

2021 Welcome Back Congress Toolkit

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I. Campaign Context

For the first four days of the 117th Congress, Moms Demand Action Volunteers, Survivors of Gun Violence, Students, and Everytown Supporters will take daily coordinated actions to demonstrate the power and breadth of our movement! Many organizations will be driving phone calls or contacts in more traditional ways during this time, but we'll break new ground by taking action on various social media platforms, concluding with a more formal constituent contact over email. **Together, we will be unignorable -- flooding members' social media inboxes and their Twitter feeds in the way only our movement can!** (and we've got a [cool new tool](#) for you to use to look up your Senators and Representatives, with all their social media handles)

We'll be positive, encouraging, and optimistic -- presenting ourselves as willing partners for real progress in gun violence prevention. The first day of the campaign we'll take to Twitter, welcoming our House Representative and Senators to the new session and sharing our willingness to work together on gun violence prevention this year! On the second day, we'll send Facebook messages to those same folks with our personal stories and an ask to prioritize gun violence prevention this Congress; on the third day, we'll do the same on Instagram. The fourth and final day of this campaign, we'll drive a more traditional constituent contact through emails, to again show our unprecedented organization and our sustained determination to get this done!

II. Timeline and Social Media Best Practices

Timeline:

Day 1: Sunday, January 3

- Welcome Tweet to Senators and House Representative!

Day 2: Monday, January 4:

- Facebook message to Senators and House Representative!

Day 3: Tuesday, January 5:

- Instagram direct message to Senators and House Representative!

Day 4: Wednesday, January 6

- Personal email to Senators and House Representative!

Social Media Protips!

- Use a great image of you wearing Everytown or Moms Demand swag in your profile pic -- like your Moms, Students Demand Action, or Everytown Survivor Network t-shirt!
- Grab our banner image if you don't love the one you have. We've got them sized for Facebook and Twitter. Check them out [HERE](#).
- Include the fact that you're a @MomsDemand volunteer, a #StudentsDemandAction leader, a member of the @Everytown Survivor Network, or an @Everytown supporter in your bio.
- On Facebook, take a minute to go to your "Settings & Privacy" to perform a "Privacy Checkup" following the directions provided.
- Always remember, do NOT feed trolls. If one happens to find your post or comment, immediately block them.

Any issues with the Find Your Representatives tool? [Let us know here](#).

III. Day One (Sunday, January 3): Twitter

How To

Send one tweet that tags both of your Senators and your House Representative. You can find their Twitter handles by looking up your address [here](#). Remember to include all three in your tweet. You got this!



You can find your Senator/Representative's Twitter handle by clicking the Twitter icon (circled here) below their name.

Reminders

Below you will find sample tweets to use to welcome your Members of Congress. Here are some tips to remember before you tweet:

- Remember to keep it polite and positive! We want to show our power but still remind our Members of Congress that we are willing partners.
- Stick with tweeting to your two Senators and one House Representative. Feel free to retweet Moms, Students, and Survivors from all over the country, but your tweet should focus on your elected officials.
- All tweets should include the hashtag #EndGunViolence, so we can make the biggest possible splash on Twitter!
- Earn bonus points by attaching a selfie to your tweet!

Sample Tweets

FOR STATE DELEGATIONS WHO ARE ALLIES:

- *Moms:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a @MomsDemand volunteer from [CITY, STATE] I'm excited to work with you in 2021 to help #EndGunViolence. @Everytown
- *Survivors:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a gun violence survivor from [CITY, STATE] I'm excited to work with you in 2021 to help #EndGunViolence. @Everytown @MomsDemand
- *Students:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a #StudentsDemandAction volunteer from [CITY, STATE] I'm excited to work with you in 2021 to help #EndGunViolence. @Everytown @MomsDemand
- *Everytown Supporters:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As an @Everytown supporter from [CITY, STATE], I'm excited to work with you in 2021 to help #EndGunViolence. @MomsDemand

FOR STATE DELEGATIONS WITH MEMBERS WHO ARE SERVING THEIR FIRST TERM OR ARE POTENTIAL ALLIES:

- *Moms:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! I'm a @MomsDemand volunteer and I can't wait to fight by your side this year to #EndGunViolence. @Everytown
- *Survivors:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! I'm a gun violence survivor, and I can't wait to fight by your side this year to #EndGunViolence. @Everytown @MomsDemand
- *Students:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! I'm a #StudentsDemandAction volunteer and I can't wait to fight by your side this year to #EndGunViolence. @Everytown @MomsDemand
- *Everytown Supporters:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! I'm an @Everytown supporter and I can't wait to fight by your side this year to #EndGunViolence. @MomDemand

FOR STATE DELEGATIONS WHO HAVE VOTED AGAINST OUR WORK OR ARE GUN LOBBY ALLIES:

