

# USE YOUR INFLUENCE TO MAKE AN IMPACT

We are so grateful for all you did to encourage the record-breaking voter participation we saw in 2020. You inspired communities to make their voices heard.

But the work is not over.

As nonpartisan civic engagement experts, we know it's hard to know what you can do to help the most people — and who to partner with to do it. There are hundreds of nonprofit organizations doing great work to engage voters that would like to partner with you.

We've created this guide to share the most impactful ways to help voters make their voices heard in 2022. These activations do not require partnering with a nonprofit, but all of them lend themselves to partnering with organizations of your choice.

## Why It Matters

Voters have critical choices to make in the upcoming midterm elections:



One third of states have a US Senate race on the ballot



All 435 members of the US House are up for re-election



Half of the country's governors, secretaries of state, and attorneys general will be up for election



Nearly all states have critical state legislative and local offices to vote on

**We hope you find this guide helpful and will use your platforms to help make it easier for voters to engage in the 2022 elections. We've created this comprehensive guide to share the key ways you can help voters make their voices heard in 2022.**

## KEY ELECTION DATES

### SEP 13

Recruit poll workers

### SEP 20

Promote voter registration

### OCT 6

Help voters find info

### OCT 28

Share early voting options

### OCT 30–NOV 6

Get 866-OUR-VOTE on everyone's speed dial

### NOV 7

Thank our election heroes

### NOV 8

**Election Day!**

Support voters stuck in long lines

**Ongoing:** Encourage people to run for office

# 1 RECRUIT POLL WORKERS

## ACTIVATION DATE

September 13: Poll Worker Recruitment Day

## THE NEED

Recruit 200,000 people to sign up as poll workers. Poll workers are the people tasked with ensuring the elections run smoothly. The ongoing pandemic and attacks on election workers are continuing to dissuade long-time poll workers from signing up, creating a heightened need for young, healthy, tech-savvy, and/or bilingual people to work the 2022 midterm elections and keep polling locations open. Deadlines to sign up vary across the country, but some land as early as late-September.

## WHAT YOU CAN DO

- Share the sign-up link: [www.powerthepolls.org](http://www.powerthepolls.org)
- Sign up to be a poll worker yourself and share your experience on social media

*Please note: unique URLs can be provided to those interested in tracking sign-ups*

## SOCIAL MEDIA

#PowerThePolls  [@PowerthePolls](https://twitter.com/PowerthePolls)  [@PowerthePolls](https://www.instagram.com/PowerthePolls)

**Sign Up.  
Act Local.  
Get Paid.**

Become a poll worker at  
[powerthepolls.org](http://powerthepolls.org)

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[Graphics can be downloaded here](#)

# 2 PROMOTE VOTER REGISTRATION

## ACTIVATION DATE

September 20: National Voter Registration Day

## THE NEED

Make sure voters are registered at their current addresses before registration deadlines. Millions of eligible voters are still unregistered because of a crucial information gap: they don't know they need to register, don't know the deadlines, or find the process confusing. Voters may need to register or update their registration for reasons such as moving to a new address, turning 18, becoming a citizen, or changing their name. Many are unaware of this need and miss deadlines in their states that prevent them from voting.

## WHAT YOU CAN DO

- Share online registration tool link:  
[www.nationalvoterregistrationday.org](http://www.nationalvoterregistrationday.org)
- Model good behavior and update your own voter registration
- Share that it takes 2 minutes or less to register
- Remind people they have to be registered at their current address

## SOCIAL MEDIA

#NationalVoterRegistrationDay #VoteReady

 [@NatlVoterRegDay](https://twitter.com/NatlVoterRegDay)  [@natlviewerregday](https://www.instagram.com/natlviewerregday)

@impactual

**Today is  
National Voter  
Registration Day!**

Register to vote now at  
[nationalvoterregistrationday.org/register](http://nationalvoterregistrationday.org/register)

[Graphics can be downloaded here](#)

