

North Carolina Pledge to Vote And Do More Script

Address side: [first name & last name, address, city and zip]

Dear [first name]

I'm volunteering for the North Carolina NAACP.

2020 is a critical election and your vote is your voice. Be Vote Ready!

[place label "Pledge to Vote November 3 and do more!
Take the Pledge at bit.ly/ncaacppledge (all lowercase)]

Share this message with 5 people.

Be well [or 'Take care' or 'Thank you'],

<Your First Name>

Note: This script was written by the **North Carolina NAACP** in partnership with Reclaim Our Vote. This pivotal campaign helps the NAACP organize and empower their voters for November and beyond. **This campaign transforms voters into activists and organizers.** A single postcard can touch an untold number of people. Voters who don't have internet access can take the pledge and put the postcard up on their refrigerator as a reminder to vote.

Center for Common Ground's mission is to empower underrepresented voters in voter suppression states. Registration is vital, but so is turnout, voting safely in a pandemic, voting early to avoid Election Day perils, and circumventing voter suppression tactics. Our voters are up against not only purges but discriminatory policies, misinformation, intimidation, and other obstacles to voting.

To learn about this script and its strategy, please see the inserted guide, **About North Carolina's Pledge To Vote and Do More Script.**

INSIDE THIS PACKAGE YOU SHOULD FIND:

- sheet with text formatted for Avery 30/sheet labels
- list of names and addresses—1 for each postcard
- the verbatim script -- approved by Reclaim Our Vote
- An information sheet for you on the NAACP Pledge to Vote and DO MORE campaign

DIRECTIONS:

- FOLLOW THE APPROVED SCRIPT, EXACTLY -- NO CHANGES
- Place pre-printed info sticker in the middle of the back of the card and write the text around it. Make sure your handwriting is legible and only use ink colors that are easy to read.
- **Handwrite the address and the script**
- Text or email me a picture of the message side of the FIRST postcard you write, so I can confirm it is done correctly. 510-917-1815 email address is below.
- On the day you mail your postcards, email me so I can let Reclaim Our Vote know how many cards have been mailed and when. My email address is below.
- SHRED THE ADDRESS LIST WHEN YOU ARE FINISHED.
- **If you or any of your postcarders haven't already, WATCH this 7-minute video to get a great overview of how to write Reclaim Our Vote postcards:**
<https://www.youtube.com/watch?v=Q3Z9AYeKQPg>

About North Carolina's *Pledge To Vote and Do More* Script:

This script was written by the North Carolina NAACP, in partnership with Reclaim Our Vote. We are thrilled to be collaborating with the NAACP in this pivotal campaign, helping *them to organize and empower their own voters*, for November and beyond. This is how it works:

The script asks NC voters to pledge to vote, and recruit five others to do the same. Pledging at the NAACP link brings voters into their online support network, for follow up navigating the dangers of COVID and voter disenfranchisement, tips on absentee, safe and legal voting, help with rides to the polls or to early voting, etc. Voters will naturally want to invite friends and family to pledge and benefit as well! **This campaign brilliantly transforms voters into activists and organizers.** A single postcard can touch an untold number of people. MoveOn recently cited studies indicating that this social technique of being asked to vote by *people you know* (called "Vote Tripling") is *far* more effective than being asked to vote by strangers: an organizing coup.

Voters who don't have internet access through themselves, grand/children, friends etc can simply take the pledge and put our beautiful cards up on their refrigerators as a reminder to vote. NAACP NC does not have a central office phone number for the labels but will be calling voters.

We're continuing to write re-registration scripts in multiple states, and will write more after summer purges and before Early Voting (where you can fortunately re-register and vote all at once, in North Carolina).

Center for Common Ground's mission is to empower underrepresented voters in voter suppression states. Registration is vital, but so is *turnout, voting safely in a pandemic, voting early to avoid Election Day perils, and circumventing voter suppression tactics*. Our voters are up against not only purges but discriminatory policies, misinformation, intimidation, and other obstacles to voting. We welcome and wholeheartedly support NC NAACP's new strategy!

Thank you so much for volunteering,

~Your Fellow Voting Rights Activists at Reclaim Our Vote