|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Week** | **Goals** | **Focused messages** | **BLOG/ARTICLE** | **MEME** | **HASHTAG** | **PR** |
| **1** | **8/31-9/5** | **Awareness** | **Who can vote? Are you registered?** | <http://thearc.org/wp-content/uploads/2020/06/Disability_Voter_Guide_English.pdf>Emma’s PL guide on registering to vote | Who can vote? List qualifications | #AreYouRegistered#DisabilityVoteCA |  |
| **Engagement** | **Disability issues/policy** | <https://autisticadvocacy.org/wp-content/uploads/2019/12/ER-Your-Vote-Counts-main-content.pdf><http://thearc.org/wp-content/uploads/2020/06/Policy_Issues_Fact_Sheet_ENGLISH.pdf> | What are you voting for? | #DisabilityVoteCA#WhatAreYouVotingFor |  |
| **Action** | **Register to vote/ Check your registration/ Learn more** | <https://p2a.co/opKw8tk/?p2asource=CA>[www.disabilityvoteca.org](http://www.disabilityvoteca.org) | How to Register | #AreYouRegistered#DisabilityVoteCA |  |
| **2** | **9/7-9/12** | **Awareness** | **Who can vote? Are you registered?/ learn more** | <http://thearc.org/wp-content/uploads/2020/06/Disability_Voter_Guide_English.pdf>Emma’s PL guide on registering to voteInterview w/ Wesley | Who can vote? List qualifications | #AreYouRegistered#DisabilityVoteCA |  |
| **Engagement** | **Disability issues/policy** | <https://autisticadvocacy.org/wp-content/uploads/2019/12/ER-Your-Vote-Counts-main-content.pdf><http://thearc.org/wp-content/uploads/2020/06/Policy_Issues_Fact_Sheet_ENGLISH.pdf> | What are you voting for? | #DisabilityVoteCA#WhatAreYouVotingFor |  |
| **Action** | **Register to vote/ check your registration** | <https://p2a.co/opKw8tk/?p2asource=CA>[www.disabilityvoteca.org](http://www.disabilityvoteca.org) | How to Register | #AreYouRegistered#DisabilityVoteCA |  |
| **3** | **9/14-9/19** | **Awareness** | **The power of 4 million voters** | DRC Your Vote Matters Video: <https://www.youtube.com/watch?time_continue=6&v=GvZKbwwKTiw&feature=emb_logo> |  |  |  |
| **Engagement** | **How disability issues impact you** | <http://thearc.org/wp-content/uploads/2020/06/Policy_Issues_Fact_Sheet_ENGLISH.pdf> |  |  |  |
| **Action** | **Register to vote** |  |  |  |  |
| **4** | **9/21-9/26** | **Awareness** | **The power of 4 million voters** |  |  |  |  |
| **Engagement** | **How disability issues impact you** | <http://thearc.org/wp-content/uploads/2020/06/Policy_Issues_Fact_Sheet_ENGLISH.pdf> |  |  |  |
| **Action** | **Register to vote/ learn more** | <https://p2a.co/opKw8tk/?p2asource=CA>[www.disabilityvoteca.org](http://www.disabilityvoteca.org) |  |  |  |
| **5** | **9/28-10/3** | **Awareness** | **Early voting guidance** |  |  |  |  |
| **Engagement** | **Issues/candidate platforms** |  |  |  |  |
| **Action** | **Register to vote / learn more** | <https://p2a.co/opKw8tk/?p2asource=CA>[www.disabilityvoteca.org](http://www.disabilityvoteca.org) |  |  |  |
|  | **EARLY VOTING COMMENCES (10/5-11/2)** |  |  |  |  |
| **6** | **10/5-10/10** | **Awareness** | **Not too late to register** |  |  |  |  |
| **Engagement** | **Issues/candidate platforms** |  |  |  |  |
| **Action** | **Early voting guidance** |  |  |  |  |
| **7** | **10/12-10/17** | **Awareness** | **Last chance to register** |  |  |  |  |
| **Engagement** | **Issues/candidate platforms** |  |  |  |  |
| **Action** | **Early voting guidance**  |  |  |  |  |
|  | **DEADLINE TO REGISTER (10/19)** |  |  |  |  |
| **8** | **10/19-10/24** | **Awareness** | **Why voting matters** |  |  |  |  |
| **Engagement** | **How disability issues impact you** |  |  |  |  |
| **Action** | **Early voting guidance** |  |  |  |  |
| **9** | **10/26-10/31** | **Awareness** | **Why voting matters** |  |  |  |  |
| **Engagement** | **How disability issues impact you** |  |  |  |  |
| **Action** | **Early voting guidance** |  |  |  |  |
|  | **ELECTION WEEK** |  |  |  |  |
| **10** | **11/2-11/3** | **Awareness** | **How to vote (no matter what)** |  |  |  |  |
| **Engagement** | **Your voice matters now more than ever** |  |  |  |  |
| **Action** | **VOTE! No matter what. Vote for your life** |  |  |  |  |