Dance/USA

How to #Dance2Vote

Voting is the beginning and end of the cycle for arts advocacy.



Decisions on election day determine how politicians approach the issues that impact our sector. While it is not the only lever of advocacy, voting is one of the most consequential.

#Dance2Vote is a voter engagement campaign that shows how dance works can represent issues of democracy and inspire audiences to vote.

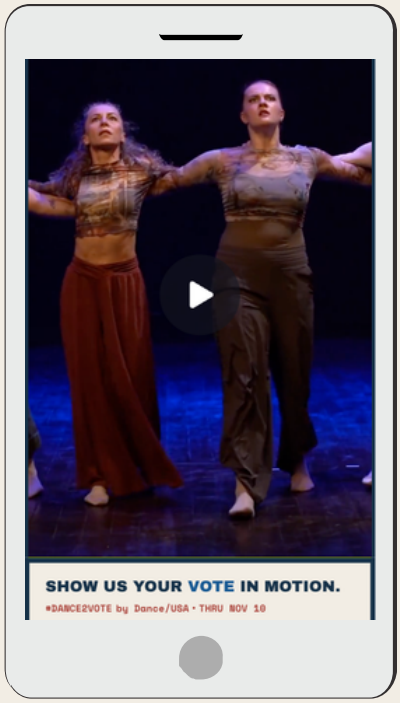
Here's how you can get involved.

Kyle Marshall Choreography in "Bound" by Kyle Marshall
Photographer Sabrina Palko // Creative Director Edo Tastic

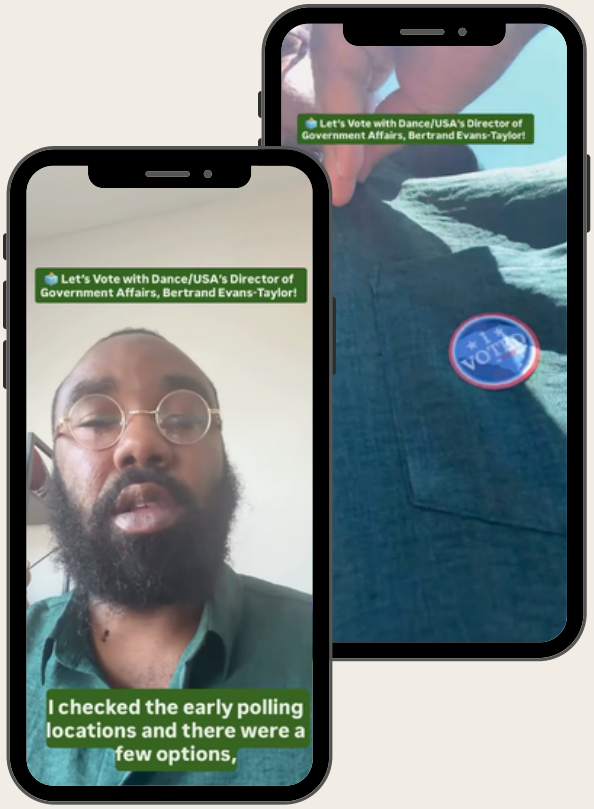
What content should I share?

- An **excerpt of a dance** that engages with ideas around democracy
- A video of you and/or your collaborators answering the question: **“Why do you vote?”**
- A photo or video on election day (bonus points for dancing with **your “I Voted” sticker!**) – DO NOT share a photo of your ballot, however!!

Whatever you choose to share, be sure to add the hashtag: #Dance2Vote so we can see it and reshare it!



Rocky Mountain Ballet Theatre in “Manifest” by Alina Ciceo; Still from video by Pakistan Arts Council Karachi



