



INFLUENCER TOOLKIT

OVERVIEW

The 2026 election cycle arrives at a turning point for Black communities across the country, in 2025, we've faced relentless attacks on the Voting Rights Act, racial gerrymandering seeking to dilute Black political power, attack on healthcare and SNAP benefits that threaten family security. In far too many cities, we also witnessed the militarization of Black communities driven by an authoritarian takeover.

But **WE GOT US** is more than a response to a crisis. It's a declaration that no matter what laws are rewritten or resources stripped away, our communities keep showing up for one another. This campaign centers love, joy, and the unstoppable power that grows when we organize together.

We honor reality, but we also insist on possibility: in every city, every town, every block, **WE GOT US** and together, we transform challenge into hope and hope into action.



CAMPAIGN TALKING POINTS

- **WE GOT US** when anti-Black policies threaten Black families, health, and futures. This year, our rights are under assault: attacks on the Voting Rights Act, racial gerrymandering that tries to dilute our power, and rollbacks to healthcare and SNAP benefits threaten our security. Authoritarian crackdowns and militarization have turned too many neighborhoods into battlegrounds.
- For nearly a decade, Black Voters Matter has been building and defending Black political power by investing in people, culture, and community 365 days a year. As we near our 10-year anniversary, the stakes for Black communities in 2026 have never been higher, and the urgency of this work has never been clearer.



CAMPAIGN TALKING POINTS

- Black joy is not a distraction from our work. It is a tool for survival and transformation. It is how we heal from harm, build trust across generations, and sustain movements that last beyond any single election.
- You cannot erase Black power or silence Black voices. Even in the most challenging moments, we show up for one another.
- Mutual aid is what it looks like when we take care of each other in real time. When healthcare is cut, food access is threatened, or public resources disappear; we respond. Mutual aid is how we turn care into collective power and ensure no one is left behind.
- **WE GOT US** is an investment in grassroots political education, local leadership, and people-powered networks that will protect and empower Black communities.

INFLUENCER GUIDANCE

- Share what **WE GOT US** means to you.
- Highlight stories of mutual aid, Black joy, or grassroots organizing from your own life or network.
- Use your platform to educate, inspire, and mobilize others, especially around voting, mutual aid, and community care.
- Amplifying ways to take action with Black Voters Matter
 - Volunteer, donate, and join us on the ground.
- Engage authentically: personalize your message, use your voice, and encourage conversations.

SOCIAL MEDIA GRAPHICS

Social media graphics designed to inform, engage, and activate your community featuring ready-to-use, culturally relevant visuals paired with clear, impactful messaging.

These graphics make it easy to share timely information, amplify key issues, and spark meaningful action across your platforms.

VIEW HERE



#HASHTAGS

#WeGotUs

#BlackVotersMatter

#ItsAboutUs

#BlackPowerRising

#LoveJoyPower

#WeProtectUs

#MutualAidIsPower

#JoysResistance

#CommunityPower

#OurJoyOurPower

#CantStopWontStop

#WeGotPower

SOCIAL MEDIA TAGGING



@blackvotersmtr

INSTAGRAM/THREADS/FACEBOOK:

- When systems fail, we take care of each other. Mutual aid is how we build real power. Join me and @BlackVotersMtr in making sure no one is left behind.
- Black joy is resistance. It's how we heal, build trust, and keep our communities strong. Join the movement with @BlackVotersMtr as they continue to mobilize and empower Black communities.
- Our votes matter. Our voices matter. Black voters are under attack, but when we show up, we win. Register, vote, and let's protect our power together because **WE GOT US.**
- **WE GOT US** means investing in each other, sharing our stories, and building a future where we all thrive. Our communities thrive on collective care, grassroots leadership, and the unstoppable energy of organizing together. Join a movement that centers love, joy, and power.

VIDEO SCRIPTS

SCRIPT 1:

Whats up y'all, I'm [Your Name]. This year, they're coming at us from every angle. Attacking mail-in ballots, pushing laws like the SAVE Act, and some places are even threatening to bring ICE to polling locations, just to create fear in our communities. On top of that, they keep redrawing district lines to water down Black votes, like our voices don't matter.

But here's the truth: we see what they're doing and we know our vote is our power. So now is the time to get organized. Talk to your people. Make sure everyone has a voting plan, whether it's early voting, mail-in if you can, or getting to the polls on Election Day.

Don't let fear or confusion keep you home. Bring your whole crew, and let them know: when Black voters show up, we change the game. We got us.

VIDEO SCRIPTS

SCRIPT 2:

Hey, I'm [Your Name]. When I think about Black political power, I think about the folks who came before us: people who organized, marched, protested, and voted so we could have a say in what happens in our own lives. Our history isn't just about overcoming, it's about building, leading, and changing this country again and again.

From the first time we demanded the right to vote, to every moment we showed up at the polls and turned the tide, Black political power has always been about more than just elections. It's about community. It's about making sure our voices are heard, our needs are seen, and our dreams shape the future.

So when we talk about **WE GOT US**, we're saying we honor that history and we're carrying it forward.

CALLS TO ACTION

- **Get engaged in your community**
 - **Sign up:** blackvotersmatterfund.org/volunteer
- **Vote** for candidates who prioritize Black issues
- **Support** mutual aid, local leadership, and grassroots organizing
- **Share your story:** What does “We Got Us” mean to you?
- Join the movement. Text **WEMATTER** to **25225**.
- **Donate:** We’re on the ground traveling on The Blackest Bus in America leading up to the November election. Want to help fuel our movement?
Donate today: blackvotersmatterfund.org/donate

I MATTER. YOU MATTER. WE MATTER.

**BY BACK
VOTERS
MATTER**

BlackVotersMatterFund.org