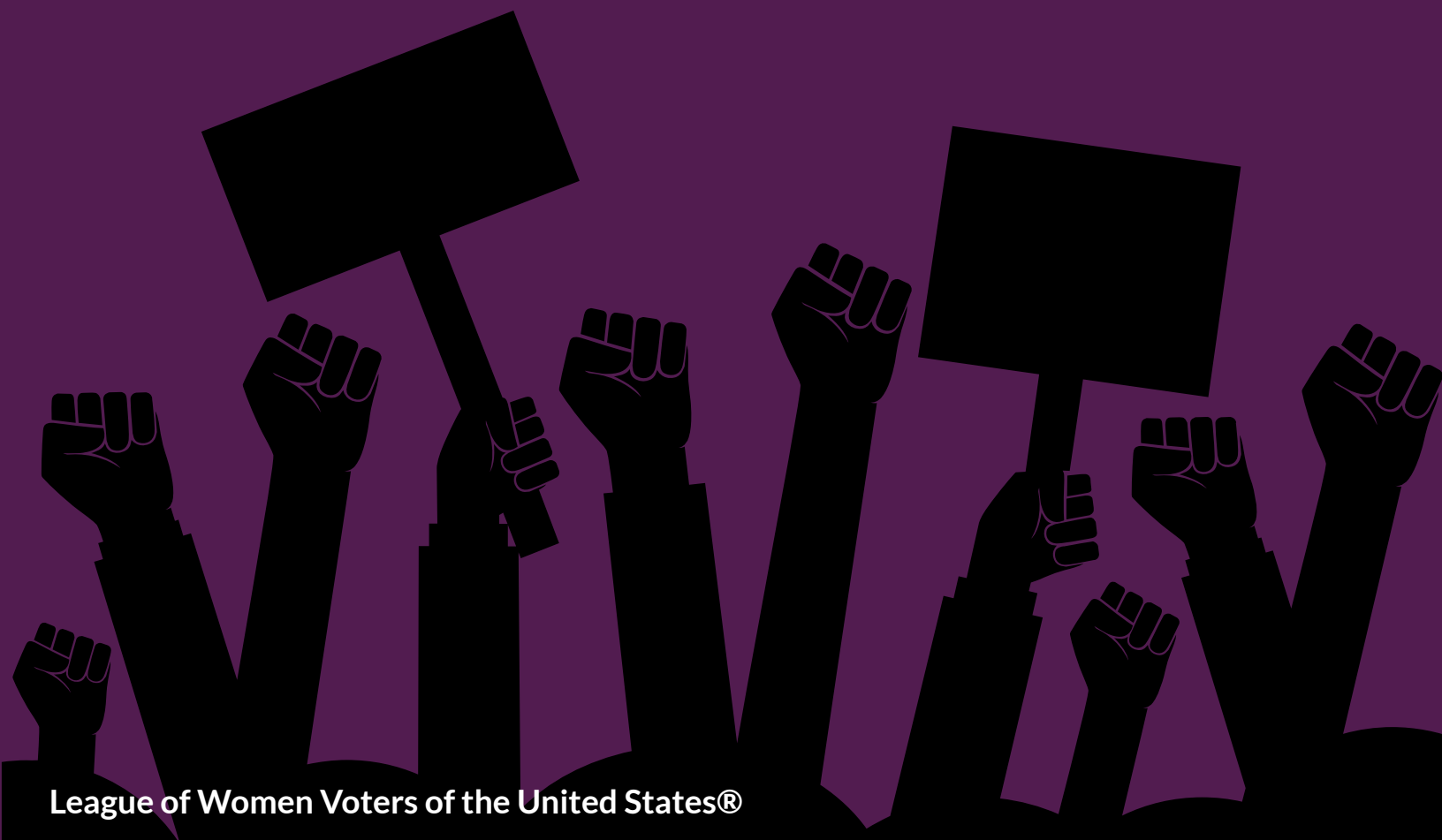




Unite and Rise 8.5

Power Playbook 1

May 2025–July 2025



About Unite and Rise 8.5

On May 1, the League launched the Unite and Rise 8.5 initiative, which aims to mobilize 8.5 million voters using the power of voter engagement as a cornerstone of our democracy. Unite and Rise 8.5 will showcase the many ways voters can drive change, including through advocacy, mobilization, civic education, and engagement. The initiative is part of LWV's [Women Defend Democracy](#) campaign.

8.5 million is the estimated number of voters the League seeks to activate to combat an authoritarian takeover attempt through nonprofit protest and civic activism. A Harvard study from the [Carr-Ryan Center for Human Rights](#) found that: “Nonviolent protests are twice as likely to succeed as armed conflicts...and those engaging a threshold of 3.5% of the population have never failed to bring about change.”

According to the [University of Florida](#), approximately 245 million Americans were eligible to vote in the 2024 general election. If 3.5% of these eligible voters — 8,575,000 people — engage in nonviolent protest and civic activism, the League believes we will bring about meaningful change.

Multifaceted Approach



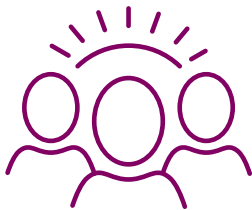
Legal & Policy Advocacy

Challenge unconstitutional actions through litigation, advocate for electoral integrity reforms at state and federal levels, fight voter suppression, and protect due process.



Public Mobilization & Coalition Building

Turn out millions for quick activations and longer-planned activist campaigns, uplift local voices, and partner with grassroots, national, and international organizations.



