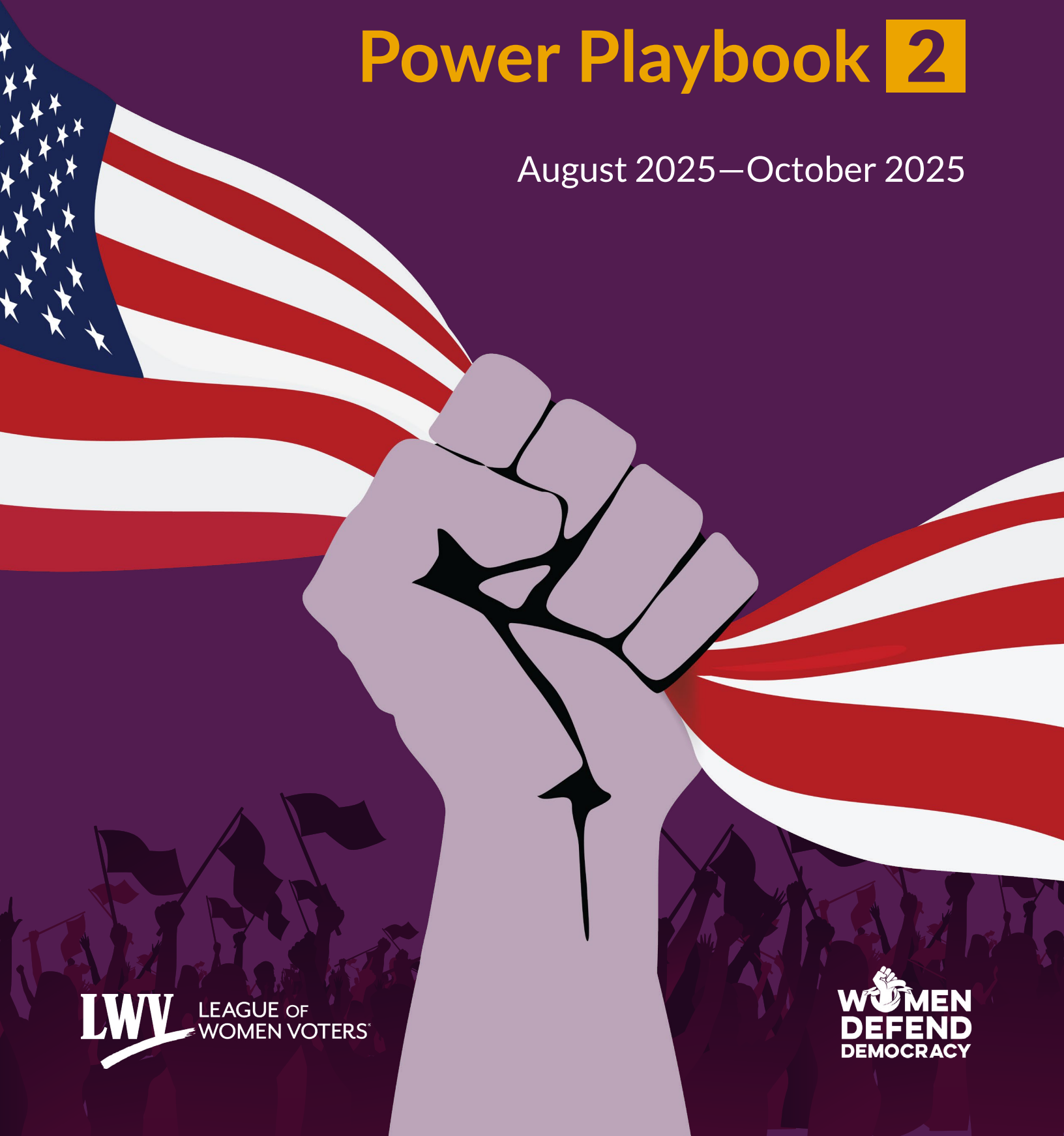


# UNITE AND RISE 8.5

## Power Playbook 2

August 2025—October 2025



**LWV** LEAGUE OF  
WOMEN VOTERS®

**WOMEN**  
**DEFEND**  
**DEMOCRACY**

# About Unite and Rise 8.5

On May 1, the League launched the Unite & Rise 8.5 initiative, which aims to mobilize 8.5 million people using the power of voter engagement as a cornerstone of our democracy. Unite & Rise 8.5 showcases the many ways individuals can drive change through advocacy, mobilization, civic education, and engagement.

Micro campaigns that span 3 months each will unite communities, encourage the people to stand in their power, and demand a multi-racial democracy that works for all of us.

