Unlock Our Vote Campaign

Campaign Timeline: August 16-20th, 2021

Campaign Overview:

We're fighting to ensure equal access to the ballot by advocating that everyone, despite their criminal record history, should be able to participate in our democracy. working to overturn an unconstitutional disenfranchisement law that disproportionately impacts people of color.

Social media graphics and sample posts:

Pack the courtroom graphic

- **Post 1:** Join us in court Monday, August 16th @10am as we fight to restore voting rights for formerly incarcerated community members. #UnlockOurVoteNC [**insert graphic below**. Full sized file here

]

Timeline of Felony Disenfranchisement

We will be sharing across multiple platforms a link that will direct them to the FJ website page that houses our Unlock Our Vote campaign and provide our audience with a more in-depth analysis of the history of felony disenfranchisement specifically in the state of North Carolina.

- **Post 1:** Did you know that in 44 NC counties today, the disenfranchisement rate for Black people is more than three times the rate of the white population? Learn more about the tragic history of felony disenfranchisement in NC in our interactive historical timeline: https://bit.ly/3xJwIJT #UnlockOurVoteNC

- **Post 2:** As calls for justice grow, we're seeing more attempts to silence dissent & votes by levying felony charges on protestors. This disparately impacts Black & Brown people & attempts to disenfranchise the next generation of those who demand justice and change. http://ow.ly/v8pf50FQ4vo

- **Post 3:** "Felony disenfranchisement mainly served two purposes in North Carolina in the 1950s and 1960s — as threat for would-be offenders, and as a justification for the state's resistance to voting rights legislation." Learn more in our historical timeline https://bit.ly/3xJwIJT [full sized, moving graphic here]

Share Your Story - UOV Graphic

Encouraging people to share their first time voter stories so we can demonstrate what the right to vote means, especially after having it stripped away.

- **Caption 1:** In our fight for the full restoration of voting rights to formerly incarcerated individuals we must highlight both the systematic failures & points of redemption through storytelling! Do you have a story highlighting the power of the vote? bit.ly/SCAShareYourStory #UnlockOurVoteNC

  Caption 2: Are you an individual with a criminal record who voted for the first time in 2020? We're looking to highlight Second Chance Voters as we continue the fight to expand voting rights. We call on you to share with us your story of vote restoration! Share here: **bit.ly/SCAShareYourStory Insert graphic below (full sized file here)**

