

Tribal College and University (TCU) Voter Toolkit

Communications Toolkit



Introduction

Important elections are happening year-round. Since 1944, the National Congress of American Indians (NCAI) has helped protect Native American voters from voter discrimination, intimidation, and suppression—and the impact of the Native Vote on local, state, and national elections is evident. When we join forces, we can create lasting change in tribal communities for decades to come. Our vote is imperative to ensuring American Indian and Alaska Native voices are heard, and students at Tribal Colleges and Universities (TCUs) play a vital role in that collective voice. With 37 TCUs across the United States, TCU students are major contributors to building Native political power and representation.

We need your leadership as TCU students to Get-Out-The-Vote and register for upcoming elections. **Help us amplify this effort on social media!**

Questions? Reach out!

If you have any questions about the use of this communications toolkit, please contact NativeVote@NCAI.org.

Inside This Communications Toolkit:

[Social Media](#)

[Email](#)

[Newsletter](#)

[Text Message](#)



Social Media

Below, you will find social media graphics and sample copy to post. We are asking all participants to:

- Post multiple times leading up to Election Day
- Reshare other Native Vote information and resources

Social Media Graphics



[Download square](#)

(best for Instagram and Facebook)



[Download rectangle](#)

(best for Twitter/X and LinkedIn)

Social Media Post Body Copy

Option 1 - IG & Twitter/X

Use Your Power! The power of the Native Student Vote plays a vital role in the collective voice of American Indian & Alaska Native communities. Learn more about the history of Native student activism and voting in NCAI's TCU Toolkit. #TCUVote #NativeVote

Option 1 - Facebook & LinkedIn

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NativeVote.org/About/Native-Vote-Resources/



Option 2 - IG & Twitter/X

Student voices matter. Native voices matter. Together, we can make a difference. There is no election too big or too small for us to have an impact. For more information on elections across the country and voting as a Native student, check out NCAI's TCU Toolkit. #TCUVote #NativeVote

Option 2 - Facebook & LinkedIn

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Option 3 - IG & Twitter/X

It's not too late! Your time to make a difference is now. Native voices matter. Check your local election deadlines and make sure you are registered to vote by using NCAI's TCU Toolkit to find local election resources. #TCUVote #NativeVote

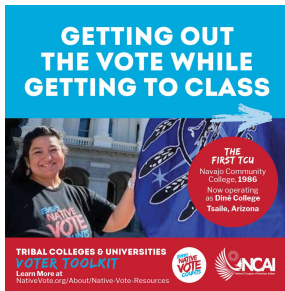
Option 3 - Facebook & LinkedIn

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Share the TCU Voter Toolkit!

The TCU Voter Toolkit exists in both print and digital formats. Carousel versions of the digital toolkit are available for download to post to any of your social channels!



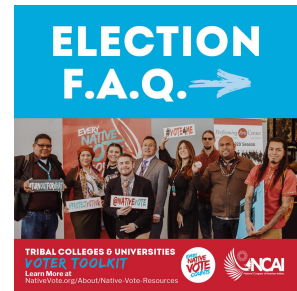
[Download Carousel 1:](#)
Getting the Vote Out While Getting to Class



[Download Carousel 2:](#)
Make a Voting Plan



[Download Carousel 3:](#)
Voter ID Laws



[Download Carousel 4:](#)
Election F.A.Q.



[Download Carousel 5:](#)
Out-of-State Students



[Download Carousel 6:](#)
Connect, Organize & Raise Awareness



[Download Native Vote Quote](#)



Email

Remember to vote! Important elections are happening year-round, and Native voices are critical in every political race. We have seen the impact of the Native Vote on a local, state, and national level. For example, in 2002, South Dakota Senator Tim Johnson was re-elected by 500 votes. The final votes collected were counted on the Pine Ridge Reservation.

When Native communities join forces, we can create lasting change for decades to come. With 37 Tribal Colleges and Universities (TCUs) across the United States, Native students are vital to ensuring our values, voices, and rights are uplifted and upheld. Make your voice heard, because your vote counts and your voice matters.

As we work to demonstrate and expand the power of the Native Student Vote, there are things you can do to help:

- Share the TCU Voter Toolkit broadly
NativeVote.org/About/Native-Vote-Resources/
- Share the following social media posts on Facebook and Instagram
- Make sure you and your community are ready to make your voice heard on Election Day

Social Media Graphics



[Download square](#)

(best for Instagram and Facebook)



[Download rectangle](#)

(best for Twitter/X and LinkedIn)



Social Media Post Body Copy

- **Option 1 - IG & Twitter/X**

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- **Option 2 - IG & Twitter/X**

Student voices matter. Native voices matter. Together, we can make a difference. There is no election too big or too small for us to have an impact. For more information on elections across the country and voting as a Native student, check out NCAI's TCU Toolkit. #TCUVote #NativeVote

- **Option 2 - Facebook & LinkedIn**

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- **Option 3 - IG & Twitter/X**

It's not too late! Your time to make a difference is now. Native voices matter. Check your local election deadlines and make sure you are registered to vote by using NCAI's TCU Toolkit to find local election resources. #TCUVote #NativeVote



- **Option 3 - Facebook & LinkedIn**

It's not too late! Your time to make a difference is now. Native voices matter. Check your local election deadlines and make sure you are registered to vote by using NCAI's TCU Toolkit to find local election resources.

NativeVote.org/About/Native-Vote-Resources/

If you are interested in helping or have any questions, comments, or concerns, don't hesitate to reach out to NativeVote@NCAI.org. Remember, every Native Vote counts. TCUs have more than 30,000 students and many elections are decided by only a few hundred votes. The Native Vote is powerful, and your voice today will lay the groundwork for the next election and beyond.!



Newsletter

Hello (insert TCU) community,

Now more than ever, it is important that the voices of Native people are heard. Our stories, traditions, knowledge, culture, values, and sovereignty depend on it. Election season is vital to ensure that our traditions and ways of life remain strong and protected for generations to come.

When Native communities join forces, we can create lasting change. Our vote is imperative to ensuring American Indian and Alaska Native voices are heard, and Native students play a vital role in that collective voice. With 37 Tribal Colleges and Universities (TCUs) across the United States, Native students are major contributors to building Native political power and representation.

Remember, every Native Vote counts. Make sure your voice is heard, as well as the voices of your families, friends, and relatives.

As we work to demonstrate and expand the power of the Native Student Vote, there are a few things you can do to help. First, share important resources like the National Congress of American Indians' (NCAI) Tribal Colleges and Universities Toolkit (NativeVote.org/About/Native-Vote-Resources/) which outlines the history of civic engagement and education at TCU's, along with local election resources geared toward Native students. Additionally, explore NCAI's communications toolkit for sample social media posts to encourage your friends and families to use their civic power.

Vote for your future. Vote for your children's future. Vote for the next seven generations. The Native Vote is powerful, and your voice today will lay the groundwork for the next election and beyond. .

Text Message

Remember to vote! Important elections are happening year round, and Native voices are critical in every political race. The Native Student Vote can influence many races and it depends on voter registration and turnout. Make your voice heard.

Are you ready for Election Day? Check out these resources:

NativeVote.org/About/Native-Vote-Resources/