



2017
Communication
Toolkit



Valley Voter Awareness Month 2017

Partner Communications Toolkit for Traditional and Social Media

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Introduction

Purpose

This toolkit provides AACT Partners with the resources needed to engage the community in the voting process during Valley Voter Awareness Month. The information provided in this toolkit should be deployed throughout the month of September. Please note that this document features our suggestions, but partners are encouraged to tailor engagement efforts to best fit their organization and/or target audience.

Background

Valley Voter Awareness Month began after the 84th Texas Legislature passed a 10-year resolution proposed by AACT to designate September as a month to raise voter awareness in the Rio Grande Valley. September is about celebrating democracy by creating efforts to educate our community about the importance of voting, to better engage people to register, and empower them to participate in every election. Since 2015, the movement has been endorsed by election administrators, businesses, large employers, schools, colleges and universities, hospitals, financial institutions, veteran groups, religious entities, nonprofits, as well as other community organizations.

What It Involves:

- Community organizations and volunteers interested in promoting the spirit of voting.
- Technology to spread the message about the importance of voting.
- Resources and materials that can explain the voting process.

Goals:

Educate the public about the importance of voting.

Engage people in the registration process.

Empower our community to be active voters.

4 Steps to Successful Voter Engagement Efforts

1. Announce Participation In Valley Voter Awareness Month :

- Send an email to your affiliates to announce your participation in voter engagement efforts throughout September.
- Promote the spirit of voting with materials from our website you can print to spread the word.

2. Inform Your Network About the Voting Process.

- Include voter engagement materials we provide at your staff meeting or existing/ongoing activities. You can even create a specific event to observe the month of voter awareness.
- Post up flyers or posters in visible areas to create awareness about the importance of voting.

3. Provide Voter Registration Opportunities

- Send an email to your organization's members to remind them to register in case they are not or to update their registration information if they need to.
- Host a voter registration drive in your lobby or breakroom
- Advertise the various ways one can get registered through social media. Ways to get registered include: Visiting the county elections department and filling out an application there Starting the registration process online at www.aactnow.org

4. Emphasize the Importance of Voting

- Coordinate a pledge-to-vote campaign so people make a simple promise to cast a ballot in future elections. Through any/all communications vehicles (social media, email, bulletins, or website) remind everyone why voting is important and how it benefits our communities. Engage all to be active voters.

IMPORTANT DATES:

2017 Constitutional Election Dates

Last Day to Register: Oct 10th

Early Voting: Oct 23rd – Nov 3rd

Election Day: November 7th

Resources

In this section, we have provided materials and tools that can be used for presentations, social media posts, emails, website, etc. Also, below are some talking points that you can use in your efforts as well as social media posts and email templates that can be shared throughout the entire month of September. Keep in mind that posts can be modified to fit your organization's needs, but we recommend you always provide a link to our website and include the hashtag [#VVAM2017](#) and/or [#WeVoteWeWin2017](#). Graphics for these captions have been provided in the complimentary toolbox.

Talking Points

- Every year, millions of Americans are discouraged from voting because they lack the basic understanding of the process. Valley Voter Awareness Month was established to promote the what, when, where, who, why, and how of voting.
- Without a doubt, there is no greater power than the right to vote. By increasing voter participation, we can increase our area's influence in state and national politics. With a strengthened voice, we can make sure the issues that matter to our communities are addressed, secure more funding and resources, and ultimately improve the quality of life for the people of the Rio Grande Valley.
- The leaders you elect represent all people and make decisions that affect you your job, your healthcare, your education, and the rest of the issues that matter to you. Make your voice heard. Be a Valley Voter!
- Voter mobilization research shows that people are more likely to participate when they are personally contacted by someone they know and trust. Help us spread the word by reminding your family and friends to REGISTER and VOTE!
- Voting is Easy! Get your family and friends actively engaged in the process. Direct them to aactnow.org for all their voting needs.
- The Advocacy Alliance Center of Texas is a nonprofit, nonpartisan organization established to increase voter turnout in South Texas. AACT's commitment to the communities of South Texas is a year-round effort dedicated to educate, engage, and empower its citizens to help ensure that our local, state, and national leaders address the issues that matter to our communities.

Website

- Refer others to aactnow.org. Under the VVAM tab, they can find this toolkit along with other assets useful to promote voter engagement efforts. An abundance of other helpful voting information can be found there as well.
- You can help AACT promote your efforts through your website by:
 - Adding a link to aactnow.org
 - Creating a banner informing people about Valley Voter Awareness Month
 - Advertising any campaigns dedicated to your efforts

Social Media

All partners are encouraged to use the official Valley Voter Awareness Month hashtags [#VVAM2017](#) and [#WeVoteWeWin2017](#) across their social media platforms. Also feel free to use any sample post included in this toolkit or get creative and make your own to enhance your campaign.

Facebook

The AACT Facebook page engages users by providing information and reminders relevant to voting and elections. Take a quick minute to like our page. For a successful Facebook campaign include a picture or embed a video on Facebook for maximum views. We also strongly recommend using Facebook live whenever possible to engage your audience and encourage them to comment on your posts (shares and comments can ensure that a lot of people will view your post).

