

Filming a Video for Drag the Vote

In this document, you'll find everything you need to create a video as part of our Drag the Vote campaign.

Instructions:

1. Find a quiet place, indoors or outdoors, where you can film a short video without being interrupted. Make sure the space is bright / well lit.
2. Review the scripts below, choose one for your video, or create your own. You're welcome to edit ours to suit you.
3. Think about your tone: we like fiery (!!!) but we also want to be hopeful, to bring a message that touches hearts AND minds.
4. Record your video. Do a couple takes if helpful, and don't worry if you stumble over a word. Do a test run first to make sure the audio and video quality are good. Pro tip: ask a friend to help.
5. Post the video on your social media channels, with a caption tagging us (@queermomentum) and encouraging people to visit www.dragthevote.ca. We've included some example captions at the end of this document.

Drag the Vote Video Campaign – Key Points

We encourage you to make a video that suits your persona/vibes, because you know your audience best. We trust you, and we want you to have fun with this. In case it's helpful, we've included three key messages below that you might want to touch on in your video.

- **Key Message #1:** Across Canada, anti-LGBTQ+ hate is on the rise, making life harder, less free and less safe for queer and trans people.
- **Key Message #2:** To uphold freedom, equality and human rights, we need queer people and our allies to show up and vote. To help elect progressive members of parliament who will support our community.
- **Key Message #3:** That's why I'm asking you to visit www.dragthevote.ca to pledge to vote and find other ways you can take action for human rights and rainbow equality. If we want to maintain progress, we've all got to do our part.

Please tag @queermomentum on your posts and include the campaign link (www.dragthevote.ca) in your caption. We welcome collaboration posts as well.

Sample Captions to Accompany Videos:

Draft 1: I am teaming up with drag artists across Canada to advocate for equality, freedom and human rights in the next election. Why? Because we know what's at stake with 2SLGBTQIA+ people if we don't push back against rising hate. Wanna be a part of it? Visit www.dragthevote.ca and join the movement. @queermomentum

Draft 2: The homophobic heteros are coming for us again. They're targeting our trans siblings. They're targeting drag performers. But their real goal? Making Canada homophobic again. How do we stop them? By speaking up and taking action in the next federal election - and beyond. That's why I'm asking you to #DragtheVote with me. Join the campaign: www.dragthevote.ca @queermomentum

Draft 3: OKAY GAY - get off your knees, close your grindr and listen up. There's an election soon, and there are politicians and haters out there that wanna roll back our rights. Are we gonna let them get away with it? Fuck no. Wanna help stop the hate? Visit www.dragthevote.ca to do your part. @queermomentum

Draft 4: Do you believe in equality, freedom and human rights? In a future where queer and trans kids are safe and supported? Where everyone is welcome? Me too. That's why I am proud to be part of #DragTheVote.

Here are some additional scripts - feel free to mess with them as much as you'd like.

Draft 1: General

Okay Queers, Listen Up. There's a federal election soon and it's something we've got to talk about. If you're queer, trans, gay, or an ally, I need you to pay attention. You've seen the headlines. Maybe you've dealt with some of the hate yourself. Our community is under attack. Our right to be ourselves, to live our lives, is being threatened by homophobes, transphobes and their politician pals.

That's why we're teaming up as drag performers to launch Drag the Vote. With hate rising, we, as drag performers, your favorite icons and divas, have a role to play and you do too. We're going to use our platforms to speak up, and we want you to speak up with us.

That's why I am asking you to visit www.dragthevote.ca to learn more and add your name to our campaign. Together, we can show the power of queer people and our allies.

Draft 2: They're Coming for Us so They Can Come For You

As drag performers, we've been threatened, we've been harassed, we've had to pay a price to be ourselves and create the art you love.

When they come for us - your favorite queens, kings and icons, know that it's no accident. They're trying to make an example out of us, to send a message to everyone else: that being different is a bad thing, that queerness is bad, wrong or dangerous.

We say (Hell/Fuck) no to that. That's why we're speaking up and taking action, as drag performers, and I'm asking you to take action with me. Visit www.dragthevote.ca to commit to vote and see what else you can do to speak up.

Draft 3: Care about Community? Get Organized.

Do you love your community? No, actually think about it. Do you love your community? Because if you do, I need you to step up, right now. I don't care if you're a party gay, a slutty queer, a mamabear ally or the butchest dyke around. You need to wake The Fuck Up: The community you love is under attack.

Yeah, it's started with trans people, but you know that's not what it's really about. Our trans friends are just a convenient target, a scapegoat. If the homophobes can turn the public against trans people, you know they'll come for the rest of us next.

Here's the thing: The bigots are getting organized this election, trying to make their hate more mainstream. That's where you come in. I need you to visit www.dragthevote.ca and add your name to our campaign. Together, we'll make sure we roll forwards, not backwards.

Supplemental / Expanded Messages:

- After 20+ years of slow but steady progress towards acceptance and equality for queer and trans people, we have entered a period of backlash, aided and abetted by anti-LGBTQ+ groups and politicians.
- Hate crimes targeting our community have risen every year for 3 years, and 2 Canadian provinces have violated the human rights and freedom of transgender young people and their families. Now, certain federal politicians are dabbling in hate to gain power, putting our progress at risk.
- So much is at stake this election. We have a choice to make: do we want to continue building a more inclusive and accepting Canada, or do we want to roll Canada backwards, to permit hostility and fear towards our queer and trans neighbours to become the norm once more?
- We all need to do our part – by signing up to vote, getting involved in a local election campaign, and talking to our friends and family about what's at stake for queer people and our loved ones.