

# 2019 ELECTION GUIDE



**Voices**   
For Virginia's  
Children

**In November 2019, all 140 seats in the Virginia General Assembly are up for election. The 40 senators and 100 delegates will determine how laws will be written and whether those laws will help Virginia's children succeed.**

Voices for Virginia's Children encourages child advocates to use these nonpartisan talking points and questions to educate candidates and encourage them to address these issues during their campaigns — and, after they are elected.

### TOPICS INCLUDE:

**EARLY  
CHILDHOOD**

**FAMILY  
ECONOMIC  
SECURITY**

**FOSTER  
CARE**

**CHILDREN'S  
MENTAL  
HEALTH**

**TRAUMA-  
INFORMED  
CARE**

### IMPORTANT DATES TO REMEMBER:



Last day to  
register to vote



Election  
Day!

For 25 years, Voices for Virginia's Children has championed public policies that improve the lives of children across the Commonwealth. We support all kids, especially those who are often overlooked — young children, children of color, those who are economically disadvantaged, those with mental health challenges, or those in foster care — to grow up safe, healthy, and reach their full potential.

✓ **NONPROFIT**

✓ **NONPARTISAN**

✓ **DATA-INFORMED**

# HOW TO USE THIS ELECTION GUIDE

 Keep these resources available

 Invite candidates to speak with your organization

 Host a candidate forum

 Use social media #VAVotes4Kids

## What is electoral advocacy and why does it matter?

Electoral advocacy is a nonpartisan way to champion issues and bring them to the forefront. We want candidates to be highlighting topics that matter most to kids and families in the Commonwealth. Getting to know candidates' positions while they are campaigning provides a foundation for engaging our leaders after the election.

## How can social media be used in this election in a nonpartisan way?

Social media can be a powerful way to distribute information and call voters to action. Voices will be sharing a variety of articles and media from candidate forums and debates, as well as facts and images from our report to bring issues to the forefront. Check out our blogs and use your social media platforms to raise awareness and engage with candidates.

### FOLLOW US ON

 @vakids  @vakids  @va\_kids

## SOCIAL MEDIA FOR NONPROFIT ORGANIZATIONS

### DO

- Share media coverage of candidates' positions
- Encourage followers to get informed and vote
- Create and share media on your issues
- #VAVotes4Kids

### DON'T

- Show favoritism toward candidates
- Share or retweet candidate posts
- Share media from partisan sources

## What can nonprofit organizations do to get involved?

Elections provide nonprofits with opportunities to connect with community members, interact with officials, and promote children's issues. As 501(c)(3) nonprofit organizations, it is important to know how to protect your nonprofit status.

## HOSTING FORUMS AND CANDIDATE EVENTS FOR NONPROFIT ORGANIZATIONS

### DO

- Invite all candidates
- Use a nonpartisan moderator to ask a variety of questions (These inserts are great starting points!)
- Allow media to record and share feeds on your organization's pages

### DON'T

- Ask one candidate more questions than another or give unequal time
- Allow staff or board members to distribute candidates' literature or campaign materials
- Appear to endorse a candidate

## What role can individuals play?

Individuals are not held to the same regulations as nonprofits and have the opportunity to interact directly with candidates. However, as employees or board members of a nonprofit, there are considerations to keep in mind.

## RECOMMENDATIONS FOR INDIVIDUALS ASSOCIATED WITH NONPROFIT ORGANIZATIONS

### DO

- Talk with candidates going door-to-door
- Ask questions at a town hall
- Learn about candidates' policy platforms
- VOTE!

### DON'T

- Post personal opinions on sites about the elections
- Connect personal opinions to your nonprofit organization

-  @vakids
-  @vakids
-  @va\_kids

