



DISCOVER. DECIDE. **DO SOMETHING.**

...Because voting is **NOT** a  
one-dimensional experience.

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*“The one thing you’ve got going:  
**your one vote.**”*

*- Shirley Chisholm*





# CAMPAIGN OVERVIEW

*For over 111 years,* Delta Sigma Theta Sorority, Incorporated has been on the frontlines of voter advocacy and protection. One of the first actions of our 22 Founders was to stand with women for the right to vote. We have proudly extended this legacy into the 21st century by boldly standing for the rights of citizens to freely participate in the electoral process at all levels, actively educating and empowering communities to vote, and protecting those rights when challenged.

We are calling on every soror and every chapter to elevate our impact as we enter the 33 days leading to the consequential national 2024 Election process. Voting is not a one-dimensional experience for anyone casting their ballot. That is why we created the “Voting in 3D with DST” communications campaign to remind and encourage each soror to spread the word about voting by – discovering, deciding, and doing something!

We also know that the audiences we need to reach are not one-dimensional either. We need members of Delta Sigma Theta to serve as the trusted partners and sources of information for the community’s good that we are known to be by sharing this information first with yourself, then with your personal social circle, and ultimately with the communities in which we serve.

The social media toolkit is easy to use. There is a weekly themed guide of information about critical dimensions of voting that should be shared verbally, through print at in-person gatherings, and posted on social media. We encourage chapters to implement the content into their planned communications and for individual sorors to use in their personal capacities to reach their network.

Now is the time for us to stand up and use our voices to remind ourselves, our chapters, and our communities of the necessary steps to fully engage in the electoral process. Many of our ancestors who came before us sacrificed and died for us to have the right to vote. We cannot and should not take this privilege lightly. Let’s make a difference on behalf of the good of our families, our communities and our country.

***Let us exercise the power of “Voting in 3D with DST!”***

*Please send any questions or concerns about the social media toolkit and campaign to [communications@deltasigmatheta.org](mailto:communications@deltasigmatheta.org).*

# WEEKLY INFORMATION TO SHARE

Oct 4 - 12	
National Voter Education Week	<b>DECIDE</b> what voting option works best for you – absentee, early, or in-person Nov. 5. Visit <a href="http://866ourvote.org">866ourvote.org</a> #VotingIn3D
“Have it Your Way”	<b>DISCOVER</b> the deadlines and requirements for the way you want to vote. Know how to have it your way by visiting <a href="http://vote411.org/DeltaSigmaTheta">vote411.org/DeltaSigmaTheta</a> . #VotingIn3D  <b>DISCOVER</b> your State’s vote early options here <a href="https://www.vote.org/early-voting-calendar/">https://www.vote.org/early-voting-calendar/</a> #VotingIn3D
	<b>DO SOMETHING</b> by registering to vote, checking your registration, and telling your friends and community about checking their voting options. Visit <a href="http://vote411.org/DeltaSigmaTheta">vote411.org/DeltaSigmaTheta</a> #VotingIn3D  <b>DO SOMETHING</b> by checking your registration especially if you turned 18, changed your name, or moved since the last election. Visit <a href="http://vote411.org/DeltaSigmaTheta">vote411.org/DeltaSigmaTheta</a> . #VotingIn3D  <b>DO SOMETHING</b> by reminding all Sorors what’s at stake with this election by watching this <a href="#">video</a> featuring our International President Soror Elsie Cooke-Holmes. #VotingIn3D
Oct 13 -19	
Voter Protection Week	<b>DECIDE</b> on your personal voting plan. #VotingIn3D

## WEEKLY INFORMATION (CONT.)

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“Plan your Vote and Vote your Plan”	<b>DISCOVER</b> your polling location, voting times, and ID requirements. #VotingIn3D
	<b>DO SOMETHING</b> by helping your family, friends and community members create a plan in order to know before they go. #VotingIn3D  <b>DO SOMETHING</b> by helping a collegiate vote. Visit <a href="http://CampusVoteProject.org">CampusVoteProject.org</a> for a voting plan for college students. #VotingIn3D  <b>DO SOMETHING</b> by watching and sharing this <a href="#">video</a> to remind everyone of what’s at stake. #VotingIn3D
<b>Oct 20-26</b>	
National Vote Early	<b>DECIDE</b> how to get involved. Visit <a href="http://electionprotection.wetheaction.org">electionprotection.wetheaction.org</a> . #VotingIn3D
“You Can Make a Difference”	<b>DISCOVER</b> what volunteer options there are locally and nationally. Here’s a link to <a href="http://powerthepolls.org">powerthepolls.org</a> . #VotingIn3D
	<b>DO SOMETHING</b> by spending time working to make the election process better for all. Click on <a href="http://ncbcp.org">ncbcp.org</a> or <a href="http://powerthepolls.org">powerthepolls.org</a> to see how. #VotingIn3D
<b>Oct 27 – Nov 2</b>	
“Know what’s at Stake”	<b>DECIDE</b> what issues and people you want to vote for. Make your voice heard from the White House to the local court house. Visit <a href="http://naacp.org">naacp.org</a> to see what’s at stake for us nationally and <a href="http://vote411.org">vote411.org</a> locally. #VotingIn3D

