



## ***REDISTRICTING OUTREACH TOOLKIT FOR ORGANIZERS***

Thank you for agreeing to help educate residents about Michigan's new redistricting process spearheaded by the Michigan Independent Citizens Redistricting Commission (MICRC).

### **OVERVIEW**

In 2018, voters approved a change to the way maps are drawn to determine voting districts. This decision takes the process out of the hands of elected officials/political parties, and now ***residents get to decide where voting boundaries are drawn.***

Between May and June 2021, a series of public hearings will take place where **residents can give their ideas either in person or online about who should be represented.** Residents can also **help design which areas of the map will best represent them.**

For this process to be as inclusive and fair as possible, we need as many individuals as possible to participate!

### **HOW CAN YOU HELP?**

- ❖ Follow the MICRC pages on social media and like and share their posts.  
<https://www.facebook.com/RedistrictingMI/>  
<https://twitter.com/RedistrictingMI>  
<https://www.instagram.com/redistrictingmi/>
- ❖ Share information about the MICRC and public hearings on your website and social media pages (Suggested posts and hashtags are listed below.)
- ❖ Send an email to your entire email list explaining the process and asking others to participate with you (Draft email language is included in this kit.)
- ❖ Allow commissioners from the MICRC to speak at your next community meeting to explain the process. (Use this link to request a speaker:  
[https://bit.ly/3h0tywB.](https://bit.ly/3h0tywB))
- ❖ Take part in an upcoming public hearing and/or offer your input online (Use this link for online comments. <https://www.Michigan.gov/MICRC>)

- ❖ Ask your family, friends, neighbors, and members to take part in the upcoming public hearings and/or make comments online.  
(<https://www.Michigan.gov/MICRC>)
- ❖ Find/refer other groups to join our grassroots campaign! (Refer other groups using this link. <https://www.Michigan.gov/MICRC>)

## **TALKING POINTS**

- Redistricting means deciding which **areas** and which **groups** will be represented by the people we elect to office.
- Drawing political maps happens every ten years—right after the population count (Census).
- For the first time in Michigan, the PUBLIC decides community boundaries. It used to be decided by politicians, and that wasn't fair.
- By allowing citizens to have a say, we make sure no one has an unfair advantage.
- Residents literally get to draw our maps AND have a voice, about which areas should be represented.
- Have your say by sharing your comments at a public hearing or going online at [www.Michigan.gov/MICRC](http://www.Michigan.gov/MICRC)
- Having citizens decide is only fair. It makes the process more open and transparent.
- A group with shared cultural, economic, historic, or other common characteristics can be considered a 'Community of Interest,' (COI) and should weigh in on the process.

## **SOCIAL MEDIA POSTS AND HASHTAGS**

It's no longer politicians and political parties deciding who represents; it's us! Take time to have your say. #DrawFairMaps <https://bit.ly/33gjw2u>

Residents literally get to draw maps AND have a voice about which areas should be represented. #YouDrawTheLine <https://bit.ly/33gjw2u>

Redistricting used to be decided by politicians, and that wasn't fair. For the first time in Michigan, the PUBLIC decides. #YouDrawTheLine <https://bit.ly/33gjw2u>

Drawing political maps happens every ten years—right after a population count (Census). #DrawFairMaps <https://bit.ly/33gjw2u>

What's your community of interest? Economic? Cultural? Historic? #ShowUpSpeakUp <https://bit.ly/33gjw2u>

### **Hashtags**

#DrawFairMaps

#YouDrawTheLine

#ShowUpSpeakUp

## **SUGGESTED EMAIL LANGUAGE**

**Subject Line: It's time to draw the line**

**Dear [Friend],**

This year in Michigan, we have an opportunity to do something that previously was only done by political parties and elected officials: In identifying a Community of Interest, we get to draw the maps that decide which areas and which groups will be represented in our voting process.

It's called redistricting, and it's a process that takes place once every ten years (after the population count for the U.S. Census). This is important for our community because by allowing residents to have a say, we make sure no one has an unfair advantage.

[Will you please help us with drawing the maps by speaking at one of the upcoming public hearings or providing a comment online at www.Michigan.gov/MICRC?](http://www.Michigan.gov/MICRC?)

As a Community of Interest (COI), we literally get to draw a map and say who should have a voice, and which areas should be represented. So, it's really important to **show up** and **speak up**. It means we have a better chance of getting the issues that matter most to us addressed when someone takes office.

The next hearing for our area will take place on \_\_\_\_\_. Remember, you can make comments online at [www.Michigan.gov/MICRC](http://www.Michigan.gov/MICRC).

Now that the process is more open and transparent, we need you to be involved.  
[Can I count on you to help #DrawFairMaps?](#)

Thank you.

Sincerely,  
[Community Leader]

**P.S.**

For more information, please go to [www.Michigan.gov/MICRC](http://www.Michigan.gov/MICRC) or call 1-833-You-Draw, that's 1-833-968-3729.