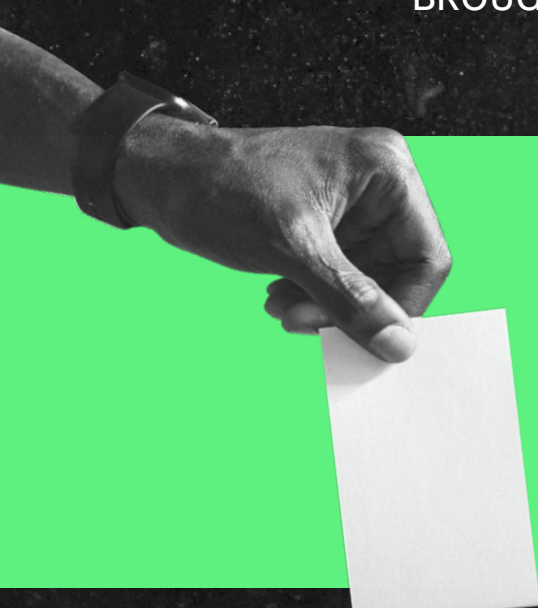




# JOY TO THE POLLS

A NON-PARTISAN INITIATIVE TO BRING MUSIC AND ARTISTRY  
TO ENTERTAIN PEOPLE WAITING IN EPIC LINES TO VOTE,  
BROUGHT TO YOU BY ELECTION DEFENDERS.

A close-up photograph of a person's hand holding a white ballot paper, set against a solid green background.

The organizers of #JoyToThePolls are focusing on polling centers in key states, but this toolkit will allow you to activate your own #JoyToThePolls action wherever you are! The public launch will be in Philadelphia, PA, on October 24, early voting day. The campaign will continue, culminating in events across the country on November 3rd! This toolkit provides information so that artists around the country can activate #JoyToThePolls in their communities anywhere and everywhere.



## BACKGROUND

Voting must be as safe as possible— with PPE, social distancing and a lack of intimidation.

We aim to de-escalate any tensions with music and community, while infusing the process of voting with joy, energy, and excitement!

This endeavor is completely non-partisan as part of the Election Defenders 501c3, and is an exercise in drumming up excitement around voting, keeping folks happy in the lines, and preserving free and fair elections by reducing the chances of voter intimidation. In addition to joining #JoyToThePolls, you can support by volunteering to be a poll protector through Election Defenders.

## OBJECTIVES

- ★ Celebrate the vibrancy of the artistic community, even and especially during the pandemic
- ★ Entertain people waiting to vote, early and on election day
- ★ Alleviate the anguish of the next few weeks and beyond
- ★ Create interventions of peace
- ★ Elevate JOY!





## IMPORTANT GUIDELINES

### START YOUR OWN #JOYTOTHEPOLLS ACTION

You can activate wherever you are! We are placing special attention on where we expect there will be long lines and where tensions may be high, but please know that having #JoyToThePolls in every state and at every polling center will send a powerful message about the crucial role that you, the artist, are playing in this election. You can find your local polling center through this link:

[www.vote.org/polling-place-locator](http://www.vote.org/polling-place-locator)

Whether you're a solo musician, singer, dancer, juggler; or whether you have a marching band, choir, or performance troupe, you can bring your art to your local polling center. Please check carefully for rules in your jurisdiction. For example, many don't allow amplified music or stationary performance without a permit. In this case, plan to be acoustic and roving. You also will have to find out how many feet you have to be away from the polling site. If you are putting together a group to perform, please communicate through private emails or encrypted chats, such as Signal or WhatsApp. Please do not alert the public to where you will perform. Because the lines are often hours long, try to set up shifts with your fellow artists, so you can keep the entertainment going all day and night until the last ballot is cast.

[Here is a toolkit](#) with all the creative you will need: images, sample language, etc. This folder will be available to you on October 24th at [this link](#), but feel free to get creative yourself, too. Just don't announce which polls you'll be at ahead of time!



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### **SAFETY MEASURES**

Due to the COVID-19 pandemic, please implement safety measures, such as PPE, temperature checks, and full sanitization of equipment. Please wear a mask. Enforce social distancing. Be the example of how to perform with your own health and the health of others in mind.

### **NON-PARTISAN MESSAGING**

Please do not wear partisan signage, clothing, verbal, or written messaging. Please do not endorse a candidate. Simply amplify the JOY of voting! You may also push out messaging to those in lines to call or text their friends and family to GET OUT THE VOTE!

### **NO MARKETING: SURPRISE POP-UPS!**

This campaign is an exercise in reducing tension and bringing joy to those waiting in lines at the polls - NOT to create new lines. No artists or tour routings will be announced ahead of time. Each performance will be a surprise pop-up with no marketing ahead of time.

### **ARTIST EMBARGO ON SOCIAL MEDIA**

Artists will not post or share this campaign publicly until AFTER they perform. No one should have knowledge of who is set to show up, or at which polling sites. If you post after you perform, please use the hashtag #JoyToThePolls, share an image/video on social, and tag your location.

### **MUSIC KEEPS PEOPLE IN LINE AND KEEPS PEOPLE HAPPY!**

In addition to de-escalation, we aim to entertain citizens exercising their right to vote. We know lines can be long and people can get weary. Our goal is to keep people in line, HAPPY, and energized to vote. Think of it like the activations to offer ticket-buyers hot coffee in long lines.





JOY TO THE POLLS

## IF YOU AREN'T ABLE TO ACTIVATE A #JOYTO THE POLLS ACTION IN PERSON, YOU CAN JOIN OUR PLAYLIST CAMPAIGN!!

### HERE'S WHAT TO DO:

Create a playlist of songs that bring you joy and inspire you to vote in this election. We recommend keeping the playlist to 5-30 songs, but do whatever feels right for you. We'll send you artwork that you can use as your playlist's cover image, but feel free to get as creative as you'd like. (Note: because we are non-partisan, please make sure your songs do not mention candidates or political parties by name.)

On October 24th, upload your #JoyToThePolls playlist to Spotify, Apple Music, Tidal, SoundCloud, or your preferred streaming platform. DJs, bonus points if you make a mixtape!

On October 24th, share your playlist on social media using #JoyToThePolls!

Here is a toolkit with all the creative you will need: images, sample language, etc. to promote your playlist. This folder will be available to you on October 24th at [this link](#), but feel free to get creative yourself too!

