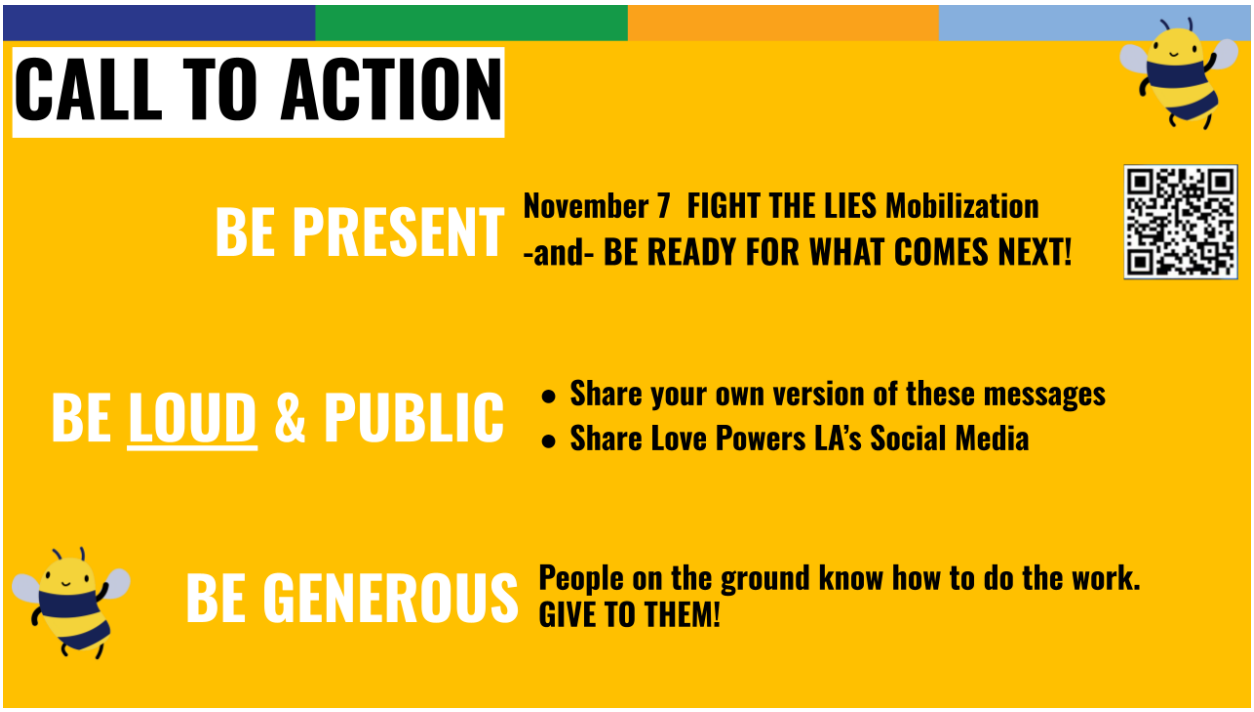
Our Democracy. Our Election. Our Role.

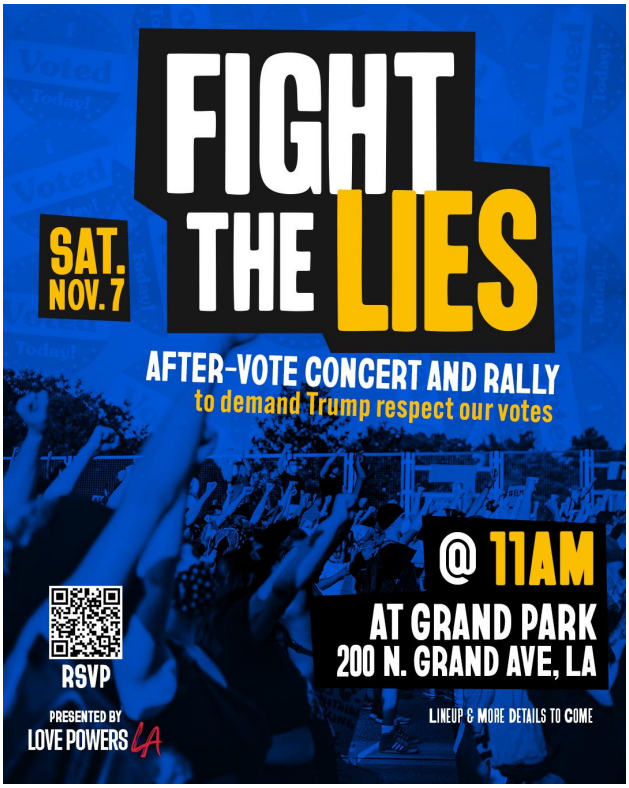
Donor & Artist Election Protection Toolkit



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1. BE PRESENT: Starting on Nov 7th Mass Mobilization in Grand Park



[Download flyer here]

Potential Captions - Pre & Post Election:

1. **Pre-Election:**

The Trump Administration keeps trying to interfere and sabotage our elections. They're spreading lies and confusion and trying to intimidate voters to stop us from voting because they are afraid of what happens when ordinary people show up to vote.

But we won't be intimidated. We're showing up to vote and to protect our vote because we know it's our power to decide our healthcare, our wages, our rents. It's our power to protect our families and communities.

Today we vote. Then after the election we demand they count every vote, certify and RESPECT OUR VOTES.

Mark your calendars now. Save it and share it. Because we're not stopping until they respect our votes.

11 am, Sat., Nov. 7
Grand Park 200 N. Grand Ave. LA.

2. **POST-ELECTION:**

This election we voted in mass to protect our families, our pocketbooks and our communities.

We voted to see a doctor we can afford, to lower the rents and gas prices. We voted to stop the billionaire corruption of our government and to stop the attacks on our families, communities and constitutional rights.

