



YES PLEDGE REQUEST

We have come to a critical time in the referendum for constitutional recognition through a Voice for Aboriginal and Torres Strait Islander peoples.

There is solid majority support, but we are in a contested space. It is important to reinforce the majority support for a winning campaign.

We know that listening to the voices of Indigenous Australians on the issues that affect their families and communities is critical to getting better outcomes. The referendum itself is a call from Aboriginal and Torres Strait Islander people, through the Uluru Statement from the Heart, to take a significant step forward for reconciliation.

What Yes23 needs now is to swell our ranks of supporters, so we can build the volunteer power needed to drive the campaign forward. It will also be a strong demonstration of public support.

We ask that you email your supporters, as well as using your other communications channels, calling for them to sign our pledge to vote 'Yes' in the referendum. You can also use social media and your other communications channels to call for people to sign the Yes pledge.

Below we have provided some topline points on effective messages for getting support for the Voice from a broad audience. We have also drafted a model email. However, it's important to put that email in your organisation's own voice and words.

Thank you for your support

Dean Parkin

Campaign Director, Yes23



PLEDGE PAGE

Supporters should be sent to the following Pledge Page to pledge to vote Yes in the national referendum

<https://action.yes23.com.au/pledge>

KEY MESSAGING POINTS

Below are some key messaging points to use in your email communications with supporters about the referendum and why it's important to pledge to vote 'Yes.'



Constitutional recognition through a Voice to Parliament is something that Aboriginal and Torres Strait Islander peoples have said they want (through the Uluru Statement from the Heart).



The voice gives Aboriginal and Torres Strait Islander peoples a say over issues that affect them, which is the best way to make a practical difference for Indigenous communities.



Polling also indicates more than 83% support among Indigenous Australians.
(source: [SMH / YouGov](#))



The referendum is a historic opportunity to recognise Aboriginal and Torres Strait Islander people in Australia's constitution.



Constitutional recognition through a voice to Parliament is a way to connect all Australians to 65,000 years of Indigenous culture and heritage.



A 'Yes' vote in the referendum is an opportunity to bring the country together and take an important step towards reconciliation.

MODEL EMAIL

Below is a model to use as the basis for an email to your organisation's supporters. However, it's important to put the email into your own words and organisation voice. This includes explaining why Indigenous constitutional recognition through a voice to Parliament aligns with your organisation's values.



Subject Line Options

Say 'Yes' to reconciliation and recognition

Listen to the Voice

Yes for Unity

Email

Dear friend,

Aboriginal and Torres Strait Islander communities have called for constitutional recognition through a voice to Parliament.

The upcoming referendum on this question is our opportunity to answer that call.

At [Organisation name] we believe we must listen to the voices of Indigenous Australians when it comes to the issues and policies that affect them. History shows this is the best way to make a practical difference in the lives of Aboriginal and Torres Strait Islander communities, and our country is better for it.

Yes23, led by Aboriginal and Torres Strait Islander people, is the organisation established to lead the 'Yes' campaign for constitutional recognition through a voice.

Yes23 needs as many people as possible to show their support today. Join us in supporting reconciliation by pledging to vote 'Yes' in the referendum.

[Click here to pledge your 'Yes' vote in the referendum.](#)

Listening to the voices of Aboriginal and Torres Strait Islander peoples begins by supporting their call for constitutional recognition through a voice to Parliament.

This was called for in the Uluru Statement from the Heart, which involved years of consultation with Indigenous communities. Polling also shows 83% support for the referendum among Indigenous Australians.

We know there will be differing views in the community, and no small amount of misleading information. But at a moment of national reflection like this, we believe it's important for [organisation name] to take a position.

This referendum is an historic opportunity to recognise Aboriginal and Torres Strait Islander peoples in Australia's constitution, and we can't pass it by. **That's why we're asking everyone to show their support by signing the pledge today.**

[Click here to pledge your 'Yes' vote in the referendum.](#)

Thank you.

YES23 EMAIL

Below is the email that Yes23 sent to launch the Yes Pledge action.



Subject Line

Walk with us

Email

Dear friend,

We never walk alone.

Today is the 56th anniversary of the 1967 Referendum – a moment when people from all walks of life voted to see Aboriginal and Torres Strait Islander peoples counted in the constitution.

In 2023, we continue that journey with a referendum to enshrine our place in the constitution.

As we campaign for constitutional recognition through a voice to Parliament, we walk in the footsteps of those who fought and endured through the 1967 campaign.

In this way, what we do today flows from the generations before us and towards the generations to come, as part of a continuous culture stretching back 65,000 years.

In this new national referendum we have an opportunity to connect all Australians to that proud heritage, bringing us together as a country through the constitution that binds us together as a nation.

Today, as in 1967, we need millions to walk with us on this journey. We are asking you to join us today by signing the pledge to Vote ‘Yes’ to recognition and a voice for Indigenous Australians.

Walk with us – sign the pledge to vote yes.

Yesterday was the 6 year anniversary of the Uluru Statement from the Heart, calling for constitutional recognition through a voice. Today is the anniversary of the 1967 Referendum and the first day of National Reconciliation Week.

It is a time for coming together. It is a time for a greater sense of belonging. This is the simple desire from Aboriginal and Torres Strait Islander peoples – that our belonging to Country is reflected through our place in the constitution.

This campaign is an invitation for all Australians, no matter their race, colour or background, to join in that belonging – to our proud 65,000 year heritage and culture.

Every Yes pledge today is a hand clasped one to another. Every pledge is a promise to walk together in this campaign, towards recognition, towards belonging, to a voice.

Sign the pledge to vote Yes.

Thank you for walking with us.

Dean Parkin

Campaign Director, Yes23