



A CIVIC ENGAGEMENT RESOURCE

*Every church. Every voice.
One hundred percent to the polls.*

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**AFRICAN METHODIST EPISCOPAL ZION CHURCH · NONPARTISAN CIVIC
ENGAGEMENT**

Large-print edition — type sizes and spacing increased for readability. Content is identical to the standard toolkit.

Do's & Don'ts

Our tax status and our witness both depend on staying nonpartisan. As a church, we turn out people, not parties. Learn these lines and hold them — they keep the congregation protected and the work credible.

Do	Don't
✓ Register, verify, and educate voters on how, when, and where to vote.	✗ Endorse or oppose any candidate or party — ever, from pulpit or media.
✓ Host candidate forums open to all qualified candidates equally.	✗ Use church funds, letterhead, or email lists for partisan activity.
✓ Preach and teach on issues — justice, poverty, human dignity.	✗ Invite one candidate to speak without the same door for opponents.
✓ Organize rides, reminders, and poll accompaniment.	✗ Rate, score, or imply which candidate the “faithful” choice would be.
✓ Distribute nonpartisan voter guides that treat every candidate alike.	✗ Coordinate church activity with any campaign or political committee.

✓ Encourage every eligible member to make a voting plan.

✗ Hand out materials that favor one side.

When in doubt, ask: Does this help every eligible person vote, regardless of who they vote for? If yes, it belongs in Project 100. If it tilts toward a candidate or party, it does not.

Teaching Points

Use these to frame a Sunday-school lesson, a ministry moment, or a brief word before service. Each is a door into why civic participation is faith work, not separate from it.

Freedom nobody claims is freedom nobody keeps.

The vote our forebears bled for is only real when it's used. Teaching members to vote honors that sacrifice; letting it lapse forgets it.

The pew and the poll were never separate.

Zion was born a freedom church. Faith that stops at the sanctuary door is only half-lived. Public participation is discipleship in action.

We turn out people, not parties.

Our job is to get every eligible person to the polls — not to tell them how to vote. That distinction protects the church and respects the voter.

Voting is a communal act, not a solo one.

No one should vote alone. We verify together, plan together, and ride together. A congregation is a turnout machine when it moves as one.

Verification is the overlooked step.

Rolls get purged quietly. A member who “always votes” can be dropped without knowing. Checking registration is the single most protective act we teach.



Early voting is a gift — use the whole window.

Waiting for one day risks lines, weather, work, and emergencies.

Voting early, across the full period, guarantees the vote is banked and safe.

Quote Graphics

Print for the vestibule table, add to the bulletin, or share in the group text. Attributions kept accurate; “in the spirit of” marks an evocation rather than a direct quote.

“If you are tired, keep going.
Keep going.”

— **HARRIET TUBMAN**

A MOTHER OF THIS CHURCH

“Nobody’s free until
everybody’s free.”

— **FANNIE LOU HAMER**

SO WE ALL GO TO THE POLLS

“Power concedes nothing
without a demand.”

— **FREDERICK DOUGLASS**

KNOW YOUR RIGHT. USE IT.

“The voice was never meant
to stay silent.”

— **IN THE SPIRIT OF PAUL
ROBESON**

SON OF A ZION PREACHER

“Stand in the room. Use the
voice God gave you.”

— **IN THE SPIRIT OF
SOJOURNER TRUTH**

A DAUGHTER OF THIS CHURCH

“Show up. Bring someone
with you.”

— **PROJECT 100 · AME ZION**

Basic Voting Facts

Voting rules are set by each state and they change. This page is a checklist of what every voter must confirm — fill in your own state's answers from your official source, and never rely on rumor or a neighbor's memory.

Official source for your state: your State Board of Elections website, or vote.gov — the U.S. government's official voter portal, which links to every state.

Am I registered?

Check your status and registration deadline. In many states you can verify online in minutes. Registration deadline in my state: [**FILL IN**]

When can I vote early?

Most states offer early in-person voting across a multi-day or multi-week window. Early voting in my state runs: [**FILL IN DATES**]

Where do I vote?

Early voting sites and Election-Day precincts can differ. Confirm both. My early voting site: [**FILL IN**] My precinct: [**FILL IN**]

Do I need ID?

ID rules vary by state. Know what your state requires before you go.

My state's ID rule: [FILL IN]

Can I vote by mail?

