

TOGETHER. POWER.

VOTE!



MID-TERM CAMPAIGN
TOOLKIT

2022

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Hashtag: #TogetherPowerVote

Because we voted in 2020 we have the first vice president of color, the first Black woman on the U.S. Supreme Court, and student debt canceled for millions of Black borrowers. This November, let's do it again. When we work together, the power of Black votes is undeniable and unmatched. We have the opportunity to protect our communities by electing diverse governors, senators, and political representation up and down the ballot.

The stakes are high. Some elected officials at the local, state, and national level are rolling back rights that we thought were fundamental. They're incarcerating women who have abortions, making it harder for communities of color to vote, banning books about diversity from schools, and making weapons of war more accessible to wreak havoc on our communities.

There are various issues impacting Black communities across the country. The Top 5 issues voters have told us are driving them to the polls:

- 1. INFLATION.** The closer we get to Election Day and longer prices of everyday items and living expenses continue to rise, the more we need relief. Families across the country are struggling under the weight of inflation, especially Black women who have been most impacted financially by the pandemic. We need elected officials who will work to make necessities more affordable.
- 2. CRIMINAL JUSTICE REFORM/POLICE BRUTALITY.** The unjust treatment of Black people at each stage of the criminal justice system must stop. We need elected officials who hold law enforcement and judges accountable.
- 3. AFFORDABLE HOUSING.** Affordable, safe housing is fundamental to our communities. As prices for goods and services rise, we need elected officials who will make sure there are affordable housing options for everyone.
- 4. GUN VIOLENCE.** Whether it's a random shooting in our neighborhood or a racially-motivated mass shooting in another city, gun violence is impacting every age group and tax bracket. We need solutions that keep us safe and don't criminalize us.
- 5. RACISM AND DISCRIMINATION.** We continue to experience racism and discrimination in our communities, classrooms, and workplaces. We need elected officials who acknowledge the impact white supremacy is having on the Black community and are vocal about replacing unjust systems and institutions.

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

Educate

VOTER GUIDES

We partnered with guides.vote to provide non-partisan voter guides for your state. Head over to naacp.org/vote to see how candidates in your state feel about issues like the economy, gun reform, education, and abortion.

PSAs:

Public radio and even social media are great platforms for public service announcements to encourage voters to get registered and vote. Customize one of the scripts below with information important to your community for 30 and 60 second radio spots:

PSA SPOT #1

Election Day is right around the corner and in [CITY or STATE],
Whether you mail your vote in, vote early, or plan to cast your ballot on November 8, let's do our part to make sure [CITY or STATE] gets the leadership we need. Together. Power. Vote.

PSA SPOT #2

Together, we've always had [CITY or STATE]'s back.
There is **Power** in our collective voice to address [ISSUE 1] and [ISSUE 2]
So let's **Vote** for the future [CITY or STATE] deserves.
Together. Power. Vote.
Head to naacp.org/vote to get all the information you need to get ready for Election Day on November 8.

PSA SPOT #3

We are powerful.
Our vote put the first Black woman on the U.S. Supreme Court.
Our vote got student debt canceled.
Our vote increased funding for HBCUs.
Don't stop now.
This November, our vote will elect the people who will find solutions to [ISSUE 1, ISSUE 2, and ISSUE 3] in [CITY or STATE].
Join us and flex the power of your vote November 8.

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Mobilize

Use the scripts below for GOTV activations and mobilizations. 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.

PHONE / DOOR CANVASS SCRIPT

INTRO #1

Hello my name is _____, and I'm a volunteer with the NAACP. The election is ____ days away, are you planning on voting?

INTRO #2

This is _____ from the NAACP. In these uncertain times, we can't take our rights for granted. That's why our community needs to show up this November. Will you be voting in this year's midterm elections?

INTRO #3

This is _____ from the NAACP. In 2020, Black voters changed the course of this country. But power isn't won, it's maintained. We need to show up again to protect our rights and our future. Can we count on you to give voice to your community and cast your vote this year?

INTRO #4

Hello this is _____, from the NAACP. From voter suppression to gerrymandering to attempts to overthrow elections, our basic rights are under threat. We must fight back to prevent those who threaten our rights from turning back the clock on our community. Can we count on you to vote and protect our rights this year?

INTRO #5

Hello my name is _____, with the NAACP. In the Georgia 2020 election, Black voters changed the outcome of the election and determined the direction of the country. We need that same energy for the November general election to make sure elected officials deliver for the community again. Will you be voting this year?

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Mobilize

PHONE / DOOR CANVASS SCRIPT, CONT'D

IF UNDECIDED

[Look for relevant talking point, and reasons for being undecided]

Police Reform: Because of your vote we got the police reform executive order that restricted the use of no-knock warrants and choke holds by federal officers and established a national registry for police misconduct

Housing: Because of our vote, during the pandemic there was \$46million in housing assistance made available. We need to ensure that programs like this, are able to continue with or without a pandemic.

Child Tax Credit: Because of our votes, the expanded child tax credit, which reduced Black child poverty by 20%; that's 3.7 million Black and brown children

Results: In the 2020 election, Black voters changed the outcome of the election and determined the direction of the country. We need that same energy for the November general election to make sure elected officials deliver for the community again. Will you commit to voting and giving voice to our community?

Student Debt Relief: narrows the racial wealth gap with up to 43 million borrowers who could benefit

IF NOT VOTING

I know sometimes it can feel like our vote doesn't matter, but I'm here to tell you it absolutely does. Because we voted, Democrats closed the Black vaccination gap, distributed Child Tax Credits to families, bringing almost 4 million children out of poverty and enacted the George Floyd executive order that bans choke holds, restricts no-knock warrants and increases police accountability. While we still have further to go, I hope you'll decide to vote to keep progress moving forward for our communities. Together, we have the power, please vote.

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Mobilize

SMS/TEXT

VERSION 1:

This is <name> from NAACP. In these uncertain times, we can't take our rights for granted. That's why our community needs to show up this November 8th – and why we need you to vote. Will you commit to giving voice to your community, and voting this year? (Reply Y/N)

VERSION 2:

This is <name> from NAACP. In times like these, our community needs to show up in force to protect our rights and shape our future. In 2020, Black voters changed the course of this country. But power isn't won, it's maintained. Will you commit to voting this November? (Reply Y/N)

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Amplify

SAMPLE POSTS

In 2020, Black voters changed the course of this country. We've seen community-improving wins with student debt cancellation, the first Black woman sworn into the U.S. Supreme Court, and WIN 3. But power isn't won, it's maintained. Vote this November 8 to continue making progress for our community. [#TogetherPowerVote](#)

Our votes have the power to create change. Together, let's elect diverse governors, senators, sheriffs, and city council and school board reps that come from and represent our communities. Make sure you're ready: naacp.org/vote [#TogetherPowerVote](#)

Racism, inflation, affordable housing, gun violence, and criminal justice reform are issues that matter most to the Black community. Do they matter to the candidates in your city and state? Make sure you're ready to vote in November. Visit naacp.org/vote [#TogetherPowerVote](#)

I'm voting for _____ this Election Day because _____. What about you? [#TogetherPowerVote](#) [#CommunityIsPower](#)

Where do the candidates in [STATE] stand on issues most important to you? Get the @NAACP and @guides.vote voter guides at naacp.org/vote [#TogetherPowerVote](#)

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 [#TogetherPowerVote](#) hashtag to your social media posts
3. Follow [@NAACP](#) on Twitter, Instagram, and Facebook and share our content via your personal or organizational accounts.

[GRAPHICS: DOWNLOAD HERE](#)