



League of United Latin American Citizens

Turn Your Power on Toolkit Instructions



Summary

Now is the time to **Turn Your Power On** and make a historic impact. The League of United Latin American Citizens is eager to work with you and your community to amplify the Latino voice. As the second largest voting bloc in America, **our united efforts can shape the future for generations.**

We've created this toolkit to assist you—please share it via email or tag a friend on social media and let's build our movement to victory. From now until Election Day, join us in this movement to Turn Your Power On and make a difference that will resonate through history.

To use this toolkit, just pick the issues you care about most, download the related image, and share it on your social media. We've included some sample posts you can use, but feel free to create your own message and make it personal!

Download Graphics

Download ready-to-post graphics for social media.



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Turn Your Power On:

Ponte Las Pilas:

LULAC Socials

Building community is all about working together. Tag any of our LULAC socials and we'll amplify your message on social media:

Twitter: @LULAC

Instagram: @LULAC

Hashtags to use: #LULAC and #PonteLasPilas or #TurnYourVoteOn or #LatinoVote

Sample Social Media Posts

General Post:

☐ Did you know our community is the 2nd largest voting group in America? I want my vote to make a difference this election, which is why I'm joining LULAC's #TurnYourPowerOn campaign. It's not enough for me to vote—I'm committed to encouraging other Latinos to get involved too. Learn more about this movement I'm proud to be part of here: lulac.org/gotv/turn-your-power-on/

Issue Post: Reproductive Rights

☐ Our right to make decisions about our own bodies is on the line☐☐ This election, reproductive rights are a key issue driving me to the polls. Let's advance the freedom to choose by voting and encouraging others to do the same! lulac.org/gotv/turn-your-power-on/ #TurnYourPowerOn #MyBodyMyChoice #LULAC

Issue Post: Immigration

☐ Latino voices are powerful—and this election, it's time to #TurnYourPowerOn Opposing family separation, supporting comprehensive immigration reform, and defending our rights starts with your vote. Let's stand up for our community and future. lulac.org/gotv/turn-your-power-on/

Issue Post: Climate Change

☐ Latino communities are on the frontlines of climate change—now is the time to #TurnYourPowerOn☐ Vote for leaders who prioritize clean energy, protect our



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environment, and hold polluters accountable. Our future depends on it. ☐ Get involved and make a difference: lulac.org/gotv/turn-your-power-on/ #LULAC

Issue Post: Racial Justice

☐ Latino communities deserve justice and equality—now is the time to #TurnYourPowerOn Vote for leaders who prioritize criminal justice reform, racial equity, and accountability in policing. ☐ Together, we can create a fairer future for all. Get involved and make your voice heard: lulac.org/gotv/turn-your-power-on/ #LULAC

Issue Post: DACA Recipients

☐☐☐ Dreamers are a vital part of our community—it's time to #TurnYourPowerOn and vote for permanent protections ☐ Let's support leaders who will codify protections for DACA recipients and create a pathway to citizenship. Stand up for Dreamers and our future: lulac.org/gotv/turn-your-power-on/ #LULAC

Issue Post: Safety Net Programs

☐ Latino communities need strong support—it's time to #TurnYourPowerOn Vote for leaders committed to expanding Social Security, increasing funding for affordable housing ☐ and SNAP, and raising the minimum wage. ☐ Let's enhance our social safety nets and build a better future together: lulac.org/gotv/turn-your-power-on/ #LULAC