

UNITY GOTV TOOLKIT

AMPLIFY NATIVE VOICES

ISSUE 76 | 2024



In partnership with Tribes Forward & Center For Native American Youth

NATIVE VOTE

Native voices are powerful, and every vote counts. Our communities have a rich history of resilience, strength, and advocacy. Now, more than ever, we must continue to build on that legacy by ensuring our voices are heard in every election. Every step forward is a victory. Share success stories of Native voter turnout, advocacy efforts, and policy wins to inspire continued engagement. Let's celebrate our collective power and build on the momentum.

TAKE ACTION TODAY

PSA?

A public service announcement (PSA) is a message shared with the public that raises awareness about an issue.

TIPS:

1. Develop key messages
2. Research the topic
3. Identify your audience
4. Create an outline
5. Write a script
6. Take extra time to edit and produce

BE INFORMED.

1. Having a voting plan
2. Highlighting GOTV events
3. Relate voting to culture and tradition
4. Know the History of Native Vote

ASK A YOUTH

WHY DOES VOTING MATTER FOR NATIVE YOUTH ?

Representation: Voting helps Native communities elect leaders who understand and support Indigenous priorities such as land rights, sovereignty, and healthcare.

Cultural Advocacy: Voting is a means to preserve cultural identity and protect Native traditions. When we vote we are able to protect our life-ways and rights



Leadership: Native youth are the future leaders of their communities; their vote ensures their voices are heard in shaping policies that directly impact them.

[CLICK HERE TO WATCH](#)
[UNITY YOUTH](#)
[GOTV PSAs](#)

[CLICK HERE TO WATCH THE WEBINAR](#)

GUEST SPEAKER

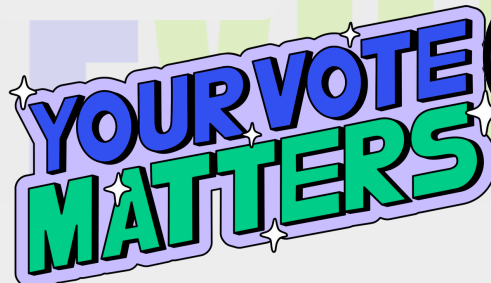
Lourdes Pereira, Hia-Ced O'odham/Tohono O'odham

- 25 Under 25 Honoree class of 2022
- Unity News Anchor
- Bachelor's Degree in American Indian Studies with a Minor in Justice Studies from Arizona State University (2023)



Common Barriers to Native Voting

- Geographic Isolation: Many Native communities are located far from polling stations.
- Strict Voter ID Laws: Native IDs are not always accepted, and many individuals lack government-issued IDs.
- Historical Mistrust: Due to a long history of disenfranchisement, many Native people distrust political systems.
- Voter Suppression: Native communities face barriers such as inaccessible polling places, limited language support, and disenfranchisement laws.



RESILIENCE

OVERCOMING VOTING CHALLENGES FOR NATIVES



Community Transportation:
Organize transportation to polling places for elders and other community members who face logistical barriers.

Accessible Polling Places:
Work to ensure polling stations and ballot drop-off locations are placed near Native communities.

Digital Access:
Create platforms that provide easy-to-understand voter information and registration guides online.

Language Assistance:
Ensure voting materials are available in Native languages and interpreters are available at polling stations.



[CLICK HERE TO WATCH THE WEBINAR](#)

GUEST SPEAKER

Ian Teller, Navajo

- 25 Under 25 Honoree class of 2022
- Graduated with a Master of Science Degree in Music Industry from the University of Southern California's Thornton School of Music
- 2024 CNAY Champion for Change



Voter Education & Outreach

- Host Registration Drives: Organize community events to educate and register voters.
- Provide Voter Guides: Share non-partisan information on candidates and ballot issues important to Native communities.
- Youth Engagement: Encourage Native youth to register and vote through youth-led campaigns and workshops.
- Social Media Campaigns: Utilize platforms like Instagram and TikTok to reach younger audiences and spread awareness about voting rights and processes.

EXAMPLES



CLICK BELOW TO
LEARN ABOUT A
25 UNDER 25
GOTV PROJECT



[CLICK HERE TO WATCH THE WEBINAR](#)

GUEST SPEAKER

Triston Black, Navajo

- Strongly advocates for Diné Language and culture, tribal higher education and protecting the Native Vote across Indian Country
- Dual Associate and Bachelor's Degree in Diné Studies from Diné College
- Master's Degree in Indian Education from Arizona State University
- Youth Organizer with Arizona Native Vote



Get Involved

- Volunteer: Help with voter registration drives, offer transportation, or volunteer as a poll worker.
- Support Indigenous Candidates: Encourage Indigenous representation in elections by supporting Native candidates.
- Promote Early Voting: Raise awareness about early voting and vote-by-mail options for communities that face Election Day challenges.

