

CHN's *Vote for Human Needs* Voter Guides Social Media Toolkit

These guides are crafted to help you navigate the critical conversations surrounding human needs issues as we approach the election.

Whether you print them as flyers, handouts, or use the content in other creative ways, these resources are designed to fit the needs of your organization. We've provided both branded and unbranded versions to give you flexibility in how you use and distribute them.

We hope these guides empower your efforts and help amplify the importance of human needs issues in this election. Thank you for all the incredible work you're doing!

We have 6 guides in total, branded and unbranded, covering the following topics:

- Vote for a Better Care System; [Branded Version](#) | [Unbranded Version](#)
- Vote for a Better Healthcare System; [Branded Version](#) | [Unbranded Version](#)
- Vote to Fight Hunger; [Branded Version](#) | [Unbranded Version](#)
- Vote for Better Housing; [Branded Version](#) | [Unbranded Version](#)
- Vote to Help Families and Low-Income People; [Branded Version](#) | [Unbranded Version](#)
- Vote to Protect Our Democracy; [Branded Version](#) | [Unbranded Version](#)

We also have a [Vote tripling How-to Guide](#)- simple and effective Get Out The Vote activity for everyone. Be sure to also check out our [Voter Engagement Resource Guide](#).

QR code to share, and short link: <https://bit.ly/chnvoterguides>



Social content with sample social language and graphics:

All graphics can be downloaded [here](#).

Vote for a Better Care System:

Whether you're a caregiver, care worker, or someone needing care, the current system often falls short.

We can fix this by voting for candidates who support care and fair pay for caregivers.

#VoteForHumanNeeds

Check out @voice4humanneed's Voter Guides: <https://bit.ly/chnvoterguides>

Graphics:

VOTE FOR HUMAN NEEDS
a campaign by The Coalition on Human Needs

**VOTE FOR A
BETTER CARE SYSTEM:
A VOTER GUIDE**



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what's on the line?

Affordable Child Care

Childcare costs an **average of \$10,000** annually, exceeding the cost of rent in many areas.

Paid Family and Medical Leave.

The U.S. is one of the only countries without national paid leave. **Only 1 in 4 workers** have access to paid family leave. Families need paid leave for when they have a new child, a serious illness, or an injury that prevents them from working.

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what's more?

Support for Care Workers.

Direct care workers who take care of disabled and older adults, as well as kids and teens, earn less than \$24,000 a year, and usually don't get benefits.

Paid Family and Medical Leave.

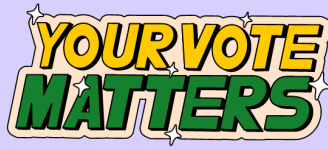
Nearly 690,000 people are waiting for Medicaid to help them get home care, so they don't have to move into a nursing home. Medicaid's Home and Community-based Services offer things like personal care, help with daily tasks, and home health services. Without this aid, long-term care can cost around \$50,000 annually.

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Get out and vote.

On November 5, 2024, vote for candidates who support affordable access to care, fair pay for care workers, and programs that help workers balance family and health needs without losing their job.



Vote for a Better Healthcare System:

Some politicians are focused on attacking the ACA, its expansion, and Medicaid. This election, vote for candidates who support and expand policies that help keep our families and communities healthy. #VoteForHumanNeeds
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VOTE FOR A BETTER HEALTHCARE SYSTEM: A VOTER GUIDE



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what's on the line?

Protecting Coverage for Millions of Americans

The Affordable Care Act (ACA) covers 45+ million Americans, and tax credits help lower costs. Most states have expanded Medicaid for people with the lowest incomes, bringing the number of uninsured people to an all-time low.

Promoting Fairness in Healthcare

The ACA has helped over **100 million people** by preventing overcharging, insurance denial, gender-based pricing, and service refusals.

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what's more?

Increasing Access to Healthcare

ACA provided affordable health coverage through private insurance and Medicaid for millions of Black and Brown Americans, ensuring access to healthcare regardless of race nationwide.

