



UNITY '18 TIME FOR A *POWER SHIFT* CAMPAIGN

ELECTION DAY **Countdown Toolkit**



For Partners, Allies & Volunteers | September 6 – November 6, 2018



A Project of the National Coalition on Black Civic Participation



A signature program of the National Coalition on Black Civic Participation



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VOTE - NOVEMBER 6TH

Today, we are less than 60 DAYS AWAY
from the 2018 Mid-Term Election Day—NOVEMBER 6th!

Thank you for all you do to ensure the Black vote turns out in
record numbers in the most important election in a generation!

Thank you also for joining the National Coalition on Black Civic
Participation's Unity '18 Black Voting & Power Building Non-Partisan
Campaign (NCBCP Unity '18 Campaign) as a partner, ally or
volunteer. This is a critical election that requires all of us to get out the
vote and protect voters from voter suppression and other barriers.

Why A Unity '18 Campaign – The POWER of Coalition

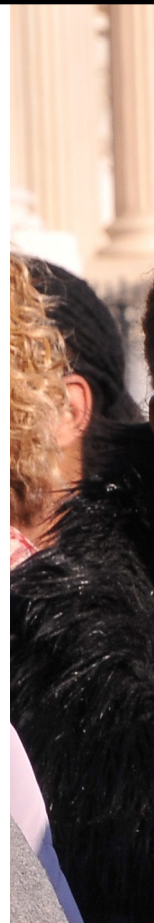
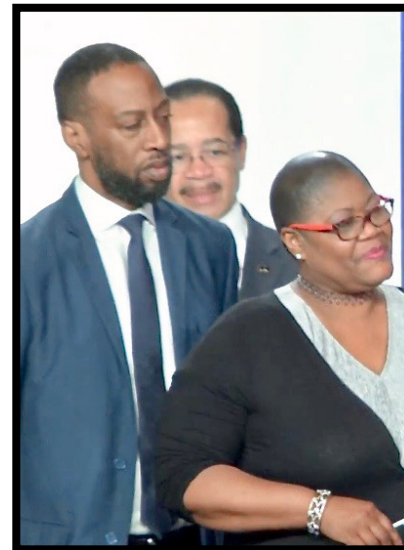
The NCBCP's Unity '18 Campaign is laser focused on maximizing
the **POWER** and impact of the Black vote and collective leadership,
with a special emphasis on the South, Black women, Millennials,
Generation Z, and returning citizens in nine states including: AL, FL,
GA, MD, MI, MS, OH, PA, VA and the District of Columbia. Even if
the Unity '18 Campaign is not in your state, the Unity '18 Campaign
ELECTION DAY Countdown Tool Kit provides you with information on
how to plan your own voter empowerment campaign.

As trusted messengers in the Black community, we must reach out
and encourage all Black voters **TO OWN THEIR VOTING POWER**,
ensure they are registered to vote, informed about what's at
stake, armed with information and tools to protect their vote, and
motivated to vote on Election Day.

Do You Believe Its #Time4APowerShift.....Here is What's At Stake?
The 2018 Mid-Term Elections will determine whether our nation can
turn from a dark, erratic and mean spirited political environment to
one that starts to lay the foundation of an agenda that improves
the lives of all Americans and not just the top one (1%) percent.

