



Talking Points

The Ballot Box Is Opening

- For months, millions of people took to the streets because the ballot box wasn't open yet. Soon, it will be.
- October 17 marks the next phase of No Kings: taking the power people have built in their communities directly to the ballot box.
- Pivoting our strategy from marching to voting is our movement using the tool available to us when it matters most.
- Our power comes from participation: organizing, speaking out, voting, protecting our rights, and holding those in power accountable.

Why Vote Early?

- Voting early gives eligible voters more opportunities to participate and make their voices heard.
- It gives people time to deal with problems that could otherwise keep them from voting on Election Day.
- Voting early also gives communities more time to help neighbors, friends, family members, and coworkers make their own plans to participate.
- In communities where voting has already started, October 17 should be a celebration of voting: walk to the polls together, organize rides, bring your neighborhood together, and help eligible voters participate.
- Where voting begins later, October 17 is about making sure everyone knows when voting starts, where to find reliable information, and what their plan is.

Our Elections Are Under Attack Right Now

- Across the country, some leaders are working hard to undermine trust in our elections, weaken voting rights, and make it harder for people to have their voices heard.
- This is not a future threat; attacks on our elections and the people who administer them are happening now.
- We recognize these threats and are organizing to stop them. Our democracy depends on every eligible voter having the freedom to participate without intimidation, interference, or barriers.

Defending the Vote is our Collective Duty

- When our elections are under threat, we have a collective duty to step up, protect the vote, and make sure every ballot is safely counted.
- October 17 and Election Day are not the finish line. The work of protecting our elections and holding leaders accountable will continue beyond these moments.
- Every No Kings: Vote Early event is an on-ramp into election protection work, connecting communities with training and resources needed to defend the democratic process locally.

The People Decide Our Elections

- Millions of people have joined No Kings actions to reject unaccountable power. Now, we're adding to that work, making sure people are ready to vote early to choose their leaders.
- In America, we have no kings. The people choose their leaders. Leaders do not get to choose who votes, whose voices count, or what future our communities deserve.
- No one person, no institution, and no political party gets to decide our leaders before voters do. Across this country, families are struggling with the cost of groceries, gas, electric bills, and everyday expenses. The choices made by those in power affect our lives, and elections determine who has the power to make those choices.
- This moment is about making sure we use our power at the ballot box for the future they want for their families, their communities, and their country.

Voting Early Is How We Use Our Power

- Voting early gives us the power to make our voices heard on our own terms, before Election Day and before anyone else can decide what happens next.

- Our communities are strongest when everyone who is eligible to vote has a plan, knows their options, and follows through.
- The people who organize, participate, and vote are the people who decide what happens next.
- No Kings: Vote Early is an event focused on voter participation for all eligible voters. It is not affiliated with, coordinated with, or supportive of any candidate or political party.

No Kings Is Driven By Local Power

- No Kings is built by people on the ground. The strength of this movement comes from local organizers, volunteers, community leaders, and everyday people who are bringing their neighbors together and taking action in their own communities.
- Local communities know what is at stake. From the cost of living to voting rights and the future of our democracy, people are organizing around the issues that affect their families and their communities every day.
- National action starts with local power. No Kings is investing in the people and organizations closest to their communities, building lasting organizing capacity that can turn moments of action into sustained power long after October 17 and Election Day.
- No Kings: Vote Early events will look different because no two communities are the same. Local hosts design each action to reflect their neighborhood's specific needs, priorities and election rules – whether that means hosting block parties in early-voting states, or organizing local election defense workshops where voting starts later.

Our Commitment to Nonviolence

- Nonviolent, people-led movements are the most successful path to real change.
- When communities stand together in nonviolent action, fear loses its power.
- America has a long history of suppressing the rights of people of color, grounded in white supremacy. History is clear that people-led movements, not force, is how we end repression.

DOs and DON'Ts

★ Elected Official Speakers

- To avoid the appearance of endorsement or promotion of a candidate for office, individuals who are actively running for elected office should not be invited or included in speaking programs.
- Any other government officials must appear only in their capacity as an officeholder and government official – no elected official will appear as a candidate even if their election is not in 2026.

★ Candidates, Political Committees, and Parties

- No candidate campaign activities are permitted at any point during these events, including distributing campaign literature, any campaign fundraising, and coordinating with any candidate campaign staff or agents.
- Similarly, no political parties or any other type of political committee are permitted at these events - they also should not attend to distribute literature or be part of coordinating events. Events are strictly nonpartisan and unbiased toward any particular policy platform or viewpoint.

★ No speaker can express bias for or against any candidates for office

DO	DON'T
✓ Emphasize the need to vote early as much as possible.	✗ Only center on protest.
✓ Speak to current events and power grabs happening right now.	✗ Speak in vague issue terms. Narrative is a guide, not final say.
✓ ENCOURAGE nonviolent, nonpartisan AND LAWFUL VOTER EMPOWERMENT EVENTS	✗ DO NOT ENCOURAGE, PLAN, OR FACILITATE VIOLENCE OR CIVIL DISOBEDIENCE
✓ USE COALITION CALLS TO ACTION AND REFER TO ELECTED OFFICIALS IN THEIR CAPACITY AS SUCH (E.G., USING THEIR TITLES IN FRONT OF THEIR NAMES, DISCUSSING THEIR POLICIES AND OFFICIAL ACTIONS, NOT PERSONALITIES)	✗ THROW PERSONAL ATTACKS AT OPPOSITION

✓ EXPRESS URGENCY AND BENEFITS OF MAKING A PLAN TO VOTE FOR ALL VOTERS	✗ ENGAGE WITH COUNTER PROTESTORS
✓ ENCOURAGE ONGOING ACTION-TAKING AND PARTICIPATION IN MOVEMENT	✗ USE PARTISAN POLITICAL LANGUAGE or REFERENCE ANY CANDIDATE, CAMPAIGN, OR BALLOT MEASURE Example: MAGA politicians, Pass Initiative [X], vote [politician] out, vote for Democrats up and down the ballot, we can get a Democratic Congress elected in 2026 to resist Trump
✓ USE YOUR PLATFORM TO BRING IN MORE COMMUNITIES AND GROUPS TO THE TABLE	✗ DISCUSS DONALD TRUMP OR ANY OTHER ELECTED PERSON AS AN INDIVIDUAL RATHER THAN AN OFFICEHOLDER (Example: do not discuss fitness for office, their mental health, or personalities - focus on policies)
✓ MAKE IT CLEAR: NO KINGS VOTES EARLY	✗ STAY FOCUSED ON THE NEGATIVE
✓ Make events nonpartisan and encourage all voters to vote	✗ Make a partisan call to action around upcoming elections – like asking people to register to vote Democrat to prepare for 2026 midterms.