



2023

ELECTION YEAR

- AUGUST 3RD -

About The Equity Alliance



The Equity Alliance (TEA) is a Tennessee-based 501(c)(3) nonpartisan grassroots organization led by award-winning Black women. We envision a society where Black communities are thriving and have equitable access to power, resources, and the freedom to choose our quality of life. Our mission is to unapologetically build independent Black political and economic power. We educate, empower, and mobilize Black people to take action and keep our government in check.

As *The Tennessean's* 2020 People of the Year, we are the leading Black-led organization in Tennessee that takes bold action to mobilize the Black electorate to be civically engaged, challenge systemic inequities rooted in white supremacy, and stand up against attacks on our democracy.

About The Tennessee Voter Guides®

Through our voter education and outreach programs, we aim to expand the electorate by creating new and informed voters. The Tennessee Voter Guides® are the premiere voter education resources read by thousands of Tennessee voters and distributed by trusted community partners. The Tennessee Voter Guide® is a free, nonpartisan, public resource brought to you by The Equity Alliance to help voters make an informed decision in the voting booth on Election Day. What began in 2018 as the Nashville Voter Guide® has since expanded to four additional cities, including Memphis, Chattanooga and Clarksville.

The Nashville Voter Guide®, powered by The Equity Alliance, includes unbiased candidate profiles, definitions of each elected office, polling locations and hours, voter ID requirements and much more. The guide is available for free download at tnvoterguides.com.

As a coalition-based organization, we know that the work of justice and equity is not done alone. In order to reach thousands more eligible voters, we need you to work alongside us to build political power with our people! That's why the guide, as part of our larger civic engagement initiative called the Tennessee Black Voter Project, will be distributed to several Black-and-minority *led* and Black-and minority-*servicing* churches, businesses, nonprofits and civic groups.

Note: The Equity Alliance does not endorse or financially support candidates. Every effort was made to contact each candidate who qualified with the local county election commission to obtain their profile information. In the event we couldn't reach a candidate, readily available information was captured from online sources.

Thank You

We appreciate your partnership in promoting the free, nonpartisan Tennessee Voter Guides with The Equity Alliance. Guides are available for download at tnvoterguides.com.

Individual city guides are available at:

- nashvillevoterguide.com
- memphisvoterguide.com
- chattanoogavoterguide.com
- clarksvillevoterguide.com

Community Partner Roles

As a Community Partner, we ask that you assist in building awareness for the voter guide. You may choose to send a newsletter to your members, post on social media, or display flyers in your office lobby. Whatever works best for you!

- Distribute the guide to your members/customers/clients online:
 - Create 1-4 social media posts until Election Day Aug 3rd
 - Send 1 email blurb before or during early voting
- Place 1 printable guide, QR code, or stack of palm cards in a visible location with frequent foot traffic of your office building or business
- Promote the guide during Sunday worship service using electronic graphic
- Let our team distribute palm cards or information to attendees or set up a table at an upcoming tabling event

Handles & Hashtags

When referencing The Equity Alliance on social media, please tag us in your posts and use the following social media handles and hashtags:

- Facebook: [@theequityalliance](#)
- Instagram: [@theequityalliance](#)
- Twitter: [@EquityAlliance1](#)
- **#VoteWithConfidence**

Graphics

Facebook / Instagram Square - 1080 x 1080 - [[Download Here](#)]

Instagram Portrait - 1080 x 1350 - [[Download Here](#)]

Instagram Stories - 16:9 - [[Download Here](#)]

Twitter Image - [[Download Here](#)]

Sample Social Media Posts

Facebook:

This election season, we're proud to be a Community Partner with @TheEquityAlliance to encourage you to #VoteWithConfidence at the polls.

Download the free, nonpartisan Nashville Voter Guide at invoterguides.com today! Early voting ends July 29. Election Day is Thursday, Aug. 3rd.

Are you undecided about who to vote for this election season? The Nashville Voter Guide has you covered! We're thrilled to partner with @TheEquityAlliance to help you #VoteWithConfidence. Download the free, nonpartisan Nashville Voter Guide at invoterguides.com today! Early voting ends July 29. Election Day is Thursday, Aug. 3rd.

Instagram:

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Twitter:

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