Latinas Vote!
Voter Registration and Engagement
A Program of MANA, A National Latina Organization
The Time for Latinas is Now!

Hispanic women and girls represent 1 out of every 5 females in the United States today. By 2060, we will represent 1 out of every 3. We cannot wait until 2060 to begin to use our collective voice to impact our election process. Right now, Hispanic women in the United States represent a powerful group of community influencers. We are community leaders, trusted sources of information, and advocates of equality. We are uniquely positioned to not only vote and speak with a strong voice, but we have the capacity to influence our communities to exercise their right to vote as well.

MANA, A National Latina Organization, the oldest and largest Hispanic women's membership organization in the country, is launching Latinas Vote! to increase voter registration in our Hispanic communities nationwide and engage them to vote in the 2016 elections.

Elections are special because casting your ballot represents that moment when YOU have an equal voice and vote in electing representation who will be responsible for laws, policies and regulations that impact you and your community. Our hope is that you take this information and use it to help members of your community engage and vote. Knowing the issues, following the rules and making good decisions, will help you create a powerful voting presence to benefit your community.
Demographic Snapshot

Hispanics in the United States

- Latinos - 28 million
- Latinas - 26 million

Average Age of Hispanic Voters: 19

Hispanic Voters in the United States

- Millenials
- Gen X
- Boomer and Older

- 30%
- 44%
- 26%

Every 30 Seconds a Latino Citizen Turns 18

An Estimated 13 million Latinas are Eligible to Vote in 2016

Hispanic Women & Girls will be 1/3 of the U.S. Female Population by 2060

Only 50% of Latino Millennials were Registered to Vote in 2012

Hispanics are Among the Most Underrepresented Voters

Sources:
- http://www.pewhispanic.org/2016/01/19/millennials-make-up-almost-half-of-latino-eligible-voters-in-2016/
How MANA Can Make an Impact

MANA Chapters, Affiliates and Members are trusted sources of information and are uniquely positioned to influence voter registration in Hispanic communities nationwide.

This is what we do best: Personal, direct interactions to impact positive change.
Latinas Vote! Goals

- Engage Latinas and the larger Hispanic Community in the Election Process
- Make Issues Impacting Hispanic Women, Youth, and Families Known
- Generate Excitement for Voting
- Register Voters
- Mobilize Efforts on Voting Days
- Send positive messages to counter any negative, hateful or divisive views about our community
Limits

In order to maintain our integrity of being community advocates, and to not violate the limits of our 501(c)3 designation:

- We will remain nonpartisan.
- We will not advocate for one party over another.
- We will not endorse any candidates in an election.
- We will not engage in any negative commentary.
Issues Impacting Latinas

- Education and Tech Access
- Financial Literacy
- Diversity and Inclusion
- Health and Wellness
- Environmental Concerns
- Immigration Reform

MANA tracks and advocates on these issues because of their direct impact on Hispanic Women, Youth, and Families
Why are they Important?

- **Education and Tech Access**: MANA fundamentally believes that education and access to technology are central to building the strength of our communities nationwide.

- **Financial Literacy**: Latinas earn only $0.56 for every $1 earned by white males. 1 in 5 Latinas age 65+ live in poverty. 25% of Latinas have over $20,000 in non-mortgage debt. Financial education is central to community education.

- **Diversity and Inclusion**: Latinas represent a small portion of women in leadership positions from Corporate America to Congress to Hollywood. Our efforts are to see Latinas represented in all areas commensurate with our population size.

- **Health and Wellness**: Latinas are among the highest rates of uninsured in the United States. Combined with issues concerning lack of culturally appropriate care, preventative care and participation in clinical trials, as well as certain high disease rates, these are urgent topics for our community.

- **Environmental Concerns**: Environmental issues have become among the top concerns of Hispanics in the United States. Climate change and global warming, pollution, and other man-made climate issues are increasingly becoming voting issues for Latinos.

- **Immigration Reform**: With the Hispanic population in the United States growing at unprecedented rates, the country is also seeing a rise in anti-immigrant legislation and sentiment. Millions of Hispanics are currently working and seeking education in the shadows and deserve the opportunity to legitimize their status.
You are encouraged to visit the sites of our partner organizations to get more in-depth information on these issue areas. These organizations, like MANA, are non-political and non-partisan in their efforts.

- National Hispanic Leadership Agenda – www.nationalhispanicleadership.org
- Hispanic Association on Corporate Responsibility – www.hacr.org
- I’m In Campaign for Clinical Trials – www.joinimin.org
- Hispanic Technology and Telecommunications Partnership – www.httponline.org
- Equal Rights Amendment Coalition – www.eracoalition.org
- Latinos Against Alzheimer’s – www.usagainstawzheimer.org/networks/latinos
- Voces Verdes – www.vocesverdes.org
- Familia Es Familia – www.familiaesfamilia.org
- Women’s Institute for a Secure Retirement – www.wiserwomen.org
- Latinos for a Secure Retirement – www.latinosforasecureretirement.org
- Computer Science Education Coalition - http://www.csecoalition.org/

You can also keep up to date on the advocacy efforts of MANA National by visiting the News section of the MANA National website at www.hermana.org
Social Media Guide

+ Share your passion for the issues that impact your life with your friends and family via social media: Twitter, Facebook, LinkedIn, Instagram, Snapchat

+ Make the Latinas Vote Icon your Facebook or Twitter photo: http://twibbon.com/support/latinas-vote

+ Use these hashtags
  + #LatinasVote
  + #LatinasRising

+ When You Should Post On Social Media:
  + When you or your Chapter begin your LatinasVote! Efforts – excite and energize your members and social media followers to join in and engage in the campaign
  + When your state has an upcoming deadline - voter registration for primaries or general elections, absentee balloting deadlines, general election dates
  + To announce or advertise any Latinas Vote! events – voter registration drives, platicas, candidate forums, watch parties
  + To draw attention to polling places and any location changes
  + Anytime you want to!
MANA National will be posting on our social media sites throughout the year to keep the campaign energized. Please follow our social media sites and like, share, and comment often! As we approach Election Day, additional social media guides will be sent out.

