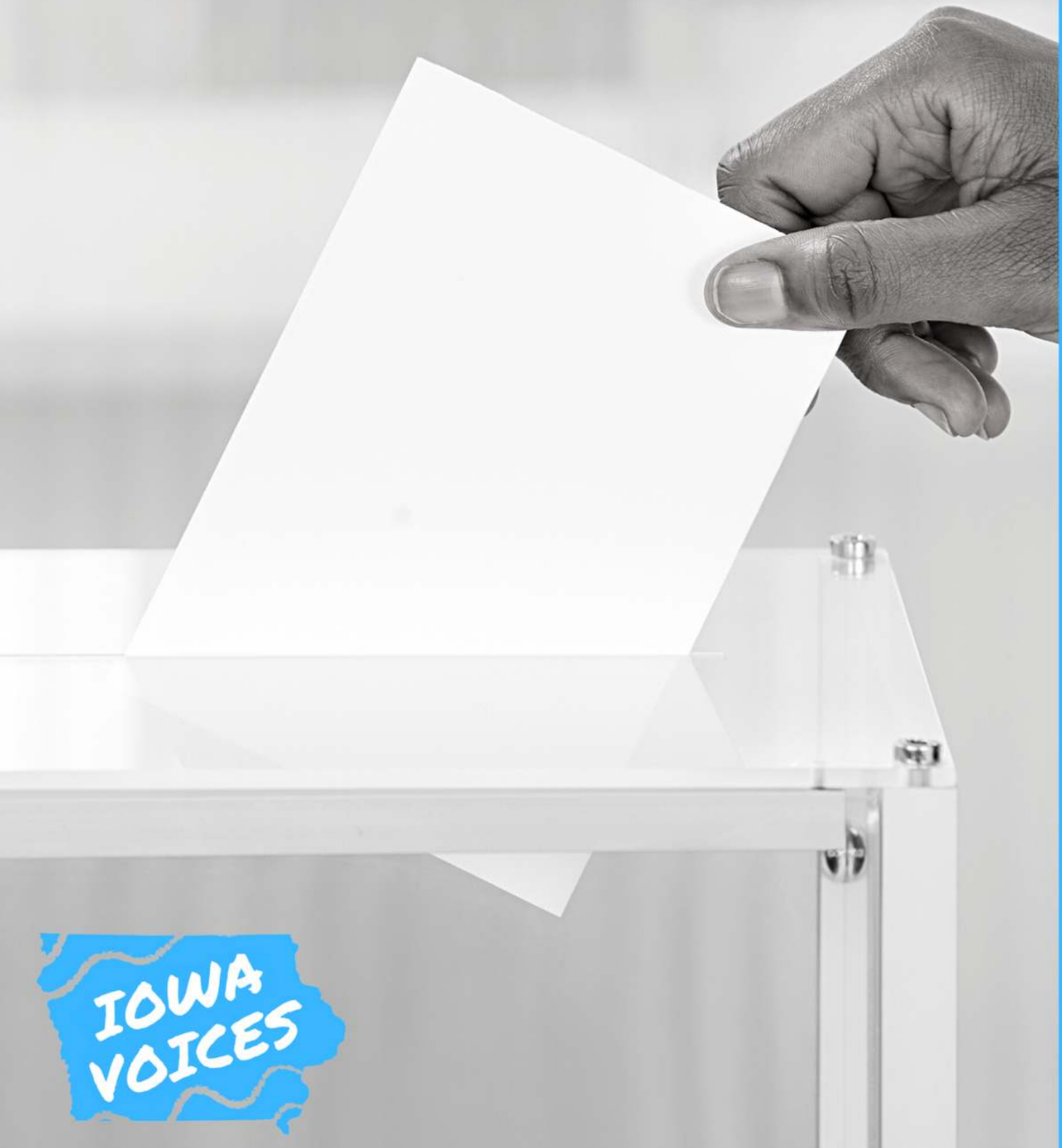


MESSAGE GUIDE: FREEDOM TO VOTE



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As we remember Dr. Martin Luther King, Jr., we are reminded of his teachings and the legacy he built for us. One that is steeped in expanding the right to vote and ensuring that every American voice has the opportunity to be heard and have an impact on their own life and our society.

Alongside Congressman John Lewis, King fought for our rights and taught us the importance of fighting for each other, not only in spirit and conscience, but in action.

Congress passed the Voting Rights Act in 1965 to protect our freedom to vote and ensure that attempts to discriminate against voters are formally reviewed. But like never before, our freedom to vote is at risk. It's time for leaders in the Senate to act and ensure our right to vote - to have a say on critical issues like COVID, access to healthcare, our very access to the polls - is protected.

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KEY TAKEAWAYS

National research on voting access shows that protecting our **freedoms** and **liberties** are key values in moving public opinion.

The message is not only heard loud and clear, but is inspiring when it promotes **equality, family** and **community, honesty** and **patriotism**.

The only message that beats the Republican message every time is the threat of **sabotage** and **urgency**, which also expands our audience.

KEY PHRASES

- Freedom to vote
- Count every vote
- National Standards
- Exercise our majority
- Have a say in decision that impact us

KEY MESSAGE GUIDANCE

- Start with a shared values statement.
- Name the problem and define the opposition to our shared value.
 - However, **don't** repeat the opposition's message, even to negate it. Speak proactively to reframe the issue.
- Frame the opposition as a "hurdle" we can overcome, rather than a "barrier" that stops us.
- Make voters the protagonists and focus on values.
- Provide tangible outcomes.
- End with a call to action.

SAMPLE MESSAGING #1

No matter our color, background or zip code, we value our freedom to vote, the freedom to have a say in the decisions that impact our lives.	Shared value
But now, the same faction who endangered our lives with lies about COVID and our election, passed anti-voter bills in states, and tried to block an investigation into the attack on our Capitol are refusing to pass laws the majority of Americans favor.	Define the opposition, tie to current events
Our Senate leaders must exercise their majority, eliminate the filibuster, and pass the John Lewis Voting Rights Advancement Act and the Freedom to Vote Act.	Call to action
By honoring our freedom to vote and passing these bills, we can set national standards to ensure that we can safely and freely cast our ballots, ensure that trusted local election officials count every vote, and prevent partisan politicians from sabotaging the results of our elections.	Outcomes we can achieve

SAMPLE MESSAGING #2

Whatever our color, background, or zipcode, we all want the freedom to have a voice in the decisions that impact our lives.	Shared value
But some politicians are trying to silence our voices by attacking our freedom to vote so they can rule for the wealthy few.	Define the opposition
We're coming together to demand that the Senate pass the Freedom to Vote Act and John Lewis Voting Rights Advancement Act for national standards to ensure that every vote counts.	Call to action, outcomes we can achieve.