

2024 ANOINT THE VOTE INITIATIVE



Anoint The Vote Initiative (ATVI) originated by Forum Philly, Inc in 2019 to motivate/inspire faith leaders and our communities [sectarian, ecumenical, and interfaith] to muster, harness, exercise, and appropriate our spiritual resolve/acumen/influence to positively affect voter engagement and participation in previous midterm and subsequent elections.

Approximately four or five election cycles ago, selfish partisan extremists rose up and sought to gain political traction and capital by hijacking sacred traditions for use in their nefarious political and social agendas.

These extremists successfully attracted many followers in search of something to hate and blame for cultural shifts and demographic trends, who were willing to dismantle democracy and return America to its scandalous and oppressive past.

Several years into this brewing toxic culture, many of you took a stand and joined Forum Philly. In refusing to accept the false narrative that the faithful and just were aligned with this wickedness, injustice, and political suppression promulgated by the extremists.

Together, we united and facilitated the **Anoint The Vote Initiative** (ATVI), a powerful spiritual tool to repudiate the false prophets who were misappropriating faith and its trusted discipline.

The ATVI is premised on ancient traditions of blessing, sanctioning, and even dedicating to God our work, highest ideals, and our leaders, whether king, prophet, or priest, to serve the people with fidelity before God and empowered by God.

We communicate the necessity and high priority, even urgency, of informed electoral participation of people of color. We bring in a keynoter and invite faith, civic, and labor leaders. We gather at breakfast to convey and demonstrate unity and invoke and

confer the presence of the divine in massaging the civic and spiritual muscle of Black and Brown people to accomplish good, justice, and righteousness in the land.

We have convened in person and virtually during the pandemic with the active collaboration and co-sponsorship of multiple ministerium serving Philadelphia.

The ATVI can and will work to align with current outreach goals and priorities important to respective organizations. Collaboration with similarly resolved efforts is welcome as the ATVI builds momentum and traction.

The Philadelphia Martin Luther King, Jr., Association for Nonviolence, Inc. has confirmed its intentions to partner in hosting and staging the ATVI launch breakfast. The King Association strongly supports all efforts to protect American democracy. The ATVI launch Breakfast will host 200 Faith, Civic, and Labor leaders who will commit to prayer and direct action in Philadelphia, Delaware, Montgomery, and Bucks Counties.

The target dates for launching ATVI are:

- Leadership Development July 2024
- Outreach and coordination August 2024
- Breakfast Convening September 2024 [2nd Thursday, 8:30a, Hilton Hotel in Philadelphia]
- Voter Registration Collaboration Sept/Oct 2024
- Voter Education/Messaging/Mobilization Oct.-Nov.5th

Breakfast

Some suggested breakfast speakers include a variety of surrogates, along with other secondary respected and admired leaders/Influencers.

The ATVI launch Breakfast anticipates the following outcomes:

- Energized leaders of Black & Brown eligible Voters in communities of Faith further inspired and equipped to inform and mobilize eligible voters to participate appropriately in the Presidential Election.
- Increased confidence to muster our best and most faithful allies and efforts to get out the vote
- Effectively targets Influencers and credible messengers to enthusiastically and confidently message key constituencies

Post Breakfast tasks

- Recruitment/Outreach/Organizing ambassadors
- Website/Social Media

While this effort is envisioned as nonpartisan, leadership alignment and funding will determine its public expression and association.

Leadership Framework

Forum Philly will provide executive leadership of the ATVI in consultation with the MLK Assoc and key members of the launch Breakfast Host Committee and honorary Co-Chairs, the Governor's Commission on African American Affairs, and Philadelphia Mayor's Faith-based Roundtable and Muslim Leaders Commission

The opportunity of strategically expanding or replicating this effort across Pennsylvania [i.e. Allegheny, Berks, Chester, Erie, Lackawanna, and Dauphin] to increase voter awareness and resolve to fully participate in the upcoming Presidential and local elections is appealing and holds immense potential. It is a testament to our highest civic and sacred priorities. The needful and beneficial activities of the **Anoint The Vote Initiative**, which we are eager to implement, should include;

- The registration of newly eligible voters;
- Equipping registered voters with factual information on the benefits, process, and means of voting.
- Motivating eligible voters to understand and act upon essential facts needed for informed and responsible voting;
- And increasing voters' access to the election polls

PRAY FOR [English, Spanish] (Christian & Islamic scriptural references)

- Guidance
- Discernment
- Wisdom
- Courage
- Resolve
- Full Participation
- Justice

TOOL KIT

- Palm Cards (Prayers)
- Voter Registration
- Voting Guides
- Voter Protection Tips
- Social Media

KEY MESSAGING

- **Voting Efficacy**
 - Preserving Good
 - Accomplish Justice/More Good
 - Prevent/Thwart Evil

- **Key Issues**
 - My Pocket
 - My Dignity
 - My Safety
 - Democracy

- **Target Audience**
 - Informed Dissuaded
 - Interested Dissuaded
 - Disinterested Dissuaded
 - Uninformed Uninterested

- **Essential Tasks**
 - Voter Motivation
 - Voter Mobilization
 - Voter Perseverance

- **Mediums**
 - Direct Engagement: [Congregational/Small Group]
 - Social Media [Faith Leader (Go Tell it on the Mountain) messaging/prayer]
 - Traditional Media [Interviews]