We did our part.

Now they want to erase our votes – after months of lying, trying to interfere and intimidate to stop us from voting. They're calling our votes illegal because they don't like how we voted.

We're done with their lies, chaos and confusion. They couldn't stop millions of us from voting in record numbers. Now, we won't stop until they count every vote, certify the election results and seat those we elected.

We're fighting the lies and demanding they RESPECT OUR VOTES.

Join us to Fight the Lies: After-Vote Concert and Rally to demand they respect our votes.
Saturday, Nov. 7, 11 am, Grand Park, DTLA

2. BE LOUD & PUBLIC

Love Powers LA's Election Protection Messaging Guide

Purpose of This Messaging Guide

Trump's threats to interfere in the elections are escalating and will only continue. This guide reaffirms our core story and gives partners specific framing and messaging recommendations for early voting as our direct answer to those threats. This messaging pulls from and is consistent with the Can't Stop CA Messaging Playbook, the We Are California narrative strategy, and message-tested MRWC research.

OVERARCHING NARRATIVE ABOUT THIS ELECTION

Trump and his cronies are trying to steal the election because they are weak and afraid to lose power. They're trying to stop us from voting. But we are not intimidated. They can't stop California. We have a plan to stop them.

POST ELECTION MESSAGING TO STOP ELECTION INTEFERENCE
Primary Goal of Messaging: Activate people against interference.

VALUES: Defines what's at stake	**We voted in mass to protect our families, our pocketbooks and our communities.** We voted for our health care, to lower the rents and gas prices. We voted to stop the billionaire corruption of our government and to stop the attacks on our families, communities and constitutional rights. Millions of us filled out a ballot at the kitchen table, dropped it off on the way to work, or stood in line after a long shift. We did our part.	Connect with what we voted for – values/ pocketbook that drove us to vote rather than abstract democracy. Remind why our vote matters and is worth defending.

PROBLEM: Defines the conflict and who are the villains.	**Now they are trying to erase our votes because they lost** For months, Trump and his allies have been lying, creating chaos and confusion, trying to interfere in this election, and intimidate us to stop us from voting. Now they're calling our votes illegal because they don't like how we voted. They're trying to stop the count, refusing to certify, and block the people we elected from taking office.	Continue to frame attacks as part of interference of a weak president.
SOLUTION: Identifies solutions so people have hope	**We are not letting them steal this election.** We're done with their lies, chaos and confusion. They couldn't stop millions of us from voting in record numbers despite the roadblocks and their attempts to interfere. They couldn't stop tens of thousands who volunteered as poll workers and poll monitors to make sure every voter could vote. Now, we won't stop until they count every vote, certify the election results and RESPECT OUR VOTES.	Spread power not panic. Emphasize our collective power.
ACTION: Gives people concrete thing to do	**We're fighting the lies and demanding they RESPECT OUR VOTES.** Join us to Fight the Lies: After-Vote Concert and Rally to demand they respect our votes. Saturday, Nov. 7, 11 am, Grand Park, DTLA -	

MESSAGES AND APPLYING CAN'T STOP CA NARRATIVE TO RESPOND TO RECENT FEDERAL ARRESTS, INTERFERENCE, ICE SURGE

Do Frame as interference:

- These recent actions by the federal administration *[insert: highly publicized federal arrests of California residents, DHS going door-to-door, threatening letters to election officials]* is the latest escalation in a coordinated campaign to interfere and sabotage CA elections and to sow fear and confusion among California voters

Do NOT repeat messages about fraud, Pivot from defense to offense.

- We know there is no evidence to back their *claims.* And we know for a fact this administration makes a lot of false claims about our elections including that Donald Trump won the 2020 election
- We know *[insert interference: dragging out a 72-year-old grandfather and lawful permanent resident in the early morning of his home by armed men] i*s more political television intended to sow fear and lies and is an abuse of power by a corrupt president.

Do frame as part of a pattern of interference and attempts to sabotage elections.

- We know that this administration has been attacking California and trying to sabotage our elections for months:
    - Threatening to arrest and prosecute election officials doing their job
    - Trying to end vote by mail
    - Demanding sensitive voter information
    - Suing California over unverified claims about its voter rolls
    - Sending ICE agents into our communities the week Californians started voting in order to scare voters into staying home.

Do frame the interference and sabotage as sign of weakness

- The administration is once again using the power of the federal government to attack Californians and create chaos in our elections.
- The Trump administration is trying to sabotage the midterms because the president is weak and afraid. He knows that accessible, democratic elections and the participation of millions of ordinary Californians voters are a threat to their power

Do spread power, not panic by emphasizing the power we have

- But they can't stop California. We are not intimidated. We are voting loudly and proudly and are ready to protect our vote. Because we know our vote is our

power to decide our healthcare, our jobs, our rent and to protect our families and communities.

- California makes voting safe and accessible for every eligible voter and it is worth protecting. When millions of us join together to use the power of our vote or mobilize early, it sends an undeniable message that nobody, no matter what office they hold and how much money they have – can stop California.
- California is fighting back. We can stop Trump from sabotaging and stealing our elections:
    a. VOTE EARLY - so no one can block or interfere with our votes
    b. PROTECT - so everyone knows their rights and can vote safely
    c. DEFEND – Be ready to ensure every vote gets counted

3. BE GENEROUS

Funding the movement infrastructure behind Love Powers LA is one of the most essential ways to defend our democracy in this crisis and for the future. The organizations building and supporting this work know what their communities need.

Several organizations are flanking Love Powers LA through contributing resources to the movement and through organizing donors, artists, and industry leaders: Liberty Hill Foundation, Movement Voter Fund, and Committee for the 1st Amendment.

Thank you for giving directly as you are compelled and as you can—and for inviting others with resources to join you.

