



## Using Virtual Meetings as an Advocacy Tool: Voter Education Sessions

As your chapter launches virtual meetings and events, it's important to 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.

### Voter Education Sessions

Voter education is a critical piece of any advocacy strategy. Chapters can use Zoom to host virtual voter education sessions. These meetings can focus on an LGBTQ+ equality broadly or they can focus on a piece of upcoming legislation at the local, state, or federal level.

Please remember, when discussing issues or bills, you and your chapter can take a position and call out on-the-record good or bad actions by public figures. You should avoid comparing candidates and officials to their opposition. And, as always, keep the language civil, uplift what you think should happen on the issue, and don't ramp up criticism as an election approaches.

### 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 NQAPIA, DesiRainbow, LULAC, the NAACP your local LGBTQ+ center, and others.
5. Use various tools including your website, email, and social media to spread the word about your event.

The information in this section is also available in video format [here](#). If you have questions please reach out to Diego Sanchez, Director of Advocacy, Policy, and Partnerships ([dsanchez@pflag.org](mailto:dsanchez@pflag.org)).