First Time Voter Stories

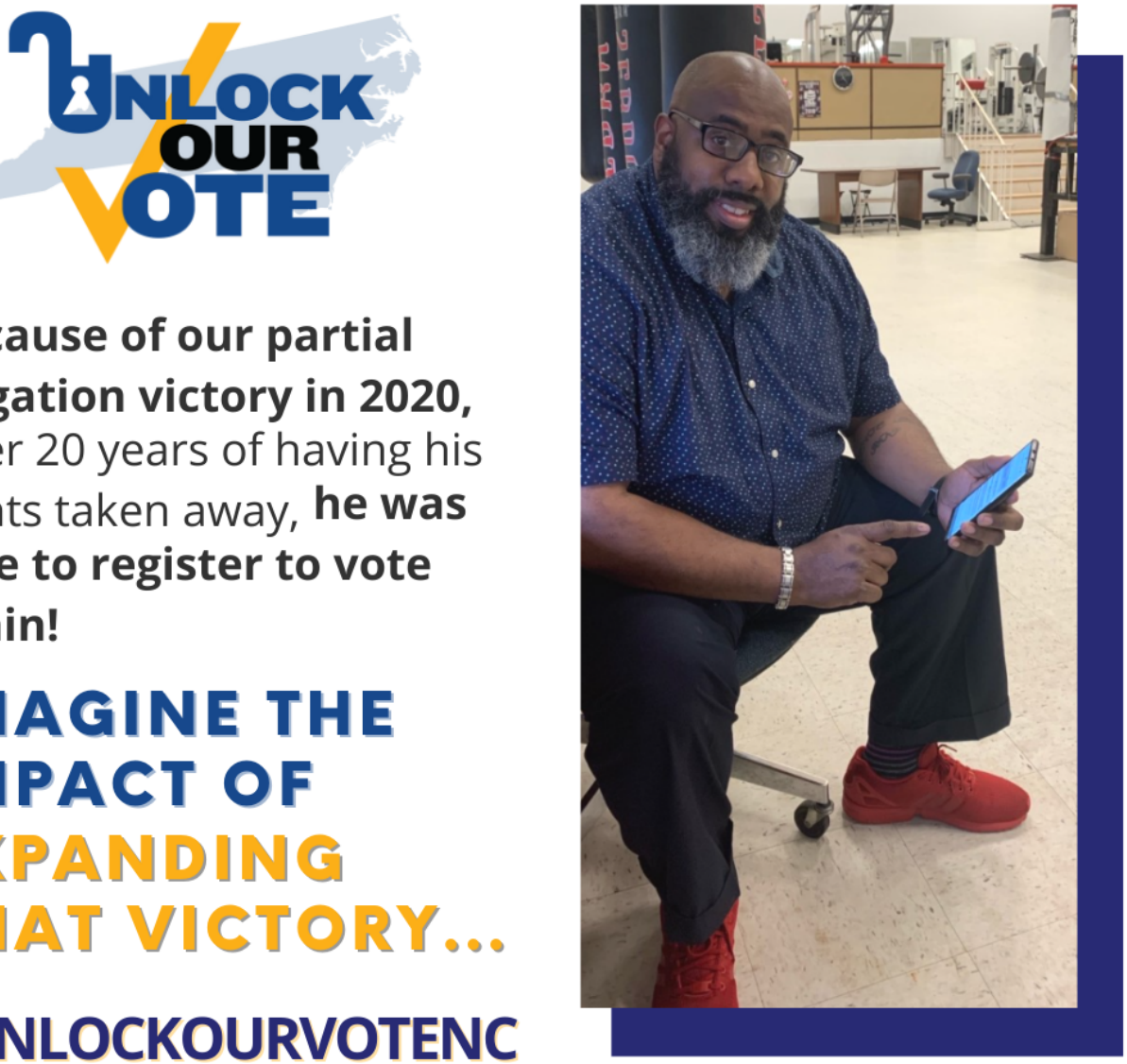
What It's Like to Vote After Being Wrongfully Imprisoned for 25 Years

- **Post 1:**Dontae Sharpe shares his first experience voting after being released from prison, where he spent 26 years on a wrongful conviction. Learn more about his story of a

wrongful persecution and what it meant to him to be able to use his vote to make his voice heard for the first time. . https://bit.ly/2VQNNVd #UnlockOurVoteNC

- **Post 2:** For many people, voting is an important personal power that allows you to have a say in how you're governed. Those directly impacted by felony disenfranchisement may never get to exercise that power or have their voices heard. Now is the time to #UnlockOurVote [insert Dennis' story graphic below. Full sized file here]

- **Post 3:** Access to the ballot provides the opportunity to fully participate in our democracy & have a voice in policy decisions that affect our daily lives. Now is the time to rectify a flaw that improperly and discriminatorily disenfranchised citizens for over a century. #UnlockOurVoteNC [**insert graphic below.** Full sized file here]

