



## Building Confidence in our Elections: Messaging Guidance for 2024

Updated July 2023

Use this message guidance for your communications leading up to the 2024 elections to:

- Celebrate our elections and election officials
- Reinforce correct and positive voting information
- Build confidence in our trusted election system

Center our shared values of freedom in your messaging and relate the importance of voting to specific issues that impact people's lives.

As a section 501(c)(3) program, all work must be nonpartisan and neutral, not indicating a preference for a particular candidate or outcome.

**Jump to:**

[Key Guidance](#)

[Sample Talking Points and Social Posts](#)

[Helpful Links](#)

### Key Guidance

- **Lead with shared values.** Focus on our similar desires across communities and link our issues to those shared values.
  - Example: "The freedom to vote is a Wisconsin value and we deserve a system that works for all of us, not just some of us."
  - Other values: rights, community, love, autonomy, a better future, etc.
- **Educate voters about the decisions their elected officials make and how those decisions impact their everyday lives.**
- **Use simple words and messages that are easy to understand.** This makes it easier for people to identify with messages and want to repeat them.
  - If using "gerrymander or redistricting," try to elaborate to explain the concept by saying "voting maps that represent our communities."
  - When possible, avoid using "democracy" and replace it with "a government that works for the people." The word democracy means

different things to different people. It's best to use descriptive and clear wording.

- **Be hopeful and focus on positive solutions by highlighting past victories.**  
**DO NOT dwell on a broken system and use fear as a motivator.**
  - Example: "We turned out to vote in record numbers in the past election. We can do that again and come together to vote for our future."
- **REPEAT our message and keywords.** The more people hear a message and repeated words, the more likely they are to use and repeat that message. Continue to use the sample talking points below, even if they feel redundant or overused.
- **DO NOT repeat the opposition's lies or try to rebut their claims.**
  - [Mis/Disinfo One-Pager](#)

## Sample Talking Points and Social Posts

### Come together – shared values:

- When we vote, we are choosing our representatives who make decisions about Wisconsin's public schools, healthcare, environment, abortion, [insert your issue here], and more. Your vote matters.
- We will come together to vote for our families, our communities, our children, and a healthier Wisconsin.
- In 2022 and again in April 2023, voters turned out in record numbers to make their voices heard, despite continued attacks on our freedom to vote. Once again, we will come together in 2024 to vote, organize, and #ProtectOurFreedoms.
- The freedom to vote is a Wisconsin value. Regardless of which side of the aisle our representatives are on, it's their job to protect our rights.
- From Wisconsin's rural communities to urban cities and everywhere in between, we believe that voters pick our leaders – our leaders should not pick which voters to hear and which to silence.

### Count every vote *(use these talking points leading up to an election and after the election is over once the votes are being counted):*

- Count it once, count it twice, count it thrice! Our election officials leave no stone unturned by triple checking election results to ensure accuracy.
- Here in Wisconsin, our election officials are all about accuracy! Wisconsin's election officials triple-check the results, as part of our fair and reliable election process.
- Our elections are in good hands because our dedicated election officials are not just professionals, but also our neighbors and friends. They make our elections work for all of us!

## Our trusted election officials run accurate and fair elections:

- When it comes to our elections, let's look at the facts — Wisconsin's elections are proven to be accurate and fair! Our trusted election officials embrace transparency and work diligently to conduct our elections.
- Some politicians are attacking our freedoms and deliberately spreading lies about our elections. Here in Wisconsin, our elections are proven to be fair and accurate thanks to the hard work of trusted election officials.
- Every city, town, and village in Wisconsin has a municipal clerk who administers the local elections. The clerk is a resident of their municipality and securely conducts and verifies the results of the local elections.
- Our election officials are our neighbors who have done an outstanding job administering our elections. Thank you to our #ElectionHeroes for:
  - Ensuring voters have the freedom to vote by providing reliable information to the public.
  - Welcoming every voter equally and being sensitive to their dignity and rights.
  - Working countless hours to ensure voters are able to make their voices heard.
  - Going above and beyond to work directly with voters to help them through the election process (such as where to return absentee ballots, where and how to vote in person, etc.).
  - Ensuring elections are accessible to those with disabilities by setting up the accessible voting machines and curbside voting.

## Helpful Links

- [IntoAction GIF links](#)
- [Secure Democracy Foundation - Trust in Elections Polling](#)
- [League of Women Voters of Wisconsin Toolkit & Resource Page](#)
- For easy shareable content, check our social media channels:
  - [LWVWI Twitter](#)
  - [WCV Twitter](#)
  - [LWVWI Facebook](#)
  - [WCV Facebook](#)
  - [LWVWI Instagram](#)
- [Ballot Bulletin Election Security graphics and text](#)
  - [Ballot Bulletin: ERIC & Voter List Maintenance](#)
  - [Ballot Bulletin: Appointment of an Administrator for the Wisconsin Elections Commission](#)
  - [Ballot Bulletin: Transparency and the Role of Election Observers](#)
  - [Ballot Bulletin: The Paper Record](#)