

Get Out the Vote campaign post card

Goal:

To emphasize the importance of voting.

Target Audience:

18-24 year olds. Many feel that this demographic is squandering their opportunity to enact change.

Why are a majority if of 18-24 year olds not voting?

Source:

<https://ysa.org/4-reasons-young-people-dont-vote-and-what-to-do-about-it/>

Too many young people don't vote. Why? Here are 4 reasons young people tell us they don't vote:

1. They're not asked or encouraged to vote by candidates, campaigns, family, friends, or neighbors. Young people who are contacted by an organization or a campaign are more likely to vote. Additionally, those who discuss an election are more likely to vote in it.

A young person's home environment can have a large impact on their engagement. Youth who live in a place where members of their household are engaged and vote are more likely to do so themselves.

Young people are more often transient and so they often feel less invested in local elections.

If young people don't vote, they're less likely to be targeted by political campaigns. Leaving young voters off contact lists is a costly mistake. Some campaigns still bypass young voters, but research shows they respond when contacted. The most effective way of getting a new voter is the in-person door-knock by a peer; the least effective is an automated phone call.

Research has consistently shown that contact by political campaigns is effective in engaging young people and driving voter turnout. This contact is particularly critical in civic deserts, where young people are less likely to vote than their peers in places where they perceive higher access to civic opportunities.

What To Do About It:

Focus on civic engagement, elections, and voting with all youth in your programs – even those too young to vote – and encourage them to research, discuss, and connect with local candidates.

2. They're not taught how the government and elections work or feel like they don't know enough to vote.

Whenever young people are surveyed, there is a significant lack of knowledge about how exactly the government works, and, therefore, how their vote actually matters- nearly 20 percent of young people said they don't think they know enough to be able to vote.

Having information about how, when and where to vote can help young people be and feel prepared to vote as well as reduce any level of intimidation they may feel.

They haven't learned how to register to vote. They haven't learned the best way to influence their elected representatives. They haven't learned that they have power. A healthy democracy needs well-informed, active citizens. But these citizens don't just magically appear. People learn citizenship. They learn it, for example, as children when they go the polling place to watch their parents vote. They learn it advocating for an issue they care about with their neighbors. They learn it by doing it.

College graduates are more likely to look for information about politics. And they are more likely to have friends who vote. People without a college degree, he says, are less likely to seek out political information. They also are less likely to have friends who care about politics or talk about voting.

What To Do About It:

Teach young people how to register and vote – and help them learn and practice these behaviors before they turn 18. Help them learn about the issues and encourage them to share what they learn with others.

3. There are too many barriers for them to overcome.

Too busy or had a conflict on Election Day / couldn't afford to spend time in long line; lack of transportation; inconvenient hours or location of polling place / trouble locating their polling place; registration problems / lacking proper ID; or being out of town / did not receive a n absentee ballot in time to vote.

Among youth 18 and 19 years old who were not registered to vote, 23% said they missed the registration deadlines, 6% said they didn't know where or how to register.

Young people who are registered to vote turn out in high numbers. In the 2008 election, 84% of those youth 18-29 who were registered to vote actually cast a ballot. Guiding youth through the registration process is one potential step to closing the age-related voting gap.

A state's laws related to voter registration and voting can have an impact on youth voter turnout. Seven out of the top 10 youth turnout states had some of the more ambitious measures, including Election Day registration, voting by mail (Oregon), or not requiring registration to vote (North Dakota).

Many would-be voters face a range of barriers: voter ID laws, registration difficulty, or criminal records.

What To Do About It:

Ask the young people you work with if there's any reason they wouldn't be able to vote if they wanted to, and focus your voter registration and get-out-the-vote efforts on addressing those barriers.

4. They're not interested in politics or feel like voting won't make a difference.

They don't like the candidates or the issues.

Some are apathetic or too busy. Others don't like their choices, they don't think their vote matters, or they think the system is corrupt.

A majority of young people don't think voting is an effective way to change society.

Over a third (38%) of non-voters indicated they were not interested in the election or not involved in politics.

What To Do About It:

This might be the toughest reason to overcome. In the short term, we encourage you to help young people discover why politics and voting matters by showing them how the issues they volunteer to help fix also need to be addressed through policy to truly solve the problem. Long term, engaging them in advocacy for policies that make it easier to vote, or for campaign finance or gerrymandering reform could help them feel invested in changing the system.

Quotes:

Source:

<https://everydaypower.com/quotes-about-voting-and-democracy/>

"Anyone who thinks he's too small to make a difference has never been bit by a mosquito",
I'd tell people."
— Jeannette Walls

"Ten men shouting will control ten thousand who choose to remain silent."
— Joseph J. Haeggquist

"I believe that voting is the first act of building a community as well as building a country."
— John Ensign

People shouldn't be afraid of their government. Governments should be afraid
of their people."
— Alan Moore

"We do not have government by the majority. We have government by the majority
who participate."
— Thomas Jefferson

Nobody will ever deprive the American people of the right to vote except the American
people themselves and the only way they could do this is by not voting."
— Franklin D. Roosevelt

"One of the penalties for refusing to participate in politics is that you end up being
governed by your inferiors."
— Plato

"Bad officials are elected by good citizens who don't vote."
— George Jean Nathan

"Voting is not only our right—it is our power."
— Loung Ung

“Elections belong to the people. It’s their decision. If they decide to turn their back on the fire and burn their behinds, then they will just have to sit on their blisters.”

— Abraham Lincoln

“If you don’t vote, you lose the right to complain.”

— George Carlin

“You can milk a cow the wrong way once and still be a farmer, but vote the wrong way on a water tower and you can be in trouble.”

— John F Kennedy

“Voting is super important, and your vote counts.”

— GloZell

Get Out the Vote Slogans:

Get Informed Geting Involved Get Registered

Keep Calm and Vote On!

We the People not We the Sheeple

Examples:

<https://ideas.ted.com/gallery-posters-that-will-make-you-want-to-go-vote/>

<https://www.pinterest.com/designmuseumchi/get-out-the-vote/>

Theme:

Focus on grabbing the readers attention by showing how not voting can allow someone else to decide how their life may be dictated strangers.

So how it has become easier with technology for people to register to vote.

38 States and the District of Columbia now allow online registration. More are coming.

11 States currently have same day registration and more States are considering it.

Virurally all states have some form of mail in registration.

 **GO**
VOTE

YOUR VOICE
MATTERS
VOTE



YOUR VOICE
YOUR VOTE

GET
OUT
THE
VOTE



★ Vote like ★
★ your ★
★ future ★
★ depends ★
★ on it! ★

YOUR
VOTE
COUNTS

Tuesday, Nov. 6, 2018



