

Babies Can't Vote, but You Can!



In this election cycle, educate your community and vote for candidates who you know will make the needs of families with young children a priority once elected.

There are many ways you can use the tools here to call on 2024 candidates to Think Babies™ and make their potential a priority, including:

- ✓ **Post on social media** to raise awareness about infant-toddler issues and ask candidates where they stand on the policies and investments that babies and families need.
- ✓ **Spread the word** about issues in your community through newsletters, blogs, social media, or via email and call on your community to amplify infant and toddler issues. And encourage others to join you to Be a Big Voice for Little Kids™.
- ✓ **Vote.**

To learn more about candidates running in state and local elections, visit [NGA.org](https://www.nga.org) and [USA.gov](https://www.usa.gov)

About Think Babies™

ZERO TO THREE created *Think Babies*™ to bring attention to what babies and their families need to thrive and urge policymakers to prioritize the needs of infants, toddlers, and families and invest in our future. The *Think Babies*™ Election Toolkit will help you prepare to vote and raise awareness about issues that impact infants, toddlers and families in your community.

Learn more at [thinkbabies.org](https://www.thinkbabies.org).



As a 501(c)(3) charity, ZERO TO THREE does not support or oppose any candidate. Our mission is to educate the public and candidates about the issues that impact babies and toddlers.

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Engaging Candidates at Events

In-Person & Virtual Events

“Town hall” meetings or candidate forums are a great time to share your concerns with candidates. Candidates regularly hold these sessions throughout the campaign cycle. They are often open to the public and include a question-and-answer session – giving you the opportunity to share the *Think Babies* message and ask the candidates where they stand on infant-toddler issues.

- ✓ **Find an Event:** Sign up for a candidate’s emails or newsletters, and follow their social media accounts to get updates. Check back to learn when they may be hosting public forums.
- ✓ **Prepare:** Once you have identified an event, prepare a brief statement or question using the worksheet below to get you started. Always remember to pose open-ended questions.
- ✓ **Follow up:** Staff are a critical link in educating candidates and elevating issues. Don’t forget to get contact information of key staff and follow up. Be sure to provide them with your contact information as well and remind them about your areas of expertise – they may want to follow up with you down the road!



Questions for Candidates

Sample Opening Statement

“ My name is [NAME] and I am [INSERT YOUR PROFESSIONAL TITLE, ORGANIZATIONAL EXPERTISE, OR PERSONAL CONNECTION TO ISSUE] in our community. My hope is that when you think about the future of [STATE], you think of families with infants and toddlers. My question for you is. . .

Sample Questions

- What will you do to expand access to quality, affordable child care?
- What is your position on paid leave to give families time to bond with their babies and care for loved ones with serious illnesses?
- What is your position on expanding the Child Tax Credit and making it fully refundable? What will you do to help provide safe housing, nutritious foods, adequate clothing and diapers?

Formulating a Question

For the most powerful impact, draft and practice your question before an event. Use this worksheet to create your own message-based question to use at an event.

1. Start with an Introduction

Give the candidate a short introduction. This is as easy as stating your name and one other fact, such as your role with babies and toddlers.

Hi, my name is _____ and I am the parent of _____ /I work with babies as a _____ .

2. Share a short story.

Sharing a short story helps the candidate connect the question back to real life situations and gives more power to the question. Write two or three sentences to tell a personal story related to the issue you would like to ask about.

3. Tie in the issue.

Provide a follow up statement that connects your personal story to a particular policy issue. Again, this should be short, just a sentence or two.

4. *The ask.*

This is where you directly ask the candidate what they would do to help solve your problem. Do not offer them a solution, just ask a specific question about the issue and let them elaborate on it in their answer.

5. *Put it all together to finalize your opening statement and question.*



Sample Social Media Posts and Graphics

Below are sample posts that you can use or adapt to raise awareness about what babies and families need to thrive. Be sure to download and use the graphics on the next page as well!

Remember to use the #ThinkBabies hashtag and tag @ZEROTOTHREE so we can amplify your posts.



