

350.org **Climate Vote Project** Promotion Toolkit

Register voters, turn out environmental voters and combat voter suppression

In 2020, 350.org's Climate Vote Project will take action to:

- **Turn out environmental voters to the polls.** Nearly 16 million environmentalists didn't vote in 2014. This means campaigns are less likely to target these voters due to money and time constraints that push them to focus on those most likely to vote. Campaigns generally only poll people who are likely to vote on the issues they are in favor of, thus pushing climate change and environmentalism low on the list. In partnership with the Environmental Voter Project, we'll topple that narrative by turning out environmentalists and pushing climate to the top of our leaders' agendas. We will make contact with hundreds of thousands of voters.
- **Combat voter suppression.** Those most impacted by the climate crisis have had the least to do with the problem. Black, Indigenous, and communities of color (BIPOC) have been the hardest hit by climate disasters and fossil fuel extraction. These communities are also targeted by voter suppression efforts. In order to protect our democracy and planet, we must fight for every eligible voter's right to vote. Our plan is to recruit thousands of in-person Election Day volunteers to ensure that everyone can navigate the election process without obstruction and to combat voter misinformation online.
- **Register our base to vote and vote by mail.** To vote you need to be registered. To make sure every vote counts we need to get in votes early, via mail and during early voting in person.

This toolkit contains:

- Phonebanking
 - Sample Recruitment Emails
 - Sample Training for Trainers (T4T) Recruitment Emails
 - Sample Social Media Posts
- Poll Monitoring
 - Sample Recruitment Email
 - Sample Social Media Posts
- Voter Registration
 - How to track your local group sign ups
 - Sample Emails
 - Sample Social Media Posts
- Video Climate Vote

Additional resources

Visit the [Climate Vote Project Website](#) to:

- Join the [Climate Vote Project Team](#)
- [Be an Election Protection Volunteer](#)
- Volunteer for Upcoming [Phone Banks](#)
- [Register to Vote](#)
- Check Your [Registration Status](#)
- Use this link to [Request a Mail-In Ballot](#)

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| <ul style="list-style-type: none">• Images for Social Media (Coming Soon) | |
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Phonebanking

350.org is centrally hosting phonebanks with the Environmental Voter Project every Wednesday and Sunday. We need hundreds of phone banking to staff the phones to reach hundreds of thousands of potential voters. Here are some sample materials to help spread the word about the Climate Vote Project.

Sample recruitment email #1:

Election Day is only days away, Richard. That means we have a very short period of time to turn out an unprecedented number of voters.

Right now we are running a massive campaign to make sure voters have the information they need to vote safely and make their voices heard this year. But in order to reach as many voters as possible, we need all the help we can get.

We're looking for strong supporters like you to call voters in states that are being targeted by voter suppression efforts. We'll provide them with important information about their options to vote safely this year, including voting by mail. And then we will remind them to cast their ballots in the final stretches ahead of the election.

But time is running out, so we are asking:

[We need to know: will you join us in boosting voter turnout ahead of the November election? If the answer is yes, please sign up today for our Climate Vote Project.](#)

Every day counts when it comes to turning out voters. With your help, we can make sure that as many people as possible add their voices in this election.

Let's do this,

Sample recruitment email #2:

Dear friends,

I am spending a little time each week on a project I hope will make a big difference in the future of our country and planet: volunteering to make Get Out the Vote phonecalls with the 350.org Climate Vote Project.

You can join me by registering [here](#)

After you register, you'll get a Zoom link to join the virtual phone bank on Sunday. There, you'll meet other 350.org Climate Vote Project volunteers and get a brief training before calling thousands of voters who care about the environment, but don't always make it to the polls.

We are using a Hubdialer system that reaches a lot of voters fast, so you'll need a phone and a computer or other device with an internet connection.

At each phonebank, trainers from 350.org and our Climate Vote Project partners, Environmental Voter Project, will be there to answer questions and get everyone set up for successful calls. Experienced callers will have the option to get on the phone quickly.

We are working in solidarity across the country to make sure everyone has the information they need to choose how they want to vote safely and make their votes count.

Sincerely,
[name]

Sample tweets:

If you're in the vicinity of the Western wildfires please be safe. If you're somewhere safe please consider joining the #ClimateVoteProject today

<https://350.org/climate-vote/>

Environmental justice. Democracy. It's all on the line. Join the #ClimateVoteProject

<https://350.org/climate-vote/>

Sample Facebook post:

Millions of environmentalists don't vote. Now's a REALLY good time to change that.

Volunteer with 350's Climate Vote Project to make ALL our voices heard this year.

Click "volunteer" to help Get Out the Vote:

<https://350.org/climate-vote/>

Poll Monitoring

Sample Recruitment Email #1:

If you're worried about every vote getting fairly counted in the November 3rd election, now is the time to get involved.

Governments only reflect the will of the people if voters' voices are heard, and ensuring that every vote is counted is a crucial step. It's more urgent than ever to protect voters' rights from the unprecedented threats they will face this year while trying to cast their ballots.

That's why we're asking you to step up and protect the vote. There are lots of opportunities for anyone to help – you can help by making sure voters know their rights from your home, by assisting voters safely in person, or by tracking misinformation online.

[Can you sign up to join the Election Protection volunteer team right now? The more people who volunteer, the more voters' voices will be heard.](#)

Every election year, thousands of Election Protection volunteers get trained as nonpartisan volunteers to help voters navigate confusing voting rules, outdated infrastructure, rampant misinformation, and needless obstacles to the ballot box.

Unfortunately, voters this year will face obstacles that have no place in a modern democracy – and these impediments to voting will hit communities of color the hardest.

