



What should I write?

Be friendly, nonpartisan, and positive. The best messages generate excitement about voting and make it seem easy and accessible. We have learned from voters on our lists that messages about voting because it's your right or civic duty, or about the consequences of not voting, do not resonate with them and even discourage them from voting. Vote Forward experiments have shown that "personal story" messages, such as the last two examples below, may be especially motivating to voters.

I vote because...

Try these kinds of messages:

- I want elected officials who represent me and my interests and concerns.
- Many recent elections have been very close - every vote counts!
- I care deeply about having a healthy democracy in which every voice is heard.
- It sets a good example for my children and teaches them to appreciate this valuable right.
- I want to honor the many people who sacrificed their lives to secure our right to vote.

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.

Find more information at help.votefwd.org (type "what should I write" in the search field)