

## Talking Points to Sustain Trust in Our Elections

Voting Rights Lab and Secure Democracy USA have uncovered a data-driven narrative proven by months of rigorous qualitative and quantitative research to sustain trust in U.S. elections, especially among the audiences most susceptible to election-related disinformation. **The following message guidance has proven to sustain and build trust in our election system among voters of all kinds.**

All learnings from this messaging research project are for 501(c)(3)-compliant purposes only. They are not to be used for any partisan, political, or electioneering activities by any organization. **You should consult with your counsel prior to and in connection with your use of the learnings from this messaging research project.**

### The Winning Narrative

<b>1. Unifies as Americans</b>	Many people look to American elections as models of freedom, fairness, and checks and balances. As citizens, we have a voice that many people around the world do not.
<b>2. Builds Trust with Examples of Checks and Balances and the Many People Involved</b>	<p>We have an election coming up. It's important that our elections hold firm to all of our checks and balances.</p> <p>For example, teams of people from both parties go through a meticulous list of steps to verify the count and check for accuracy.</p> <p>In very close elections, these teams may conduct audits and recounts. Many election officials and trained volunteers are closely monitoring the process from start to finish.</p>
<b>3. Closes with a Call to Action</b>	As Americans, let's reject division and fear. Let's protect our checks and balances. Let's choose truth over clickbait. Proof over accusations. People over politics. Country over party.

## More Tested Checks and Balances Language

We also gauged reactions to messages addressing some of the areas of perceived vulnerability that emerged in the qualitative phase of our research. Over two-thirds of respondents said each of the following messages make them feel very or somewhat confident in our election system:

- **ON BALLOT TAMPERING:** Teams of people are involved in securely monitoring and transporting ballots. Election officials have a system of checks and balances to prevent and catch ballot tampering.
- **ON CERTIFICATION:** Teams of impartial election workers confirm the accuracy of results. Then they produce certificates with the official winners of the elections. By the time election results are official and certified, poll workers and election officials have left no stone unturned. They've verified voters' identities. They've inspected ballots. They've looked for any errors and resolved them.
- **ON CONTESTED ELECTIONS:** After the election, people might challenge the results. Our system allows for challenges. But our system also requires proof and following the law.
- **ON DIVISION OR CHAOS:** We've gotten through tough times in the past and we will again. We'll get through by holding firm to our system of checks and balances. From our local poll workers to county and state officials, let's work together to keep our elections fair and free.
- **ON MAIL BALLOTS:** There are many checks and balances involved in mail-in ballots. These include confirming the voter rolls, verifying signatures and other voter information, and using technology to track ballots.
- **ON NONCITIZEN VOTING:** Every state takes strong steps to ensure only eligible citizens can vote. These include voter IDs and steps to remove any ineligible voters from the voting rolls.
- **ON TABULATION EQUIPMENT:** Ballot counting machines are rigorously tested for accuracy and security before and after each election.
- **ON VERIFYING THE COUNT:** Many teams of people from both parties work together at every step of the vote monitoring and counting process.

**Voting Rights Lab** is a nonpartisan, 501(c)(3) nonprofit, state-focused organization with a national perspective. Our comprehensive election policy analysis, research, and data provide uniquely actionable insights to our partners and the public.

**Secure Democracy USA** is a nonpartisan, 501(c)(4) nonprofit organization building stronger elections, state by state. We advocate for practical election policy solutions guided by research and supported across the ideological spectrum.