VOTE FORWARD

It's important to **be friendly, remain nonpartisan, and stay positive about voting**, and the best messages **generate excitement about voting** and make it seem **easy and accessible**. Please keep in mind that messages about voting because it's your right or because you feel it's your civic duty do not typically resonate with the voters on Vote Forward's lists. Please **avoid messages that highlight consequences of *not* voting**. We have received feedback from voters, and they have said that **this discourages them from voting**.

I vote because…

Try these kinds of messages:

- I want to be part of history and participate in our democracy as a voter.
- I feel that it is extra important to speak up because our country is going through such a challenging time.
- I care about the future of our country, and I wanted to make my voice heard.
- I've always remembered how inspired I felt going to the polls with my Mom when I was a child.
- My vote is a way to create a better future for all of us, with good jobs, good healthcare, and safe communities.

Avoid these kinds of messages, or make them nonpartisan:

Instead of this:	Try this:
I want to be part of a blue wave.	I want to be part of a movement for change.
I couldn't live with myself if more Republicans win reelection.	I want to elect leaders to represent all of us.
I want Democrats to win a majority in the Senate.	I want representation for all of us.
We need to elect representatives who will ban fracking.	We need representatives who care about our communities' health and well being.