

REACHING YOUNG VOTERS

2017 FSASE Annual Summer Conference

IMPACT·UAL



THE MYTH





MILLENNIALS HAVE A BAD RAP



WE'RE LAZY.

We have to go to the polling booth?



WE'RE SELFISH.

What does it have to do with me?



WE #DONTCARE.

I'd rather play Pokemon Go.

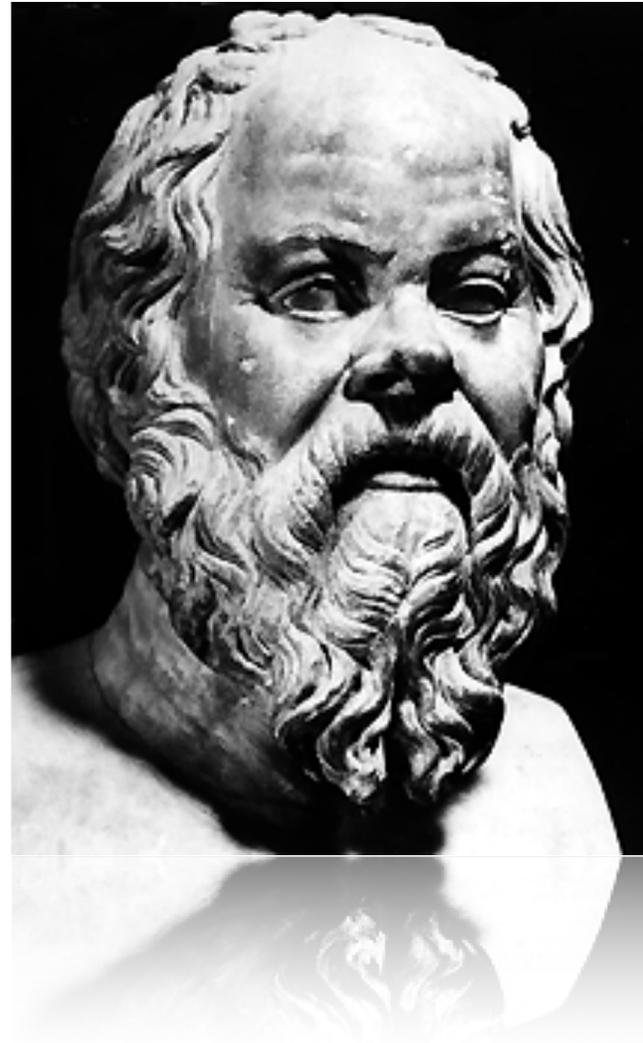
It's nothing new...

”

They have bad manners, contempt for authority;
they show disrespect for their elders -
and love chatter in place of exercise;
they no longer rise when elders enter the room;
they contradict their parents, chatter before company;
gobble up their food and tyrannize their teachers.

—

Socrates - 400 BC



THE BAD NEWS



Young people are voting at low rates:

- Young people vote at rates 10-15 points behind those over 30;
- Youth turnout in 2016 was the same as 2012, despite deeper familiarity with the candidates and billions spent in the election;
- Young people think the political system is broken and there's no reason to engage.

THE GOOD NEWS



BIG. DIVERSE. POWERFUL.



There are 93 million Millennials in this country. Gen Z is going to be eligible to vote in 2020. We outnumber the Baby Boomers by 20 million. And we're the most diverse generation ever.



DRIVEN. OPTIMISTIC. MOTIVATED.



We're the most educated generation. We give to charities and volunteer in our communities. We are the only generation hopeful about the future.



EXCITING OPPORTUNITY



MORE PEOPLE TO ENGAGE



MORE WAYS TO ENGAGE THEM



MORE REASONS TO GET ENGAGE

INNOVATIONS THAT WE KNOW WORK



ONLINE REGISTRATION

More accurate, reliable and better managed voter rolls and increased registration rates, and fewer problems on Election Day.



PARTIES AT THE POLLS

Creates a sense of community, improves voter turnout by 4% on average.



