



BUILDERS | TX



Your Vote Builds Texas

A CLEAR GUIDE TO MARCH PRIMARIES





RESOURCES FOR BUILDERS TO MAKE MARCH MATTER

Our Builders Texas Toolkit provides a range of educational tools, nonpartisan information, key dates and milestones, and ready to use training and events.

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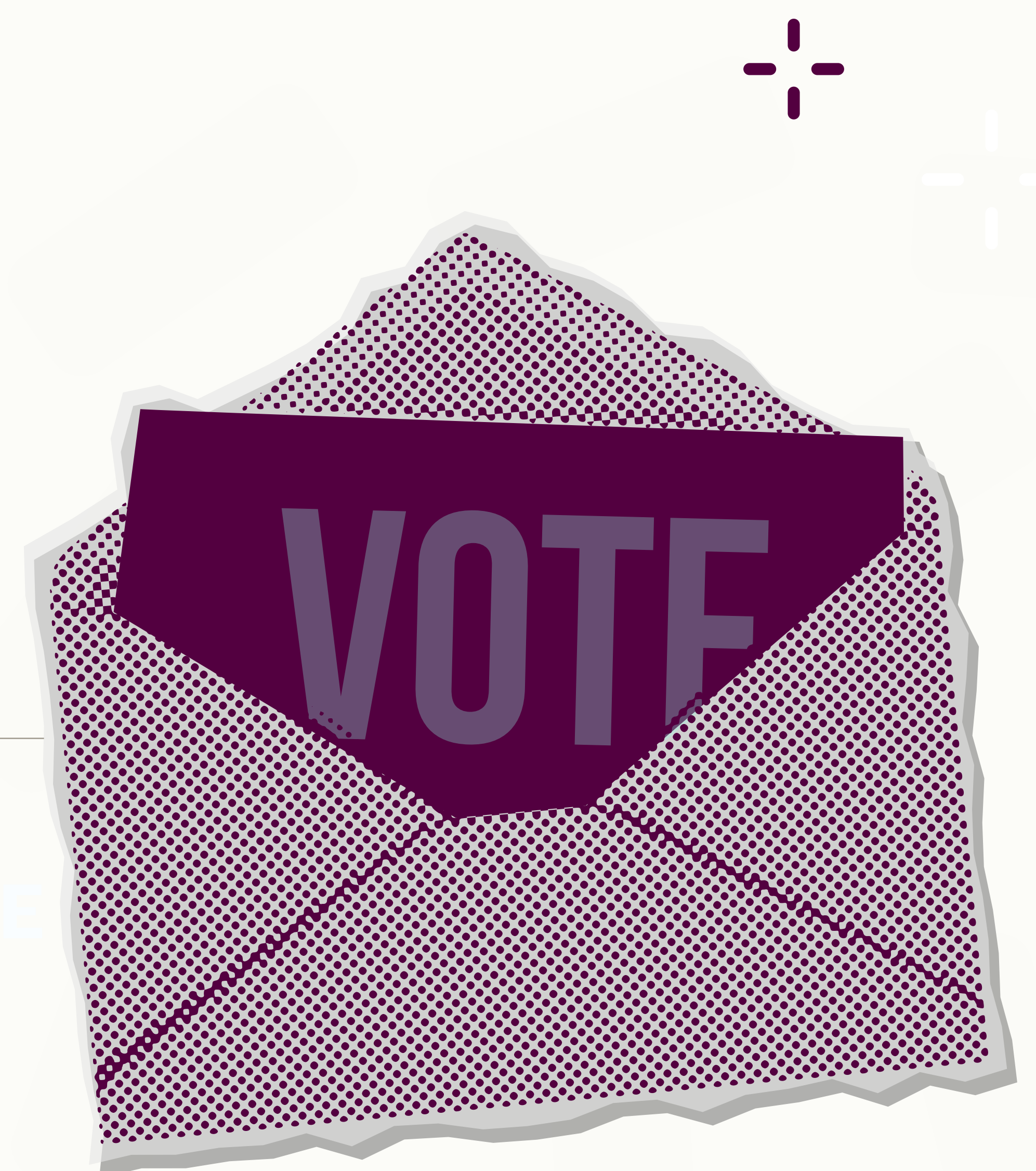
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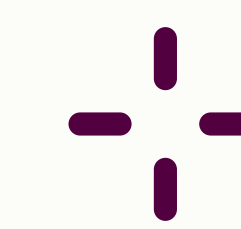
→ STEP 01: PICK STARTING POINT

