Maryland League of Conservation Voters
EDUCATION FUND

CIVIC ENGAGEMENT TOOLKIT

Your Vote Our Future

Everyone has the right to breathable air, clean water, and healthy communities. Additionally, we must have free, fair and safe elections where voters' - all voters' - voices are heard. To protect our resources, we must elect leaders who champion conservation values and protections that keep our communities safe and work to ensure our elections are accessible to everyone.

Your Vote: Our Future is a campaign designed by the Maryland League of Conservation Voters Education Fund that encourages all Marylanders to register to vote and cast their ballot in a safe and effective manner. Help us reach as many Marylanders as possible by creating a 1 minute video in which you tell your own story about why you vote. Then post your video and inspire others to vote! Maryland LCV will also help spread the word.

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Ready to tell the world why you vote?

Use the social media hashtags ***#WhyIVote*** and ***#YourVoteOurFuture*** and be sure to tag Maryland LCV **@MDLCV** and instagram **@MarylandLCV**

Follow the tips in this toolkit to launch your own ***#WhyIVote*** Story

What's your ***Why I Vote*** message?

Before diving in, take a second to think about the goal of your Why I Vote message.

Answering the following questions will help you determine both a core message and a game plan.

- What's your "elevator speech"? In other words, how would you quickly explain why voting is important to you, the environment, and to your community?
- What environmental issue would you like your elected officials to tackle? What issues inspire you?
- Who is your audience? Your family? Classmates? Friends?
- What is the best way to tell your voting story visually?

Whatever your message is, clarity and specificity will help you build your message and get your point across.

JOIN US at upcoming events by checking out
marylandconservation.org/calendar

Your VOTE Our FUTURE

GET THE WORD OUT

Now is when the fun begins. Get your friends, family and your community involved. The more voices explaining "Why I Vote" the more we can share and inspire others to vote. Below are some tips describing the best way to reach the people who will share your passion.

Tips for spreading the word.

- Get people excited by following and encouraging others to follow Maryland LCV and use the hashtags #WhyIVote and #YourVoteOurFuture
- Send an email to friends, family, neighbors— anyone you think needs information on voting! Use our voter toolkit at https://www.marylandconservation.org/your-vote-our-future to register to vote, check your voter registration status, and more!
- Text MDLCV to 52886 to keep up to date with campaign information
- Submit a 30 seconds to 1 minute video of you telling your story to info@mdlcv.org
- Download signs from our website, or create your own and share them at local businesses and civic buildings.

DOWNLOAD YOUR SIGN
(AND OTHER STUFF TOO!)

To help you build buzz, we've created lots of digital and printable materials that are free for the taking. You can download them at
https://www.marylandconservation.org/your-vote-our-future
You'll see there are signs of different shapes and sizes and logos to spruce up your social media channels. Also, feel free to get creative and make your own signage. Incorporating elements from your community makes for an even better photo.

Your Vote, Our Future logo
Sizes available:
Facebook (940 x 788 pixels) English Spanish
IG dimensions (1080 x 1080 pixels) English Spanish
TW dimensions (720 x 720 pixels) English Spanish
Large (1920 x 1080 pixels) English Spanish

Why I Vote logo
Sizes available:
Facebook (940 x 788 pixels) English Spanish
IG dimensions (1080 x 1080 pixels) English Spanish
TW dimensions (720 x 720 pixels) English Spanish
Large (1920x1080) English Spanish

Stickers
Why I Vote English Spanish
Your Vote, Our Future English Spanish

Postcard
English Spanish

Placards
17x10 inches English Spanish
8.5x11 inches English Spanish

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Education Fund

Keep Up the Good Work!

Don't lose momentum once you've shared your photos and told your story.

The ***Your Vote; Our Future*** campaign is just beginning! You sharing your Why I Vote story is step one. Getting others to share their stories is step two. Be sure to thank everyone who registered to vote and make a plan to vote. **And most importantly....**

VOTE!!!

Thanks for helping us protect Maryland's air, land, water, and communities!

Your VOTE Our FUTURE

Join the fight and you can make a difference ***NOW***

MARYLAND LEAGUE
OF CONSERVATION VOTERS
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