cast our ballots without risking our safety — even in a pandemic. That's why many in our community are choosing to vote by mail. Request your ballot & be a voter by mail. It only takes 2 minutes:

It's every American's right to have our voices heard at the ballot box. But a handful of politicians want to use the COVID crisis to silence us by spreading lies about our elections. Voters aren't falling for it - we're ready to vote by mail for the November election. Request your mail-in ballot today:

From suburbs to cities to towns, across race and background, Americans know that we're at our strongest when we can all have our voices heard and cast our ballots safely. As voters, we make the future. Request your ballot now:

Most of us believe that, no matter what we look like or where we live, we should all have an equal say in our democracy. But certain politicians want to use the COVID crisis to silence our voices at the ballot box. We won't let that happen. As voters, we make the future. Request your mail-in ballot now:

All of us should be able to cast our ballots without risking our safety — even in a pandemic. Voting by mail is safe, easy and secure. Request to vote by mail here:

We will elect new leaders who respect our rights and ensure our collective prosperity. Register to be a voter, check your registration, or request to vote by mail here:

COVID makes it unsafe for some people to go outside, voting by mail means more people will be able to safely cast their ballot. Request your mail-in ballot here:

## **RCN Messaging Examples**

We have the power to elect leaders who represent the very best of our communities and fight for our rights. By uniting together as voters, we decide the future.

The powerful few try to divide us and silence our voices. But we can unite to demand change and elect new leaders who will govern for all of us. Be a voter.

By coming together as we have in our past, we can fight for everyone to be safe and free. Together we can ensure opportunity and justice for all. Be a voter.

No matter where we come from or what we look like, our lives are interconnected and together we can create an America where everyone has a life of dignity, even during hard times. That's why all of us will send a powerful message this election.

From COVID, to making ends meet, to the brutality of the police against Black communities, things are tough right now. But we have the power to make the future and rewrite the rules so that we all can thrive. No exceptions. Be a voter.

We know that the well-being of one of us is inherently tied to that of our friends, neighbors and family. We must act together, like we have in the past, to elect leaders who reflect our values and who will work with us to reconstruct the economy so it works for all of us. Together we can make America a place where all families have the freedom to thrive.