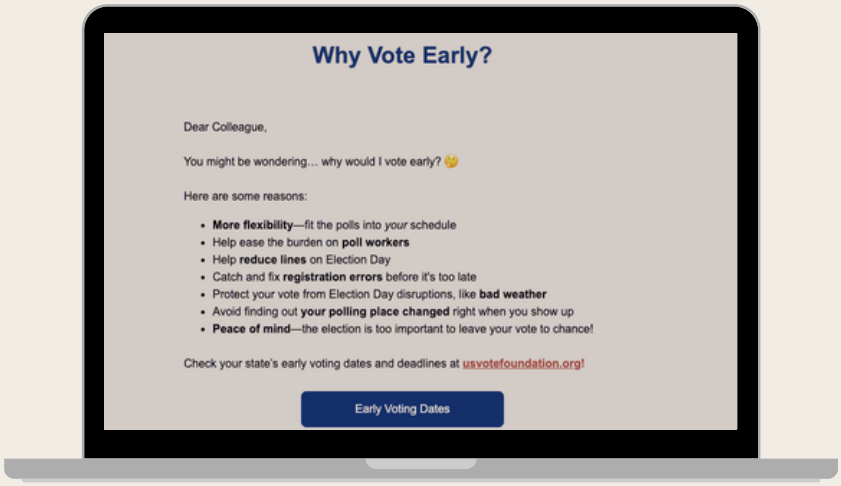
Dance/USA Director of Government Affairs Bertrand Evans-Taylor sharing his experience of early voting in South Carolina

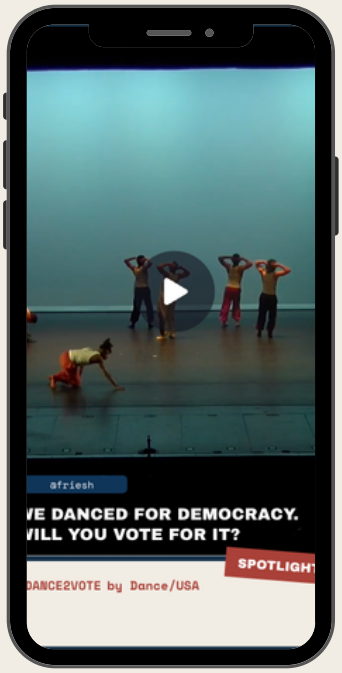
What should I say?

Be informative.

- Remind your audience of voter registration **deadlines** in your state
- Remind your audience of **election dates** in your state
- Share information about who/what will be **on the ballot**,* especially as it pertains to the arts (informational only, no endorsement)
- Post a list of your **local poll sites** (encourage people to check their own jurisdictions)
- **Remain nonpartisan***

*see next page





"Damned Punk" by Enrique Villacreses;
Still from video courtesy of Enrique Villacreses

What should I say?

Calls to Action
You can encourage your audience to:

(If your Instagram account has a link-in-bio feature, you can link directly to these actions!)

- Check their state's voter registration deadline 🔗
- Check their voter registration 🔗
- Register to vote 🔗
- Make a plan to vote 🔗
- Vote early 🔗 (if applicable in your state)
- Tag you in their "I Voted" posts so you can reshare them

***Important**: Under the Internal Revenue Code, 501(c)(3) organizations are "absolutely prohibited from directly or indirectly participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for elective public office. Any contributions to political campaign funds or public statements of position (verbal or written) made on behalf of the organization in favor of or in opposition to any candidate for public office clearly violate the prohibition against political campaign activity."

In other words, 501(c)3 organizations cannot ask people to vote for specific candidates and they cannot donate funds to political candidates or political campaigns.

Nonprofits CAN encourage people to participate in the election process, including voter registration and get-out-the-vote drives, in a non-partisan way and without bias towards a certain candidate(s) or political party.

When should I share my post?

You can share your #Dance2Vote content anytime during election season! However, here are a few key dates—we encourage you to post leading up to these dates with corresponding calls to action if possible.

- Vote Early Day 10/27
- Election Day 11/3



Atlanta Chinese Dance Company in "Votes for Women" by Kerry Lee in collaboration with the dancers; Photo by Boon Vong



Want to engage your audience in-person?

The Lobby Project 🔗 — Theatre Communications Group's guide to hosting get-out-the-vote events during performances

Headcount 🔗 — Runs voter registration drives at concerts and cultural events, translating the power of music and culture into civic action

You're ready to #Dance2Vote!

Questions? Email advocacy@danceusa.org.

Rangoli Dance Company in "Unstoppable: Her Diligence" by Malathi Iyengar; Photo by Gene Lewis