- *Moms:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a @MomsDemand volunteer from [CITY, STATE], in 2021, I'll be focused on the fight to #EndGunViolence in our country, and I hope you will be too. @Everytown
- *Survivors:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a gun violence survivor from [CITY, STATE], in 2021, I'll be focused on the fight to #EndGunViolence in our country, and I hope you will be, too. @everytown @MomsDemand
- *Students:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As a #StudentsDemandAction volunteer from [CITY, STATE], in 2021 I'll be focused on the fight to #EndGunViolence in our country, and I hope you will be, too. @everytown @MomsDemand
- *Everytown Supporters:* Welcome to the 117th Congress, [@REPRESENTATIVE] [@SENATOR] [@SENATOR]! As an @Everytown supporter from [CITY, STATE], in 2021 I'll be focused on the fight to #EndGunViolence in our country, and I hope you will be, too. @MomsDemand

*****BONUS TWEET FOR EVERYONE***:** Help us welcome our TWO Moms Demand Action Volunteers to the 117th Congress. Check out the sample content below"

- Welcome former @MomsDemand volunteers @RepLucyMcBath and @Marie4Congress to the 117th Congress! I'm excited to work with you in 2021 to help #EndGunViolence. @Everytown

IV. Day Two (Monday, January 4): Facebook

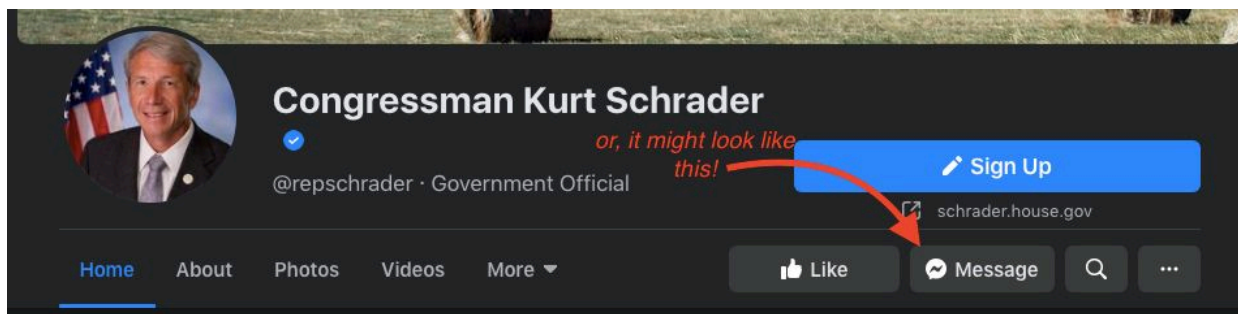
How To

You'll be sending these direct messages through your senators' and representative's Facebook Messages. Look up your Senators and Representative and their Facebook pages [here](#).

Senator
Sherrod Brown



Find your Senator/Representative's Facebook page by clicking the Facebook icon (circled here) below their name.



Reminders

Below you will find sample language for sending a Facebook message to use to welcome back your individual members of Congress. Here are some tips to remember before you send the messages:

- Some lawmakers have their Facebook messages closed; if that is the case for your Member of Congress, then comment on their latest post instead.
- If you're not comfortable sharing your personal story, you can use this line instead: *"because gun violence ends more than 100 lives each day in this country and it shouldn't be this way."*
- Remember to keep it polite and positive! We want to show our power but still remind our Members of Congress that we are willing partners.
- Stick with messaging to your two Senators and one House Representative. These messages are most powerful when they come from direct constituents.
- Example message: *Welcome back to the 117th Congress, Rep. Bonamici. I joined Moms Demand Action after the horrific shooting in Parkland because I could no longer bear to hug my children knowing that other mothers were losing theirs; I had to get off the sidelines and help end this epidemic. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!*

Sample Messages

SAMPLE FACEBOOK MESSAGES FOR ELECTED OFFICIALS WHO ARE ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Everytown Supporters: Welcome to the 117th Congress, [REP or SENATOR]. I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!

SAMPLE FACEBOOK MESSAGES FOR ELECTED OFFICIALS WHO ARE SERVING THEIR FIRST TERM OR ARE POTENTIAL ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Everytown Supporters: Welcome to the 117th Congress, REP or SENATOR]. I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.

SAMPLE FACEBOOK MESSAGES FOR ELECTEDS WHO HAVE VOTED AGAINST OUR WORK OR ARE GUN LOBBY ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE

GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.

- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Everytown Supporters: Welcome to the 117th Congress, [REP or SENATOR]. I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.

V. Day Three (Tuesday, January 5): Instagram

How To

You'll send messages through your senators' and representative's Instagram "Direct Messages". You can find their Instagram accounts [here](#).

Senator
Chuck Schumer



Find your Senator/Representative's Instagram account by clicking the Instagram icon below their name...



...then, click the "message" button on their Instagram page to send a direct message.

Reminders

Below you will find sample language for sending a Instagram direct message to use to welcome your individual members of Congress. Here are some tips to remember before you send the DM:

- Some lawmakers have their Instagram messages closed; if that is the case for your Member of Congress, then comment on their latest post instead.