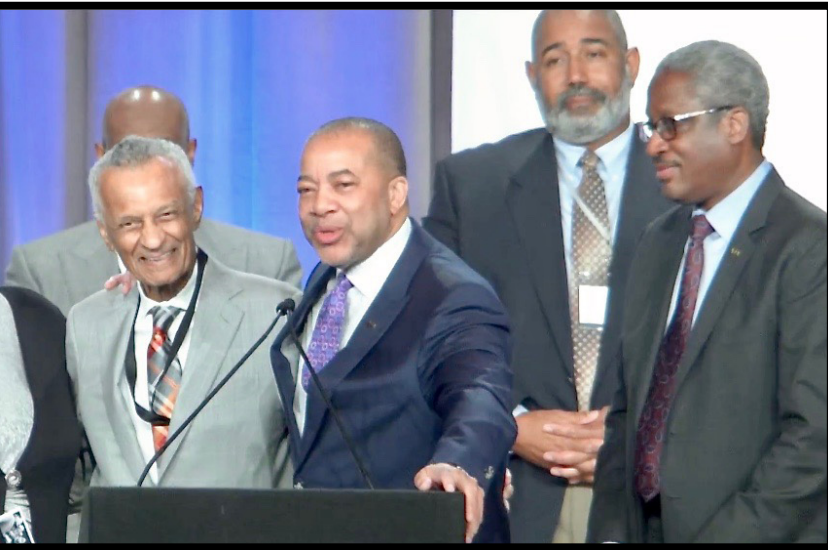
The 2018 Election will determine the balance of political power.
This year, the election of 435 members of the U.S. House of
Representatives, 33 U.S. Senators, 36 governors, 87 of the 99 state
legislative chambers and 39 certified statewide ballot initiatives¹
including *Amendment 4* in Florida that restores the right to vote for
1.6 Million returning citizens.

**The 2018 Election will determine whether or not the issues Black
people care about will be addressed by elected officials** including:
economic and racial justice, hate crimes, criminal justice, policing
reform, women's right to control her own body, workers' rights, gun
violence, gun safety, voting rights, equal pay, protecting social
security, Medicare & Medicaid, protecting our democracy from
foreign adversaries, quality paid sick days/paid leave for working
families, environmental justice and much more!



TIME FOR A *POWER SHIFT*

To maximize the **POWER** of Coalition—The Unity '18 Campaign has developed this **ELECTION DAY Countdown Toolkit** to support our collective and individual efforts to register, educate, turnout and protect Black voters across the country.



VOTE - NOVEMBER 6TH

Now That You Know Why A Unity '18 Campaign – Here is What You Can Do!

THE POWER IS IN THE BALLOT - REGISTER BLACK VOTERS

Voting is not the only way to bring about change, but it is one of the most powerful tools we have to bring about positive change and opportunities in our communities, in our nation, and the world.

Voting isn't just a right; it provides equal opportunity to make our voices heard.

Voting allows each voter to hire and fire their elected officials—local, state and national.

Change only happens when we collectively weigh in on the elected leadership we want to represent our interests, and when we vocally support or oppose laws or policies that either benefit our communities or hold us back.

Want to Register Voters – Here is What You Can Do

- ✓ Join the **Unity '18 "Vote4Justice"** Online Voter Registration Drive
- ✓ Participate in National Voter Registration Day on Sept. 25th
- ✓ Organize a Voter Registration Drive in Your Local Community
- ✓ **Go to unitycampaign.org to sign up to register voters.**

INFORMATION IS POWER – VOTER EDUCATION

Join us in helping to arm Black voters with the information they need to cast their ballot for the 2018 Midterm Election. The Unity '18 Campaign has made it simple for every voter to get the information they need to vote. Detailed election information, including information on how to check your voter registration status, obtain an absentee ballot, confirm your polling place, or get election reminders can be found by accessing the **Unity '18 Voter Information Widget**, accessible at unitycampaign.org from your laptop, tablet, or mobile device.

Want to Educate Voters – Here is What You Can Do

- ✓ Sign up for the **Unity '18 Black Youth Vote "HBCU/Community" Vote4Justice Challenge**
- ✓ Join the Unity '18 Black Women's Roundtable "Power of the Sister Vote" Campaign
- ✓ Organize a Voter Education Activity in Your Local Community
- ✓ **Go to unitycampaign.org to sign up to educate voters.**



TIME FOR A *POWER SHIFT*

PROTECT OUR VOTING POWER - VOTER PROTECTION

The NCBCP Unity '18 Campaign works in partnership with the LCCRUL Election Protection Coalition (EPC), year-round to ensure that all voters have an equal opportunity to vote and have that vote counted without fear or intimidation.

Throughout the election cycle, EPC volunteers provide voter information, document problems they encounter when voting, and work with partners and volunteers on the ground to identify and remove barriers to voting. EPC also provides a voter protection hotline **1-866-OUR-VOTE (1-866-687-8683)** to assist voters who are having problems registering to vote, or who need absentee ballot information. EPC also provides polling place information and assistance.

