



Midterm Election Messaging Strategies

Vote! Our Lives Depend on It

Amplify the message that our lives depend on our vote!

- We need elected officials who appoint police commissioners and **run the criminal justice system** to know the black community is watching and will not tolerate continued **police brutality**.
- Our **children and our schools** are not receiving a fair and adequate share of resources and the black community needs to elect people who will give priority to the education of our children.
- If the black community doesn't vote, **other people will continue to make decisions that affect our lives without our input.**
- The black community needs more jobs and better wages and we need to elect people who will make that happen.
- The best way to take control of our future is through voting and civic participation.

No more talking down to us and disrespecting our communities. In 2016, Black voters in the presidential election declined for the first time in 20 years, and our numbers usually drop during midterm elections. This is not an election we can afford to sit out. The organizing being done this year is about more than a single election. It is about building long-term empowerment and enhancing the political voice and influence of our communities. It is about taking the next five years to make voters of color a potent political force that cannot be ignored or taken for granted.

Speak on the consequences of elections, including how the White House and Attorney General Jeff Sessions, Secretary of Education Betsy DeVos and others are implementing policies that set us back. How they are engaged in a war against civil rights, including removing protections for voting rights, public education and against police brutality. **Talk about** the administrations' targeted strategy to stack the Supreme and Federal Courts with overwhelmingly White male judges with conservative philosophies. We know what happened with the War on Drugs and the mass incarceration it created in our communities. If we don't vote, others will continue to make decisions about our communities and our lives.

Remind our Sororities, Fraternities, friends, family and most importantly young people of what happens when African Americans show up and show out at the polls. Remind them of the power of Black women and what

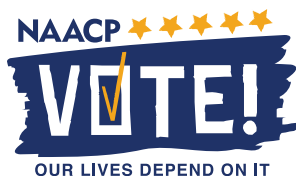
happened in Alabama, Georgia and what could happen with a record number of Black governors elected if we show out. Remind them that if we increase turnout by just 3 - 5 percent in key states we can radically transform the national political landscape.

Share with Black voters that if we don't vote, our issues don't matter. Share the fact that we can't create change without the young and millennial voters. Remind our social and personal networks (at every turn) that 59 percent of eligible voters are Gen Xers, millennial or post- millennials – without them our power is diluted. We can't just target those who we know will vote but those who are tough to reach as well.

This election is about respecting our communities, respecting our leaders and organizations and **respecting the Black vote!**

The NAACP's messaging and framing tools utilized data from our research partnership with GSSA, LLC a Colorado data analytics group and partner in an initiative mapping out the metrics of the Black community to impact and identify parity in registration and turnout of Black voters in six states: Ohio, North Carolina, Georgia, Pennsylvania, Michigan and Florida. The NAACP Also partnered with African-American Research Collaborative, Latino Decisions and AsiansDecisions on a series of surveys mapping out Black Voter attitudes in the 61-most competitive House of Representatives midterm elections.

Go to naacp.org to download resources to reach voters.



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NAACP Framing Tool on Getting Out the Vote for the Midterm Elections

Lead with Values

Value

The vote is power. Voting allows us to have a say in the decision-making process locally, in our states and nationally. **When we show up at the polls and vote, we are respected as a community** capable of changing the nation. ***Voting is the only way to protect our schools, our jobs, our civil rights and our children against police brutality.***

The Problem

In 2016 African American **voter turnout** during a presidential election, **declined for the first time in 20 years.** Additionally, only 43 percent of 18-24 year-olds voted in 2016 compared to nearly 71 percent of those ages 65 and older. **If we don't show up** in powerful numbers for the midterm elections, **protections against police brutality, and for civil rights, education, and jobs could disappear for communities of color.**

Our Solution

Vote, like our lives depend on it! If we **increase Black voter turnout from 3 to 5 percent** in key battleground states, we become the nation's most powerful voting bloc. When we flip the script and show up for midterm elections, we transform into a voting bloc capable of changing the entire political landscape in states and Congress.

Take Action

Use your personal relationships to **recruit 5 people** you will get registered and to the polls in November, **especially infrequent and younger voters.** You can do this utilizing social media, text messaging, and volunteering. **Visit naacp.org** and share our voter toolkit and use our graphics and resources to connect to people on social media. **Share these resources with your personal, social and work networks.**

Voter Engagement Resources

The NAACP is working in 50 states with our over 2200 branches to get people registered to vote and to the polls in November. We've established historic partnerships with other civil rights organizations, civic organizations, the Divine Nine, and members of the faith community to do this work. We also hope to partner with you in getting out the vote.

On the NAACP's civic engagement page, you can find resources designed to help you register to vote, promote civic engagement on your websites, social media and to register for our voting webinars. We have images, graphics and video you can use in your own GOTV campaigns or share with others.

- naacp.org/civicingagement/
- naacp.org/vote/
- naacp.org/campaigns/fighting-for-democracy/
- naacp.org/2018-webinars/
- naacp.org/wp-content/uploads/2018/08/NAACP-Voter-Registration-Guide.pptx
- naacp.org/wp-content/uploads/2018/08/Turn-Out-2018-NAACP-GOTV-Guide.pptx
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- naacp.org/latest/new-poll-nations-competitive-races-may-hinge-trumps-racism/
- usatoday.com/story/news/politics/2018/08/07/black-voters-angry-donald-trump-expected-impact-midterms/917283002/