Our Sources

- FPL listening sessions with faith leaders:
  - Ohio, Florida, Georgia
  - African-American Christian, White Christian, Muslim, Sikh, Jewish participants
  - Broadly applicable insights

- Messaging research – Voting Rights Lab, Over Zero, ASO Communications, Leadership Conference on Civil and Human Rights, Avalanche Insights
Key challenges

- Doubts about whether voting makes a difference
- Barriers to voting targeting Black & Brown communities
- Intimidation and violence
Challenge: Doubts about whether voting makes a difference

- Across place, race, and religion, doubts about whether voting makes a difference in people’s lives and communities.

- Voters and nonvoters alike feel unheard and unrepresented because politicians haven’t delivered solutions.

- This creates fertile ground for messages that discourage participation and decrease trust in, and support for, democracy.
Messaging solutions

- Acknowledge that people feel unheard for good reason.
- Portray voting as a step toward enacting policies that enable us to raise healthy families and live with dignity – not a one-step solution.
- Tie voting to concrete policies that are locally relevant and impactable.
Values to invoke

- Voice – voting is our say, our power.
- Accountability – voting is a mechanism for ensuring that leaders solve problems.
- Family – tie policies to providing for the ones we love.
“Voting alone doesn’t solve all our problems, but it’s a necessary step. The journey to justice runs through the polling place. That’s why every person deserves a say in who represents us. When we all have fair access to the ballot, we have the power to hold our leaders accountable to fixing the problems that go unsolved year after year, that stand in the way of raising a healthy, safe family with dignity.”
Barriers to voting and election interference

- Since 2020, 19 state legislatures have passed anti-voting laws intentionally targeting Black and Brown voters.

- In many states, voting methods that help these communities vote – drop-boxes, vote-by-mail, early voting – were scaled back or taken away.

- This creates practical obstacles and confusion.

- In some places, 2020 election deniers have tried to insert themselves into election oversight roles.
Messaging solutions

- Call on officials to protect and expand access to the ballot, as well as honestly certify election results.
  - Tailor these messages to the local target.
  - Some need solidarity, others need pressure.
- Avoid creating impressions of widespread infiltration. Most elections are run by well-trained people who take the job seriously.
- Proactively share credible, nonpartisan information on how to vote.
Values to invoke

- Honesty – uphold the oath to follow election law, count every vote
- Accountability to the will of the people
- Sanctity – voting is sacred
- Courage – strength to do the right thing
“As people of faith, we believe that voting is sacred. Anything that interferes with our neighbor’s ability to vote and to have their vote counted is sinful. Across faiths and across race, we are here to support courageous public servants working honestly to make sure that everyone can make their voice heard and hold their elected leaders accountable.”
Challenge: Intimidation and violence

- Intimidation and violence targeting voters and people who staff and oversee elections are real concerns.

- State actors, as well as vigilantes.

- Online as well as in-person.
Messaging solutions

- Publicly show up as diverse faith leaders in solidarity with targeted communities of voters. Your visible presence is a powerful message.

- Use Over Zero’s guidance, tailored to your community and moment.

- Values: Community, solidarity, dignity
Summary

- Voting matters – voice, accountability, family
- Overcoming barriers – sanctity, honesty, accountability, courage
- Safety from threats – community, solidarity, dignity
Democracy language guidance

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