“I don’t think people realize how politics touches every part of their lives. I hope we convince people that voting is not just a one-time event; it’s a movement. It’s something that we have to do all the time because every single election is important. We need to make people understand that voting does make a difference.” The Honorable Marcia L. Fudge

The voting atmosphere in America is changing dramatically – how we register and vote (i.e. by mail, online and early voting in person), the U.S. Supreme Court striking down Section 4 and 5 of the Voting Rights Act, the new voting requirements that have been imposed in 11 states, how Georgia, Indiana, Kansas, Mississippi, Arkansas, Tennessee, Texas and Virginia have passed the strictest voter ID laws in the nation which were enforced in 2014, and the list goes on.

With less than two months until the November 4, 2014 midterm general elections, it is imperative that we place our emphasis on the local, county, state and congressional votes. These elections impact the daily lives of Americans, especially African Americans. They determine the person on your school boards, your governor, the mayor of your cities and who will have control of the U.S. Senate and House of Representatives to cite a few. This election will feature races for the governorship of 36 states, 35 seats in the U.S. Senate and 435 seats in the U.S. House of Representatves. The African American voter turnout in November 4, 2014 midterm elections has to be at the level of the presidential election turnout in 2008 and 2012. We must be a determining factor during these upcoming elections.

In order for us to have the needed turnout for the 2014 midterm elections, we have to expand our organizing efforts, how we talk about engagement, and keep in mind that it all starts out with voter education. Yes, voter registration is that pivotal pre-step, however, as African American voters, we need to know how local and state elected officials impact our communities. We need to know how our school boards determine the educational well-being of our children, who determines whether or not to erect a stop sign in our neighborhoods, the duties and responsibilities of our mayors and governors or that in some jurisdictions the mayor or the city council appoints the police chief. We need to know how to hold those who represent us accountable. Members this is your CALL TO ACTION.

Delta Sigma Theta Sorority, Inc. is officially launching the National Voter Education Campaign & Countdown to the Polls – 2014 Midterm Elections. Our goal is to increase community engagement in local, county and state politics through voter education and mobilization. Sorors, we need to galvanize our communities to GET ORGANIZED, GET REGISTERED, GET EDUCATED and GET TO THE POLLS on November 4, 2014 and vote in these midterm elections. Here is how to you can get started:

**VOTER EDUCATION OUTREACH**

1. **College/University Homecomings:** During your college/university’s homecoming week, enact the “22 VOTE REACH.” During your institution’s week of events, create at least 22 ways to educate your peers, alumni, faculty, staff and attendes of the importance of upcoming elections.
A. Handout 22 voting facts and reminders.
   Examples
   i. Hand out Pompoms with a note: Remember November 4, 2014 is Election Day.
   ii. Tailgating-wrap a ribbon around the cutlery with a note: Did you know? Voting rights for ex-offenders are restored automatically once released from prison and discharged from parole (probationers can vote) in: CA, CO, CT, and NY

B. Collaborate with neighboring collegiate chapters and set a goal to organize 22 voter education forums, workshops, etc. at colleges and universities.

2. Social Media: Post a photo of yourself, your chapter members and members of the community holding a voting fact and Instagram it, Facebook it, or Tweet it with the #DSTVOTEREDU on Twitter or DSTVOTEREDU on Instagram. NOTE: Make sure your voting fact is unique to your city or state.

3. Alumnae Collegiate Outreach – Alumnae and Collegiate chapters should collaborate and host a voter education event/activity in the community and on a college/university campus.

4. Text the Facts – Text a voting fact and/or reminder to 22 people daily.

5. Click to Commit – Register at www.blackandbrownpeoplevote.org to receive voting reminders for local, state, and national elections via text and/or email.

COUNTDOWN TO THE POLLS

October 14, 2014 will kick-off the 22 day countdown to the polls. Go to the Delta Sigma Theta Sorority, Inc. national website to find the countdown to the polls clock. Refer to the clock periodically to obtain a voter fact and/or reminder leading up to the November 4, 2014 election day.

The next few months leading to the November 4, 2014 midterm general elections are critical! It is our responsibility to better empower our citizens and uphold our obligation to be fully outfitted with the knowledge of the political system and power of our vote.

“GET ORGANIZED, GET REGISTERED, GET EDUCATED and GET TO THE POLLS, November 4, 2014”

For more information, please contact Shambulia Gadsden Sams, Public Policy Specialist, at sgadsdensams@deltasigmatheta.org.

In Service, Leadership and Empowerment,

Paulette C. Walker

Dr. Paulette C. Walker
National President and CEO