In what could be the most important election of our lifetime and during the COVID-19 pandemic and this climate crisis, we especially need people like you to volunteer from New York.

If you sign up, you'll be part of voters' first line of defense against restrictive election laws, coronavirus-related voting disruptions, or anything else that could silence their voices.

The team in the Protect the Vote coalition will help you find the best way to help that makes sense for you, and you'll get trained on everything you need to know to make a real difference in this election.

[Your community needs help protecting the vote now more than ever. Sign up to join the Election Protection volunteer team right away.](#)

Onward,

Sample Social Media Posts

We're recruiting thousands of #volunteers to help #ProtectTheVote in November. Sign up today: <https://protectthevote.net/?source=350> #ElectionProtection #2020Election

Nothing should stand between an eligible #voter and the #BallotBox. Register to be a #nonpartisan #PollMonitor to help #ProtectTheVote: <https://protectthevote.net/?source=350>

Can you #volunteer to #ProtectTheVote on #ElectionDay? We need #PollMonitors to help people navigate the #voting process and cast their #ballots without intimidation. Register at <https://protectthevote.net/?source=350>

Who's ready to help #ProtectTheVote? 🤝🗳️✅ Sign up to be a #nonpartisan #PollMonitor at <https://protectthevote.net/?source=350> and make sure eligible #voters can make their voices heard.

Help us defend #democracy! #Volunteer as a #nonpartisan #PollMonitor and become a resource for #voters in your community. Don't wait, register today: <https://protectthevote.net/?source=350>

Voter Registration

How to track your local group sign ups:

If your group would like to add specific tracking to your voter registration link, you can construct the link as follows:

requestballot.org/?utm_source=ORG_350&utm_medium=LOCALGROUPNAME

You will change "LOCALGROUPNAME" to the actual name of your local group. At the end of this effort, we can share the tracking results with local groups who were involved so that you can know and understand your reach.

Sample Recruitment Email:

In the last presidential election, voter turnout dipped to nearly its lowest point in two decades.

Voter turnout at 20-year low in 2016



By [Gregory Wallace](#), CNN

Updated 10:48 AM ET, Wed November 30, 2016

This is not the headline we want to see *again* after November 3rd. But if we want to turn out a record number of voters, it's up to us.

Today is National Voter Registration Day and we're asking you to take a few minutes to complete the steps below:

1. [Check your Voter Registration](#)
2. If you're not registered, register to vote [here](#)
3. [Register to vote by mail](#)

The 350 Climate Vote team is working around the clock to make sure that our movement is all set and ready to vote safely on November 3rd. On top of that, we're leading phone banks every single week to call voters in key states to make sure they have a plan to vote.

Since the last presidential election, 14 states have added new voting restrictions and the global pandemic has also created additional uncertainties for turnout. If we don't get involved now, it's likely that many voters won't receive the information they need to cast their ballots.

Together, we can make sure that as many people as possible add their voices in this election. If we succeed, **we can reach voters who've been left out in the past** and ensure every voter has their voice heard this November.

Thank you for doing your part.

350 Climate Vote Project

P.S. - If you're ready to step up and help register environmental voters, [please sign up to join one of our phone banks on Wednesdays and Sundays.](#)

Sample Social Media Posts

Can you #volunteer to #ProtectTheVote on #ElectionDay? We need #PollMonitors to help people navigate the #voting process and cast their #ballots without intimidation. Register at <https://protectthevote.net/?source=350>

Who's ready to help #ProtectTheVote? 🧑🏻🗳️✅ Sign up to be a #nonpartisan #PollMonitor at <https://protectthevote.net/?source=350> and make sure eligible #voters can make their voices heard.

We must defend our democracy! Register as a nonpartisan poll monitor and become a resource for voters in your community. Don't delay, register today: <https://protectthevote.net/?source=350>

Climate Vote Video - We will not be silenced.

English with Spanish subtitles: <https://www.youtube.com/watch?v=lfQVQXz7gFw>

Downloadable versions here for embedding in social media:

- English with Spanish subtitles:
<https://drive.google.com/file/d/1-3rv4mlMbnmGZWl0dKLnx3HRHNuSt5M5/view?usp=sharing>
- Spanish text:
<https://drive.google.com/file/d/1vKpKdgyaPoepZH4pYrgetUUBNDE5q0g0/view>

Video share page: <https://350.org/climatevotevideo/>

Shareable social media

Twitter English: <https://twitter.com/350/status/1311373065998172162>

Twitter Spanish: <https://twitter.com/350/status/1311372774242385920>

Facebook EN:

<https://www.facebook.com/12185972707/posts/10159076290407708/>

Facebook Spanish:

<https://www.facebook.com/12185972707/posts/10159076285807708/>

Sample text for social media

In the midst of #climate chaos, COVID-19, and voter suppression, we refuse to be silenced in this election.

It's time to get out the #vote like our lives depend on it.

 <https://350.org/climate-vote/>

[Embed video]

En medio del caos del #clima, COVID-19 y la supresión de votantes, nos negamos a ser silenciados en esta elección.

Es hora de emitir el #voto como si nuestras vidas dependieran de ello.

 <https://350.org/climate-vote/>

[Embed sp video]

Facebook

[Title] It's time to get out the Climate Vote like our lives depend on it

In the midst of #climate chaos, COVID-19, and voter suppression, we refuse to be silenced in this election. Watch →

[Embed video]

[Título]

Es hora de emitir un voto por el clima como si nuestras vidas dependieran de ello.

En medio del caos del #clima, COVID-19 y la supresión de votantes, nos negamos a ser silenciados en esta elección.

[Embed sp video]