- Decide which audience you are activating (employees, members, congregants, community, friends)
- Choose one simple action to begin. You can add more later.
 - Share the [flyer](#)
 - Add March Matters info to an email or newsletter



→ STEP 02: DECIDE HOW VISIBLE YOU WANT TO BE

- Quiet participation (internal sharing only)
- Public participation (social posts, website, events)
- Coalition participation (calls, shared learning, coordination)



→ STEP 03: LAUNCH COMMUNICATION

- Use the copy-and-paste content in the toolkit
- Grab customizable graphics
- Adapt tone and branding to fit your personal voice
- Always link to official election resources
- Include [#Builders] when posting publicly
- Get a unique URL to track your success

→ STEP 04: STAY CONNECTED

- Join optional weekly coalition calls for updates and ideas
- Reach out for help, customization, or questions anytime
- Share what is working so others can learn from you



IMPORTANT 2026 ELECTIONS DATES


February 17-27
Early voting days

Tuesday, March 3
Primary election day

Tuesday, May 26
Runoff election (if needed)




Time To Do Just One Thing?

BUILDERSMOVEMENT.ORG/TX

YOUR VOTE BUILDS TEXAS


10% of Texans Pick Our Elected Leaders.
Are You One of Them?

Texas primaries in March decide who is
on your November ballot, but few voters participate.
Let's change that and build Texas together.




Scan The QR Code To:

- ✓ Check voter registration
- ✓ See what's on your ballot
- ✓ Find out where to vote



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February 17-27 – Early voting days
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BUILDERSMOVEMENT.ORG/TX

Download, print or
share the Builders
Texas flyer.

Download The Flyer →

SAMPLE SOCIAL: VOTERS REGISTRATION

Sharing clear, ready-to-post information helps your neighbors cut through the noise and show up informed, together.

1. Registration Deadline

Use in the days leading up to Feb 2

March primaries come earlier than many Texans expect, and one key step happens early.

If you're thinking about participating, now is a good time to check your voter registration before the Feb 2 deadline.

Official information is here: <https://www.sos.texas.gov/elections>

#MarchMatters

2. Early Voting Begins

Use on or just after early voting starts

Early voting for the Texas March primaries is now open.

Many people find early voting offers more flexibility and fewer surprises.

Official voting locations and hours are available here:

<https://www.sos.texas.gov/elections>

#MarchMatters

3. Make a Plan

Use mid-early voting period

March elections sneak up on people. A simple plan can make participation feel much easier.

We pulled together clear, nonpartisan steps to help you get ready:

<https://www.marchmatters.org/prepare-for-the-primaries>

#MarchMatters

4. Early Voting Ends / Election Approaching

Use 2–3 days before Election Day

As Primary Election Day approaches in Texas, it's a good time to double-check voting hours and locations.

Official details are available here:

<https://www.sos.texas.gov/elections>

#MarchMatters

5. Election Day – March 3

Use on Election Day

Today is March 3, the day Texas holds its primary elections.