Protecting and Expanding Medicaid

Some have proposed to limit Medicaid funding, denying services to millions and cutting support for state programs. Policymakers are considering lifetime benefit caps and/or time limits, **potentially denying Medicaid to 18.5 million people.**

Preventing a Health Insurance Tax Increase

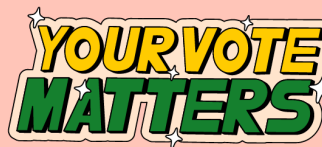
ACA tax credits help reduce premiums for those buying their own health insurance. **Increased assistance saved the average person about \$700.** This will end in 2025, potentially leaving millions without health care unless Congress votes to keep it.

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Get out and vote.

On November 5th, 2024, vote for candidates who will support, protect, and expand policies that help keep our families and communities healthy.



Vote to Fight Hunger:

Millions of Americans are going hungry. Yet, many politicians want to cut nutrition programs. #VoteForHumanNeeds, vote for leaders who will protect and expand programs that keep America fed, healthy, and thriving.

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VOTE TO FIGHT HUNGER: *A VOTER GUIDE*



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key facts

- In 2023, an alarming 47.4 million Americans, **including 13.8 million children and youth**, lived in households without enough food.
- Not only does hunger affect people's health and well-being, it also has far-reaching social effects.
- Hunger raises healthcare costs, makes it harder for children to focus in school, and reduces workplace productivity.

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why your vote matters?

Your vote can impact hunger-fighting programs:

- **SNAP and WIC**, that provide grocery assistance and nutritious food to low-income communities.
- **School Breakfast, Lunch, and Summer Programs** that ensure kids have access to meals during school and summer breaks.
- Services for the Elderly, Disabled, or Homebound, like **Meals on Wheels**, that deliver food to vulnerable people who cannot leave their homes.
- **Food Bank** Programs, such as TEFAP, that distribute fresh and healthy food to individuals and families in need.

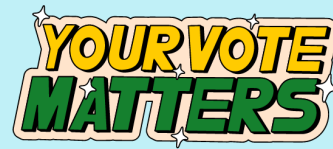
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Get out and vote.

On November 5th, 2024, vote for leaders who will protect and expand programs that keep America fed, healthy, and thriving.



Vote for Better Housing:

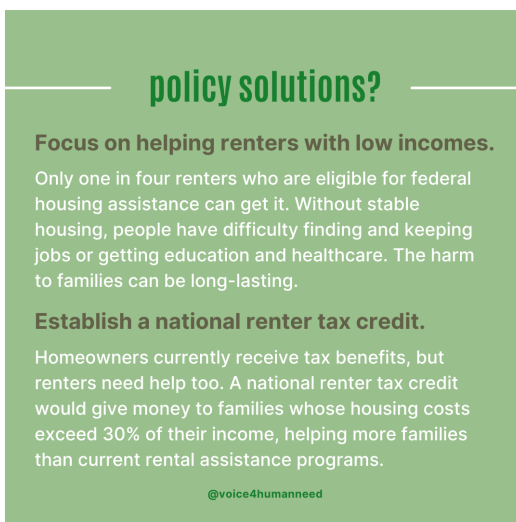
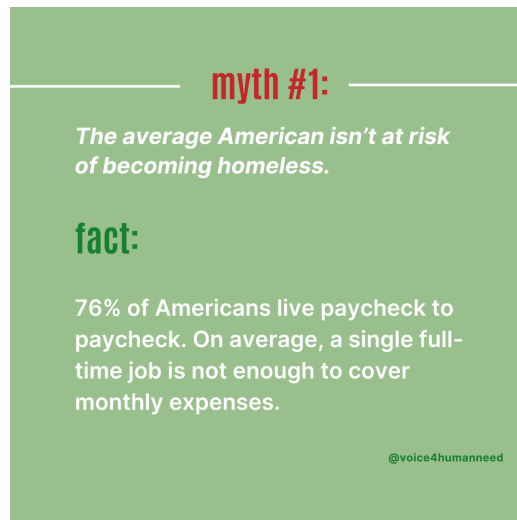
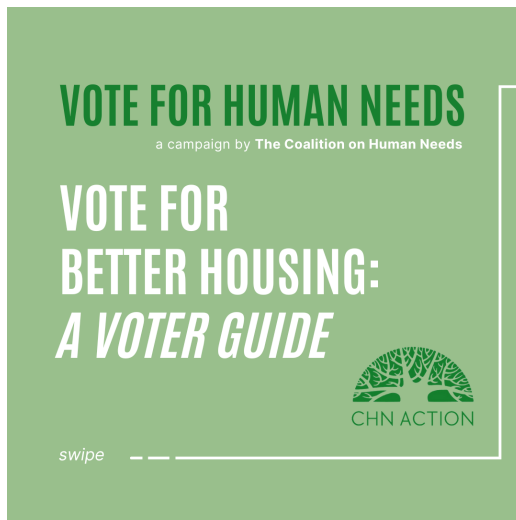
The U.S. has an affordable housing crisis.