Availability and deadlines differ. If mailing, send it early. Request

deadline: [FILL IN] Return deadline: [FILL IN]

Why every vote we add matters

In the 2024 presidential election, 156.3 million Americans cast ballots — the second-largest raw turnout in U.S. history, about 64% of eligible voters. That means roughly 36% — more than 80 million eligible Americans — did not vote. That is the ground Project 100 is called to reach: not to change how people vote, but to make sure they can and do.

Sources: Council on Foreign Relations, certified returns (156,302,318 ballots); University of Florida Election Lab (63.9% of eligible voters); U.S. Census Bureau, 2024 CPS Voting and Registration tables. "Did not vote" is an estimate based on the voting-eligible population.

Souls to the Polls

Not just Sunday. *Every day early voting is open.*

Every day is Sunday for Souls to the Polls.

Souls to the Polls is our tradition of moving from worship to the ballot box together — congregations organizing rides and walking in as one after service. It is one of the most powerful turnout practices the Black church has ever built.

This season, we're extending it. Where early voting runs for days or weeks, we don't wait for a single Sunday. **We fill the whole window.** Every day the polls are open early is a day for souls to the polls.

Why the whole window matters

One day is a bottleneck.

A single-Sunday push means long lines, and lines turn people away — especially elders and those on tight schedules.

Life happens.

Weather, work, a sick child, a car that won't start. A vote banked early can't be lost to an emergency on the last day.

More days, more souls.

Spreading turnout across the full period lets the congregation carry more people — midweek riders, second-shift workers, the homebound.

How to run it

- Name a **Souls Captain** for each week of early voting.
- Post the early voting site, dates, and hours where every member sees them.
- Build a ride roster — match drivers to riders for every day, not just Sunday.
- Call the homebound and those without transportation first.
- Celebrate each group as they go. Make it joyful, visible, communal.

Hashtags & Sharing

Proposed — approve before use. These are suggestions for a consistent tag set across posts. Confirm they don't collide with an existing campaign, and check availability before printing them on public assets.

Primary

#Project100

#EveryChurchEveryVoice

#100PercentToThePolls

Souls to the Polls

#SoulsToThePolls

#NotJustSunday

#FillTheWindow

Church & tradition

#AMEZion

#FreedomChurch

Sharing reminders

Keep every post **nonpartisan** — no candidate or party tags. The same guardrails on page 1 apply to social media.

Pair a quote graphic with 1–2 primary tags. Don't stack every hashtag on one post; pick three or four that fit.



Tag the church account and encourage members to reshare. A congregation that reposts as one reaches far past its own pews.

Social Media Templates

Ready to adapt. Fill the [brackets], pair with a quote graphic, and keep every post nonpartisan. Tags are proposed — approve them first.

FACEBOOK / LONG-FORM

Zion was born a freedom church — and that calling doesn't stop at the sanctuary door. This season, [CHURCH NAME] is joining Project 100: every church, every voice, one hundred percent to the polls. Early voting runs [DATES]. We're not waiting for one Sunday — we're going all week, and we're bringing someone with us. Need a ride? Reply or call [CONTACT]. Check your registration today at vote.gov.

#Project100 #EveryChurchEveryVoice #SoulsToThePolls

INSTAGRAM / X CAPTION

Freedom nobody claims is freedom nobody keeps. Early voting is open [DATES] — make your plan, bring a neighbor. Check your registration at vote.gov.

#Project100 #100PercentToThePolls

EVENT REMINDER

This Sunday after worship, we walk to the polls together. Meet at [LOCATION] at [TIME]. Rides available — no one votes alone. Bring your ID if your state requires it.

#SoulsToThePolls #NotJustSunday

SOULS TO THE POLLS · MIDWEEK

It's not just Sunday. Early voting is open [DAY] too — and every day it's open is a day for souls to the polls. Can't get there? We'll carry you. Call [CONTACT].

#FillTheWindow #SoulsToThePolls #Project100

“DID YOU VOTE YET?” NUDGE

Have you voted yet? Early voting closes [DATE]. Don't leave it to the last day — bank your vote now, and check on three people in your pew.

#Project100 #EveryChurchEveryVoice

POST-VOTE CELEBRATION

Another group from [CHURCH NAME] just cast their ballots! This is what Project 100 looks like — a congregation moving as one. Your turn: early voting runs through [DATE]. We'll save you a ride.

#100PercentToThePolls #SoulsToThePolls

Text Message Scripts

Most members read a text within minutes — far faster than email. Keep these short, fill the [brackets], and send from the church or ministry phone. Never partisan: turnout only, no candidate or party.

