



# VOTEWELL

• A CAMPAIGN OF CTZNWELL •

## WE ARE COMING TOGETHER:

voteWELL is for those of us who think we can and need to do better for ourselves, our communities and our society. And we are ready to stand up and act in the name of love and justice.

voteWELL is a campaign to mobilize communities of wellbeing to vote in 2016. We are coming together to form an empowered constituency that is redefining political engagement through shared practice, community engagement and collective action.

We are 50 million Americans in communities of wellbeing who are aligned in values, passionate about issues and ready for change. Imagine what is possible, when we all come together, find our voice and get engaged.

## WE ARE DIFFERENT:

- **We practice our politics.** We believe that voting is inside-out. It's about contemplating what matters, coming together in community and uniting our voices and votes to promote wellbeing for all.
- **It's not about parties or candidates, it's about US.** We're not here to tell you who to vote for. We're here to tell you that your vote matters and our collective vote can make a difference for our people and planet.
- **Voting is collective care.** voteWELL is a community-based approach to voting that affirms the dignity and wellbeing of the whole, not just some.

## WE NEED YOU:

### Invite others to pledge to voteWELL

"Join me in pledging to voteWELL by contemplating how our votes impact the wellbeing of people and planet. Let's cast our votes WELL on November 8."

Two ways to pledge (pick one):

- 1) **Text VOTE to (305) 694-2456 to pledge to #voteWELL** (best for class or event asks)
- 2) **Pledge online** at [ctznwell.org/votewell](http://ctznwell.org/votewell) (best for posting online or emailing)

## BETTER TOGETHER: Social Media

Spread the word, speak out, inspire others.

- Sample posts (feel free to make it your own):
  - ◆ *I pledge to #voteWELL as an expression of my practice. I'm asking you to join me because change requires all of us to vote our values this election. Add your voice: [www.ctznwell.org/votewell](http://www.ctznwell.org/votewell)*
  - ◆ *It's not about candidates or political parties; it's about US. Join me and pledge to #voteWELL: [www.ctznwell.org/votewell](http://www.ctznwell.org/votewell)*
- Hashtag it #voteWELL and tag @CTZNWELL on Facebook, Twitter, or Instagram
- Make sure the pledge link is always included: [ctznwell.org/votewell](http://ctznwell.org/votewell)

