Ambassador Mobilization Outreach Templates

Feel free to use these templates or to use this as a reference to draft your own messages. It's always good to make sure your message is personalized to the individual or organization you are sending it to. We suggest adding 1-2 sentences at the beginning of the email on why this individual/group is relevant and why you are sending them a message.

Some examples include:

- "I really enjoy your work and think this might be relevant to you."
- "Given your role in the Lebanese diaspora community, I thought this might interest you."

Social Media Handles and Contact Details

Twitter @sawtivoice
Facebook @sawtivoice
Instagram @sawtivoice
Website www.sawtivoice.org
Contact email hello@sawtivoice.org

Hi [NAME],

I wanted to share an initiative that I think you and your community might appreciate. The initiative is called Sawti, and it's hoping to raise awareness on simplifying how to engage in the Lebanese elections, and who the non-sectarian, alternative parties are. We need to all play a role in shaping the future of Lebanon, and that starts with voting and getting educated on political alternatives.

Please visit Sawti's website, explore the alternative political parties. You can also subscribe to Sawti to stay engaged by receiving important updates and discussions about the Lebanese elections and non-sectarian political parties. If you're interested in Sawti's work and want to help, sign up to get involved.

Sincerely,

[SIGNATURE/NAME]

Hi [NAME],

I hope this finds you well.

I wanted to share an initiative that I think you and your community might appreciate. The initiative is called Sawti, and it is hoping to raise awareness and simplify how to become an engaged Lebanese citizen. We need to all play a role in shaping the future of Lebanon, and that starts with becoming involved.

Please visit Sawti's website, https://www.sawtivoice.org/, and explore what we do, learn more about how to become an active and engaged citizen and also read about the alternative political parties who are carefully chosen in accordance to our core values which are included on our website. You can also subscribe to Sawti to stay engaged by receiving important updates and invites to discussions about the Lebanese elections and non-sectarian political parties. If you are interested in Sawti's work and want to help, you can sign up to get involved.

Also, if you think that your organisation would like to hear more about this initiative, I am more than happy to organise a meeting in person or via zoom to explain who we are and what we do. I would be honoured to meet you all.

As an ##### of Lebanese origin, Lebanon always has a special place, and I genuinely believe the diaspora has such an important role to play to change Lebanon's future. This is what we hope to achieve with this initiative.

If you are interested and would like to hear more, please let me know.
Have a great day!

Kind regards,

[SIGNATURE/NAME]

**On Steps to Ensure People Can Vote
(Valid ID, Registration Dates) for
Expats Abroad:**

Timeline: present – November

Hi [NAME],

Are you ready to vote in the upcoming Lebanese elections?

If you're living abroad, you'll need to <u>decide</u> if you're going to vote IN Lebanon OR abroad. As of October, it is still unclear whether the diaspora's vote will be counted in the elections at all, and whether it will be limited to six seats (out of 134 Members of Parliament). This information will most likely come out after registration has already closed (which means once you have registered to vote from abroad, your name will be removed off the list to vote in Lebanon.

Given this uncertainty, <u>if you are certain you will be able to travel to Lebanon for the elections, do not register abroad. Instead, vote in Lebanon. If you are certain you will NOT be able to visit Lebanon during the elections, register to vote abroad.</u>

<u>Registration is open, as of October 1st, and closes on November 20. Register to vote through your local Lebanese embassy. Learn more about how to register through Sawti's post.</u>

(continued)

To vote, you'll need a valid (not expired) passport or a valid (up-to-date) National ID card (hawiye). If your passport or National ID has expired, make sure you renew your documents as soon as possible. Given Covid-19 and the situation in Lebanon, the government could delay getting your documents to you, quickly, so do this as soon as possible!

There are many alternative non-sectarian political parties that are challenging the Lebanese political establishment who've facilitated and benefited from the country's political and economic turmoil. If you live outside of Lebanon, you need to make sure you are registered to vote through your local Lebanese embassy.

Sawti will be sending out reminders on the elections and alternative political parties--to stay up-to-date, subscribe to Sawt's newsletter and make sure you keep up with Sawti on Instagram at @sawtivoice. If you have any questions or need help along the way, please contact hello@sawtivoice.org.

