

OUR TIME IS NOW

2025 VIRGINIA ELECTION TOOLKIT

Our votes in local elections are our key to the future we want and deserve. Safe neighborhoods. Good paying jobs. Affordable housing and education for our students that's inclusive and uncensored. It all starts with our vote.

The stakes in Virginia are high. Some elected officials at the local, state, and national level are rolling back rights that we thought were fundamental. They're eliminating diversity, equity, and inclusion programs, making it harder for communities of color to vote, and making affordable healthcare harder and harder to obtain.

Our time is now to elect leaders who will make Virginia the best it can be: home base for the federal workforce, home for many in our military and colleges, and an example of inclusion, safety, and opportunities.

The Virginia Ballot

This is our moment to act, to raise our voices, and to shape Virginia's future. From statewide races to local ballot initiatives, every ballot cast is power in our hands.

Governor: Think of the Governor as the CEO of your state, the leader of your state who sets the tone for what gets done (or doesn't). They're the ones signing bills into law, managing budgets, and leading during crises, be it a natural disaster or federal overstep. The Governor also represents the state on a national level, deciding priorities like education funding, criminal justice reform, and environmental protection.

Lieutenant Governor: The Lieutenant Governor is like the Governor's second in command. Their main job? Be ready to step in if the Governor can't serve. They also preside over the Virginia Senate. It's a role that doesn't always get the spotlight, but it's powerful. The Lieutenant Governor's influence can shape how policies move through the system and who gets heard.

Attorney General: The Attorney General is basically the state's top lawyer — part protector, part prosecutor. They make sure the laws are enforced fairly and fight for the rights of the people. That might mean suing big corporations that exploit consumers, defending civil rights, or holding the federal government accountable. Think of them as the state's legal backbone, making sure the system plays fair.

House of Delegates: Delegates are the closest link between you and state power and all 100 seats are up for election on November 4. They're the ones deciding things that hit home fast: school funding, voting rules, rent protections, policing policies, and more. They write and vote on bills, approve budgets, and check the Governor when necessary.

OUR TIME IS NOW

2025 VIRGINIA ELECTION TOOLKIT

Local races: From Accomack County to Wythe County, communities all over Virginia will choose representatives for their local governments. Various town councils, boards of supervisors, school boards, and sheriff's departments have candidates on the ballot. While Delegates represent districts, these elected officials will know your neighborhood and make decisions that impact you daily.

Let's work to increase Black voter turnout and elect candidates who will provide solutions to the Virginia's most pressing issues in November. Here are ways you can get involved.

Mobilize

Use the scripts below for canvassing and phone banking. They touch on the issue areas and findings from our research, but units can edit to add local issues that resonate with the larger theme and call to action of each script.

Door to Door and Phone Script: Generic

Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. I'm reaching out because the upcoming election in Virginia this fall is critical. Early in-person voting began on September 19th and election day is November 4th. Are you planning on voting?

Door to Door and Phone Script: Your Right to Vote

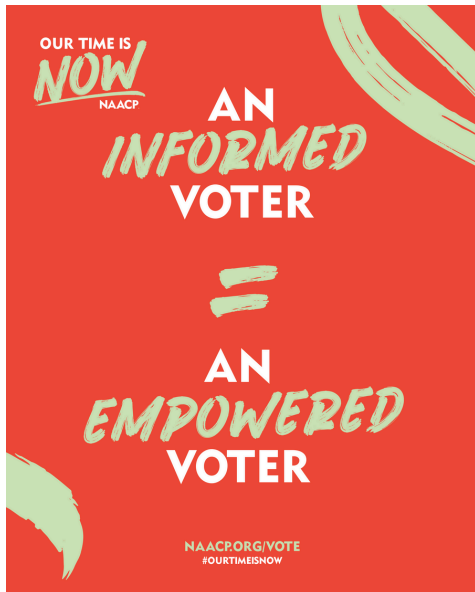
Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. This year, our rights are on the ballot, from financial freedoms to the right to participate in our Democracy – it's all on the ballot. Early in-person voting began on September 19th and election day is November 4th. Can we count on you to give a voice for our communities and show up to vote this year?

Door to Door and Phone Script: The Political System

Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. The first step in making the political system work for us is participation! Early in-person voting began on September 19th and election day is November 4th. Can we count on you to show up and vote to move our country forward, rather than taking us backward?

OUR TIME IS NOW

2025 VIRGINIA ELECTION TOOLKIT



Amplify

Sample social media posts to use across your platforms.

The time is now to protect our young and future families. The time is now to make healthcare accessible and college affordable. And #OurTimelsNow to pick the leaders who will make it all happen. Get ready to vote by November 4. Visit naacp.org/vote

Did you know? ALL 100 seats in the Virginia House of Delegates are up for election November 4. Are you registered to vote? Do you need more information about how and when to cast your ballot? Visit naacp.org/vote for everything you need to prepare to choose Virginia's future. #OurTimelsNow

Job loss, affordable housing, and safety are issues that matter most to the Black community. Do they matter to the candidates running to represent you in Virginia? Make sure you're ready to vote in November. Visit naacp.org/vote #OurTimelsNow

Graphics: Download Here



You're registered to vote and ready for the November 4 election, but are your neighbors, family, and friends? Get all you need to increase voter turnout and help your community at naacp.org/vote. #OurTimelsNow

If you're informed, you're empowered. Head over to naacp.org/vote to get ready to cast your ballot for Virginia's next governor, lieutenant governor, and attorney general. #OurTimelsNow to elect inclusive and impactful leaders for Virginia.

Share the message

1. Feel free to develop your own customized posts to add stories, data, and quotes using the sample social media posts.
2. Add the #OurTimelsNow hashtag to your social media posts.
3. Follow @NAACP on Twitter, Instagram, and Facebook and share our content via your personal or organizational accounts.