VERIFY NUDGE • ~160 CHAR

[CHURCH] Project 100: Have you checked your voter registration lately? Rolls get purged — verify in 2 min at vote.gov. Then check on 3 others. Reply STOP to opt out.

MAKE-A-PLAN

[CHURCH]: Early voting is open [DATES]. Pick your day, your place, your ride. Need a lift? Reply RIDE and we'll set it up.

SOULS TO THE POLLS • SUNDAY WALK

Today after service we walk to the polls together. Meet at [LOCATION] by [TIME]. Bring ID if your state requires it. No one votes alone.

SOULS TO THE POLLS • MIDWEEK

It's not just Sunday! Early voting is open [DAY] too. Every open day is a day for souls to the polls. Need a ride midweek? Reply RIDE.

RIDE CONFIRMATION

You're set! [DRIVER] will pick you up [DAY] at [TIME], [PICKUP SPOT]. Questions? Call [CONTACT]. See you at the polls.

DEADLINE NUDGE · LAST CALL

Early voting closes [DATE]. Don't wait for the last day — bank your vote now. Reply RIDE if you need one.

Always include an opt-out ("Reply STOP") on the first text to a list. Send from a consistent church number so members recognize it. Keep to one clear action per message — verify, plan, or ride, not all three.

Pulpit Announcements

Sixty seconds, read from the front by the pastor or a lay leader. The spoken word reaches members who never open an email. Read as written or adapt in your own voice — keep it nonpartisan.

ANNOUNCEMENT 1 • THE CALL (~45 SEC)

Church, Zion was born a freedom church. Our people carried justice out of bondage, and that calling does not stop at these doors. This season we are joining Project 100 — every church, every voice, one hundred percent to the polls. Early voting is open [DATES]. We are not waiting for one Sunday. We are going all week, and we are carrying one another. If you need a ride, see [CONTACT] after service. Check your registration today. This is our work. Let us do it together.

ANNOUNCEMENT 2 • SOULS TO THE POLLS (~40 SEC)

After worship today, we walk to the polls together. If you can drive, we need you. If you need a ride, we have you. No one in this house votes alone. Meet at [LOCATION] at [TIME]. Bring your ID if our state requires it. And church — it is not just today. Every day early voting is open is a day for souls to the polls. Let us fill the whole window.

ANNOUNCEMENT 3 · LAST CALL (~30 SEC)

A word before we close. Early voting ends [DATE]. If you have not voted, do not wait for the last day — things happen, lines grow, life gets in the way. Bank your vote now. And before you leave, check on three people in your pew. Ask if they have voted. Ask if they need a ride. That is what a freedom church does.

Take-Home Insert

Print, cut, and place in the Sunday bulletin. A separate 4-up cut-apart sheet is also provided for bulk printing.

Souls to the Polls

Every church. Every voice. 100% to the polls.

Early voting: [DATES]

We walk together — not just Sunday, every day the polls are open.

Need a ride? No one votes alone. Call [CONTACT].

Check your registration: vote.gov

AME ZION • NONPARTISAN CIVIC ENGAGEMENT

Thoughts & Ideas for the Field

For congregations without early voting — and every church that wants to carry more people. Now is the time to set the plan.

No early voting? Then Election Day is our day.

Build the plan now — don't wait for the last week.

Set the plan now

Every member names their day, place, ride, and ID. Where there's no early voting, build the whole plan around Election Day — precinct, hours, and what your state requires.

Line up the drivers

Make a driver roster and match drivers to riders. Call elders, first-time voters, and neighbors without a car first. No one votes alone.

Churches as rest stops

Name churches along the route as stopping places — a snack, water, a restroom, a warm seat — so no one's trip to the polls is too long.

Canvass in October

Before early voting opens, go door to door: verify registration, share the dates and sites, and sign neighbors up for rides.

Caravan to the curb

Run caravans from the church lot to the polls. Use curbside voting for anyone who can't stand in line, and drop riders right at the door.

Walk to the post office

In mail-ballot states, organize a group walk to mail ballots together — souls to the mailbox. Make it joyful, visible, and communal.

Don't forget nursing homes

Visit nursing and assisted-living homes. Help residents request and return mail ballots, and check registrations with the staff's help.

Name a Plan Captain

Put every date, ride, and rest stop on one sheet the whole congregation can see. And remember: every ride is for everyone — no litmus test.