We need lawmakers who will support and expand policies that ensure every person has access to safe, affordable housing.

This election, #VoteForHumanNeeds, vote for Housing!

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Graphics:



Vote to Help Families and Low-Income People:

Politicians are running on huge tax cuts to the rich, while millions are still struggling. This election, #VoteForHumanNeeds, vote for candidates who will build an economy of fairness and equal opportunity for all.

See @voice4humanneed's Voter Guides: <https://bit.ly/chnvoterguides>

Graphics:

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a campaign by The Coalition on Human Needs

VOTE TO HELP FAMILIES & LOW-INCOME PEOPLE: A VOTER GUIDE



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what's on the line?

Some politicians are focused on giving huge tax cuts to the ultra-rich, while people with the lowest incomes are struggling to make ends meet.

Next year, **Congress will take up major tax legislation**, giving us an opportunity to put human needs first.

There are lots of things that Congress do to provide support for the hard-working people and families who need it most.

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policy solution?

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Expand the Child Tax Credit (CTC).

The Child Tax Credit (CTC) helps families with the cost of raising kids, and Congress needs to expand it again. In 2021, the expanded CTC cut child poverty in half. Today, families making over \$400,000 a year get more from the CTC than those earning around \$15,000, leaving 19 million kids without full benefits.

Support the Earned Income Tax Credit (EITC).

The EITC provides extra money to low-income people when they file taxes. Together, **the EITC and CTC lifted 6.4 million people from poverty in 2023**. Congress needs to expand the EITC to prevent low-wage workers from being taxed into poverty, including younger workers and those without children.

what else?

Tax the Ultra-Rich.

In the past six years, **26 billionaires paid an average of 4.8% in taxes, while many working families paid 37%**. At the same time, the wealth of 741 billionaires in America grew by \$2.3 trillion. If billionaires paid their fair share, it would help reduce the wealth gap and fund important programs for people in need.

Raise the Minimum Wage.

The federal minimum wage hasn't been raised since 2009, and millions of workers are struggling to make ends meet. Congress needs to raise wages to make sure all workers – including tipped workers and people with disabilities -- are paid fairly.

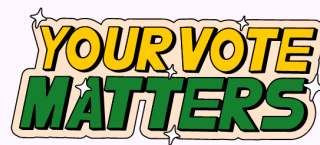
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Get out and vote.

On November 5, 2024, vote for candidates who will build an economy that promotes fairness and equal opportunity for all.



Vote to Protect Our Democracy:

In 2023, 14 states created 17 laws that make it harder to register and vote, mostly affecting voters of color.

This election, #VoteForHumanNeeds, vote for candidates who will defend our democracy and our voting rights.

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