

YWCA'S #YWOMENVOTE CAMPAIGN: YOUR VOICE. YOUR VOTE. YOUR FUTURE.

Background

YWCA's recently-launched **#YWomenVote** "get out the vote" (GOTV) campaign encourages and uplifts women's voices and the importance of civic engagement. Together, we're taking steps to reach our goal of registering and mobilizing 10,000 women to vote on Election Day 2018! Across social media and onsite at GOTV events, YWCA is sharing stories of **#YWomenVote**, because women know profoundly the importance of showing up to the polls. It's time our voices are heard.

We are asking for your support in **coordinating your social media messages** with those being produced by YWCA USA's Washington, DC office. We need your team to retweet and repost our **key themed messages every Monday and Friday through election day on November 6, 2018**. Our goal is to get the entire YWCA network on-message as we lift up key issues that tell the world **#YWomenVote**.

[Week 1](#) of the **#YWomenVote** campaign celebrated National Voter Registration Day with the premiere of YWCA's [BRAND NEW video](#) that highlights **#YWomenVote** and encourages people to [register to vote](#). [Week 2](#) promoted [What Women Want 2018](#), YWCA's new report on the top concerns and priorities of women. [Week 3](#) focused in on two key themes from this report: women's broad concerns about gender-based violence and about access to affordable health care. [Week 4](#) continued our focus on gender-based violence as part of YWCA's [Week Without Violence](#) activities.

Week 5 Spotlight: Women's Economic & Caregiving Concerns

During the week of October 22-26, please join us in lifting up the top economic and caregiving concerns and priorities for women. According to YWCA's *What Women Want 2018* report, almost half of all women worry about basic financial issues like medical expenses, making enough to pay their rent and other bills, getting a good paying job, college affordability, and job loss. Women also worry about caregiving for their aging relatives (60%) as well as having affordable and dependable childcare (35%). This is why 9 out of 10 women want Congress to pass equal pay legislation and **the Child Care For Working Families Act** to expand access to quality, affordable child care, and more than 80% of women agree that **passing paid family and medical leave** should be a priority for Congress.

Here's what we need you to do:

- **Join the #YWomenVote social media campaign on Monday, October 22 and Friday, October 26**
 - Share tweets and posts that highlight women's economic and caregiving concerns and priorities.

- Retweet or repost #YWWomenVote tweets and posts from YWCA USA and others.
- When you take to social media:
 - Be sure to include the **#YWWomenVote** hashtag and tag **@YWCAUSA** in your posts.
 - Use our sample social media below to get started—but please feel free to add your own messages!
 - Remember to help us stay **on message every Monday on Friday** until November 5, 2018 by focusing in on the theme of the week. Feel free to use and share our easy-to-use voter page: www.ywcavote.org
 - Engage your elected officials in your advocacy by tagging them in your social media posts using this [list](#).
 - Include the *What Women Want 2018* report link:
<http://bit.ly/YWCAWhatWomenWant2018>
 - Keep sharing the GOTV video, using this video link: <https://youtu.be/gpK6EG7pU4U>
 - Add any of the graphics from [this folder](#) to your posts!

Facebook:

- Women do not lead single issue lives, and economic concerns—particularly around caregiving and child care—are top of mind. #WhatWomenWant (9 out of 10 of them!) is for Congress to pass legislation to guarantee equal pay for equal work and the Child Care For Working Families Act to expand access to quality, affordable child care. And more than 80% of women agree that passing paid family and medical leave should be a priority for Congress. Read the full report for this and other reasons #YWWomenVote!
<http://bit.ly/YWCAWhatWomenWant2018>

Twitter:

- More than 90% of women want Congress to act NOW to strengthen #equalpay laws. Learn more: <http://bit.ly/YWCAWhatWomenWant2018> #YWWomenVote #WhatWomenWant @YWCAUSA
- 2 out of 5 women worry about basic financial issues, like meeting expenses, getting a good paying job, college affordability, and job loss. #WhatWomenWant are economic solutions like #equalpay laws. Learn more: <http://bit.ly/YWCAWhatWomenWant2018> #YWWomenVote @YWCAUSA
- Women often play dual roles as breadwinners and caregivers, explaining why 84% want Congress to pass PAID family and medical leave laws: <http://bit.ly/YWCAWhatWomenWant2018> #WhatWomenWant #YWWomenVote_#paidleave @YWCAUSA

YWCA IS ON A MISSION

eliminating racism
empowering women
ywca

- #YWWomenVote: Because safe, quality, affordable child care should be available to EVERYONE. 69% of women strongly agree that Congress should pass a law to make that happen.
<http://bit.ly/YWCAWhatWomenWant2018> #WhatWomenWant #childcare @YWCAUSA
- Paid family and medical leave and affordable, quality child care aren't partisan issues. #WhatWomenWant, including more than 70% of Republican women, is for Congress to pass PAID family and medical leave legislation, and the Child Care for Working Families Act.
<http://bit.ly/YWCAWhatWomenWant2018> #YWWomenVote #paidleave @YWCAUSA
- Women of color are more likely to be very worried about #sexualharassment at work. #WhatWomenWant is economic security and safety, now! <http://bit.ly/YWCAWhatWomenWant2018> #YWWomenVote @YWCAUSA
- 42% of women are worried about being able to take time off from work after experiencing sexual or #domesticviolence, without worrying that they'll lose their job. Learn more in @YWCAUSA's new report:
<http://bit.ly/YWCAWhatWomenWant2018> #WhatWomenWant #YWWomenVote #safeleave #DVAM
- **Graphic:** New graphics are below. All current and previous graphic can be found and downloaded in [this folder](#). Please be sure to add a graphic to each of your posts!

