**Swiss Cheese Email and Social Media Posts for Promote the Vote**

This is a sample “Swiss Cheese” email and social media posts that you can customize to send to your community, supporters, and fans. To use, simply fill in the holes (your name, the name of your mural, etc.) and distribute as you see fit.

If you are on social media, we strongly encourage you to use the initiative’s hashtag #MoCoProVote and tag us @creativemoco. Thank you!

**Email**

Subject line: [Name of Artist] selected to Promote the Vote

*[Name of Artist]* is pleased to be selected as a muralist for the L*et’s Promote the Vote Murals Project,* a public art initiative commissioned by the Arts and Humanities Council of Montgomery County (AHCMC).

In an effort to increase voter turnout and local civic engagement, AHCMC will commission seven local artists to create temporary public art murals encouraging Montgomery County residents in East County, Mid-County, Silver Spring, and Upcounty to VOTE in the 2020 elections.

“The arts have always played a role in fostering civic engagement,” says Suzan Jenkins, CEO of the Arts and Humanities Council. “AHCMC is thrilled to work with these artists to galvanize residents into action and encourage them to exercise their right to vote.”

 *[Name of Artist]* will install [X number of] temporary murals in the [X regional areas]. The artwork will be completed by October 20, 2020 and remain up through November 3, 2020.

[Quote from artist]

Visit [creativemoco.com](https://bit.ly/3iZR8Hh) to stay informed about the *Let’s Promote the Vote Murals Project.*

Follow me on [social media account] and AHCMC on [Facebook](https://www.facebook.com/creativemoco) and [Twitter](https://twitter.com/creativemoco) for the latest updates.

**Social Media**

Facebook

*[Name of Artist]* is excited to be selected as a muralist for the Let’s Promote the Vote Murals Project,a public art initiative commissioned by @creativemoco! The goal of this project is to encourage increased voter turnout in the upcoming 2020 elections throughout Montgomery County. My [name of mural(s)] has/have been chosen for installation in the [name of regional areas]. Visit <https://bit.ly/3iZR8Hh> for more information on the initiative and stay tuned for project updates! #MoCoProVote

Twitter

*[Name of Artist]* is excited to be a muralist for the 'Let’s Promote the Vote Murals Project', a #publicart initiative commissioned by @creativemoco! Our goal is to encourage increased voter turnout in the #2020elections throughout #MoCo. Info: <https://bit.ly/3iZR8Hh> #MoCoProVote