If you plan to participate, official voting hours and location details are available here:

<https://www.sos.texas.gov/elections>

#MarchMatters



SAMPLE SOCIAL: MARCH MATTERS

POST A:

“Wait... there’s an election in March?” We hear that a lot. #MarchMatters is helping Texans understand and prepare for the March 3 primaries. Check it out: marchmatters.org

Post B:

If March elections feel confusing, you’re not alone. That’s why we’re sharing trusted information with you. Start here when you’re ready: <https://www.marchmatters.org/prepare-for-the-primaries>
#MarchMatters

Post C:

In 2022, only four Texas House races were competitive in November.
The rest were decided in March.
#MarchMatters marchmatters.org

Post D:

Most people don’t skip March primaries on purpose.
They just don’t realize how important they are. Learn more: marchmatters.org
#MarchMatters

Post E:

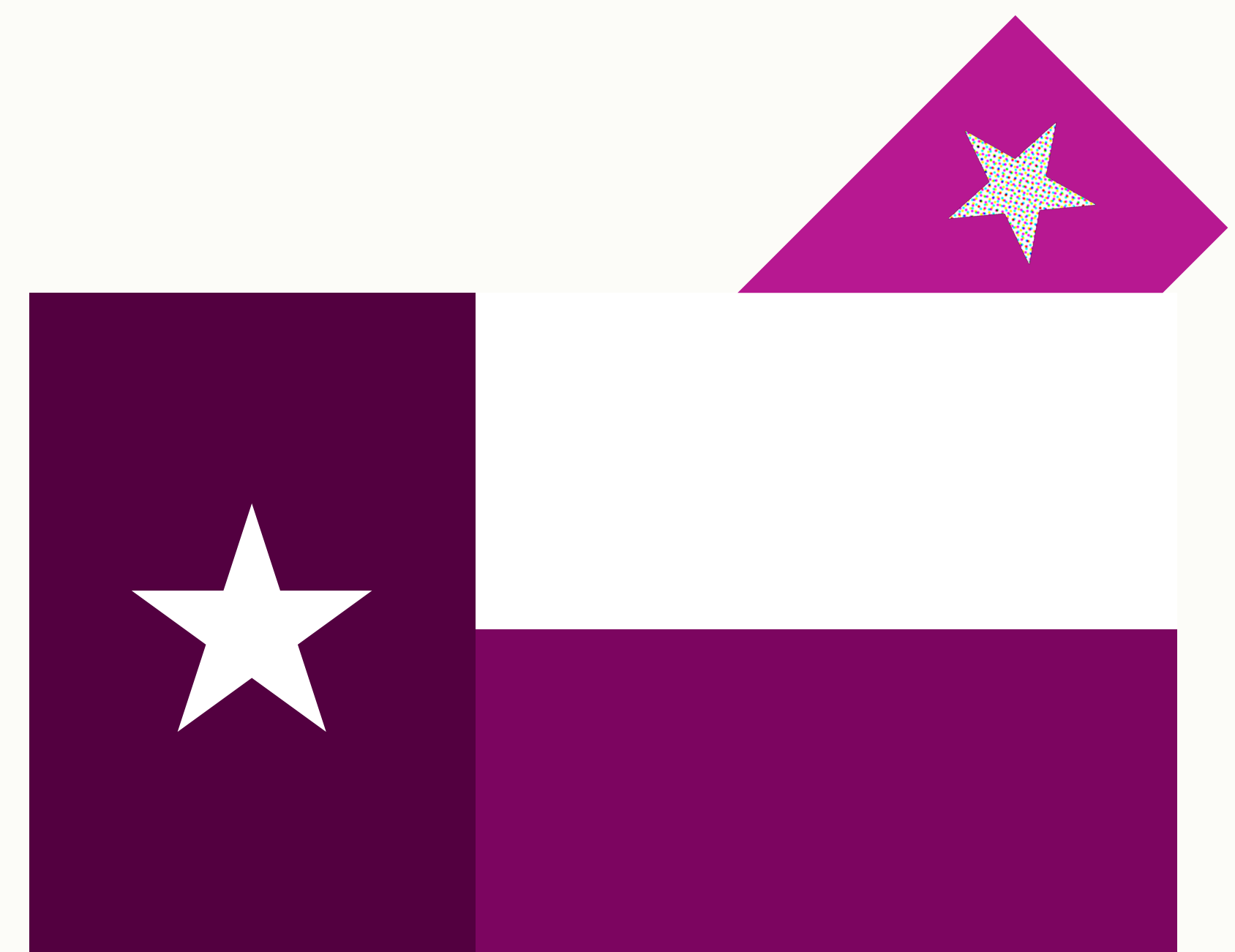
March primaries shape who shows up on the November ballot in Texas.
More participation in March means leadership accountable to more Texans.
Simple idea. Big impact.
marchmatters.org
#MarchMatters

