**Communications Goal**

The Voting Rights Advancement Act (VRAA) is a key piece of legislation that will restore the Voting Rights Act. Our primary goal is to **make it clear that restoring the VRA is central to any effort to build a representative democracy in which people of color can be full, participating members.**

**Message Frames**

* **Our democracy works best when everyone, no matter who they are or what their color, can fully participate**. The Supreme Court’s decision in *Shelby County v. Holder* gutted the VRA and made it easier for policymakers to restrict the voting rights of Black, Brown, Native, and Asian American people. It’s long past time we fix this injustice, so we have the tools to combat current racial discrimination in voting. Congress ***must*** pass the Voting Rights Advancement Act and restore our ability to prevent racial discrimination in voting so that we can build the truly representative 21st century democracy we deserve.
  + Since 2010, 25 states passed laws restricting the vote, including laws making it harder for citizens to register, cutbacks on early voting, and restrictive voter ID.[[1]](#footnote-2)
  + In 2016 alone, 14 states had new restrictive voting laws in place for the first time in a presidential election. In 2018, six states had new restrictive laws in place. [[2]](#footnote-3)
  + There have been findings of intentional discrimination in at least 10 voting rights decisions since *Shelby County*.[[3]](#footnote-4) For instance, the Fourth Circuit described North Carolina’s discriminatory voter ID law as “the most restrictive voting law North Carolina has seen since the era of Jim Crow” with provisions that “target African Americans with almost surgical precision.”[[4]](#footnote-5) And a federal court ruled that Texas’ 2013 congressional redistricting maps were enacted with “racially discriminatory intent” against Latino and African-American voters.[[5]](#footnote-6)
* **A working democracy that prevents racial discrimination is essential to our ability to make progress on issues of racial justice** like educational equity, justice system reform, and immigrants’ rights. [Fill in or swap in any issue]. When democracy is in peril, so too are our civil rights. Congress must restore the protections against racial discrimination that the Court destroyed. Building a government that is representative of all the people is essential to our ability to address our country’s challenges in a way that benefits us all.
  + [Add any data, stories, facts about your issue of choice.]
* **Millions of people have made it clear that they want to build a representative and functioning democracy where everyone, regardless of who they are and what their color, can participate.** In 2018,voters turned out in record numbers in support of laws and policies that make voting more accessible and eliminate unnecessary, racist barriers to the ballot box. Congress must now deliver at the national level. It must pass the VRAA and ensure that we have the tools we need to address current racial discrimination in voting.
  + [Use any example of voters casting ballots for democracy reform and voting rights from 2018. Examples below:]
  + Florida voters restored voting rights to 1.4 million voters with felony convictions, a disproportionate number of whom are Black and Brown.
  + Nevada voters cast their ballot for automatic voter registration.
  + Michigan voters cast a ballot for a suite of reforms including same-day and automatic voter registration.

1. <https://www.brennancenter.org/new-voting-restrictions-america> [↑](#footnote-ref-2)
2. Ibid. [↑](#footnote-ref-3)
3. NAACP Legal Defense Fund, [Letter Request for Hearing on the Voting Rights Act of 1965](http://www.naacpldf.org/files/aboutus/Letter%20to%20Rep%20Goodlatte%20re%20Restore%20the%20VRA%20FINAL%209.7.2017.pdf.), September 7, 2017. [↑](#footnote-ref-4)
4. N.C. State Conf. of the NAACP v. McCrory, 831 F.3d 204 (4th Cir. 2016). [↑](#footnote-ref-5)
5. Perez v. Abbott, No. 11-cv-360, 2017 WL 3495922 (W.D. Tex. Aug. 15, 2017). [↑](#footnote-ref-6)