AUTOMATIC VOTER REGISTRATION

Save money; increase accuracy; syncs with ID; Oregon saw 18-29-year-old voting age population turnout increase was 6 percentage points.



REMOVING BARRIERS

States with DMV registration integration and/or Election Day registration have higher turnout rates.

WHAT YOU CAN DO



YOUR ROLE IS CRITICAL



YOUNG VOTERS ARE NEW VOTERS

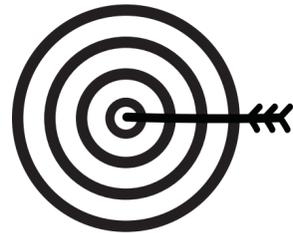


VOTING IS HABIT FORMING

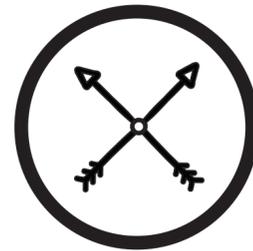


YOUNG VOTERS INFLUENCE HOUSEHOLD
PARTICIPATION

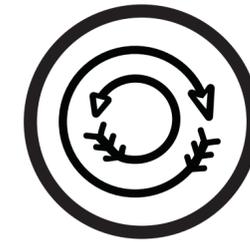
HOW TO ENGAGE YOUNG PEOPLE



**MAKE IT
EASY**



**MAKE IT
ACCESSIBLE**



**MAKE IT
FUN**

**REACH THEM WHERE
THEY ALREADY ARE
ONLINE (DON'T MAKE
THEM COME TO YOU)**



**SHOW UP TO WHERE
THEY ARE IN PERSON
TOO**



**(GENUINELY) SOLICIT
THEIR HELP AT THE POLLS**



**MAKE IT FUN -
(AN EXPERIENCE THEY
CAN 'GRAM OR 'SNAP!)**



MORE IDEAS



Start even younger than high school and host mock elections to get kids familiar with the technology, process.



Host mock elections in schools

Have a selfie booth at the polling place



Compromise: give the next generation what they want (sticker selfies) in a way that's legally compliant!

If you post a video on social media, make sure you're showing your audience how to do something - not telling them what to do!



**Don't be bossy:
Show them, don't tell them**

MORE IDEAS

Foster competition between schools or classes



For students over the age of 18, it's helpful to know your voting record is public. Host a competition and analyze enrollment data vs. voter file data!

Do the same things you've been doing if the data shows it works. And when you try new things, figure out if it works.



Try things, but verify the impact.

Always share best practices with your colleagues.

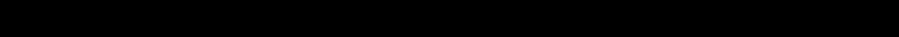


No one knows your county better than you. But your colleagues have some great ideas! Try them out, while customizing them to your communities needs.



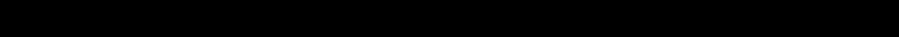
WHAT YOU CAN DO





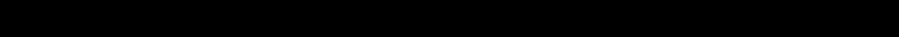
YOUNG PEOPLE AREN'T PARTISAN - YOUR APPROACH SHOULDN'T BE EITHER.

Your biggest opportunity is to make young, new voters comfortable with the voting process and to educate them about how elected officials impact their lives. What local elected office is on the ballot that can impact their lives? How?



PARTNER WITH BUSINESSES, NONPROFITS, SCHOOLS TO REACH MORE PEOPLE.

Don't pass up opportunities to reach a broader audience in an effort to remain "neutral." Be a partner to all, rather than a partner to none.



BE CREATIVE.

Ask your young staff for suggestions and don't automatically dismiss them if they seem out of reach. Be bold, think outside the box, ask for help!



GET IN TOUCH

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A white graphic of a horizontal arrow pointing to the right, with a small circle at its tail and a small circle at its head.