Post F:

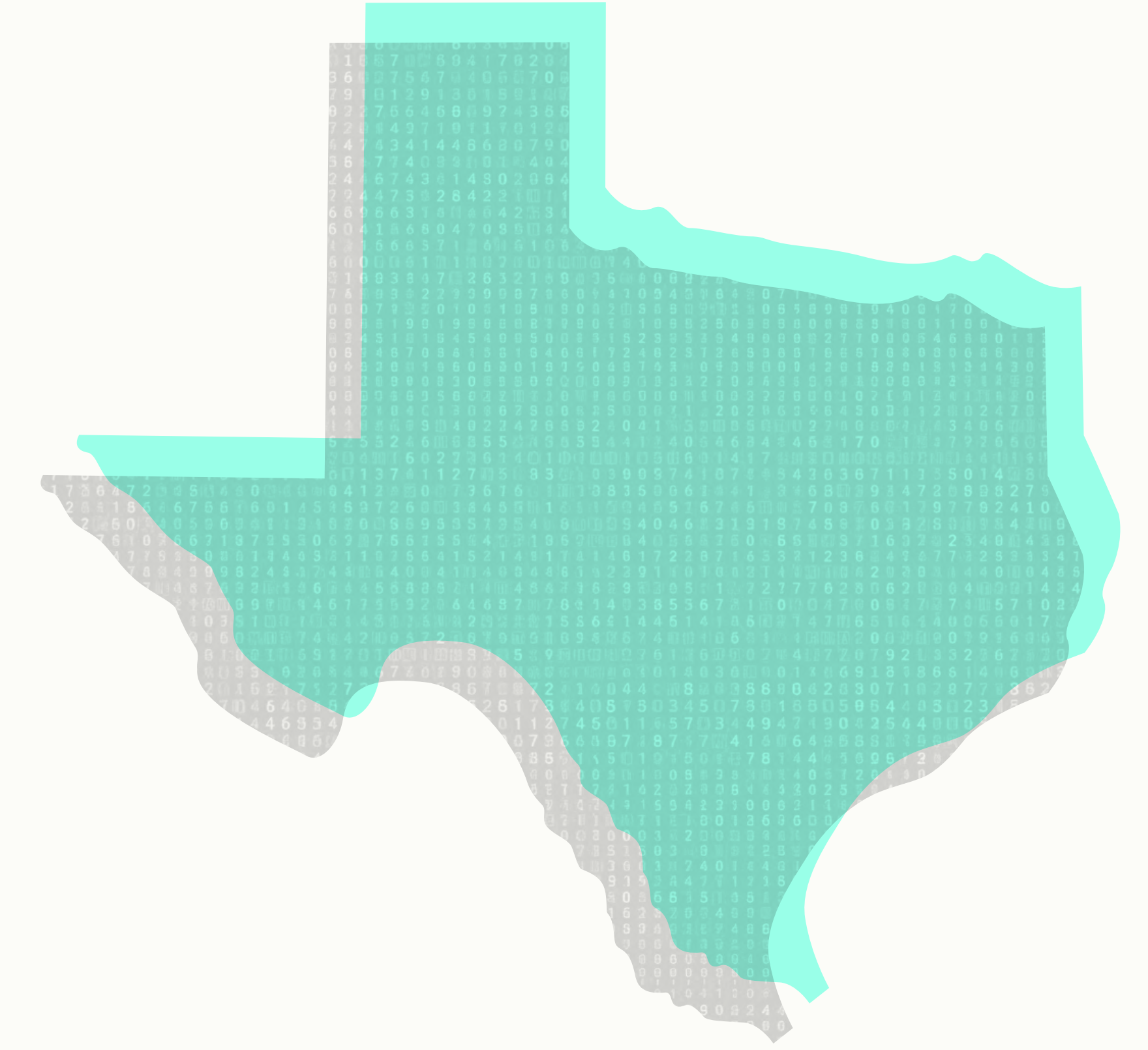
Thinking ahead makes the March primary elections easier.
A few small steps help:
✓ Check your voter registration
✓ Make a voting plan
✓ Share clear info with friends
We pulled it together here:
<https://www.marchmatters.org/prepare-for-the-primaries>
#MarchMatters

