



## 2022 Non-Partisan Education Campaign Toolkit

The NYC Racial Justice Commission (RJC) has launched a non-partisan education campaign to inform New Yorker about three ballot questions intended to advance racial equity in NYC this November. This campaign aims to educate New York City voters about the three ballot questions from the Racial Justice Commission that they will have the opportunity to vote yes or no on, and to remind them to turn out on Election Day, flip their ballot, and make their voice heard.

### Key Dates

Early Voting: October 29 – November 6

Election Day: November 8

### Connect with the Racial Justice Commission!

- Facebook: [/RacialJusticeNYC](#)
- Twitter: [@RacialJusticeNY](#)
- LinkedIn: [/nyc-racial-justice-commission](#)
- Instagram: [@RacialJusticeNYC](#)
- Snapchat: [@RacialJusticeNY](#)
- Website: [nyc.gov/racialjustice](#)
- Take the Pledge to Flip the Ballot: [Pledge Form](#)

### Campaign Hashtags

- #FlipTheBallot
- #RacialEquity
- #VoteNYC
- #YourVoteMatters
- #FlipIt #DontMissIt (*to be used together*)



## Download [RJC Social Media Assets – Square](#):



“Power to Decide” Static



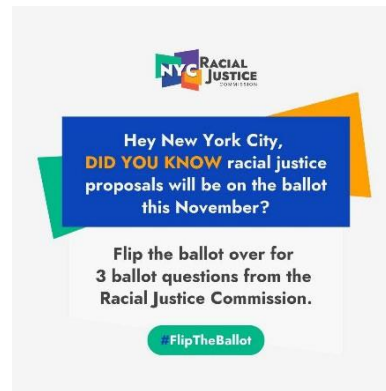
“Flip The Ballot” Dynamic



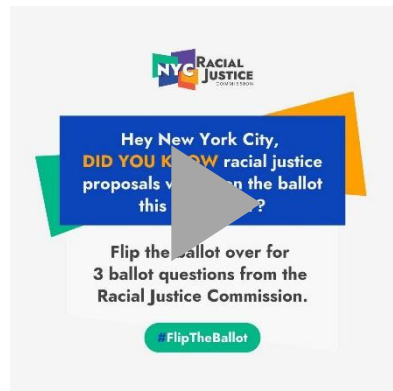
“Volunteer Request” Static



“Volunteer Request 2” Dynamic



“Ballot Carousel” Static



“Ballot Questions” Dynamic

## Translated

- Includes Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish



“Did You Know Carousel” Static



“Did You Know – All Languages” Dynamic



## Download [RJC Social Media Assets – Story](#):



“Flip The Ballot” Dynamic



“Ballot Proposal Carousel” Static



“G+P Ballot Question” Dynamic

## Translated

- Includes Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish



“Did You Know Carousel” Static



“Did You Know – All Languages” Dynamic



## Sample Social Media Captions

- **[NOTE: Please use this language with “Volunteer Request” Static and “Volunteer Request 2” Dynamic]**

Many New Yorkers don't know that racial justice proposals are on the ballot this November. Let's help the Racial Justice Commission spread the word! Commit 5 hours of your time between now and Election Day to get the word out. Sign up here: [bit.ly/VolunteerRJC](https://bit.ly/VolunteerRJC) #FlipTheBallot

- Ready to #FlipTheBallot on Election Day? There are 3 ballot questions aimed at increasing #RacialEquity in NYC: Add a statement of values to the city's charter. Create a racial equity office, plan, & commission. Measure the true cost of living. Learn more: [nyc.gov/racialjustice](https://nyc.gov/racialjustice)
- Do you know how much it costs to live with dignity in our city? This November, you have the opportunity to vote yes or no on ballot questions proposed by the Racial Justice Commission, such as measuring the true cost of living in NYC. #FlipTheBallot and let your voice be heard!
- #ElectionDay is almost here! Are you ready? Don't forget to locate your polling place, remind friends & family to vote, and learn more about the racial justice proposals on the back of your ballot this November. Visit [nyc.gov/racialjustice](https://nyc.gov/racialjustice) for more information. #FlipTheBallot
- NYC voters, mark your calendars! In the upcoming election, you'll see 3 proposed measures to advance racial justice on the back of your ballot. Early Voting begins October 29. Election Day is November 8. Learn more here: [racialjustice.cityofnewyork.us/ballot](https://racialjustice.cityofnewyork.us/ballot). #FlipTheBallot
- Earlier this year New Yorkers from all communities shared their stories with the Racial Justice Commission. This November, you have the opportunity to vote yes or no on 3 racial equity ballot questions developed from that input. #FlipTheBallot & make your voice heard on Nov. 8!

