



# John Lewis Voting Rights Advancement Act (VRAA) Toolkit



On August 24, the U.S. House of Representatives passed H.R. 4, the John Lewis Voting Rights Advancement Act, on a 219-212 vote. The Senate version of the bill is supported by all Democratic Senators and Republican Senator Murkowski. While a previous vote failed 51-50, Senate leadership has indicated that they will bring the legislation to a vote leading up to, or on MLK Day, January 17th.

It's now crucial that we urge the full Senate to move this bill across the finish line.

**This John Lewis Voting Rights Advancement Act (VRAA) toolkit includes:**

- Basic facts about the bill
- Social copy and graphics

- Actions you and your colleagues can take to support this bill

## Overview: John Lewis VRAA

Voting rights are under attack nationwide. In 2021 alone, more than [500 anti-voter bills](#) have been introduced in 48 states. These bills seek to make it more difficult for eligible voters to register to vote, vote by mail, and/or vote in person.

The Supreme Court's 2013 [Shelby v. Holder](#) decision gutting the Voting Rights Act of 1965 (VRA) has been devastating: voters lost "preclearance," the most powerful mechanism to block racially discriminatory voting changes, and the ability to learn of potentially discriminatory changes prior to their enforcement.

Then, just this summer, the Supreme Court substantially weakened another part of the VRA in [Brnovich v. DNC](#), making it more difficult for voting rights advocates to challenge racially discriminatory voting laws in court.

**The John Lewis Voting Rights Advancement Act would help root out voting barriers that discriminate against voters of color.** Our democracy works best when all eligible voters can cast their ballot freely and fairly.

## The John Lewis VRAA does the following:

- Establishing new review criteria for preventing racial discrimination in voting and requiring federal review of specific voting practices known to be used to discriminate against voters of color;
- Mandating greater nationwide transparency of voting laws and policy changes;
- Restoring voters' ability to challenge racial discrimination in court;
- Allowing voters of color to challenge voting changes worsening their position;
- Expanding the federal observer program: The U.S. Attorney General would have authority to request federal observers anywhere there is a serious threat of racial discrimination in voting;
- Pausing discriminatory voting changes during judicial review: The Act would provide voters with additional protection by easing the standard for when courts can temporarily block certain types of voting changes while the change is under review in court. This is important because once a voter is discriminated against in an election, it cannot be undone.

Right now, the John Lewis Voting Rights Advancement Act is moving through Congress and needs your support.

Please see below for sample social copy, graphics, and calls to action.

## SAMPLE SOCIAL POSTS & GRAPHICS -- Facebook, Instagram, LinkedIn, Twitter

### Twitter

Hashtags: #VotingIsEveryonesBusiness, #VotingRights, #VotingRightsAct, #JohnLewisVotingRightsAdvancementAct

- The Senate must stand on the right side of history & protect the right to vote by passing the #JohnLewisVotingRightsAdvancementAct. It's time to come together and pass this bill for the health of America's democracy and economy.
- We are proud to support #JohnLewisVotingRightsAdvancementAct, a commonsense legislation that will ensure #votingrights are protected for all eligible voters.

### Instagram

- We are proud to support the John Lewis Voting Rights Advancement Act, a commonsense legislation that will ensure that voting rights are protected for all Americans.
- In 1970, 1975, 1982, and 2006 the Voting Rights Act was reauthorized with overwhelming bipartisan support. Today, the need to protect the right for all eligible Americans to vote continues to be as important as ever. Join us in calling on the Senate to continue the legacy of bipartisan support by passing the John Lewis Voting Rights Advancement Act, which protects the right to vote for all eligible Americans.
- The late John Lewis was a fierce advocate of voting rights. In fact, the horrific beating of John Lewis on Bloody Sunday prompted Congress to enact the Voting Rights Act of

1965. We urge the Senate to honor the legacy of their friend and former colleague by coming together to pass the John Lewis Voting Rights Advancement Act.

## LinkedIn

- [We are/COMPANY is] proud to support the John Lewis Voting Rights Advancement Act, a commonsense bill that will ensure the right to vote is protected for all eligible voters. We are urging the Senate to stand on the right side of history by passing the VRAA. It's time to come together and pass this critical bill for the health of America's democracy and economy.
- The Voting Rights Act represents the strength of our nation and protects the foundation of the American way of life. [We are/COMPANY is] are proud to stand up for voting rights for all eligible Americans.
- As Rep. John Lewis once said, "When you see something that is not right, not fair, not just, you have to speak up. You have to say something; you have to do something." We are celebrating Rep. Lewis' legacy by speaking up in support of voting rights. [*As applicable: In addition to -name other voting rights activations in which the company has engaged*].
- Here at [COMPANY], we believe that all eligible voters should have free, fair, and safe access to this fundamental right – no matter your zip code, race, ethnicity, color, who you vote for, what language you speak, or whether you are our customers. All eligible voters should have a say in the key decisions that impact our lives.

## Facebook

- [We are/COMPANY is] proud to support the John Lewis Voting Rights Advancement Act, a commonsense bill that will ensure the right to vote is protected for all of America's eligible citizens. We are urging the Senate to stand on the right side of history by passing the VRAA. It's time to come together and pass this critical bill for the health of America's democracy and economy.
- The Voting Rights Act represents the strength of our nation and protects the foundation of the American way of life. [We are/COMPANY is] proud to stand up for voting rights for all eligible Americans. We are calling on the Senate to come together

and pass the recently introduced John Lewis Voting Rights Advancement Act.

- Here at [COMPANY], we believe that all eligible Americans should have free, fair, and safe access to this fundamental right – no matter your zip code, race, ethnicity, color, who you vote for, what language you speak, or whether you are our customers. All eligible Americans should have a say in the key decisions that impact our lives.
- Rep. John Lewis once said, “When you see something that is not right, not fair, not just, you have to speak up. You have to say something; you have to do something.” We are celebrating Rep. Lewis’ legacy by speaking up in support of voting rights.
- The late John Lewis was a fierce advocate of voting rights [*optional: – indeed he marched for them, was beaten for them, bled for them, and helped advance them during his life of public service*]. In fact, the horrific beating of Rep. Lewis on Bloody Sunday as he led a march in Selma for voting rights prompted Congress to enact the Voting Rights Act of 1965. Today, it is just as important to protect the freedom to vote.

## TAKE ACTION

- [Send a message](#) to urge Congress to pass the John Lewis Voting Rights Advancement Act and protect against discrimination in voting.

## LEARN MORE

### Background reading -- supportive op-eds from corporate leaders:

- Beneficial State Bank, Forbes: [It’s Time For Business Leaders To Take A Stand For Democracy](#); by Randell Leach of Beneficial State Bank
- Salesforce, Indianapolis Business Journal: [Business leaders should back stronger Voting Rights Act](#); by Amy Waggoner and Joel Elliott of Salesforce
- Trillium Asset Management, MarketWatch: [Protecting voting rights isn’t just the right thing to do, it’s also good for business](#); by Matthew Patsky and Jonas Kron of Trillium Asset Management



**ACLU**

*RESOLVED* for the Department of Commerce