Post G:

As employers, faith leaders, and community organizations, we don’t tell Texans how to vote.
We help them understand how to be prepared.
Learn more: marchmatters.org
#MarchMatters



DATA TO REFERENCE



Our friends at March Matters analyzed Texas election data to highlight why a campaign encouraging more Texans to vote in the March primary is so important:

Texas ranks among the lowest states nationally in voter turnout.

- **Only 14% of voting-age Texans voted in the 2024 primary election.**
- **In 2022, 146 of 150 Texas House races were effectively decided in March, not November.**
- **Texans age 50+ make up 36%, or roughly one third, of the population, but account for more than 80% of primary voters.**
- **A vote cast in the March primary is roughly 3.5 times more influential than a vote cast in November.**

Sources for the data: Texas Secretary of State, Ryan Data & Research and Texas Tribune

You can download ready-to-use, co-branded Builders and March Matters graphics in square and horizontal formats. Feel free to create your own custom graphics using our editable Canva templates.

STEPS:

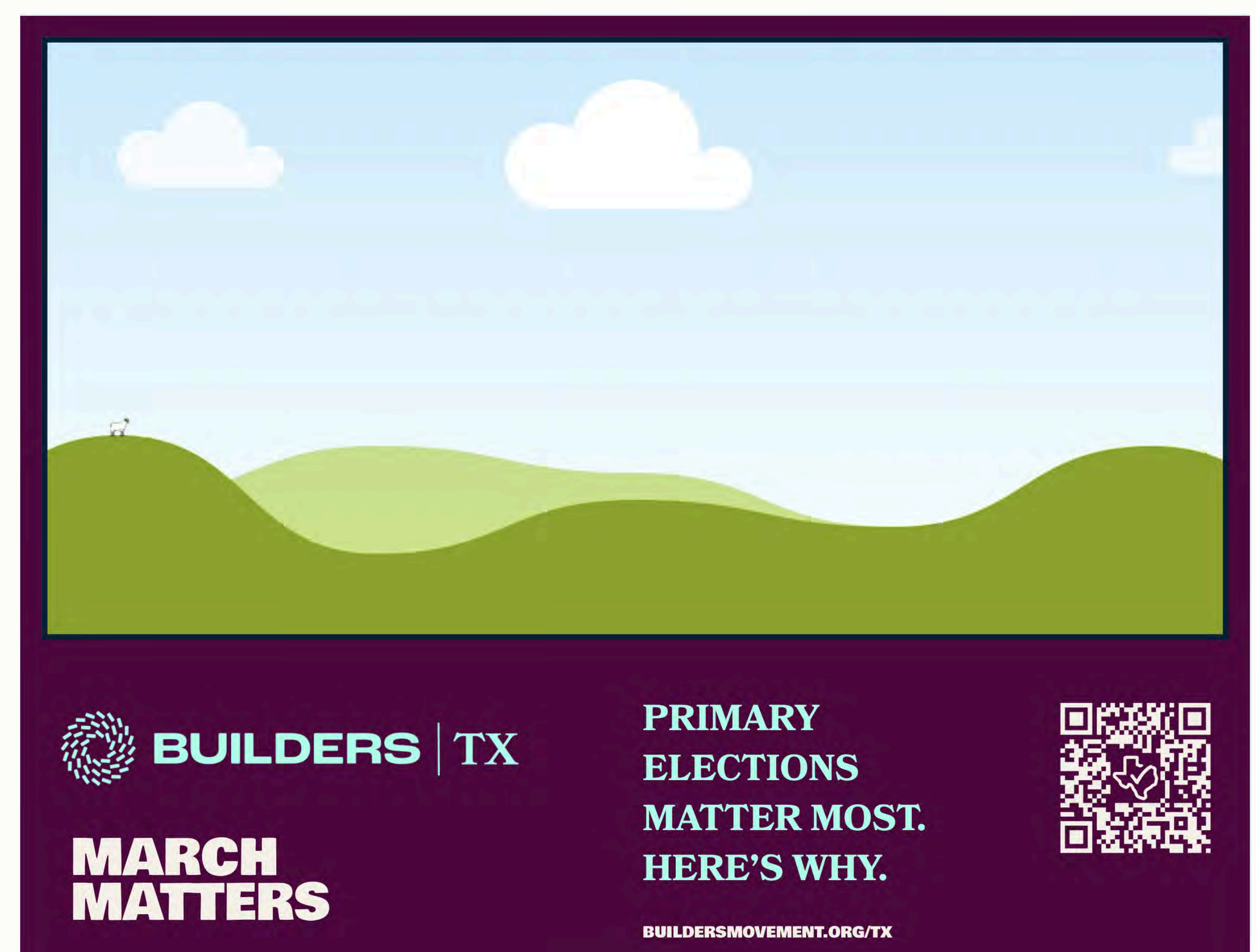
Open link below

Click “View Template”

Add your own logo, text and images

Download and share:

- Poster
- Flyer
- Yard Sign
- Social Media 4:5
- Social Media 1:1
- Social Story: 1080px x 1920 px
- LinkedIn Banner: 1584px x 396px
- Email Banner: 1200px x 900px
- Postcard



[Download The Templates →](#)

WEEKLY COALITION CALLS

Participation in weekly coalition calls is optional. Partners may join at any point in the campaign to get practical updates, share questions, or listen in as schedules allow.

Add Me to The Invite →