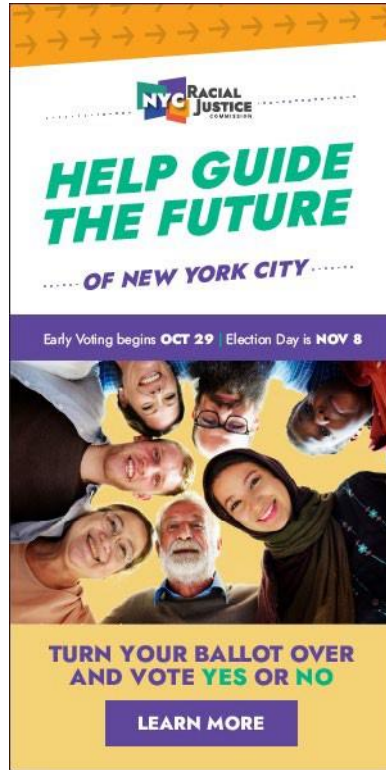


## Download [Website Banners](#):

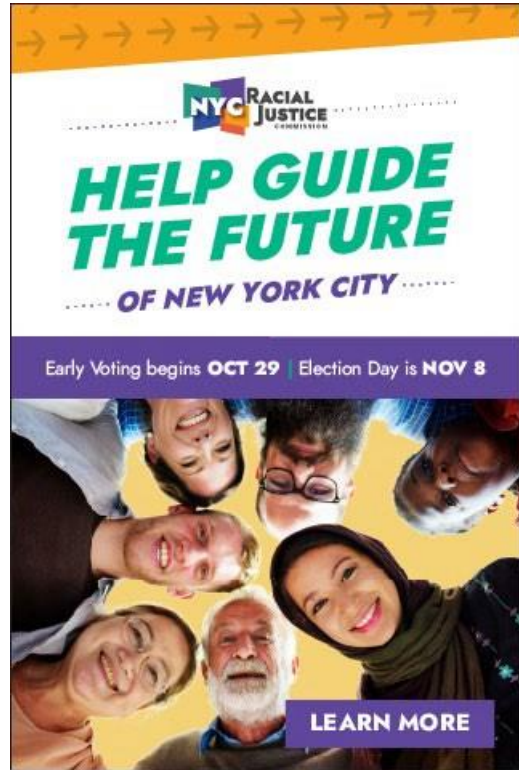
- Currently available in English. To request additional languages, please [contact us](#).



160 x 600



300 x 600



320 x 480



300 x 250





970 x 250



728 x 90



320 x 50



Download [Sample Email / Newsletter Template](#) in the following languages:

- Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish



**Racial Justice Commission Template Newsletter Article/Chapters**

Now, from the Ballot, if you would like to inform your community about the Ballot measures, please let us know or modify the language below for your newsletter. Downloadable articles are available on our website now.

...  
We are pleased to share these questions about racial justice with the public and to encourage you to vote on all the measures should you have the chance. The NYC Racial Justice Commission has prepared these questions to the New York City Charter, our city's constitution. Each person is invited to give their own input to the government. We want your ideas about how to make our city more equitable to be heard by the city government.

**Questions to ask for on the back of your ballot:**

• **Article 1: Amend the Charter to include the following:** This provision would create a vision of a fair and equitable city for all New Yorkers and the foundation of the City's future and requires the City to take the following steps to ensure a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 2: Establish a Racial Equity Office, Plan, and Commission:** This would create a Racial Equity Office that would work with every City agency to create a Racial Equity Plan and report on progress. It would also create an independent Commission to review the City's progress and report on the progress to the City Council.

