



Using Virtual Meetings as an Advocacy Tool: Planning Virtual “I’m Voting Because...” Campaign

As your chapter launches virtual meetings and events, remember that the PFLAG Connects system can help with all your chapter work – including your advocacy efforts. To help your chapter advocate for LGBTQ+ individuals and their families effectively (and stay within our 501(c)3 rules), we’ve created some specific tools to help you advocate online like a pro.

I’m voting because...

As a part of our June 30 PFLAG Academy Online session, [PFLAG Votes 2020: Our Right and Our Responsibility](#), PFLAG National asked members and supporters to submit and post photos of themselves with the brand-new “I’m voting because...” cards. It is a highly visible and shareable way to encourage people to vote in November, and, as an added bonus, it helps them make a plan for how they will accomplish that task!

The reasons that people exercise their right to vote are endless. PFLAG Connects gives chapters the opportunity to use this new campaign to create conversations about voting. Host an event and ask participants to share their (501(c)3-compliant, nonpartisan) reasons that they plan to vote this year. You can even go a step further and ask them to share their completed cards with your chapter and/or PFLAG National to be a part of our ongoing campaign.

Instructions to share with participants:

Step 1: [Download your "I'm voting because..." card](#) (PDF)

Step 2: Complete your card with one of the (501(c)3-compliant, nonpartisan) reasons you plan to vote.

Step 3: Take a photo of yourself holding the completed card. (No printer? No problem! Complete the card virtually and then take a photo with your device or you can save and share as a PDF using the Fill & Sign function in Adobe. [Instructions available here.](#))

Step 4: Send your completed cards to jhenkel@pflag.org and/or the host chapter’s email address so it can be shared on social media.

Step 5: Post to your personal social media, and don't forget your hashtags. Try #PFLAGvotes; #PFLAGproud; or #EqualityStartsWithMe.

A few tips:

1. Start planning early!
2. Follow all of the same safety and security precautions your chapter has put into place for your support group meetings.
3. Invite PFLAG chapter members, supporters, and community partners to participate in your event.
4. Reach out to other organizations in your community to help you publicize and run the meeting. Possible partners include your local NAACP chapter, Voto Latino, and others.
5. Use various tools including your website, email, and social media to spread the word about your event.
6. Make sure you keep the meeting neutral. Do not ask your attendees who they intend to vote for. Ask other chapter leaders to complete their cards in advance so you have multiple examples of 501(c)3-compliant, nonpartisan reasons someone would vote.

You can also find additional information about PFLAG National's "I'm voting because..." campaign as well as additional information to help your chapter get-out-the-vote on the PFLAG National website [here](#). If you have questions please reach out to Diego Sanchez, Director of Advocacy, Policy, and Partnerships (dsanchez@pflag.org).