Sincerely,

[SIGNATURE/NAME]

Hi [NAME],

As a part of the Lebanese diaspora, have you decided whether you're voting in Lebanon or abroad yet?

If you're living abroad, you'll need to decide if you're going to vote IN Lebanon OR abroad. As of October, it is still unclear whether the diaspora's vote will be counted in the elections at all, and whether it will be limited to six seats (out of 134 Members of Parliament). This information will most likely come out after registration has already closed (which means once you have registered to vote from abroad, your name will be removed off the list to vote in Lebanon.

Given this uncertainty, <u>if you are certain you will be able to travel to Lebanon for the elections, do not register abroad. Instead, vote in Lebanon. If you are certain you will NOT be able to visit Lebanon during the elections, register to vote abroad.</u>

Registration is open, as of October 1st, and closes on November 20. Register to vote through your local Lebanese embassy. Learn more about how to register through Sawti's post (AGAIN, register ONLY if you are CERTAIN you will NOT be able to vote from Lebanon).

(continued)

To vote, you'll need a valid (not expired) passport or a valid (up-to-date) National ID card (hawiye). If your passport or National ID has expired, make sure you renew your documents as soon as possible. Given Covid-19 and the situation in Lebanon, the government could delay getting your documents to you, quickly, so do this as soon as possible!

There are many alternative non-sectarian political parties that are challenging the Lebanese political establishment who've facilitated and benefited from the country's political and economic turmoil. If you live outside of Lebanon, you need to make sure you are registered to vote through your local Lebanese embassy.

Sawti will be sending out reminders on the elections and alternative political parties––to stay up-to-date, subscribe to Sawt's newsletter and make sure you keep up with Sawti on Instagram at @sawtivoice. If you have any questions or need help along the way, please contact hello@sawtivoice.org .

Sincerely,

[SIGNATURE/NAME]

Hi [NAME],

Have you registered to vote for the Lebanese elections yet? TI want to tell you about Sawti, an initiative that's working to bring information on the elections and more importantly, on the non-sectarian political parties that will be running in the Lebanese elections (if they happen).

There are quite a few alternative non-sectarian political parties running in the election; and I would encourage you to check them out (https://www.sawtivoice.org/explore-the-alternative).

These non-sectarian political parties have outlined roadmaps of recovery and are uniting against the political establishment that has left Lebanon in its worst state in modern history-- who have failed the country, putting it in the historically worst economic crisis, highest unemployment rate, and largest exodus of Lebanese citizens out of the country.

Subscribe to Sawti to keep up with important news on these non-sectarian political parties and receive updates on Lebanese elections, including when registration opens for the diaspora community.

Sincerely,

[SIGNATURE/NAME]

On a Specific Event/Discussion (by Sawti):

Hi [NAME],

- TO FRIENDS/FAMILY:

Hi [NAME],
There's a discussion on [TOPIC] moderated by Sawti that I think you'll enjoy. Sawti's working to get more people engaged in the Lebanese elections and raising awareness on who the alternative, non-sectarian political parties are. Tune in at this link: [LINK].

- TO UNKNOWN/INSTITUTIONS:

Hi [NAME],
My name is [NAME] and I wanted to tell you about a discussion that you might be interested in. The discussion will be on [TOPIC], hosted by Sawti, an initiative which aims to raise awareness on Lebanon's electoral process and alternative, non-sectarian political parties.

You can tune in at this link: [LINK]. Hope to see you there!

Sincerely,

[SIGNATURE/NAME]

**On a Specific Local Event/Discussion
(by you, the ambassador):**

Hi [NAME],

- TO FRIENDS/FAMILY:

There's a discussion on [TOPIC] that I'll be moderating that I think you'll enjoy. t'll take place on [DAY] at [TIME] at [LOCATION/via this zoom link]. I thought you would find this interesting to listen to and engage with. Hope to see you there! Tune in at this link: [LINK].

- TO UNKNOWN/INSTITUTIONS:

My name is [NAME] and I wanted to tell you about a discussion I'll be moderating on [TOPIC]. It'll take place on [DAY] at [TIME] at [LOCATION/via this zoom link]. Given your role with the Lebanese community in [CITY], I thought you would find this interesting to listen to and engage with. Hope to see you there!

Best,

[SIGNATURE/NAME]