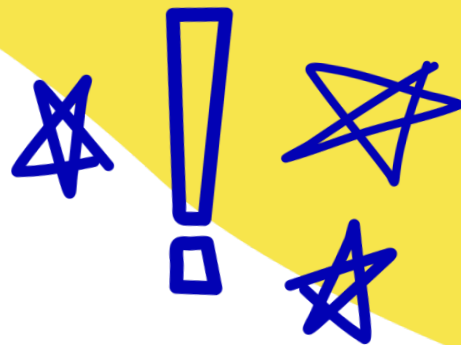




August 2026

VOTE FOR SOMETHING Messaging Guide: 2026 Midterms

Overview and Goals

The 2026 midterms serve as an opportunity for voters to make their voices heard after months of state and federal governments stripping away our rights. The administration has delivered tax cuts for billionaires while cutting Medicaid, food assistance and programs that families rely on. The Supreme Court is continuing to roll back rights for young people, communities of color, immigrants, voters, TLGBIA+ people and more. ICE raids are sowing fear in our communities. **It's clear: Our communities are being forced to navigate a political system that continues to work against them.**

Heading into November, there continues to be real, deep-seated frustration — and real disengagement. People aren't turning away because they don't care. They're angered because politicians are actively making it harder for them to survive — whether that's affording groceries, accessing healthcare or simply staying safe in their communities. All of this starts with being able to vote, which is also under attack at the hands of politicians who want to stay in power.

This election, we simply cannot afford to lose to disillusionment.

That's why State Voices is continuing its *Vote for Something* campaign to rally voters to the ballot boxes in 2026. By empowering voters to paint their vision for the future at the ballot box, the State Voices Affiliated Network aims to reach people where they are when it matters most.

- “You don’t have to vote for everything, but vote for something.”
- “I vote to afford gas so that I can drive my children to daycare.”
- “I vote for everyone to have the freedom to love who they want safely.”
- “I vote so my neighbors can live safely and freely without fear.”

Through “[Vote for Something](#),” State Voices invites our movement community to customize your own “Vote for” message, graphics and assets over social media, email, web and in-person canvassing and

events to encourage people to vote as a practice of using their voice to build a hopeful future that we can create together.

Nationwide, our goals are to:

- Engage **115 million** voters
- Hold **300,000** deep conversations
- Collect **250,000** voter registration cards

How to Use this Guide

In this guide, we've included key campaign messages to use in your voter outreach. Consistency helps us build power, but language can and should be adapted to the local context and audience. What's critical is to name what's wrong, what we're fighting for and how people can take part and take action.

Here are some ways you can use these messages to reach your audience(s):

- On social media
- In emails to your networks
- During organizing events
- In voter outreach
- In op-eds, letters to the editor, and in talking points for media interviews

Important note: Don't feel like you have to use all of the below messages at once. This guide is intended to be tailored to each state-specific context. Please pick and choose what will resonate with your network and adapt accordingly.

Additionally, as a 501(c)(3) organization, please prioritize compliance and consult with your legal team before using issue-based messaging.

Campaign Key Messages

Vision/Values

- We're not waiting around for the next generation to fix this. We're fighting for the change we need right now.
- Black, brown and low-income people must be at the decision-making table because those most impacted by the problems have the best ideas for the solutions.
- Voting must be safe and accessible — and we will fight for this every step of the way. It is an action we can take to achieve our shared vision. Every vote must count.
- Voter intimidation is illegal. No one should feel at risk when heading to the ballot box. We are working to ensure elections are safe and secure so that everyone's voice can be heard.



- Affordability shouldn't be a privilege. Every family deserves healthcare they can count on, a stable place to live, food on the table, quality child care and a path to thrive, regardless of immigration status.
- We all deserve to have our basic needs met: fair pay, affordable housing, healthcare that doesn't leave us in debt and a chance to build a future for our families.



Challenges

- Greedy corporations and extreme politicians are counting on voters of color to sit this election out so that they can remain in power. They have already begun spewing false rhetoric that the midterms are rigged and that the results can't be trusted — if they lose.
- While spreading disinformation to increase distrust in the electoral process, these politicians are also putting up obstacles that they hope will convince us to stay home this November.
- From changing polling locations to demanding identification documents to claiming election fraud, voter suppressionists are pulling out all the stops to deter people from voting.
- Authoritarian politicians are warping our political system to give themselves more money and power. This is how they make profits on our backs and impose an extremist agenda on all of us.
- Not only are politicians padding their own wallets, but they're spending billions on deeply unpopular wars abroad instead of investing in what communities need here at home.
- Sky-high rent, bills and groceries. Inaccessible education, healthcare and clean air. ICE raids sowing fear in our communities. The people in charge are shrugging off all of it and sacrificing our needs for their political gain.
- Officials in office know the public is suffering and demanding change, which is why they will stop at nothing to seize and hold power to avoid accountability.



Solutions

- You don't have to fight every single battle, but if you do one thing, cast your vote this year. Don't let extremists win in their push to silence your voice.
- Voting is an act of resistance — make your voice heard and demand change through your ballot.

- Whether it's affordable rent and groceries, healthcare you can access, quality child care, food assistance when times are tight, ending ICE invasions or the ability to make your own healthcare choices — your vote can make a big difference.
- Vote for [INSERT PERSONAL ANECDOTE HERE].
 - "Vote for my mother's immigration status."
 - "Vote for my child's access to books in school."
 - "Vote for my family's access to Medicaid."
 - "Vote for my kids' safety at school and clean air in our neighborhood."
 - "Vote for SNAP benefits that keep food on our table."
- We are strong enough to win when we unite for each other and our communities.
- [INSERT EXAMPLE OF RECENT STATE-SPECIFIC WIN OBTAINED THROUGH BIPOC ORGANIZING & VOTING, NO MATTER HOW SMALL].

Calls-to-Action

- You don't have to vote for everything, but vote for something. Your vote is your voice this year. Use it.
- You don't have to vote for everything or everyone, but you can make your voice heard for something that matters to you most.
- In a time when authoritarian politicians are trying to divide us, we can come together to vote for something that matters to our communities. Make your voice heard this November!
- Every one of us can help make our country work for all people, no matter their age, race, financial status, gender or zip code.
- Change is achieved through a series of small steps.
 - Take the first step today by [ADD PLEDGE OR SIGN-UP].
 - If you see something or have concerns about your polling location, visit statevoices.org/get-ready-to-vote.
- Tell your friends and family, and encourage them to visit statevoices.org/get-ready-to-vote. Together, we can make a difference.



Election-Protection-Specific Messages

- Everyone should feel safe and empowered to cast their ballot. Politicians, judges and federal agents shouldn't keep anyone from voting in elections.
- Politicians have created a voting environment to confuse, intimidate and misinform voters. They've also made the jobs of election workers harder and sown doubt in the election process.
- [State Table] and the State Voices Network are committed to helping voters show up, ensuring elections are run well and that results get certified.
- If you face voter intimidation, misinformation or other barriers when casting your ballot, call 866-OUR-VOTE for help.
- [Additional CTAs on how people can get involved to ensure every vote is counted after the elections to come.]