## 3 HELP VOTERS FIND INFO

### ACTIVATION DATE

October 6: National Voter Education Week

### THE NEED

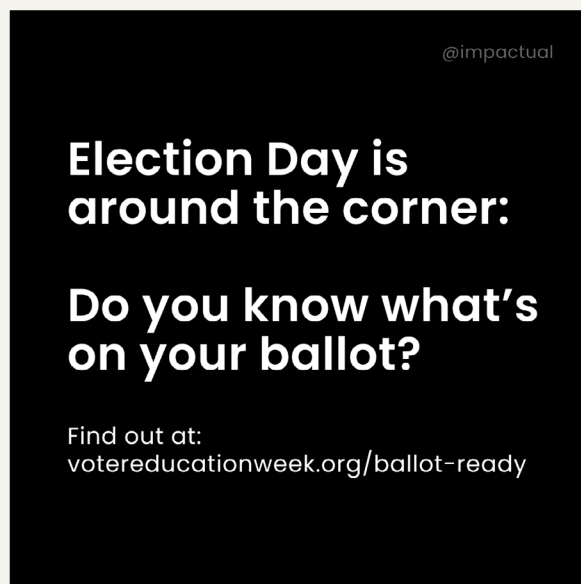
Help voters bridge the gap between registering to vote and casting a ballot by helping them understand what is on their ballot. Registering to vote is only the first step in the voting process. With changing voting laws, dozens of candidates on each ballot, and so much voting-related content out there, voters need a central source for educational tools. On October 6th, National Voter Education Week will help people understand what is on their ballot so they can make educated decisions when casting their vote.

### WHAT YOU CAN DO

- Share tools with your followers to help them understand their ballot: [votereducationweek.org/ballot-ready](https://votereducationweek.org/ballot-ready)

### SOCIAL MEDIA

#NVEW2022 #BallotReady



[Graphics can be downloaded here](#)

## 4 SHARE EARLY VOTING OPTIONS

### ACTIVATION DATE

October 28: Vote Early Day

### THE NEED

Make sure voters know they have options to vote safely, securely, and at their convenience. The ability to vote early — either by mail or in person — is crucial for voters who want to protect their health, shorten lines at polling locations, or just vote at their own convenience. The rules vary state-to-state, but voters will begin early voting as soon as the last week of September.

### WHAT YOU CAN DO

- Share early voting rules look-up tool: [voteearlyday.org/state-rules](https://voteearlyday.org/state-rules)
- Share polling place look-up tool: [www.gettothepolls.org](https://www.gettothepolls.org)
- Model good behavior and vote early in person, or request an absentee ballot

### SOCIAL MEDIA

#VoteEarlyDay  [@VoteEarlyDay](#)  [@voteearlyday](#)



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## GET 866-OUR-VOTE ON EVERYONE'S SPEED DIAL

### ACTIVATION DATE

Ongoing; focus on Oct 30 – Nov 6

### THE NEED

Help voters get answers to questions about voting and report problems. Voting legislation has seen major state and federal action over the past two years, causing election rules to change in real time across the country. Voters will have questions; we need to make sure they know who to call or text for answers. This hotline is available to answer election-related questions year round, with extra staffing closer to the election.

### WHAT YOU CAN DO

- Share the voter hotline website: [866ourvote.org](https://866ourvote.org)
- Include the 866-OUR-VOTE phone number in all election-related posts
- Share that it's normal to have questions about voting and any questions you've had

### SOCIAL MEDIA

#866OurVote  [@866OurVote](https://twitter.com/866OurVote)  [@866ourvote](https://www.instagram.com/866ourvote)

@impactual

QUESTIONS ABOUT VOTING?

**Call**  
**866-OUR-VOTE**

or visit [ourvotehotline.org](https://ourvotehotline.org)

[Graphics can be downloaded here](#)

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## THANK YOUR LOCAL ELECTION HEROES

### ACTIVATION DATE

November 7: Election Hero Day

### THE NEED

Celebrate the election administration teams, poll workers, and others around the country who help ensure voters can cast their ballots securely and successfully. These election heroes show up and run our elections amidst a pandemic, constantly changing election rules, personal threats, and attacks on election integrity. We owe them our gratitude! Celebrate these heroes of our democracy and thank them for their hard work.