# WEEKLY INFORMATION (CONT.)

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	<b>DISCOVER</b> what is on your local ballot. Go to <a href="http://vote.org">vote.org</a> or <a href="http://vote411.org">vote411.org</a> . #VotingIn3D
	<b>DO SOMETHING</b> by watching and sharing this <a href="#">video</a> to remind everyone what's at stake. #VotingIn3D
<b>Nov 3 - 5</b>	
	<b>DECIDE</b> to be prepared for what might go wrong. Call or text 866-OUR-VOTE (866-687-8683) to speak to an election protection volunteer or go to <a href="http://voting.naacpldf.org">voting.naacpldf.org</a> . #VotingIn3D
"Make it Count"	<b>DISCOVER</b> what your rights are and who to call if there is an issue voting. Go to <a href="http://whenweallvote.org">whenweallvote.org</a> or call or text 866-OUR-VOTE (866-687-8683) to speak to an election protection volunteer. #VotingIn3D
	<b>DO SOMETHING</b> by voting, reaching out to remind others to vote, and sharing the helpline number with those who need it. Call or text 866 OUR-VOTE (866-687-8683) to speak to an election protection volunteer. #IVotedToday. #VotingIn3D

Graphics folder can be found [here](#).

Get the Official Election 2024 Profile Frame:  
**[www.twibbonize.com/fortitudeonthefrontline](http://www.twibbonize.com/fortitudeonthefrontline)**

The work of Delta Sigma Theta is *#AlwaysTrending!* Stay connected to the campaign and elevate your impact by following the Sorority on all platforms at **@dstinc1913** and by using the official hashtags listed below:

**#DST1913 | #FortitudeOnTheFrontline | #VotingIn3D**

# TALKING POINTS

## KEY MEDIA MESSAGES:

- Delta Sigma Theta is a 501(c)(7) social service organization which is non-partisan.
- For over 111 years, we have been on the front lines of advocating for the voting engagement and rights of all citizens, starting with women in the 1913 Suffrage March.
- We don't endorse or support any candidate or party, but we do support the equal rights of the communities in which we serve.
- Our goal is to advance voter education, registration, mobilization and protection for all citizens of the U.S. The activities which we have invited you to observe/cover are part of this general mission of our sorority.

## RULES OF ENGAGEMENT WITH TRADITIONAL OR SOCIAL MEDIA:

- Locally, only the president of the local chapter, or her designee is authorized to speak for the activities of the local chapter of Delta Sigma Theta Sorority, Incorporated.
- No Sorority members should be in paraphernalia (letters or symbols) during partisan activities. No photography permitted of members in paraphernalia and those running for office. Chapters can host candidate forums in which all on the ballot are invited to speak. No chapters will provide endorsements for any candidate or party.
- **Only the International President, Elsie Cooke-Holmes is authorized to speak for Delta Sigma Theta Sorority, Incorporated.** Chapters and sorors are encouraged to share official statements issued by the International President.
- **Please refer any media specific questions to the Director of Marketing and Communications, Kelli James at [communications@deltasigmatheta.org](mailto:communications@deltasigmatheta.org).**



# PARTNER RESOURCES

[Federal Post Card Application \(FPCA\)](#). Complete annually and each time you move.

[Federal Write-In Absentee Ballot \(FWAB\)](#). Visit if you don't receive your ballot in time.

[Voting Plan.pdf](#). A good resource for first time or youth voters.

Visit [CampusVoteProject.org](#) for a campus-focused voting plan. Collegiate's can encourage everyone on your yard to have a voting plan. Reach out to state social action coordinators and local alumnae chapters for resources if needed.

[Poll/Election Worker](#). Help staff your local polling place.

[866-our-vote Hotline](#). Election protection and all you need to know for this season.

[Poll Monitor](#). Volunteer to stop voter suppression.

[Social Media Monitor](#). Help protect voters from online disinformation.

[Report Disinformation](#). Report voter fraud to your state or local election office.

[Events, Petitions, and Volunteer Opportunities](#). Mobilize and find events, petitions, and volunteer opportunities in your area.

## **PARTNERSHIPS AND COLLABORATIONS**

Working with partners helps us to expand our reach and maximize our resources. Below is a list of national Delta partners/collaborators who have helped enhance our impact over the years. Many of these organizations have local chapters/branches you are encouraged to engage with during this election cycle. The Social Action Commission recognizes (and encourages) that chapters may have identified additional local partners/collaborators to assist them in doing the work. Please do research on organizations before engaging in a partnership or collaboration.

