

Black Voter Engagement 2026



BLACK OPPS MESSAGE GUIDE

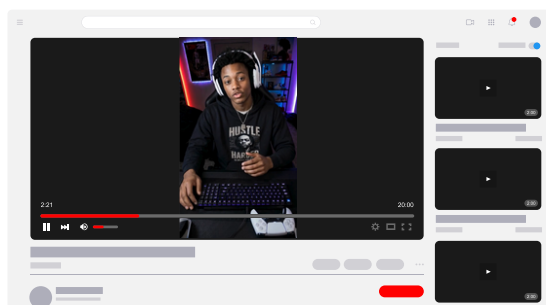
Research from the Black Opps Project recommends 5 key message elements to include in your outreach to mobilize Black voters to take action now through November.

See all Black Opps AI content:



MESSAGE ELEMENT

- 1 PAIN POINTS AND VILLAINS:** Connect attacks on democracy to wasteful government spending responsible for undermining democracy.
- 2 PROOF OF PROGRESS:** Remind people of progress brought by collective action.
- 3 HIGHLIGHT MOTIVATIONS:** Connect democracy to defending Black freedom and the right to vote.
- 4 INOCULATE BARRIERS:** Including risk of arrest, violence, or professional harm.
- 5 CALL TO ACTION:** Call on voters to take the actions they are the most willing to take.



MESSAGE EXAMPLES

PAIN POINTS AND VILLAINS

"I saw how much they were rigging the rules to make it harder for us to vote, eliminating the Black members of Congress that our parents and grandparents elected, retracting the few gains that Black people made just to give tax breaks for rich people and fund endless wars. But somehow there's never enough money for regular folks trying to survive."

PROOF OF PROGRESS

"I saw what happened after my parents protested in 2020. Cities were forced to make changes around policing and accountability, and when Black communities stopped spending money at Target after they rolled back DEI programs, people paid attention."

HIGHLIGHT MOTIVATIONS

"That reminded me that our voices matter, but our money and actions matter too."

INOCULATE BARRIERS

"That's why I joined We Got Next. They're training young people to help register voters, work the polls, and protect people's right to vote."

CALL TO ACTION

"Will you join We Got Next and help people in your community get registered to vote?"

DEFEND RIGHT TO VOTE	+4 pp
DEFEND DEMOCRACY	+ 4 pp
VOTE LIKELIHOOD	+7 pp
HOST VOTER REG. DRIVE	+11 pp
POST INFO. ONLINE	+5 pp
BOYCOTT	+8 pp

Source: NATIONAL BLACK OPPS COALITION DEMOCRACY CONTENT TEST. | Jun 11-Jun 13, 2026.
Green = statistically significantly different from the placebo at 90% confidence level.