



## **Roll Up To The Polls Kit**

HeadCount's [Cannabis Voter Project](#) is a nonprofit, nonpartisan campaign to register, inform, and turn out voters in the cannabis community. Thank you for your interest in helping turn out the cannabis vote in the 2022 midterm elections.

We're inviting cannabis community leaders to hit their email lists, SMS lists, social media outlets and other comms channels with a simple call to register to vote. Below is suggested messaging as well as links to social media assets.

Questions? Contact Sam D'Arcangelo at [samd@headcount.org](mailto:samd@headcount.org).

## **Suggested Messaging**

### **Email copy (send before Oct 9):**

SUBJECT LINE: Register to vote if cannabis is important to you!

The midterm election are just a few weeks away. That means it's time for you to make sure you're registered to vote.

Your elected officials determine the cannabis laws where you live. If cannabis is important to you, then you should be an active and informed voter.

In less than two minutes, you can register to vote in all upcoming elections. [CLICK HERE](#) to get it done right now. After all, **the 2022 midterm elections are on November 8th.**

Have you moved in the last 18 months? Not sure if you're registered to vote at your current address? [Click here to make sure your registration is up to date.](#)

Still have questions? To learn more about how you can vote by mail, vote early, or vote in-person on Election Day—visit [HeadCount's Voter Info Hub](#).

Now is the time for the cannabis community to make our voices heard and influence cannabis policy across the United States! Check out our friends at HeadCount's [Cannabis Voter Project](#) for more information about how your vote can make a difference.

Thank you!

### **SMS copy (send by October 11):**

Voter registration deadlines are near! Is legalization important to you? Then register to vote here >>> [hcvote.info/register420](https://hcvote.info/register420)

### **Social Media copy (post by October 11):**

#### **Facebook ([use this graphic](#) and please tag [Cannabis Voter Project](#)):**

The midterm elections are right around the corner! If cannabis is important to you, then you need to be an active and informed voter. Head to [www.cannabisvoter.info](https://www.cannabisvoter.info) to make sure you're ready to #RollUpToThePolls. Our friends at Cannabis Voter Project have the resources you need to make your voice heard.

#### **Twitter ([use this graphic](#)):**

The midterm elections are right around the corner! If cannabis is important to you, then you need to be an active and informed voter. Head to [www.cannabisvoter.info/](https://www.cannabisvoter.info/) to make sure you're ready to #RollUpToThePolls via @cannabis\_voter

#### **Instagram Feed ([use this graphic](#) and include this link in your bio):**

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#### **Instagram Story**

[Use this graphic](#) and put a sticker link for [cannabisvoter.info](https://www.cannabisvoter.info) over the URL.