Voter Protection focuses on the voter – not on political races – and provides guidance, information and helps to anyone seeking assistance, regardless of his or her voting choices, to help them protect their vote from voter suppression.

Want to Help Protect Voters – Here is What You Can Do

- ✓ Volunteer to be a Unity '18 Campaign Poll Monitor in Your State
- ✓ Share the Unity '18 Campaign "7 Things You Need to Know" Guide with your networks
- ✓ Join the Election Protection Coalition @ www.electionprotection.org
- ✓ Organize a Voter Protection Campaign in Your Community
- ✓ **Go to unitycampaign.org to sign up to help protect voters.**



VOTE - NOVEMBER 6TH

THE POWER IS IN THE VOTE - GET-OUT-THE-VOTE (GOTV)

There is POWER in the Black Vote. Our vote is our power. As trusted messengers, we are uniquely positioned to turn out the Black vote in our communities. The Unity '18 Campaign and our partners are taking our GOTV efforts to the people---in our neighborhoods, at Historically Black Colleges & Universities and other colleges, in our houses of worship, senior citizens centers, on the streets, at the park, in the barber shops and beauty shops, at social events, in the jails, on social media....anywhere our people are, we will be there.

Remember, voting in many states starts early including by absentee ballots and early voting, and don't forget to vote on Election Day, November 6th. Go to unitycampaign.org to learn when voting starts in your state.

Want to Get Out the Vote in Black Communities – Here is What You Can Do

- ✓ Participate in the Unity '18 Black Youth Vote "Vote4Justice" HBCU/Community Challenge
- ✓ Join the Unity '18 Black Women's Roundtable "Power of the Sister Vote" Campaign
- ✓ Volunteer for #LetMyPeopleVote FL National Adopt-A-Day Phone Banking Campaign
- ✓ Organize a GOTV Campaign in Your Local Community
- ✓ **Go to unitycampaign.org to sign up to help get-out-the-vote.**

JOIN UNITY '18 CAMPAIGN ONLINE – The POWER of Social Media

The NCBCP Unity '18 Campaign is utilizing social media to reach Black voters.

Want to Join the NCBCP Unity '18 Social Media Campaign - Here is What You Can Do?

Follow the Unity '18 Campaign on the National Coalition social media platforms:

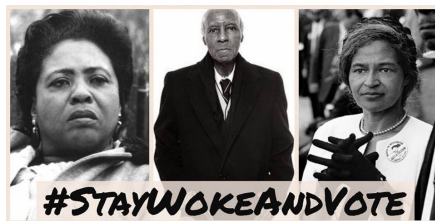
 **The National Coalition on Black Civic Participation**

 **@ncbcp @ncbcp_bwr @blackyouthvote**

 **@thenationalcoalition**



TIME FOR A POWER SHIFT



DONATE TODAY TO THE UNITY '18 CAMPAIGN

Please consider making a tax-deductible contribution TODAY to support the NCBCP Unity'18 Black Voter & Power Building Campaign.

Your donation will assist the Unity '18 Campaign to achieve its goals to:

- ✓ Register Black voters
- ✓ Educate voters about what's at stake
- ✓ Mobilize Black voters to turn out to vote in record numbers
- ✓ Empower voters with information to protect their vote

- **DONATE ONLINE HERE:** unitycampaign.org/contribute
- **DONATE VIA TEXT:** Text UNITY18 to 41444
- **DONATE VIA CHECK:**
National Coaliton on Black Civic Participation
Attn: Unity '18 Campaign
1666 K Street, NW, Suite #440
Washington, DC 20006

Your contribution is tax-deductible to the extent allowed by law

NCBCP UNITY '18 CAMPAIGN NATIONAL AND STATE-BASED PARTNERS



Clayton County Georgia Black Women's Roundtable | Florida Black Women's Roundtable
 Kalamazoo MI Black Women's Roundtable | Metro Detroit Black Women's Roundtable
 Mississippi Black Women's Roundtable | North Carolina Black Youth Vote/NC Common Cause
 Ohio Black Women's Roundtable | Pittsburgh/Mon Valley Black Women's Roundtable
 Ronald W. Walters Leadership & Policy Center @ Howard University