

People Powered Day of Action!

What is the purpose of the April 29 Day of Action?

The People Powered Fair Maps Day of Action will be held on April 29, 2021 to shine a light on the redistricting process and demand fair maps. [Census data delays](#) will impact the redistricting process, which may not occur until after July in many states. With this in mind, we have a unique opportunity build up anticipation for redistricting and to prepare the public for the process.

LWVUS is organizing a Day of Action that integrates digital and in-person tactics for LWV affiliates, partner organizations, and other stakeholders. Leagues all over the country will be hosting a variety of local, state, and national events to increase public awareness and engagement around the redistricting process to ensure that the public has a say in how our maps are drawn. Leagues are encouraged to work closely with partners to plan events and activities that will bring new people into the redistricting process by highlighting how redistricting impacts the issues they care about.

Why are we hosting the Day of Action on April 29?

Although every state has a different timeline for their redistricting process, LWV wants to demonstrate the national scope of People Powered Fair Maps by hosting a variety of events on or around a single day. April is a strategic time to elevate public awareness around redistricting and remind decision makers that they are accountable to the people to draw fair maps. We are supporting the deepening of partnerships, identification of communities of interest, and building a base we can leverage for the People Powered Day of Action on April 29!

Additionally, at the end of April, Congress will be on recess in their home districts, so Leagues have the opportunity to incorporate direct advocacy or meetings with representatives into their Day of Action plans if relevant.

What kind of support will LWV be providing?

- Mobilization
 - LWVUS will regularly post PPFM-related actions on OutreachCircle to engage with our growing base of supporters. [Follow the PPFM OutreachCircle group here!](#)
 - We will provide a centralized location on our League website for Leagues to share upcoming events that they are hosting with the broader public, thus increasing visibility for our events and accessibility for potential supporters and volunteers.
- Partner identification
 - LWVUS will continue to identify and build connections with potential partners in both the democracy space and in issue-based spaces. We will do our best to connect state and local chapters of partner organizations with the corresponding League where possible.

- We will be building out opportunities to hold larger-scale events with our national partners with the goal of redirecting attendees to the League(s) closest to them.
- Resources and educational materials
 - LWVUS will provide regular trainings for redistricting champions to continue building skills in the field.
 - Our Communications team has provided templates for LTEs, Op-Eds, and press releases for use by both state and local League members.
 - Our PPFM staff has a host of PPFM materials available on Basecamp, and will add additional resources as they are created in the coming months.

What types of events or activities should Leagues plan for the Day of Action?

Leagues are free to plan any event (virtual or safely in-person) that will bring visibility around the issue of redistricting, increase public awareness and participation in the process, or put pressure on legislators or other key decision makers to draw fair maps.

Sample activities may include, but are not limited to:

- Advocacy events related to redistricting legislation in your state. These can take the form of:
 - Virtual meetings with legislators
 - Postcards, calls, or texts to legislators demanding fair maps (or lobbying on specific legislation)
- Education and engagement events such as:
 - Community forums connecting an important issue to redistricting (education, environmental protections, access to healthcare, immigration reform etc.)
 - Redistricting 101 presentations
 - Training community members to give testimony at upcoming redistricting committee or commission meetings
- Electoral Outreach
 - Utilize a voter registration drive as an entry point to talk about redistricting

Can Leagues host events with other organizations?

Yes! One of our goals for the 2021 PPFM Day of Action is to engage existing and new partners. For fair maps to be drawn, we need as many people as possible involved in the process. LWV does not fully represent every community and we should not assume to have all the solutions around how redistricting should be done. Co-hosting events is a great way to not only reach new audiences, but also support the work of our partners and elevate how redistricting impacts the issues and communities they work with.



Do our event(s) need to focus on redistricting at the congressional level?

No! Your League(s) can create events based on the local issues impacted by redistricting, such as school districts and council seats! This is a great opportunity to highlight local issues and deepen partnerships. Additionally, we know that some states only have one congressional district.

Next Steps?

[Register your event with us by April 10!](#) List of events and ways for people to get involved will be housed on landing page.