Creating a TexElects Message Worksheet

“Civic engagement is about reimagining. The arts help us reimagine.”

~Sterling Speirn, President W.K. Kellogg Foundation

Now that you have completed “A Guide to TX Midterm Voting in 4 Steps” and understand what midterm elections are and why they are important, you have a foundation to begin crafting your message. Use the outline below to jumpstart your project. Work individually or in a team.

1. **The Need:** Why is it important for people to vote? Why do Texans need to be informed of midterm elections?

2. **The Audience:** Who are you trying to inspire? Using empathy as your guide, how will you connect emotionally with your audience? How will voting in midterms benefit your audience - what’s in it for them?

3. **Content:** What will be the topic of your message? How can you use humor, metaphor, rhythm, imagery, the power of story, etc. to help one reimagine a Texas where all Texans feel welcomed, proud and responsible to participate in our elections? Will your message inspire meaningful, positive dialogue about voting? Can you create a message that bridges differences and fosters a sense of community? How will your message grab and hold your audience's’ attention, and ultimately inspire them to vote in midterm elections? Brainstorm ideas below.

More Inspiration to get started...

- Reflect on your notes in journal, words and ideas on your classroom’s TexElects word wall, and experiences from the TexElects Lessons. What aspect of midterm elections is most compelling to you?
- Is there something you learned that you feel most people are not aware of that would motivate them to vote?
- Chose a theme to base your work from: Unity, Responsibility, Systems, Personal Liberty vs. Social Responsibility, Social Mobility, Empowerment, Survival, etc.