



OUR LIVES DEPEND ON IT

2024 ELECTION TOOLKIT

Black lives are on the ballot this fall. Our families. Our freedoms. Our future. This November we have to vote like our lives depend on it, because they do.

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 legislating women's bodies, making it harder for communities of color to vote, and supporting harmful policing - and prosecution - of 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:

- **Economy.** The cost of everything that we need to survive and thrive - rent, groceries, gas, etc. - has increased while wages have not. As prices for goods and services rise, we need elected officials who will champion policies that lower expenses and ensure everyone can earn a liveable wage.
- **Project 2025.** The conservative roadmap seeks to undermine our progress, dismantle democracy, and take us back to a time when we did not have a vote or a voice. The way to make sure those policies never harm Black communities is to vote for candidates with a more equitable and inclusive vision.
- **Crime and security.** Whether it's a random shooting in our neighborhood or a racially-motivated mass shooting in another city, crime and gun violence is a concern for every age group and tax bracket. We need solutions that keep us safe and don't criminalize us.
- **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.
- **Protecting Rights and Freedoms.** Rights secured long ago continue to come under attack. Reproductive rights, voting rights and more are at stake. We need to vote to ensure representation that protects these rights and continues to fight for progressive policies.


There are more than 34 million eligible Black voters in the U.S., a force that makes a difference in every election. Black Americans are enthusiastic about the 2024 elections. Of those who were eligible to vote in 2008 during Obama's first run, 78% are equally or even more excited for 2024. However, there are key groups of the Black community – particularly younger Black voters and Black men – who will require extra efforts to engage in the political process.

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

EDUCATE

Need more information about registering to vote, what's on the ballot, and the policies we're fighting for? Find what you need online:

- **Voting resources:** naacp.org/vote
- **State-based voter guides:** naacp.org/resources
- **Project 2025:** naacp.org/project2025



While the threats against our democracy are present and dangerous, our commitment to making our voices heard is unwavering. Our most important Black job this November is showing up to the ballot box and making our voices heard.

DERRICK JOHNSON

President and CEO, NAACP

MOBILIZE

Use the scripts below for voter registration 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.

100,000+
VOLUNTEERS

have signed up to mobilize Black voters with the NAACP this election

PHONE SCRIPTS

(GENERIC)

Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. Election day is _____ days away, are you planning on voting?

(RIGHTS)

Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. This year our rights are on the ballot, from reproductive freedoms to the right to participate in our Democracy –it's all on the ballot. Can we count on you to give voice for our communities, and show up to vote this year?

(PROGRESS / SYSTEM)

Hello, is _____ available? My name is _____, and I'm a volunteer with the NAACP. The first step to in making the political system for us –is participation! Can we count on you to show up and vote to move our country forward, rather than taking us backward, in the November 5th election?

NAACP



IF UNDECIDED CHECK FOR RELEVANT TALKING POINT AND RESPOND

Democracy – For Black people, democracy has not always worked as promised but we have the power to make it for ALL of us. We can determine our future with the power of our vote

Hope & Fight – Black people in America have always worked to create a better tomorrow, not just for our community but for all. Voting is how we show up for our community and fight for the future

Responsibility – We must honor the legacy of ancestors, many of whom died so that we would have the right to vote. Black Americans vote to fulfill our responsibilities to ourselves, our communities, and our culture.

Future Generations- Voting is not just about us. We cast our ballot for the generations to come. The issues that affect our community will make or break how future generations of Black Americans thrive, or not, in this country.

Power in Numbers – As a community, we have the power in numbers. Together, let's vote to raise the voice of Black Americans to make sure solutions to our most pressing issues are equitable and reflect what we want and need.

Inflation/Cost of living- We can all agree that the price of everyday goods and services are too high. We need leaders who understand the burden of trying to make ends meet and who will put forth policy solutions to lower the cost of our daily needs like gas, food and housing.

[IF NO NOT VOTING]

I hope you decide to make your voice heard, and participate in this critical election for [STATE / CITY / AREA] and the country. If you'd like more information on this year's election, and to find out what's on your ballot –go to [NAACP.org/vote](https://naacp.org/vote) for more information. Thank you.

NAACP



TEXT MESSAGE SCRIPTS

THEME: FUTURE GENERATION

Hi my name is _____, and I'm a volunteer with the NAACP. Voting is not just about us. We cast our ballot for the generations to come. The issues that affect our community will make or break how future generations of Black Americans thrive, or not, in this country. Can we count on you to show up and vote for a future of progress?

THEME: HOPE & FIGHT

Hi my name is _____, and I'm a volunteer with the NAACP. Black people in America have always worked to create a better tomorrow, not just for our community but for all. Voting is how we show up for our community and fight for the future. Will you be voting in this year's election on November 5th? For more information on how to vote –go to naacp.org/vote.

34.4 MILLION

**BLACK VOTERS ARE
ELIGIBLE TO CAST A BALLOT**

NAACP



AMPLIFY

Suggested Social Media Post

Our lives are on the ballot this fall. Our families. Our freedoms. Our future. Together, we can make sure we elect candidates with an inclusive and equitable plan for the future - and fire those who don't. Get registered, explore your ballot, and use your voice. Learn more: www.naacp.org/vote

Do you know what's on your Election Day ballot? The cost of living. Ongoing racism and discrimination. Our lives. Cast your ballot for people who will drive the policies that improve Black communities. Our lives depend on it. Visit www.naacp.org/vote to get ready.

[#NAACPvotes](https://twitter.com/NAACPvotes)

The cost of living, protecting freedoms, crime, and discrimination 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 [#NAACPvotes](https://twitter.com/NAACPvotes)

Every election, our votes create change. Let's do it again. Visit naacp.org/vote to get ready for Election Day. [#NAACPvotes](https://twitter.com/NAACPvotes)

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 [#NAACPvotes](https://twitter.com/NAACPvotes) hashtag to your social media posts.
3. Follow [@NAACP](https://twitter.com/NAACP) on X, Instagram, and Facebook and share our content via your personal or organizational accounts.

GRAPHICS: Find the graphics and videos you need to mobilize voters in your community!

[Download Here](#)