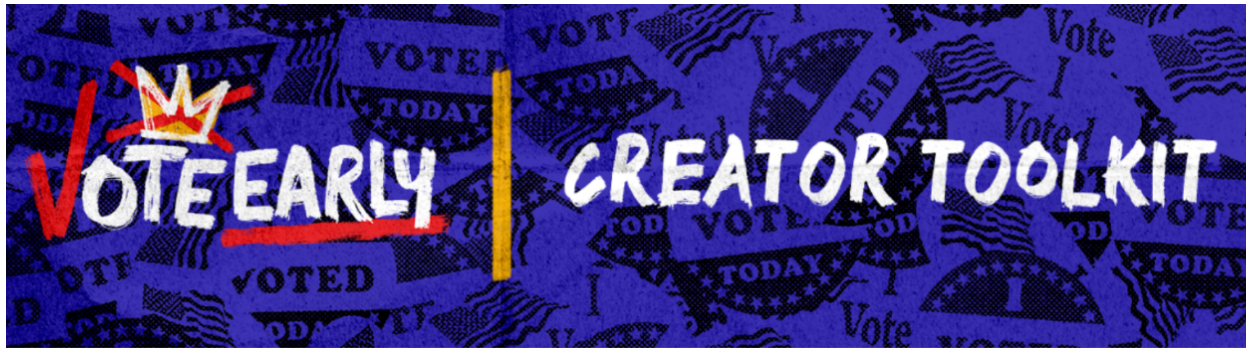




Overview

Our elections are under attack, that's why we're voting early. Efforts to undermine trust in our elections, weaken voting rights, and make it harder for people to have their voices heard are occurring across the country.

Millions of us have come together to reject the idea that power belongs to kings, billionaires, or politicians who believe they are above the people and the law.

No Kings mobilizations have shown our incredible collective strength, as millions of us protested in the streets against abuses of power.

No Kings: Vote Early, scheduled for October 17, is the next step.

This is an urgent, massive day of voter participation and election protection. We're going to turn people power into voter power while also building a network of election defenders.

For generations, **everyday people have changed the course of this country by organizing, marching, and voting.** Progress has always been won when people who have been pushed aside come together, claim their power, and demand to be heard.

Because in America, the people choose their leaders. Leaders do not get to choose who votes, whose voices matter, or what future our communities deserve.

No Thrones.

No Crowns.

No Kings.

Vote Early!

Talking Points

Top Frame:

- **Elections under attack:** As our elections come under attack and voting rights are threatened, the No Kings movement is organizing communities to vote early.
- **People Power:** This movement is about more than showing up in the streets, it's about showing up everywhere power is decided, including at the ballot box. We are turning people power into voter power by helping all communities make a plan to vote early (where available) and use their voices in the elections that shape our future.
- **Power in the movement:** No Kings is built by people on the ground: local organizers, volunteers, community leaders, and everyday people bringing their neighbors together and taking action in their own communities.
- **Power at the ballot box:** This October 17 activation is about using our power at the ballot box to build the future we want for our families, communities, and country.
- **Free & Fair Elections:** Our democracy depends on every eligible voter having the freedom to participate without intimidation, interference, or barriers.
- **Election Protection:** October 17 and Election Day are not the finish line. The work of protecting our elections and holding leaders accountable will continue beyond these moments. Our communities are strongest when everyone who is eligible to vote has a plan, knows their options, and follows through.
- **Vote Early:** Voting early gives us the power to make our voices heard on our own terms, before Election Day and before anyone else can decide what happens next. And connecting communities to the training and resources needed to defend the democratic process before the election means we're prepared for what may come on election day and beyond.

Reminder: No Kings events are nonpartisan and designed to increase the participation of all eligible voters – not in support of any candidate or targeting any particular communities.

Take Action

1. Create content on your strongest platform

- a. From Substack, Facebook, Threads, TikTok to Instagram, we encourage you to use your platforms to help us encourage Americans to join the October 17 No Kings: Vote Early activation.

2. Post a direct-to-camera video amplifying the October 17 activation

- a. We're inviting creators to use their platforms to amplify this nationwide digital organizing effort to turn out Early Vote through short-form content — whether that's an Instagram Reel, TikTok, Story, or YouTube Short.

