



What's it Worth?

BEA's Voting Rights + Black Economic Power Mobilization Plan

Summary

The 2022 election cycle presents an opportunity for BEA and the business community to continue to leverage its influence to advance pro-democracy initiatives and civic engagement messaging as an advocate and messenger for the black community. The What's it Worth campaign will partner with businesses, stakeholders, and voter mobilization groups to raise awareness about what's at stake in this election, the power of black voters, and black economic power. This campaign will reinforce the message that it's 'worth' showing up to vote because we are an important part of the economy and this democracy and that progress in our communities depends on it.

Campaign Overview

BEA will produce a toolkit of digital assets (videos, graphics, calls to action-ie registering to vote, finding your polling place, etc.) as well as messaging guidance and press highlighting key messages about black voters and black economic power. This toolkit of assets will launch around the 30-day mark from Election Day (November 8th) and be distributed to local black businesses and stakeholders in key states to amplify on social media as a mobilization tactic. Partners will post content on each of the key election dates and any other dates in the general election period:

- Voter registration deadlines
- Beginning of Early Voting
- Election Day

Target Audience and Geographies:

This campaign will reach black voters, allies, businesses and business leaders in key electoral states such as Georgia, North Carolina, and Florida where black voters will have a significant impact on the outcome of the election.

Partner with Us

If your business or organization would like to partner with us in the What's it Worth Campaign, please complete the [Partner Interest Form](#)