

# 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.**

## How To Participate

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.

1. To create your own social posts, download the Vote 2020 toolkit from our brand portal at <http://brand.surfrider.org/vote-2020>
2. In the space provided in the template, write what you're voting for in this election.

### 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

3. Share your post and/or story using the Hashtag #IVoteFor and you may be featured on Surfrider's social feeds over the coming months.

## Do's & Don'ts

### Do's

- Please keep your messaging positive and preferably related to protecting our ocean waves and beaches.
- Write 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.