**All partnerships/collaborations should be noted on the Social Action Jotform.**

To access the Social Action Jotform, please [\*click here\*](#).

# PARTNER RESOURCES (CONT.)

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## **PARTNERSHIPS AND COLLABORATIONS** *cont.*

The following are partner quick links with information, plans, and events for each organization:

[Campus Vote Project](#)

[NAACP](#)

[National Council of](#)

[D4 Women in Action](#)

[NAACP Legal Defense Fund](#)

[Negro Women](#)

[Divine 9 \(D9 Organizations\)](#)

[National Coalition on Black](#)

[When We All Vote](#)

[Election Protection Coalition](#)

[Civic Participation](#)

[Power the Polls](#)

[League of Women Voters](#)

## **LEAGUE OF WOMEN VOTERS**

The League of Women Voters (LWV) is a nonpartisan, grassroots organization working to protect and expand voting rights and ensure everyone is represented in our democracy. Delta Sigma Theta Sorority, Inc. has signed a Memorandum of Understanding (MOU) with LWV Voters, and has a [co-branded Vote411 page](#).

## **CAMPUS VOTE PROJECT**

Campus Vote Project works with universities, community colleges, faculty, students, and election officials to reduce barriers to student voting. Campus Vote Project works with over 280 colleges and universities across 41 states. The [State Student Guides](#) equip college students in the U.S. with the information they need to take part in the democratic process.

## **ELECTION PROTECTION COALITION/LAWYER'S COMMITTEE FOR CIVIL RIGHTS UNDER LAW**

Founded in 2002, the Election Protection Coalition is a non-partisan coalition of voting rights activists led by the Lawyers Committee for Civil Rights Under Law. The Election Protection Coalition uses a number of [tools to assist voters throughout the voting process](#).

## **PARTNER RESOURCES (CONT.)**

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### **NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP)**

Founded in 1909, the National Association for the Advancement of Colored People (NAACP), is one of the largest and oldest civil rights organizations in the U.S. The NAACP works toward the goal of an inclusive community rooted in liberation where all persons can exercise their civil and human rights without discrimination. (<https://naacp.org/>)

### **NAACP LEGAL DEFENSE AND EDUCATIONAL FUND, INC. (LDF)**

The Legal Defense Fund is America's premier legal organization fighting for racial justice. Using the power of law, narrative, research, and people, LDF defends and advances the full dignity and citizenship of Black people in America. We have advanced our partnership with the LDF to further litigation in several states including Georgia, Texas and now in Mississippi – all where our voting rights have been threatened.

### **NATIONAL COUNCIL OF NEGRO WOMEN**

*The National Council of Negro Women (NCNW)* was founded in 1935 by Honorary Member Mary McLeod Bethune, and is comprised of 330 campus and community-based sections and 33 national women's organizations that connect more than 2,000,000 women and men. Its mission is to lead, advocate for, and empower women of African descent, their families, and communities. For more than fifty years, Delta Sigma Theta's 10th National President, Dorothy Height was NCNW's president.

### **POWER THE POLLS**

Power the Polls was launched in June 2020 by a coalition of businesses and nonprofits with the original goal of recruiting 250,000 new prospective poll workers. In less than 100 days, they recruited over 700,000 prospective poll workers across the U.S. It continues to recruit a new generation of poll workers who can ensure safe and fair access to the ballot box.

## **PARTNER RESOURCES (CONT.)**

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### **THE NATIONAL COALITION ON BLACK CIVIC PARTICIPATION**

The National Coalition on Black Civic Participation (The National Coalition) is a non-profit, non-partisan organization dedicated to increasing civic engagement and voter participation in Black and underserved communities. The National Coalition strives to create an enlightened community by engaging people in all aspects of public life through service/volunteerism, advocacy, leadership development, and voting.

### **WHEN WE ALL VOTE**

Created by Michelle Obama, When We All Vote is a leading national, nonpartisan initiative on a mission to change the culture around voting and to increase participation in every election by helping to close the race and age gap. When We All Vote brings together individuals, institutions, brands, and organizations to register new voters across the country and advance civic education and action through voting, advocating, and accountability.

***For questions and/or guidance on voter engagement activities and strategies, please contact your State Social Action Coordinators and your Regional Social Action Coordinators. And please do not hesitate to send a message to the National Social Action Commission at [socialaction@deltasigmatheta.org](mailto:socialaction@deltasigmatheta.org). For questions and/or guidance on your non-partisan communications on voter engagement please contact [communications@deltasigmatheta.org](mailto:communications@deltasigmatheta.org).***





WWW.DELTASIGMATHETA.ORG

*Election 2024 Social Media Toolkit for Chapter and Individual Soror Use*