

VOTING

IS POWER

2022 MIDTERMS TOOLKIT

Our votes made history in the 2020 election by achieving the first vice president of color, the first Black woman on the U.S. Supreme Court, and the most diverse cabinet in American history. This November we have the opportunity to make history again by electing diverse governors, senators, and political representation up and down the ballot that come from and represent our communities.

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:

- **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.
- **Inflation.** Families across the country are struggling under the weight of inflation, especially Black women who have been most impacted financially by the pandemic.
- **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.
- **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.

- **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.

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.

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.

VOTER REGISTRATION

Phone

Hello my name is _____, and I'm calling from (NAACP Unit/Branch), according to our records here, it says you, or someone in your household is not registered to vote, is that true?

[IF YES- Not Registered]

I hope you are planning on registering. We need every voice to stand up for our communities, and your vote is one way to demonstrate that power. I can help you right now, by going to naacp.org/vote, at the bottom of the page you'll see information on how to register.

[IF NO – Registered to Vote]

Okay, thank you. I'd recommend that you double check, or verify your registration, just to make sure you don't come across any complications while voting early, or on election day. To verify your registration, go to naacp.org/vote at the bottom of the page you'll see information on how to register.

CANVASS

Hello my name is _____, and I'm a volunteer with (NAACP Unit/Branch), according to our records here, it says you're not registered to vote, is that true?

[IF YES- Not Registered]

I hope you are planning on registering. We need every voice to stand up for our communities, and your vote is one way to demonstrate that power. I can help you right now, by going to naacp.org/vote, and on that page -you'll see information on how to register.

[IF NO – Registered to Vote]

Okay, thank you. I'd recommend that you double check, or verify that registration, just to make sure you don't come across any complications while voting early, or on election day. To verify your registration, go to naacp.org/vote, and on that page -you'll see information on how to register, and ways to get involved!

VOTER MOBILIZATION

Phone Script

[Intro #1]

Hello my name is _____, and I'm a volunteer with (NAACP Unit / Branch), are you planning on voting this November?

[Intro #2]

Hello my name is _____, and I'm a volunteer with (NAACP Unit/Branch). In 2020 Black voters stood with diverse communities across the country to change the outcome of the election and push for a Black Agenda.

Because we voted, Congress and policy makers were able to close the Black vaccination gap, distributed Child Tax Credits to 36 million families, bringing 3.7 million children out of poverty and enacted the George Floyd executive order.

We have unfinished business achieving the Black agenda but only if we show our power in the midterm election. Can we count on you to vote in this year's midterm election?

[Intro #3]

Hello, my name is _____, and I'm a volunteer with (NAACP Unit/Branch), Our votes made history in the 2020 election by achieving the first Black Woman Vice President, the first Black Woman on the Supreme Court and the most diverse cabinet in American history

This November we have the opportunity to make history again by electing diverse officials that come from and represent our communities.

Representation is power, and Black voters have the power to make the American government truly represent American diversity. Can we count on you to vote this November?

[IF YES – Planning on Voting] - That's great! [PROVIDE EARLY VOTING LOCATION INFORMATION – if applicable]

That's great! Thank you for letting your voice be heard, and standing up for our neighborhoods, and communities. Your polling location is _____
Use <https://www.vote.org/polling-place-locator/> to assist, or direct voter to site

[IF UNDECIDED]

[Look for relevant talking point based on their response, and reason 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%

[IF NO]

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 36 million families, bringing 3.7 million children out of poverty and enacted the George Floyd executive order. While we still have further to go, I hope you'll decide to vote to keep progress moving forward for our communities.



AMPLIFY

Suggested Social Media Posts

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 for the midterm election. [#ThisIsPower](#)

In 2020 our votes created change. Let's do it again. Visit naacp.org/vote to check your voting status and volunteer this election season. [#ThisIsPower](#)

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 [#ThisIsPower](#)

You're registered to vote and ready for the midterm election, but are your neighbors, family, and friends? Volunteer to help increase voter turnout and help your community. Visit naacp.org/vote for more information. [#ThisIsPower](#) [#CommunityIsPower](#)

This November, we have the opportunity to make history again by electing 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

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 [#ThisIsPower](#) 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:

Midterm Graphics: [Download Here](#)