<https://www.facebook.com/AACTNow>

Sample 1

No vote means no voice! September is Valley Voter Awareness Month. Join [Organization Name] and AACT in creating awareness about the importance of voting. If you are not registered to vote, Register! Let's make our voices heard this November. #VVAM2017 #WeVoteWeWin2017

Sample 2

[Organization Name] and AACT want to make sure your voice is heard! Please share and encourage others to participate in Valley Voter Awareness Month. Register in September and Vote in November. #VVAM2017 #WeVoteWeWin2017

Sample 3

Voting at higher rates means more attention from our state and national leaders that can help provide our region with more funding and resources to improve our communities. Register and Vote! #VVAM2017 #WeVoteWeWin2017

Sample 4

[Organization Name] will be celebrating Valley Voter Awareness Month this September with AACT. This weekend come and celebrate democracy by registering to vote at [Event Name] #VVAM2017 #WeVoteWeWin2017

Sample 5

Did you know [Organization Name] is helping the RGV community register to vote? We're proud to partner up with AACT. Stop by our office, [Address], to register to vote #VVAM2017 #WeVoteWeWin2017

Twitter

The AACT Twitter handle engages partner organizations and individuals in conversation about voting. Young people as well as journalist get their information from Twitter. Feel free to use our sample tweets or create your own. For successful Twitter posts include a picture, video, or memes.

Our Twitter handle is [@AACTNow](#)

Sample 1

[Organization Name] asks that you become a part of our Valley Voter Awareness Month initiative. Register to VOTE today! [#VVAM2017](#)

Sample 2

September is Valley Voter Awareness Month. [Organization Name] is proud to help AACT register voters throughout the month. [#VVAM2017](#)

Sample 3

We're a proud partner of AACT. Get involved with us in improving our community through voting. Register to Vote! [#VVAM2017](#)

Sample 4

It's our civic duty. Register to vote for the important elections in November. [#VVAM2017](#)

Sample 5

[Organization Name] is celebrating Valley Voter Awareness Month. This weekend come to [Event Name] to register to vote [#VVAM2017](#)

Instagram

On Instagram, you can find photos from our partners and people that participate in our voter engagement activities. Keep in mind that the Instagram audience is mainly young people; therefore, keep your posts fun and exciting to motivate people to participate in the voting process. You can view the photos that use [#VVAM2017](#) in their posts at: [@AACTNow](#)

Sample 1

The Constitutional Election is coming up in November. Are you Vote ready?
[#VVAM2017](#)

Sample 2

You can make a difference in your community. Register in September and Vote in November. [#VVAM2017](#)

Sample 3

Each year Valley Voter Awareness Month gets bigger and better. Help us reach 65% voter turnout in the RGV this November. [#VVAM2017](#)

Snapchat

Get creative with funny filters on Snapchat to show people you're really passionate about voting. This is the time to be spontaneous, creative, and funny in promoting voter participation. Send us a shout out with your posts at your events using the hashtag [#VVAM2017](#) or [#WeVoteWeWin2017](#). Our Snap Chat username is: [@AACTNow](#)

Emails

Below are some sample emails that you can use to inform your staff and your membership about valley voter awareness month and the importance of voting this November

Sample #1

Suggested Subject Lines:

- September – Valley Voter Awareness Month
- [ORGANIZATION NAME] and AACT Partner for VVAM
- Voter Awareness in September

Body of the Email:

We're excited to be a part of Valley Voter Awareness Month -an effort led by AACT to engage people in voting in a nonpartisan way.

First started in 2015, Valley Voter Awareness Month has become a movement across the four counties of the RGV to ensure that the members of our communities are well informed about the electoral process, registered, and ready to participate in future elections.

Why vote you may ask? Voting at higher rates allows for our region to receive more attention from our state and national leaders that in turn can secure more funding and resources to benefit our quality of life. Valley Voter Awareness Month is a perfect opportunity to get involved no matter what party you support or which issues matter most to you. I invite you to learn what there is to know about voting, register, and exercise your right in every election to come.

Help us spread this awareness about the importance of voting to your family, friends, neighbors, and everyone you know. Thanks so much for your support.

For more information visit AACTNow.org

Sincerely,

[NAME]

[ORGANIZATION]

Sample #2

Suggested Subject Lines:

- Celebrate Valley Voter Awareness Month
- Join the Movement

Body of the Email:

We're committed to improving our communities by increasing voter participation. Not only is it important, but it can be fun. Make sure to weigh in on the upcoming elections and have your voice heard. If you're not registered to vote, register TODAY! If you're not eligible to vote, help someone who may be. Thank you in advance for supporting our cause and truly believing that we can make a positive difference for ourselves and our loved ones when we vote.

For more information visit AACTNow.org

Upward and onwards,

[NAME]

[ORGANIZATION]

Sample #3

Suggested Subject Lines:

- Join Us in this Month of Voter Awareness
- What Are You Waiting For? Get Involved!

Body of the Email:

Voting is a core principal of being American, therefore, we must exercise our right to make sure we're counted in.

That's why [ORGANIZATION NAME] is a proud partner of AACT and a great supporter of Valley Voter Awareness Month happening in September.

And you can be part of this amazing campaign too!

Register to vote or get your family and friends registered. Visit www.AACTNow.org to start the process. Once you make sure you and the ones you care about are registered, stay informed about who and what you'll be voting for and when election time comes around, go out and VOTE!

For more information visit AACTNow.org

With gratitude,

[ORGANIZATION NAME]