### WHAT YOU CAN DO

- Post on social media, thanking election heroes in your community for powering our democracy.

### SOCIAL MEDIA

#ThankYouElectionHeroes

 [@electionheroday](https://twitter.com/electionheroday)  [@electionheroday](https://www.instagram.com/electionheroday)

NOVEMBER 7, 2022

**Election  
Hero Day**

#ThankYouElectionHeroes

@impactual

[Graphics can be downloaded here](#)

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## SUPPORT VOTERS STUCK IN LONG LINES

### ACTIVATION DATE

Election Day: November 8

### THE NEED

Feed hungry people at crowded polling locations to encourage them to stay in line and make their voices heard. We saw voters wait in line for hours to vote in some districts in 2020. If you see this happening again, be sure to send food their way!

### WHAT YOU CAN DO

- Donate a few pizza deliveries at [polls.pizza/donate](https://polls.pizza/donate)
- Encourage followers to report long lines to Pizza to the Polls at [polls.pizza](https://polls.pizza)

### SOCIAL MEDIA

#PizzaToThePolls

[@PizzaToThePolls](https://twitter.com/PizzaToThePolls) [@pizzatothepolls](https://www.instagram.com/pizzatothepolls)

@impactual

See a  
long line?  
Send food!

[polls.pizza](https://polls.pizza)

[Graphics can be downloaded here](#)

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## ENCOURAGE PEOPLE TO RUN FOR OFFICE

### ACTIVATION DATE

Ongoing

### THE NEED

The makeup of Congress, state legislatures, and city halls across the country do not reflect the demographics of the people represented. Having candidates on the ballot that represent their communities can excite voters and help encourage turnout. Make sure your followers know that running for local office is possible, and connect them to the tools and resources that can support them in doing so!

### WHAT YOU CAN DO

- Encourage your audience to check out Snapchat's Run For Office in-app mini, which helps users explore open seats in their area, then connects them with nonprofit experts to help explore next steps. Link to download: [snapchat.com/minis/run-for-office](https://snapchat.com/minis/run-for-office)
- Uplift and partner with organizations helping people run for office.

### SOCIAL MEDIA

#RunForOffice

@impactual

Only 6% of state  
legislators are under  
the age of 35, and  
most state legislatures  
lack diversity.  
YOU can change that.

[#RunForOffice](#)

SOURCE: REPORT: Generation Without Representation:  
Young People Severely Underrepresented Among Legislators

[Graphics can be downloaded here](#)

# MESSAGING THAT WORKS

## APPLY SOME SOCIAL PRESSURE.

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There are no off years in democracy! Don't miss out on making your voice heard in local elections that will directly affect your community. Don't forget: no one will know who you voted for, but it is public record whether or not you vote.

## STRESS THAT IT DOESN'T TAKE LONG.

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You can register to vote online in 2 minutes or less!

## RECOMMEND MAKING A PLAN.

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Research shows that people who make a plan to vote are more likely to do so. Think it through specifically: When will you vote? How will you get there? Are you going with anyone else?

## EMPATHIZE WITH FEELING OVERWHELMED.

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It's ok to feel like you don't know enough -- especially about local elections. Take a few minutes to look up your local elections, where to vote, and who is on the ballot.

## THE PEOPLE WE ELECT WORK FOR US.

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Voting is our way of holding them accountable. We are literally deciding whether to re-hire or fire our representatives.

## SHARE THAT EVERY VOTE MATTERS.

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Sometimes it's easy to get disengaged and believe that your vote doesn't make a difference. But, voting has extraordinary implications on our daily lives. Your vote really does matter!

## MAKE IT SOCIAL.

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Head to the polls with your friends or family, snap a selfie with your 'I Voted' sticker, and then head to your favorite restaurant to celebrate democracy in action!



*If you are interested in learning more or need assistance developing a more in-depth engagement strategy, please reach out to [hello@impactual.com](mailto:hello@impactual.com).*

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