

## 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](#) focused on the top economic and caregiving priorities for women.

### Week 6 Spotlight: Women's Health and Social Justice Priorities

During the week of October 29-November 2, please join us in lifting up the top health care and social justice priorities for women. According to YWCA's *What Women Want 2018* report, one of women's top concerns is health care, with more than 60% of women worried about medical expenses or securing affordable health insurance coverage. More than 40% are also worried about having access to the full range of reproductive health care, having access to mental health services, and keeping their families safe from opioid and other substance addiction.

This is why 8 out of 10 women want Congress to **protect the Affordable Care Act**, particularly provisions providing coverage for pre-existing conditions, preventative health services for women, and access to birth control services, and to pass **the Trauma-Informed Care for Children and Families Act** and the **Preventing Maternal Deaths Act**. Moreover, women agree that **protecting Roe V. Wade** (77%), passing legislation to end racial profiling (68%), and immigration solutions like the Dream Act (74%), comprehensive immigration reform (78%), and ending family separation (74%) and family detention (69%) should be priorities for Congress.

Here's what we need you to do:

- **Join the #YWWomenVote social media campaign on Monday, October 29 and Friday, November 2**
  - Share tweets and posts that highlight women's health care and social justice 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 and Friday** until November 6, by focusing in on the theme of the week. Feel free to use and share our easy-to-use voter page: [www.ywcavote.org](http://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: [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf)
    - 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:**
  - Health care concerns are a top priority for women across all races, ages, and party lines. #WhatWomenWant (81% of them!) is for Congress to protect the Affordable Care Act and to pass legislation to address the specific health needs of women and girls (like the Trauma-Informed Care Act and the Preventing Maternal Deaths Act). 27% also agree that Congress should make it a priority to protect *Roe v. Wade*. This is what women want. And this is #YWWomenVote! [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf)
- **Twitter:**
  - More than 80% of women want Congress to protect the #ACA. Learn more: [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote #WhatWomenWant #ProtectOurCare @YWCAUSA
  - 2 out of 5 women worry about having access to the full range of reproductive health care. #WhatWomenWant is for Congress to protect #RoevWade. Learn more: [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote @YWCAUSA #WeWontGoBack #reprorights

- Black women in the U.S. are 3-4x as likely to die during pregnancy or childbirth as white women. #WhatWomenWant is for #maternalhealth & #racialjustice to be taken seriously, and for Congress to pass the Preventing Maternal Deaths Act. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote @YWCAUSA
- #YWWomenVote: Because #maternalhealth matters! 81% of women agree that Congress should pass a law to prevent maternal deaths-something that is an epidemic in America. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #WhatWomenWant @YWCAUSA
- Coverage for pre-existing conditions, preventative health services, and access to birth control services isn't a partisan issue. #WhatWomenWant, incl. over 60% of Republican women, is for Congress to protect the #ACA. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote #ProtectOurCare @YWCAUSA
- Protecting the full range of reproductive health care for women isn't a partisan issue. #WhatWomenWant (and also 72% of voters!), is for Congress to make it a priority to protect #RoevWade. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote @YWCAUSA #reprorights #WeWontGoBack
- More than 40% of women are worried about having access to mental health services when they need them. One of the reasons #YWWomenVote? To have a Congress that passes bills like the Trauma-Informed Care for Children and Families Act. #WhatWomenWant [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) @YWCAUSA
- More than half of women strongly agree with Congress taking action on immigration issues, and 74% agree that Congress should #EndFamilySeparation and pass the #DreamAct now! [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote #WhatWomenWant #EndFamilyDetention @YWCAUSA
- Women across race, age, and political party strongly agree that Congress should take steps to end racial profiling. It's #WhatWomenWant (81% of

# YWCA IS ON A MISSION

eliminating racism  
empowering women  
**ywca**

them!) and #YWWomenVote. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #YWWomenVote @YWCAUSA

- Ending racial profiling isn't a partisan issue. #WhatWomenWant, including 63% of Republican women, is for Congress to pass legislation like the End Racial (and Religious) Profiling Act. #YWWomenVote. [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) #EndProfiling @YWCAUSA
- Women of color are worried about keeping their families safe from gun violence, and more than 55 percent of Black, Latinx, and Asian women are very worried. #YWWomenVote. #WhatWomenWant [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) @YWCAUSA #endgunviolence
- At least three-quarters of Latinx women want Congress to act on immigration—by passing the #DreamAct (79%), ending family separation at the border (79%), & ending the detention of immigrant women and children (69%). #YWWomenVote #EndFamilyDetention [https://www.ywca.org/wp-content/uploads/WhatWomenWant2018\\_final.pdf](https://www.ywca.org/wp-content/uploads/WhatWomenWant2018_final.pdf) @YWCAUSA
- **Graphics:** New graphics are below. All new and previous graphics can be found and downloaded in [this folder](#). Please be sure to add a graphic to each of your posts!