3. Share the NK creator exclusive graphics on your socials

4. Join the NK Coalition Creator Signal Chat to stay up to date with all announcements and collaboration opportunities:

<https://signal.group/#CjOKIJxAoxfPC8hxap56Tgm50xnw0yYNNF9htfzU6vYKdaqJEhCWrkXSOclpW47H9Tkl9BOB>

Sample Content:

Angle

Sample Script

Personal

No Kings means the people have the power. On October 17, we're coming together to defend one of the most fundamental promises of our democracy: the people choose their leaders. Make sure you're ready. Know your voting options. Make a plan to vote early, if possible. Help your friends, family, and neighbors make theirs. Our voices matter. Our votes matter. And our democracy belongs to all of us. No Thrones. No Crowns. No Kings. Find your local No Kings mobilization at NoKings.org

Informative

What is happening on October 17? No Kings is coming together for a nationwide day of civic participation focused on one of the most powerful things we can do in a democracy: vote. The goal is simple: Make sure you're ready to vote. Know your voting options. Make a plan to cast your ballot early, if possible. Help the people in your life make their plans, too. Because in America, the people choose their leaders. But only if we show up. Find your local No Kings mobilization at NoKings.org

Power Focused

We marched. We organized. We showed up by the millions. Now we vote. On October 17, No Kings is coming together again — this time to make sure every eligible voter is ready to make their voice heard at the ballot box. Make your plan. Check on your people. Bring your friends, your family, your neighbors, and your community with you. Because in America, we don't have Kings. We have each other. And we have our votes. Find your local No Kings mobilization at NoKings.org

Hashtag, Important Links & Resources

Hashtags: #NoKings #NoKingsVoteEarly

Website: <https://www.nokings.org/>

Mobilize: <http://mobilize.us/nokings>

Graphics: <https://brandfolder.com/s/8j3jvvbkmsxbt6j3ts9qshc>

DOs and DON'Ts:

DO	DON'T
✓ Emphasize the need to vote early as much as possible.	✗ Only center on protest.
✓ Speak to current events and power grabs happening right now.	✗ Speak in vague issue terms. Narrative is a guide, not final say.
✓ ENCOURAGE nonviolent, nonpartisan AND LAWFUL VOTER EMPOWERMENT EVENTS	✗ DO NOT ENCOURAGE, PLAN, OR FACILITATE VIOLENCE OR CIVIL DISOBEDIENCE
✓ USE COALITION CALLS TO ACTION AND REFER TO ELECTED OFFICIALS IN THEIR CAPACITY AS SUCH (E.G., USING THEIR TITLES IN FRONT OF THEIR NAMES, DISCUSSING THEIR POLICIES AND OFFICIAL ACTIONS, NOT PERSONALITIES)	✗ THROW PERSONAL ATTACKS AT OPPOSITION
✓ EXPRESS URGENCY AND BENEFITS OF MAKING A PLAN TO VOTE FOR ALL VOTERS	✗ ENGAGE WITH COUNTER PROTESTORS
✓ ENCOURAGE ONGOING ACTION-TAKING AND PARTICIPATION IN MOVEMENT	✗ USE PARTISAN POLITICAL LANGUAGE or REFERENCE ANY CANDIDATE, CAMPAIGN, OR BALLOT MEASURE <i>Example: MAGA politicians, Pass Initiative [X], vote [politician] out, vote for Democrats up and down the ballot, we can get a Democratic Congress elected in 2026 to resist Trump</i>
✓ USE YOUR PLATFORM TO BRING IN MORE COMMUNITIES AND GROUPS TO THE TABLE	✗ DISCUSS DONALD TRUMP OR ANY OTHER ELECTED PERSON AS AN INDIVIDUAL RATHER THAN AN OFFICEHOLDER (Example: do not discuss fitness for office, their mental health, or personalities - focus on policies)

✓ MAKE IT CLEAR: NO KINGS VOTES EARLY	✗ STAY FOCUSED ON THE NEGATIVE
✓ Make events nonpartisan and encourage all voters to vote	✗ Make a partisan call to action around upcoming elections – like asking people to register to vote Democrat to prepare for 2026 midterms.

Nonviolent and Lawful Movement

Attempts to rule through fear and intimidation have called people across the country to respond with a powerful, nonviolent movement. Organizers are trained in de-escalation and are working with local partners to ensure actions are lawful, disciplined, and rooted in the strength of our communities.

This movement is about more than showing up in the streets, it's about showing up everywhere power is decided, including at the ballot box. We are turning people power into voter power by helping all communities make a plan to vote early and use their voices in the elections that shape our future.

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