

VOTE 2020

SURFRIDER FOUNDATION

Our goal is to highlight the general public's constitutional right to vote and to consider how it impacts the world. As a 501c3 organization, our communication needs to avoid partisanship or instructing the general public to take a specific political action. Surfrider aims to advance our mission while providing an opportunity for the viewer to add a topic they are passionate about protecting and supporting.

Surfrider does not support or oppose any particular candidate or political party.

Slogan

We want you to tell us why you are voting this November.

Whether you want a clean ocean, healthy coastlines or simply saving turtles, your voice and vote count. Share your perspective and tell us why you think the planet needs to be protected.

"I vote for _____" (each individual to fill in blank/personalize)

Examples:

I vote for clean water

I vote for the ocean

I vote for protecting our waves

I vote for the next generation

I vote for the waves and coastline



Video Script

Help Surfrider spread your message by filming a short video of your self telling us and Surfrider's network what you are voting for this November. We have put together a suggested outline and sample script for what to say on camera but ultimately want it to be authentic and from the heart.

Script Outline

1. Your name
2. This Nov. I vote for _____
3. A short personalized message as to why the above is important to you and the environment
4. Call to action encouraging people to join in and let their voice be heard on election day

Example Script

Hi, my name is John Doe and this November, I vote for healthy coastlines for all people to enjoy. The beach and ocean brings me so much joy and I want to protect this amazing resource for generations to come. On election day this November 3rd, make your voice heard and help protect what you love!

Do's & Don'ts

Do's

- Please keep your messaging positive and preferably related to protecting our ocean waves and beaches.
- Talk about what's important to you, avoiding hot button political issues that are strongly associated with a candidate or political party.
- Try to speak from the heart but with a positive and uplifting tone and message.

Don'ts

- Don't name any individual candidates.
- Don't name any political affiliations or political groups.
- Avoid negative words and responses in your video and messaging.

For Questions And More Info

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