**These are the most common questions we get.
Don't see yours? Reach out and we can help!**



What is March Matters?

March Matters is a coalition-led initiative that gives Texans trusted, simple information about the primary elections. Our mission is to increase civic participation and accountability in Texas by turning one million more registered voters into primary voters by 2036.

What is Builders and the Builders Movement?

The Builders mission is to overcome "us vs. them" thinking and solve problems together. Builders equips people to uncover hidden common ground and build on it - with lasting solutions that reflect the will of the people. As a nonprofit global initiative, Builders aims to reach and teach people at scale with powerful content, equip them with new skills and innovative tools, and mobilize the growing Builders movement with grassroots civic programs to hold political leaders accountable for being Builders.

Why Do Primaries Matter?

Most races in Texas are decided in March because most districts strongly favor one political party. Only four Texas House districts were competitive in November 2022. The rest were effectively decided in the primary election.

Why Do Registered Voters Skip the Texas Primaries?

Research shows that Texans miss primaries because of four barriers:

Information barriers

Structural barriers

Engagement barriers

Cultural barriers

How Does this Help All Texans?

Winners of the March primaries decide the leaders who make decisions about things we care about like education, safety, health care, infrastructure, and affordability.

Why YOUR Work Matters?

You are a trusted voice in the community. When you activate fellow Texans, you help build a more representative electorate and a healthier civic culture.