



Voter Protection Program

COMMUNICATING ON ELECTION DAY AND BEYOND

DO:

- Reassure people that state leaders are determined to ensure every legal vote is counted.
- Set expectations: it's important to count every legal vote, no matter how long it takes.
- Emphasize the good state and local leadership of both parties that run elections.
- Be confident! State and local election officials are trusted, non-partisan sources of information.
- Focus on values—free and fair elections, the will of the people, democracy at work.

DON'T

- Don't play into hypotheticals. Answer with facts about the process.
- Don't focus on process over values.
- Don't repeat the negative (i.e. avoid repeating phrases/red herrings like “mail-in voter fraud”)

TOP LINES:

- Millions of people voted. With record turnout during early voting, vote-by-mail, and on Election Day, there are millions of votes to count.
- We won't let any candidate steal the election. The people will decide the winner through their votes.
- Voting by mail is safe and secure. Mail ballots are closely monitored by election officials and representatives of both parties. Our soldiers overseas vote by mail. Our president has in previous years. And this year, millions more people due to COVID all cast their votes safely and securely by mail.
- State leaders and election officials know how to administer elections, they know how to count legal votes, and they know how to resolve election disputes.
- Voters decide the winners and the states run elections, not the federal government, not politicians, not the president.
- Here's the bottom line: the people will decide the outcome of this election.
- No matter how long it takes, if our democracy is going to work, we need to respect the will of the people.