• **Article 3: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 4: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 5: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 6: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 7: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 8: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 9: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

• **Article 10: Amend the Charter to include the following:** This would require the City government to report on the progress to the City Council on the City's progress in creating a lasting and equitable future for all New Yorkers. It would also include the following and the steps to be taken to achieve them.

## Printable Assets

Download a [1-page Ballot Question Explainer](#):

- Currently available in English. To request additional languages, please [contact us](#).

**WHAT WOULD QUESTION 1  
"ADD A STATEMENT OF VALUES TO GUIDE  
GOVERNMENT" DO?**

**LOOK AT THE PAST:** Add a statement to our City's constitution to acknowledge our history and aspire to build a better, more equitable future.

**LOOK AT THE FUTURE:** Guide the design and operation of City government toward justice and equity for all New Yorkers.

**WHAT WOULD QUESTION 2  
"ESTABLISH A RACIAL EQUITY OFFICE, PLAN,  
AND COMMISSION" DO?**

**MAKE A PLAN:** Require every New York City agency to create their own racial equity plan, which would roll up into a biennial citywide plan.

**LEAD THE PLAN:** Create a Commission of decision-makers, made up of community members keenly aware of racial injustices to set priorities for, and review and comment on, City equity plans.

**ENACT THE PLAN:** Hold our government accountable by requiring the Mayor and agencies to commit to racial equity goals every two years, and to report on progress achieved through past plans.

**WHAT WOULD QUESTION 3  
"MEASURE THE TRUE COST OF LIVING" DO?**

**PROVIDE A TOOL:** to focus us on the actual cost of living with dignity in New York City, rather than an extremely low poverty-based number.

**DID YOU KNOW?** The criteria to determine the federal poverty guideline in NYC don't reflect regional difference and haven't been updated since the 1960s.

**NYC RACIAL JUSTICE COMMISSION**

**WHO IS THE RJC?**  
The Racial Justice Commission (RJC), formed in 2021, is a charter revision commission tasked with examining structural racism within NYC government.

**WHAT IS THE RJC DOING?**  
Based on community input, RJC has put forward 3 Ballot Questions aimed at eliminating barriers and promoting racial equity.

**VOTE NOVEMBER 8<sup>TH</sup>**



Download a [4 x 6 palm card \(version 1\)](#) in the following languages:

- Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Hindi; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish



Download a [4 x 6 palm card \(version 2\)](#) in the following languages:

- Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Hindi; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish







Download a [4 x 6 palm card \(version 3\)](#) in the following languages:

- Arabic; Bengali; Chinese (Simplified & Traditional); English; French; Haitian Creole; Hindi; Korean; Polish, Punjabi; Russian; Spanish; Urdu; Yiddish

The palm card features the NYC Racial Justice Commission logo at the top left. The main text reads: "YOU HAVE THE POWER TO DECIDE THE FUTURE OF OUR CITY". Below this, it states: "This November, there will be three ballot questions from the RACIAL JUSTICE COMMISSION that you can vote yes or no on." At the bottom, it says "FLIP ME OVER" with a hand icon and "To see the three ballot questions". To the right, a red box lists the "BALLOT QUESTIONS TO LOOK FOR:":

- Add a Statement of Values to Guide Government
- Establish a Racial Equity Office, Plan, and Commission
- Measure the True Cost of Living

Below the list, it states: "Early Voting begins **OCTOBER 29** Election Day is **NOVEMBER 8**". At the bottom right, there is a QR code and the text: "Scan to learn more or visit [nyc.gov/racialjustice](https://nyc.gov/racialjustice)".

Download an [11 x 17 informational poster](#):

- Currently available in English. To request additional languages, please [contact us](#).