Civic Education & Engagement

Launch public awareness campaigns, expand voter registration and turnout efforts, host educational forums, connect policy to real-life impact, and equip people with tools to act.



Democracy Resilience

Build lasting infrastructure to protect democratic values and institutions for the long haul.

Navigating Nonpartisanship

During Election Cycles

When candidates are running for office, our nonpartisan stance is clear and firm: we do not endorse or oppose any candidate or political party. Through our state and local voter guides and [VOTE411.org](https://www.vote411.org), Leagues work tirelessly to solicit and gather answers from tens of thousands of candidates around critical community questions.

These include questions about voting rights, climate change, reproductive rights, resource management, and a wide variety of topics. These questions help voters decide on which candidate reflects their values and community needs. And while we provide voters with information on where candidates stand on key issues, host nonpartisan forums, and work to ensure every eligible voter has access to the ballot, our goal is to empower voters with facts, not to tell them who to vote for.

Navigating Nonpartisanship

With Elected Officials

Once individuals are elected, they are no longer just candidates — they are public servants, responsible for representing all their constituents, regardless of party. Holding elected officials accountable to the public interest is not a partisan act; it is a vital function of a healthy democracy.

When we advocate for or against policies based on our mission and values, we are doing so from our commitment to issues and strengthening civil institutions — not out of allegiance to any political party. We meet and engage with elected officials across the political spectrum to administer elections, provide critical updates and insights on how election administration works, and how to get engaged in civic engagement through things like election observation programs. In essence, we are pushing for action on voting rights, democracy protection, and other key areas, without favor or bias.

Overview

Power Playbook 1 is a guide that includes timely activities for Leagues to participate in Unite & Rise 8.5. These are focused on current or emerging events and what Leagues can do to respond from May through July of 2025.

This guide is for League use only and should not be shared publicly. This pdf includes clickable hyperlinks to tools.

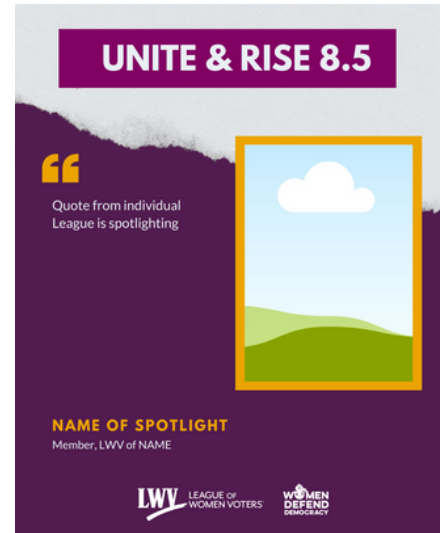
Find the master initiative toolkit on the [League Management Site](#).

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SAVE Act

Join us and take 3
SAVE Act actions to
protect democracy.



Storytelling frame

- ▲ Share the SAVE Act action alert with 3 friends.
 - [SAVE Act action alert](#)
- ▲ Share a SAVE Act social media post with 5 friends.
 - [LWVUS SAVE Act social media post](#)
- ▲ Write 2 Letters to the Editor (LTE) or 1 op-ed on the SAVE Act per month in state or local media outlets or publications.
 - [LTE template](#)
 - [Op-ed template](#)
- ▲ Uplift stories of individuals who will be impacted negatively via social media.
 - [Social media storytelling template](#)

Due Process Violations on Immigration

Raise your voice about
illegal deportations
without due process.

▲ Organize a rally and join mobilizations around immigration.

- [Protest Safety Guidance](#)
- [Organizing to Build Grassroots Power](#)
- [How to Organize a Rally in Eight Steps](#)

Consider hosting protests or rallies in front of federal or state courthouses hearing cases. Leagues are encouraged to invite media to these events.

▲ Write a Letter to the Editor (LTE) and try to time placement on the day of protest/rally or immediately after.

- [LTE template](#)

▲ Host community conversations about the impact of immigration in your community.

- [Community Conversation Guide](#)

Reminder: Share rally photos or LTEs on LWV channels. Identify people willing to share why they attended the rally and ask for consent to share their stories.

Federal Budget & Reconciliation

Tell Congress to protect funding for **Medicaid Expansion and DC Statehood.**

▲ Prepare an op-ed or LTE about how this impacts people in your state or locality. Focus on harm to individuals and reduction of resources for communities.

- LTE template: [2025 Budget and Medicaid Cuts](#)

▲ WATCH and PARTICIPATE in rapid response action alerts on the budget once it's before Congress.

▲ Share action alert on LIA or social media and encourage 5 people to join in the action alert.

NOTE: Action alerts can be found at lww.org/take-action.

Civic Education & Engagement

Engage partners and share
educational content on social.

- ▲ Identify 3 organizations to co-lead actions (e.g., rallies, forums).
 - e.g., women's orgs, voting orgs, immigration orgs, Medicaid orgs
- ▲ Collaborate with partners on joint op-eds or LTEs.
- ▲ Uplift educational content on your League's social media and be sure to tag L WVUS using the handles below.
 - Bluesky: [@lwwus.bsky.social](#)
 - Facebook: [League of Women Voters](#)
 - Instagram: [@leagueofwomenvoters](#)
 - LinkedIn: [League of Women Voters](#)
 - Threads: [@leagueofwomenvoters](#)
 - TikTok: [@LWVUS](#)