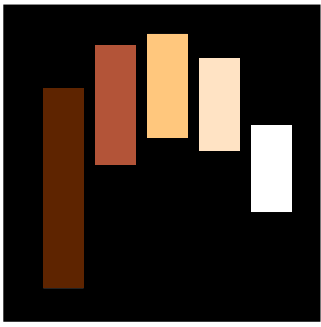




MAKE A PLAN



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MAKE A PLAN

KNOW THE RULES + VOTE EARLY

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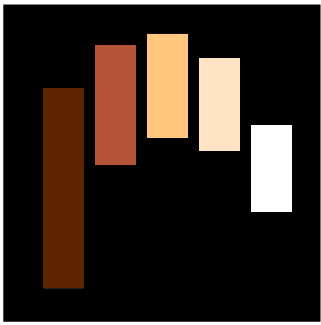
video script & talking points

sample emails

sample social media content



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Democracy Initiative Partners, Allies and Friends:

We are in the midst of a historic election season. For democracy to work for all of us, it must include all of us. Every vote counts and every vote must be counted.

Thanks to the hard work of grassroots activists and state and local organizations across the country, voters will have more options for safe and healthy voting than ever before.

In 2020:

- Five new states will mail ballots to all voters
- Eight new states will mail ballot applications to all voters
- Three new states will allow no-excuse absentee voting
- Six states will allow voters to cite the risk of COVID-19 as a reason for absentee voting

However, this election season is also challenged by attempts to sow chaos and fear — which we know is really just orchestrated mass voter suppression and attempts to divide us.

We make change when we join together. We march. We organize. We make a plan to vote — as early as possible, by mail or safely in person. And. In. Record. Numbers.

We will demand that every vote be counted. Mail ballots can take longer to count, so we will be patient while the democratic process plays out right up to when newly elected leaders are sworn in.

This toolkit is designed to help you get this message out to your members, supporters, and followers by making a simple video encouraging them to be intentional, early voters who are patient for the results.

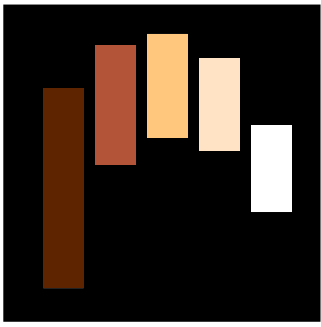
If you have any questions, please contact:

Getachew Kassa, DI National Field Manager | gkassa@democracyinitiative.org

Jack Flynn, DI Social Media Manager | jflynn@democracyinitiative.org



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Video Instructions

step 1 - review video script & talking points

Here you will become familiar with the material. You can choose to follow the full script or specific points while supplementing with additional information.

step 2 - choose shooting location

This can be anywhere you feel comfortable in. Be sure it is well-lit and quiet so that the complete message is heard by viewers.

step 3 - set up device to record

You can either set your recording device in a stationary position (on a tripod, bookshelf, etc,) or have someone hold the device while you make your video.

step 4 - create videos

We recommend recording a few takes, just to be sure you'll have options when posting in the next step. Record 1 video in the vertical position and 1 video in the horizontal position. Be sure videos don't exceed 2 minutes.

step 5 - share your video with your network

Choose your favorite and email to your member list. Use the [sample email](#) as a reference to go with your video.

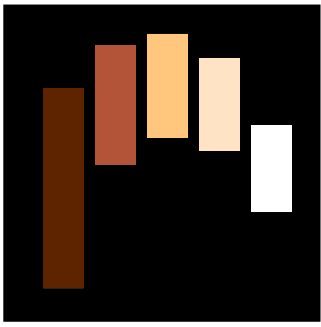
step 6 - share your video on social media

Choose your favorite and post on your social media channels with accompanying graphics provided in the [Make a Plan Toolkit](#). Use the [sample social media posts](#) to go with your video.

step 7 - upload your video to dropbox

Upload those same videos to [Make a Plan Partner Videos](#) with name of speaker, title, & organization. **Democracy Initiative** will amplify them on our [Youtube](#) and social media channels as well.





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Tefere Gebre, AFL-CIO Executive Vice President & DI board co-chair

Video Example

View examples of [Make a Plan videos here.](#)



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