- If you're not comfortable sharing your personal story, you can use this line instead: *"because gun violence ends more than 100 lives each day in this country and it shouldn't be this way."*
- Remember to keep it polite and positive! We want to show our power but still remind our Members of Congress that we are willing partners.
- Stick with messaging to your two Senators and one House Representative. These messages are most powerful when they come from direct constituents.
- Example message: *Welcome to the 117th Congress, Sen. Cruz. I joined @MomsDemand after the horrific shooting in Parkland because I could no longer bear to hug my children knowing that other mothers were losing theirs; I had to get off the sidelines and help end this epidemic. In 2021, I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.*

Sample Instagram Direct Messages (DMs)

SAMPLE INSTAGRAM DM FOR ELECTED OFFICIALS WHO ARE ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined @MomsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the @Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined @StudentsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Everytown Supporters: Welcome to the 117th Congress, [REP or SENATOR]. I began volunteering with @Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!

SAMPLE INSTAGRAM DM FOR ELECTED OFFICIALS WHO ARE SERVING THEIR FIRST TERM OR ARE POTENTIAL ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined @MomsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the @Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined @StudentsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Everytown Supporters: Welcome to the 117th Congress, [REP or SENATOR]. I began volunteering with @Everytown because [INSERT YOUR STORY / WHY - WHEN YOU

JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.

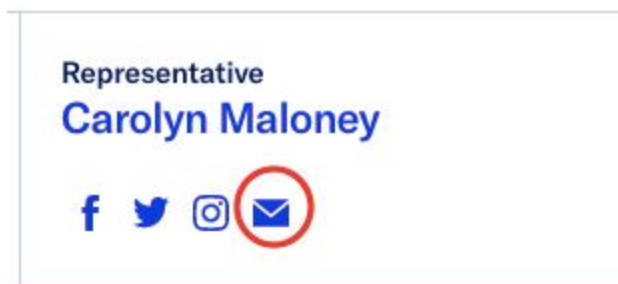
SAMPLE INSTAGRAM DM FOR ELECTEDS WHO HAVE VOTED AGAINST OUR WORK OR ARE GUN LOBBY ALLIES:

- Moms: Welcome to the 117th Congress, [REP or SENATOR]. I joined @MomsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Survivors: Welcome to the 117th Congress, [REP or SENATOR]. I became involved in the @Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Students: Welcome to the 117th Congress, [REP or SENATOR]. I joined @StudentsDemand because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Everytown Supporters: Welcome to the 117th Congress, [REP or SENATOR]. I began volunteering with @Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.

VI. Day Four (Wednesday, January 6): Email

How To

You'll be sending these messages through your senators' and representative's contact page on their official website. Look up your Senators and Representatives and their 'contact' pages [here](#).



Find your Senator/Representative's email address by clicking the envelope icon below their name.

Reminders

Below you will find sample language for sending an email to welcome your individual members of Congress. Here are some tips to remember before you send the message

- If you're not comfortable sharing your personal story, you can use this line instead: *"because gun violence ends more than 100 lives each day in this country and it shouldn't be this way."*
- Remember to keep it polite and positive! We want to show our power but still remind our Members of Congress that we are willing partners.
- Stick with messaging to your two Senators and one House Representative. These messages are most powerful when they come from direct constituents.

Sample Emails

SAMPLE EMAIL FOR ELECTED OFFICIALS WHO ARE ALLIES:

- Moms: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Survivors: Dear [REP or SENATOR], Welcome to the 117th Congress! I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Students: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!
- Everytown Supporters: Dear [REP or SENATOR], Welcome to the 117th Congress! I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I'm looking forward to working with you in 2021 to help end our country's gun violence crisis!

SAMPLE EMAIL FOR ELECTED OFFICIALS WHO ARE SERVING THEIR FIRST TERM OR ARE POTENTIAL ALLIES:

- Moms: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Survivors: Dear [REP or SENATOR], Welcome to the 117th Congress! I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Students: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.
- Everytown Supporters: Dear [REP or SENATOR], Welcome to the 117th Congress! I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. I can't wait to fight by your side this year to help end our country's gun violence crisis.

SAMPLE EMAIL FOR ELECTEDS WHO HAVE VOTED AGAINST OUR WORK OR ARE GUN LOBBY ALLIES:

- Moms: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Moms Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP

MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.

- Survivors: Dear [REP or SENATOR], Welcome to the 117th Congress! I became involved in the Everytown Survivor Network after [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Students: Dear [REP or SENATOR], Welcome to the 117th Congress! I joined Students Demand Action because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.
- Everytown Supporters: Dear [REP or SENATOR], Welcome to the 117th Congress! I began volunteering with Everytown because [INSERT YOUR STORY / WHY - WHEN YOU JOINED THE GVP MOVEMENT]. In 2021 I'll be focused on the fight to end gun violence in our country, and I hope you will be, too.