## Playbook 1 (May – July): Shifting the Power Narrative

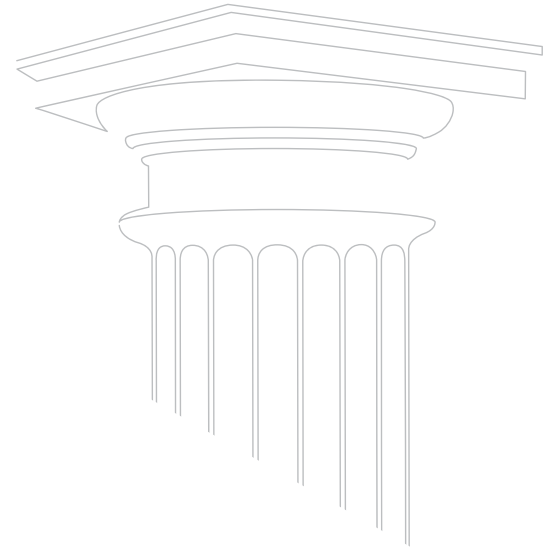
The first micro campaign focused on **shifting the power narrative**. It lifted up the voices and stories of those most impacted—immigrants and people of color—and made clear what was at stake by educating and mobilizing on the suppressive provisions of the SAVE Act, the lack of due process provided to immigrants, and the impact of the budget reconciliation legislation.

## Playbook 2 (August – October): Holding Power Accountable

For the second micro campaign, we are **holding power accountable**. We focus on 1) defending and advancing voting rights, ensuring transparency and fairness in midcycle redistricting; 2) advocating for economic justice (budgets, reconciliation, Medicaid, SNAP, ICE funding and appropriations); 3) encouraging everyday democracy actions; 4) building a nationwide network of government and election observers; and 5) highlighting the role of the courts in our system of checks and balances.

This Power Playbook 2 is a guide that outlines strategic activities Leagues can take to participate in Unite & Rise 8.5 from August through October of 2025.

For updated information and resources, visit [LWV.org/PowerPlaybook2](https://LWV.org/PowerPlaybook2).



# Four Pillars of Unite and Rise 8.5

1

**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.

2

**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.

3

**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.

4

**Democracy Resilience:** Build lasting infrastructure to protect democratic values and institutions for the long haul.

# August

This calendar provides a roadmap for the important touchpoints of this micro campaign.

For full information and resources, visit [lww.org/PowerPlaybook2](http://lww.org/PowerPlaybook2).

## August 1–31

### ■ Daily Democracy Practice

Take [daily nonviolent action](#) to hold power accountable

## August 2–31

### ■ August Congressional Recess

Engage members of Congress on Medicaid and VRAA with tools including our [LTE Template](#)

## August 5

### ■ League Webinar for Civic Holidays

[Attend this training](#) to learn how Leagues can connect with and effectively leverage these days of action

## August 6

### ■ Anniversary of Voting Rights Act

Use the [VRAA Toolkit](#), amplify the 51-state letter, and share the action alert

## August 12

### ■ National Poll Worker Recruitment Day

[Use the Poll Worker Recruitment Toolkit](#)

## KEY

- Legal & Policy Advocacy
- Public Mobilization & Coalition Building
- Civic Education & Engagement
- Democracy Resilience

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## NOTES:

# September

This calendar provides a roadmap for the important touchpoints of this micro campaign.

For full information and resources, visit [lwv.org/PowerPlaybook2](http://lwv.org/PowerPlaybook2).

## September 1–30

### ■ Daily Democracy Practice

[Take daily nonviolent action](#) to hold power accountable

### ■ Election Observation

[Use the Election Observation Toolkit](#) to plan election observation work

### ■ Observer Corps

[Use the Observer Corps Toolkit](#) to plan government observation activities

### ■ Budget Education

[Refer to the resources on the LMS](#) for educating your community about the budget process

### ■ Take Action

[Uplift LWV Action Alerts](#)

## September 11

### ■ League Webinar on Election Observation

[Attend this training](#) to learn more about creating and implementing an election observation program

## September 16

### ■ National Voter Registration Day

[Use the NVRD Toolkit](#) and register voters

## KEY (4 PILLARS)

- Legal & Policy Advocacy
- Civic Education & Engagement
- Public Mobilization & Coalition Building
- Democracy Resilience

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

## NOTES:

---



---



---



---



---

# October

This calendar provides a roadmap for the important touchpoints of this micro campaign.

For full information and resources, visit [lww.org/PowerPlaybook2](https://lww.org/PowerPlaybook2).

## October 1–31

### ■ Daily Democracy Practice

[Take daily nonviolent action](#) to hold power accountable

### ■ Election Observation

[Use the Election Observation Toolkit](#) to plan election observation work

### ■ Observer Corps

[Use the Observer Corps Toolkit](#) to plan government observation activities

## October 6

### ■ SCOTUS Term Begins

Share about the [Louisiana v. Callais case](#)

## October 6–10

### ■ National Voter Education Week

[Use the National Voter Education Week Toolkit](#) to engage your community

## October 28

### ■ Vote Early Day

[Use the Vote Early Day Toolkit](#) to promote voting early

## KEY (4 PILLARS)

- Legal & Policy Advocacy
- Civic Education & Engagement
- Public Mobilization & Coalition Building
- Democracy Resilience

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## NOTES:

---



---



---



---



---



---



---

# 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, 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 more issues that affect the lives of Americans. 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.**

## 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, 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 to facilitate 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.