YOUR VOTE MATTERS



WAYS TO GOTV

ENCOURAGE OTHER NATIVES TO JOIN THE CALL TO ACTION

Register to Vote: Ensure your registration is up-to-date and encourage others to do the same.

<https://vote.gov>

Attend Town Halls: Engage with candidates and elected officials to make sure Native issues are addressed.

<https://vote411.org>



Advocate for Policy Changes: Work with organizations to challenge gerrymandering and push for fair voting practices.

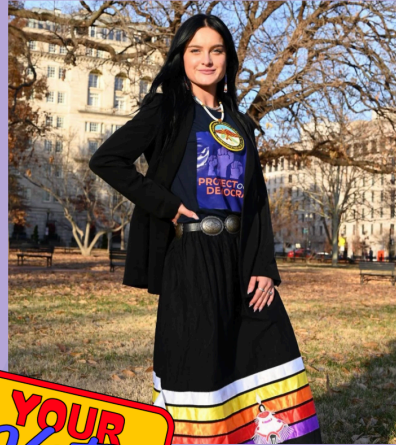
Celebrate Successes: Share stories of Native communities overcoming voting barriers and inspiring others to get involved.

[CLICK HERE TO WATCH THE WEBINAR](#)

GUEST SPEAKER

Leila Ayaal-Winbury, Pechanga Band of Indians

- Works for Arizona Native Vote & Generation Vote
- Call to service centers around protecting the environment & one another
- Bachelor's of Science Degrees in Political Science and American Indian Studies with a certificate in Tribal Nations Governance from Arizona State University



Ways to Engage Your Community:

- Community Forums
- Powwows
- Halloween Parties
- Art Competitions
- Visited College Campuses
- Indigenous People Day Events
- Civic Engagement Bingo
- Photo Contests
- GOTV Billboards
- Outdoor Movie Nights
- Music Concerts
- Phone Banking
- Voter Education Events
- Ballot Parties
- Video Public Service Announcements
- Radio Advertisements
- Podcast Interviews and Explainers
- Transit Advertisements
- Tailgate & Sporting Events
- Community Raffles & Giveaways
- Taco-About Voting Event

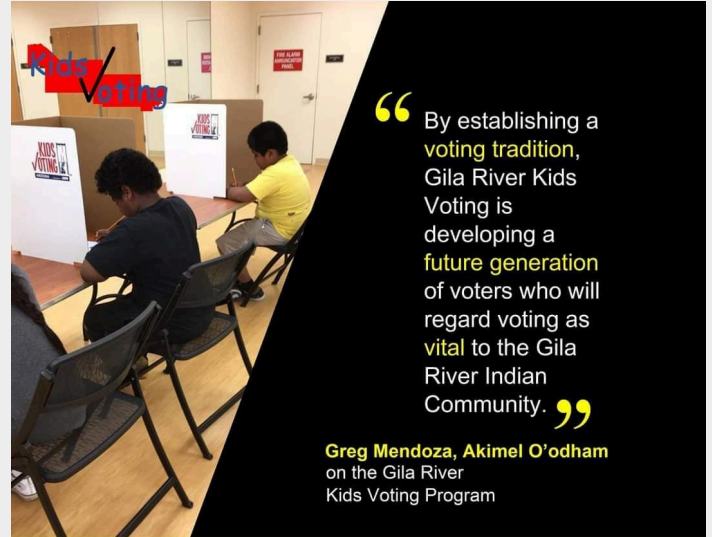
www.nuifc.org/nativevote

WAYS TO GOTV

SHARE SUCCESS STORIES TO INSPIRE NATIVES

Navajo Nation 2020: The Navajo Nation mobilized record voter turnout in Arizona and played a key role in election outcomes.

Turtle Mountain Band of Chippewa: Overcame restrictive voter ID laws in North Dakota by organizing and increasing voter participation.



The Akimel O'odham/Pee-Posh Youth Council is honored to host 2020 Kids Voting. All students kindergarten through high school are invited to vote online November 1 – 3, 2020.

Have your parents help you log on and vote at: www.AOPPYC.org

Youth-Led Initiatives in Wisconsin: Native youth engaged their communities in voter education and registration, leading to significant turnout increases.



NATIVEVOTE

TAP TO PLAY



For More Information visit:
unityinc.org/native-vote



NATIVEVOTE