The poster features the NYC Racial Justice Commission logo at the top left. The main text reads: "VOTE IN THE NOVEMBER 2022 ELECTION". Below this, it states: "HELP GUIDE THE FUTURE OF NEW YORK CITY". Below this, it states: "With input from communities across the city, the Racial Justice Commission has proposed three ballot questions." Below this, it says "TURN YOUR BALLOT OVER TO VOTE YES OR NO". Below this, it lists the three ballot questions:

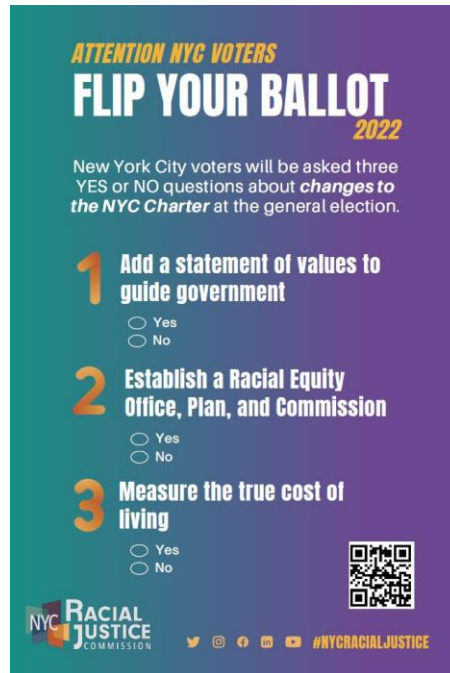
- Add a Statement of Values to Guide Government
- Establish a Racial Equity Office, Plan, and Commission
- Measure the True Cost of Living

Below the list, it states: "Early Voting: **OCTOBER 29** | Election Day: **NOVEMBER 8**". At the bottom left, there is a QR code and the text: "To learn more about the questions, visit [nyc.gov/racialjustice](https://nyc.gov/racialjustice)". At the bottom right, there is the NYC Racial Justice Commission logo.



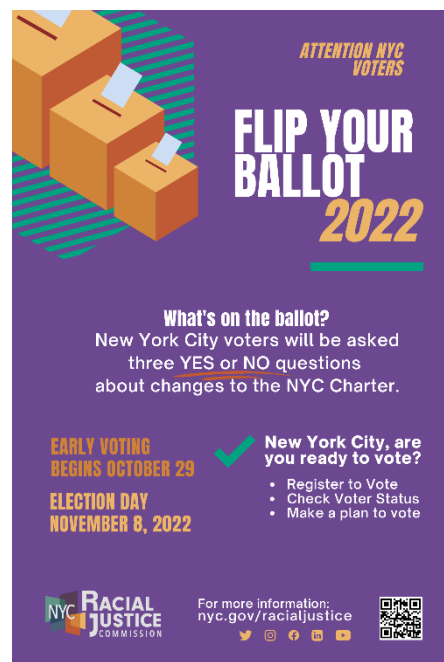
## Download a [24 x 36 event poster](#):

- Currently available in English. To request additional languages, please [contact us](#).



## Download a [20 x 30 event banner](#):

- Currently available in English. To request additional languages, please [contact us](#).





## Download a [60 x 36 grommited event banner](#):

- Currently available in English. To request additional languages, please [contact us](#).



## Background Information

### About the Commission:

The Racial Justice Commission, formed in 2021, is a charter revision commission tasked with examining structural racism within NYC. The Commission examined the City Charter to identify structural barriers facing Black, Indigenous, Latinx, Asian, Pacific Islander, Middle Eastern and all People of Color (BIPOC\*) in NYC and developed ballot proposals aimed at reducing barriers and promoting racial equity. New Yorkers have the opportunity to vote yes or no on these proposed changes in November 2022. The Commission operates independently from the Mayor's Office and other agencies.

### About the Ballot Questions:

There are three ballot questions, also referred to as ballot proposals or ballot measures, to change the City Charter. Each question is intended to put equity at the heart of City government. The questions are meant to lay a new foundation for the purpose of rooting out structural racism within the city government. These questions are aimed at stopping, preventing, and addressing persistent patterns of inequity, as these patterns are harmful to not only New Yorkers of Color, but to all New Yorkers.

If adopted, the three proposals would:

- Add a statement of values to guide government
- Establish a racial equity office, plan, and commission
- Measure the true cost of living in New York City



The Commission's questions will appear on New York City voters' ballots on November 8th, 2022. New Yorkers will decide whether to make these proposals part of our City Charter.

Learn more about the ballot question here:

<https://racialjustice.cityofnewyork.us/ballot/>