



WE THE PEOPLE

2026 MIDTERMS TOOLKIT

EVERY VOTE FROM US IS A VOTE FOR US

As the United States marks 250 years, the U.S. Constitution is a reminder and rallying cry that the people and policies that govern our daily lives are decided by us. Not the politicians or the wealthy. Us. The people we elect make decisions every day about our schools, our jobs, our healthcare, and our safety; decisions that hit our communities first and hardest. Change doesn't happen because we vote alone. It happens because We, the People organize, turn out, and bring our neighbors with us.

Black lives are on the ballot this fall. Our families. Our freedoms. Our future. We will not wait for more harmful policies to impact our communities. We will not wait while others vote and choose our representation for us. We will not be erased. The time to act is now.

There are various issues impacting Black communities across the country and 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.
- **Protecting rights and freedoms.** The Project 2025 conservative roadmap that sought to undermine our progress and take us back to a time when we did not have a vote or a voice is working. Voting rights, reproductive rights, and more are at stake. The way to limit and reverse the harm to Black communities is to vote for candidates with a more equitable and inclusive vision.
- **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.

There are more than **31 million eligible Black voters** in the U.S., a force that makes a difference in every election. 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

MOBILIZE

Use the scripts below to mobilize Black voters. 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 Scripts

(Generic)

Hello, is _____ available? My name is _____, and I'm a volunteer with NAACP. I'm reaching out because so much is riding on the upcoming election in November that will impact the economy, our health, and our rights. Election day is November 3rd. Have you made your plan to vote?

(Economy)

Hello, is _____ available? My name is _____, and I'm a volunteer with NAACP. Over the last 2 years, we've seen groceries, gas, utilities, healthcare, and everything else get more expensive, while good-paying jobs are disappearing. High costs and our livelihoods are on the ballot this election. Election day is November 3rd. Have you made your plan to vote?

(Rights)

Hello, is _____ available? My name is _____, and I'm a volunteer with NAACP. This year, our rights are on the ballot, like the right to vote, and whether we can be harassed by law enforcement and more. It's all on the ballot. Election day is November 3rd. Can we count on you to give a voice to our communities and make your plan to vote this year?

(Progress / System)

Hello, is _____ available? My name is _____, and I'm a volunteer with NAACP. The first step in making the political system work for us is participation! Election day is November 3rd. Can we count on you to show up and vote to move our country forward, rather than taking us backward?

Text Scripts

Use the scripts below to message potential Black voters in your community.

(Black men)

Hi my name is _____, and I'm a volunteer with the NAACP. Democracy is a team sport. Just like your favorite point guard or quarterback can't win championships alone, you can't secure fair wages, cheaper gas, and safety for your family alone. Get registered to vote this November and join millions of other Black voters at the polls. Visit naacp.org/vote

(Young voters)

Hi my name is _____, and I'm a volunteer with the NAACP. It's time to stand 10 toes down for cheaper groceries, good jobs, and our right to safe communities. Are you in? Get registered and then get ready to vote in November. Visit naacp.org/vote

(Young voters)

Hi my name is _____, and I'm a volunteer with the NAACP. Working hard every day while our rights are being attacked can't continue. We, the people, need fair wages, affordable housing, and an economy that supports them. Vote by November 3 to elect leaders who support affordability and working Americans. Visit naacp.org/vote

AMPLIFY

Sample Posts

We, the people, decide what our future looks like. Not the politicians. Not the wealthy. Us. Let's improve the economy, college affordability, and safety in our communities. Vote by November 3. Visit naacp.org/vote

While the country fights wars overseas and attacks on our rights are happening at home, we just want to be able to afford gas, groceries, and rent. It's time to remind our current leaders that we, the people, set the tone for the country. And we're looking for change. Vote by November 3 for the future you want for your community. Visit naacp.org/vote

Working hard every day while our rights are being attacked can't continue. We, the people, need fair wages, affordable housing, and an economy that supports them. Vote by November 3 to elect leaders who will give our wallets a break. Visit naacp.org/vote



AMPLIFY YOUR ADVOCACY

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