Digital menu of options for the 2020 Campaign

Personalized messaging:

- Send a text message to a colleague.
- Send a Facebook message to a colleague from your personal account.
- Send an email to a colleague.
- Tweet a message at a colleague.

Early vote in-person activities:

- Create an event on Facebook for voting activity and invite everyone at your worksite.
- #IVoted selfies posted to social media.
- Video/photos of colleagues voting early in-person to show people how easy it is.
- Digital expression of early voting plans (when, where, how, etc.).

Early vote by mail activities:

- Sharing photos/video of absentee ballot party.
- Post a "how-to" for requesting an absentee ballot and voting by mail.

Information sharing activities:

- Use your local's social media accounts (or make new accounts) and invite all members.
- Create a closed/private Facebook group for your worksite and post political updates there.
- Video/animation of how to vote early.
- Video/animation of how to register to vote.
- Ask candidates in your district for personal video messages urging members to vote.
- Schedule Google Hangout/Zoom meeting for all members to talk about candidates, issues, questions, etc.
- Posts/graphics about issues members in your school care about and candidates' stances on them.
- Video testimonials from members on why they're voting.
- Send list of social media accounts related to the campaign; encourage coworkers to comment, like, share election-related content.
- Share posts from candidates in your district about education issues.

UNIDOS · MAAMAWI · MIDOBID
EDUCATION
UNITED
MINNESOTA
KEV KOOM UA KE · متّحدون · ISÓKAN

FOR 100% VOTING
FOR FULL FUNDING OUR STUDENTS DESERVE
FOR WELCOMING SCHOOLS FOR EVERYONE

#EDMNVOTES

Competitions, giveaways and drawings:

- Selfie competition with "I Voted" sticker.
- Best how-to voting video.
- 30-second issue-themed video contest.
- Election trivia and contest.

Do it yourself! (DIY):

- Make your own memes and gifs (www.imgflip.com/memegenerator).
- Treats in mailboxes with local's social media information.
- Use the free app Canva (www.canva.com) to design graphics for sharing.
- Create a list of online/social media news outlets for colleagues to follow/engage with on education issues.
- Write a script about voting and civil engagement; then record and share it.
- Make your own Facebook frame.

Social activities (during or after work):

- Plan a party to write emails or social media communication to legislators/candidates.
- Invite candidates to Skype/FaceTime into a meeting or party and talk to members over pizza.

Visible activities:

- Post "thermometer" on social media each week with number of members who already voted.
- Create "word cloud" with issues that matter to members via a survey.
- Share photos of worksite members voting posted on social media.

Digital and social media actions:

- Create Facebook frame or Twibbon for your local.
- Share the reasons you're voting/the issues most important to you, and tag colleagues to do the same.
- Facebook Live event (a group of colleagues voting together, candidate conversations, Q&A about issues).
- Send out calendar invites/e-vites, Facebook event invites for early voting parties/activities.
- Use Hustle for peer-to-peer texting.
- Start a group text for voting together.
- Snapchat or Instagram stories of members voting.
- Develop a hashtag for your worksite.
- Share/post about how issues in this election will affect you and your family.
- Create and share video content.
- Tag people on social media.
- Create GOTV social media events.
- Create a survey on voting and political issues, and then share the results on social media.

#EdMNVotes