Twitter: @MANANational
Facebook: www.facebook.com/MANANational

Sample posts:

- Latino Millennials: YOU are the largest Hispanic voting block. Make your voice heard! #LatinasVote #LatinasRising
- Latinas can make a difference in 2016! Get registered and VOTE! #LatinasVote #LatinasRising
- Let us know if you need help registering to vote. We can help! #LatinasVote #LatinasRising
- Health issues are vital to Hispanic communities in this election. Get registered! #LatinasVote
- Today is Election Day! You have an equal say in the outcome! #LatinasVote #LatinasRising
- Our Voice Can Be Strong Today! 1 out of every 5 women in the U.S. is Latina. Vote! #LatinasVote #LatinasRising
- Latinas need to be a strong voice for the future of our country. Vote Today! #LatinasVote
Voters Have Rights

**Who is Eligible to Vote?**
- Generally a voter should be a U.S. citizen, who is 18 years old on or before the election or primary date, a resident of the state where you will be voting, and should not be a convicted felon.

- Each State has specific requirements regarding the eligibility for voting, so be sure to check the Secretary of State website for your state to verify you have met all of the criteria.

**What are my Rights as a Registered Voter?**
- You may request and must receive requested assistance, whether technical assistance or language assistance
- A paper ballot must be provided:
  - Even if your name is not on the voter list; or
  - A voting machine is broken
- You are entitled to vote as long as you arrive at the polls before the official closing time.
- You are entitled to a reasonable amount of time to cast your ballot.
Register to Vote

Visit your state’s Secretary of State website to register online or print a paper form to fill out and mail. Check registration deadlines to see if you can vote in the primary or election. Even if you do not vote in the primary, you are still eligible to vote in the general election as long as you are registered by the deadline in your state.

+ CA: http://registertovote.ca.gov/
+ CO: https://www.sos.state.co.us/voter-classic/pages/pub/olvr/verifyNewVoter.xhtml
+ MI: https://webapps.sos.state.mi.us/MVIC/
+ NM: https://voterview.state.nm.us/VoterView/Home.do
+ TX: http://www.sos.state.tx.us/elections/voter/reqvr.shtml

Don’t see your state? Do a simple internet search for your state’s Secretary of State page and look for voting information.
When you go to the polls, you will be required to verify your identity. **Verify which forms of identification are accepted by your state before you go to the polls.** This is a sample of the types of identification that may be accepted:

- Driver's license
- State-issued photo identification card
- Voter registration certificate/card
- U.S. passport
- U.S. military identification card
Sample Events

- **Town Hall/Platica**: Invite an engaged group of Latinas and families to share issues that are impacting them as they make voting decisions. Create a list of concerns to share with candidates, write a letter on behalf of your group requesting that the candidate address your issues prior to the election, or create a social media plan to engage candidates.

- **Candidate Forum**: Invite Candidates for a particular race to answer questions relevant to the local Hispanic community. Invite a prominent moderator for the event. Partner with a local school or university to bring attention to the event.

- **Voter Registration**: Hold a public event to help individuals register online. A great community service event for HERMANITAS®, the group can select a location with free Wi-Fi, high traffic, and help walk individuals through the process to register through the Secretary of State website. Help can also be given to request Absentee Ballots.

- **Watch Party**: Gather your friends and family to watch the election results. Engage your followers on social media to give their reactions and hopes for the new administrations that are elected.

- **Election Day Ride Sharing**: Volunteer to coordinate ride sharing on Election Day to be sure everyone you helped Register makes it to the polls.
Other Activities

- **Letter to the Editor**: Use your platform as a Latina leader and member of the community to write a letter to the editor of your local newspaper, outlining the issues you think candidates should address in order to serve the Hispanic community. Remember to not show preference to candidates, but to represent the voters in your community.

- **HERMANITAS® Mock Candidate Forum**: Use the election season as a learning tool in your HERMANITAS® programs. Let students select if they want to be candidates, moderators, or audience members. Ask the mock candidates to formulate positions that they think will benefit the community, have the moderators and audience members prepare questions so they can all have a solid issue forum.

- **Attend Rallies or Candidate Events**: Take advantage of the opportunity to see the candidates speak and answer questions related to their positions. Learn how to engage in respectful dialogue with others who may or may not share your views. Practice sharing your views or asking questions in a way that encourages civil conversation.

- **Create a Hashtag or Campaign**: Use this opportunity to brand your local efforts in addition to the national #LatinasVote campaign. For example, you can create #NTXLatinasVote or #KSLatinas4Education. Your local efforts can be a model for national efforts to support the #LatinasVote campaign and bring more attention to your issues. Be sure to include the national hashtags to connect your efforts. The possibilities are endless: #LatinasVoteAgainstHate #CALatinasUnidas
“Changes are inseparable from democracy. To defend democracy is to defend the possibility of change; in turn, changes alone can strengthen democracy.”

--Octavio Paz
Mexican writer and diplomat