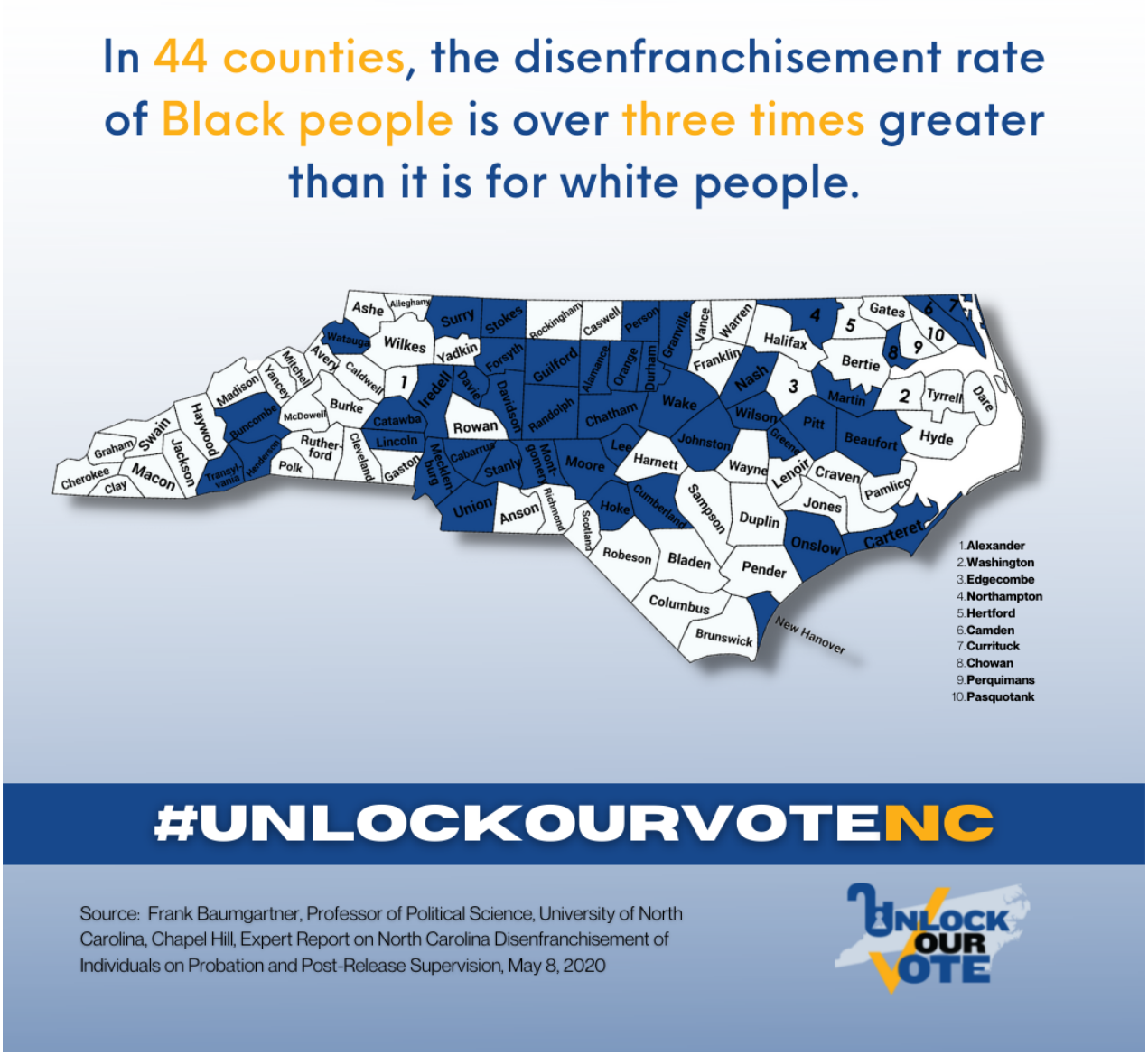


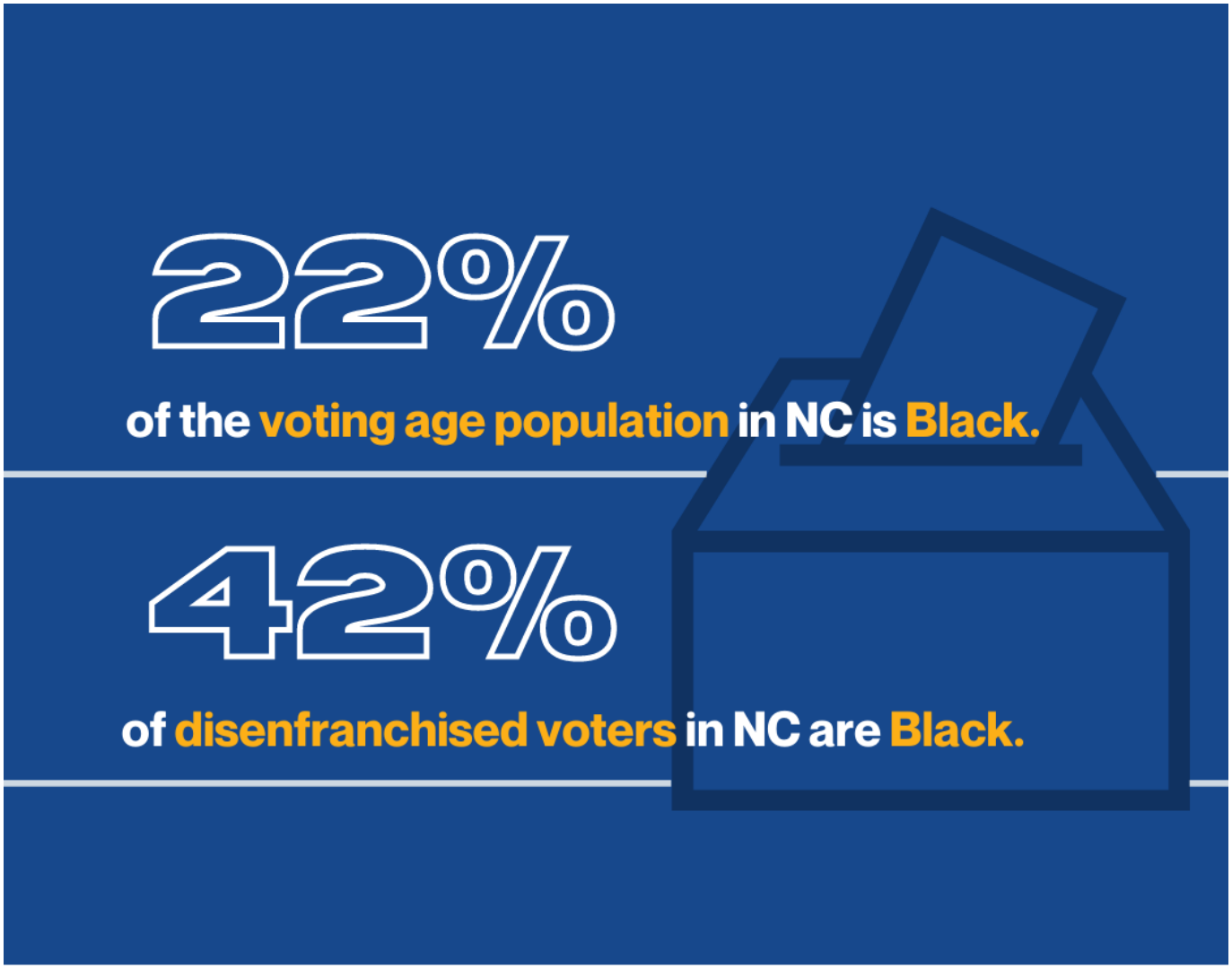
Friday - Infographics + Data Points

We'll be sharing data and infographics related to felony disenfranchisement in the state

- **Post 1:** Black men in North Carolina account for just 9% of the voting age population in the state yet represent nearly 37% of those disenfranchised by the current law. It's time to #UnlockOurVoteNC

- **Post 2:** In 44 counties, today, the disenfranchisement rate for Black people is more than three times the rate of the white population. [**insert map graphic below**. Full sized file here]



- **Post 3:** The data is clear: Although just 22% of the voting age population in North Carolina is Black, 42% of the voters disenfranchised as a result of felony probation,

parole or post-release supervision are Black. We must #UnlockOurVoteNC
[insert graphic below. Full sized file here]