Amplify – Call on your community to Think Babies in the elections

- Our elected officials make critical decisions that impact families and can help ensure that all infants and toddlers have what they need for a strong start in life. Make sure voters you know have all the information they need: <https://www.thinkbabies.org/elections> #ThinkBabies
- Each of us can turn candidates into champions for infants and toddlers and their families. <https://www.thinkbabies.org/elections> #ThinkBabies
- As voters, we can ensure that all candidates have the information they need to make crucial decisions that will impact families. Join me: <https://bit.ly/JoinThinkBabies> #ThinkBabies



Educate – Inform candidates why they should Think Babies in the election and beyond

You can typically find candidates' social media handles on their official websites, which you can find by searching their names on Google.

- Our #childcare system is failing babies, families, providers, and our economy. It's time to #ThinkBabies in the #2024Election and make our children and those who educate them our priority. **@[INSERT CANDIDATES' HANDLES]** <https://www.thinkbabies.org/policy-priorities-child-care/>
- Paid family and medical leave is essential for bonding with newborns after birth or adoption and caring for loved ones in times of illness. Families need #PaidLeaveforAll! **@[INSERT CANDIDATES' HANDLES]** <https://www.thinkbabies.org/policy-priorities-paid-leave/>
- As a **[INSERT PROFESSIONAL TITLE, ORGANIZATIONAL EXPERTISE, OR PERSONAL CONNECTION TO ISSUE]**, I know the importance of investing in the early years for children and families. If elected, how would you #ThinkBabies? **@[INSERT CANDIDATES' HANDLES]** <https://www.thinkbabies.org/>
- The #2024Election brings into focus voters' priorities and sets the agenda for policymakers across the country. Will infants and toddlers and their families be at the top of your list? #ThinkBabies #paidleave #childcare #ChildTaxCredit **@[INSERT CANDIDATES' HANDLES]** <https://www.thinkbabies.org/>
- Nearly 40% of babies live in families without enough income to make ends meet. The #ChildTaxCredit lifted millions out of poverty. If elected, reinstating the expanded #CTC needs to be a priority. **@[INSERT CANDIDATES' HANDLES]** <https://www.thinkbabies.org>

Download the social media graphics on the next page to post with the content above.

Downloadable Social Media Graphics



Platform: X (formerly Twitter)
Facebook/Instagram
(Posts/Stories)



Platform: X (formerly Twitter)
Facebook/Instagram
(Posts/Stories)

Hey Candidates:
Support
infants and
toddlers,
support
our future.



Platform: X (formerly Twitter)
Facebook/Instagram
(Posts/Stories)

**America supports
candidates who
support infants
and toddlers.**



Platform: X (formerly Twitter)
Facebook/Instagram
(Posts/Stories)



Platform: X (formerly Twitter)
Facebook/Instagram
(Posts/Stories)

[Click Here to Download Graphics](#)

Vote for Babies!

Voters have countless opportunities to elect candidates who will make meeting the needs of infants and toddlers their priority. Below are resources on how you can prepare to show up for young children and families at the ballot box:

1. Confirm Your Voter Registration

Check your voter registration status by visiting [headcount.org](https://www.headcount.org) and entering your information. If you are not already registered, you can register to vote there or update your existing registration as well.

2. Research the Candidates and Issues on Your Ballot

Visit [ballotready.org](https://www.ballotready.org) or [ballotpedia.org](https://www.ballotpedia.org) to:

- See every candidate and referendum that will be on your personal ballot, and
- Learn about candidates and their stances on the issues.

3. Make a Plan to Vote and Encourage Others to Do the Same

Create a plan for yourself and share this resource with others so they can do the same. Print out your plan and put it somewhere visible as a reminder! For more information on where to vote, how to vote, how to vote early, and how to vote by mail, look up your state on [headcount.org](https://www.headcount.org).

My Voting Plan is:

I'll vote by (circle one):

- Early voting
- Absentee or mail-in voting
- In-Person voting

I'll cast my vote on _____
(date)

At this time (check one)

- Before work/school
- After dropping my kids off at school/child care
- During my lunch break
- After dinner
- Other
- I'm voting by mail – I will complete and drop my ballot on _____
(date)

If you have young children, fill out one of the options below.

My child(ren) will attend with me. I plan to bring (circle all that apply) **snacks, water, a blanket, diapers and wipes, toys and books** to keep them comfortable while we wait.

The person who will care for my child(ren) while I vote is: _____