

# West Virginians for Democracy: For the People Weekend of Action | **Partner Toolkit**

## About

This toolkit is full of promotional materials for the West Virginians for Democracy Weekend of Action. You'll find a sample email, social media, and registration links. If you need source codes for any events, email [cecilia@dfadcoalition.org](mailto:cecilia@dfadcoalition.org). If your organization has yet to fill out this form to help promote, please do so at [this link](#).

## Schedule of Events

Wednesday, June 16th:	Social Media Storm
Thursday, June 17th:	Teach-ins: Faith (3pm), Environmental (5pm) & Redistricting (7pm)
Saturday, June 19th:	Juneteenth (in person events in Charleston & Elkin)
Sunday, June 20th:	WV Day Celebrations in Charleston, Morgantown, and Huntington

## Table of Contents

[Registration Links/Event Description](#)

[Sample Email](#)

[Sample Social Media](#)

[Phone/Text Bank Script](#)

# Registration Links

## Mobilize Links:

- Entire Week: <https://www.mobilize.us/dfadcoalition/?country=US&state=WV>
- West Virginia Day Celebrations (so far)
  - Morgantown: <https://www.mobilize.us/dfadcoalition/event/395068/>
  - Huntington: <https://www.mobilize.us/dfadcoalition/event/395066/>
  - Charleston: <https://www.mobilize.us/dfadcoalition/event/395069/>
- Juneteenth
  - Charleston: <https://www.mobilize.us/dfadcoalition/event/396452/>
  - Elkins: coming soon!
- Teach-Ins
  - Faith in Democracy: <https://www.mobilize.us/dfadcoalition/event/395789/>
  - Redistricting: <https://www.mobilize.us/dfadcoalition/event/395760/>
  - Environment: <https://www.mobilize.us/dfadcoalition/event/396455/>
  - Youth & Racial Justice: coming soon!

# Sample Email

**Subject: you're invited: Happy Birthday WV!**

Dear <NAME>,

West Virginia Day is right around the corner! And this year, we're demanding democracy.

Right now, our democracy is under attack.

**However, we have the power to fix it by passing the *For the People Act***, a once in a generation pro-democracy bill that will protect our freedom to vote, end partisan gerrymandering, and get big money out of politics.

**The US Senate is likely to vote on this bill this month, so we need all hands on deck right NOW to pass this bill through the Senate.**

[Will you host or attend a West Virginia Day Celebration in your community during our For the People Weekend of Action?](#)

We will provide an action toolkit to all event hosts, along with support from our organizing team.

Bad actors and big money are counting on inaction and apathy from constituents. We must not let them erode our democracy. Our government is supposed to be by and for the people.

**We must stand up and make our voices heard in defense of our democracy!**

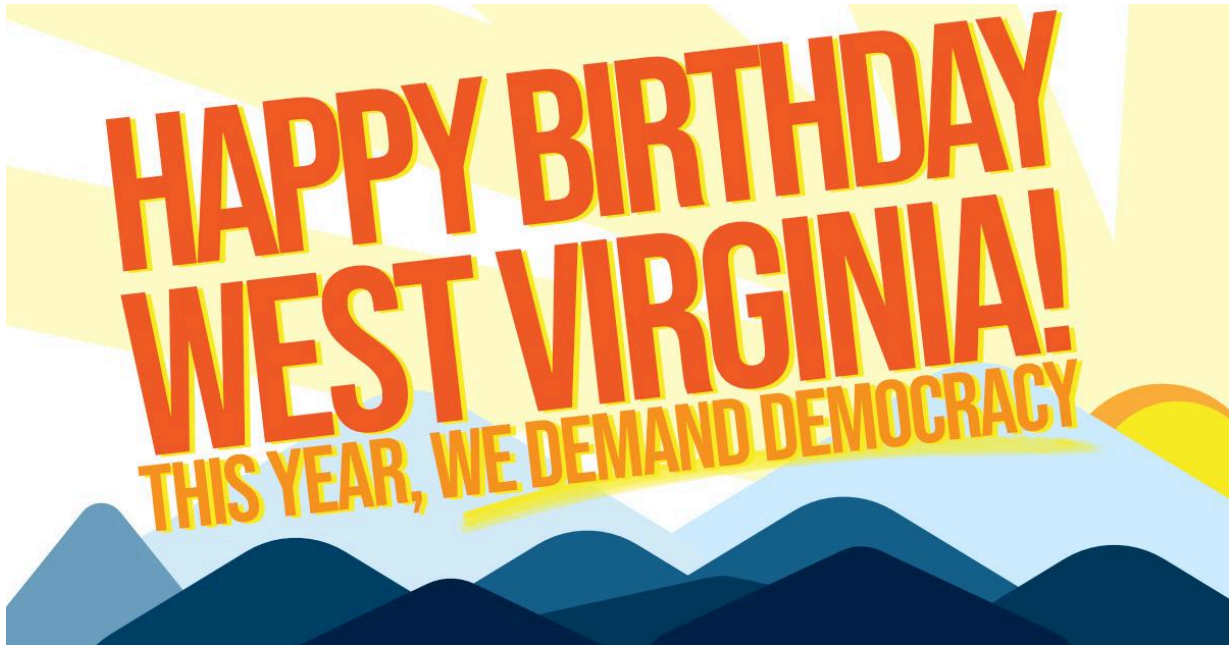
[Sign up here to host or attend a West Virginia Day Celebration in your community and play a part in defending and rebuilding our democracy.](#)

Thank you for all you do.

(Signature)

## Sample Social Media

### Graphics:



### Promotional Posts:

Our democracy is in crisis, but the power is in the next generation. Join West Virginians for Democracy and activists from across the state to Demand Democracy this WV Day, June 20th. Learn more about the For the People Act and how we as West Virginians can help get it passed!

Register for the weekend of events here:

<https://www.mobilize.us/dfadcoalition/?country=US&state=WV>

Toolkit Wednesday's Social Media Storm - [here](#)

# Phone / Text Bank Scripts

## Entire Week

(Name), its (Sender's name) from (Organization). This week West Virginians for Democracy is hosting a series of actions in support of the For the People Act including virtual teach-ins, and in person events to celebrate WV Day. Can you join us?

(IF YES)

Great! You can RSVP here to join us:

<https://www.mobilize.us/dfadcoalition/?country=US&state=WV>

(IF NO)

No worries! Have a great day.

## WV Day (Sunday):

(Name), its (Sender's name) from (Organization). On Sunday, join us for a WV Day Celebration with West Virginians for Democracy on the For the People Act -- learn how we as West Virginians can come together in community to build the pro-democracy movement statewide. Can you join us on Sunday at an event near you? (Morgantown, Huntington, Charleston)

(IF YES)

Great! You can RSVP here to join us:

<https://www.mobilize.us/dfadcoalition/?country=US&state=WV>

(IF NO)

No worries! Have a great day.

## Teach-ins (Thursday):

(Name), its (Sender's name) from (Organization). This week, there are a series of virtual teach-ins on the For the People Act! Thursday: Faith in Democracy at 3pm, Environment at 5pm & Redistricting at 7pm. Learn how the For the People Act will impact West Virginians! Can you join us on Thursday, June 18th at 3, 5 or 7?

(IF YES)

Great! You can RSVP here to join us:

<https://www.mobilize.us/dfadcoalition/?country=US&state=WV>

(IF NO)

No worries! Have a great day.