

Ads Mobilize Voters and Protect Voting Rights

Written by Priorities USA Press

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Washington, DC — After over 80 million voters have already cast their ballots by mail or early in person, Priorities USA Action and Senate Majority PAC are focused on turning out voters who have yet to make their voice heard. Priorities USA Action and SMP are releasing new digital ads that give voters the tools to make a plan to cast their ballot.

The digital ads seek to help voters during every step of the voting process. “[Make A Plan](#)” directs voters to [iwillvote.com](#) and provides individuals with the information they need to get to the polls or return their ballot. “

[Hotline](#)

” offers resources for any voting-related questions or issues a person might have and “

[Stay In Line](#)

” informs voters of their legal right to stay in line if they get to their precinct before polls close.

In addition to creative, Priorities is also bidding on Google search terms such as ‘Voter Safety,’ ‘Hotline,’ ‘Misinformation,’ ‘Election Day GOTV,’ and ‘Threats.’ Examples of searches that our ads have shown up on include “safest way to vote,” “will my vote count,” “voting phone number,” “where to vote,” and “report voter intimidation.” The search ads proactively remind people of their state’s voting info, connecting them to a hotline to call with questions, as well as a link to the ACLU’s voter protection website, which outlines voting rights specified by state. Examples of these ads can be found [here](#).

Because of policies enacted almost entirely by Republicans at the state and national level, access to the ballot in many states has become increasingly difficult, especially for voters of color. Priorities USA Action aims to counter these efforts to suppress the vote by providing voters reliable, factual information about how they can cast their ballot and what resources are available.

“Even with record-level turnout in so many states, we have more work to do to ensure that we defeat Donald Trump, flip the Senate, and elect Joe Biden,” said **Guy Cecil, Chairman of Priorities USA**. “Priorities is

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laser focused on turning out voters for Joe Biden and Kamala Harris in key battleground states and ensuring that their voices are actually heard in our election. It is shameful that the Republicans in state houses and our nation's capital have made suppressing the vote a top priority on their agenda. We won't let these efforts go unchecked and we will continue to invest millions of dollars to make sure that voters have the resources they need to cast their ballot."

"Now is not the time for Democrats to rest on our laurels - now is the time to kick voter mobilization into high gear. We're excited by the record breaking turnout but we're not taking anything for granted. SMP is proud to join this effort to make sure we're able to get across the finish line across the country while simultaneously protecting and empowering voters who might otherwise not turn out," said **J.B. Poersch, President of Senate Majority PAC**.