

FIGHT FOR THE FUTURE



For Immediate Release

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“If You Don’t Vote, All Your Friends Will Know” Fight For the Future Promises New ‘GOTV’ App

*Internet Advocacy Group “Fight for the Future” Applies
Scientifically Proven Methods for Increasing Voting, Unleashing
the Power of the Internet to “Get out the vote”*

October 16, 2012 – Fight for the Future, the groundbreaking Internet freedom advocacy group behind the historic grassroots movement against SOPA/PIPA, is launching today a powerful new voter engagement app. “[Vote with Friends](#)” is a Facebook app that allows any user to directly mobilize their friends to vote in a way that's never been possible before. “Vote with Friends” allows users to find out whether their friends are registered to vote, whether their friends have “pledged” to vote, and their voting status: whether they have voted early or have voted on election day. The app brings social pressure and accountability-- two proven methods that have been shown to improve voter turnout-- to drive civic engagement.

“Now every individual can run their own powerful ‘Get out the Vote’ effort. Users can not only elicit pledges to vote, but for the first time, they can hold their friends accountable,” said Tiffiniy Cheng, co-founder of Fight for the Future. She encourages users “if you care about this election, this app will help you tell every

friend you have ‘Your vote matters. And if you don’t vote, everyone will know!’”

“Vote with Friends” was largely funded by a generous grant from the Ford Foundation who understands, much like Fight For the Future, the need to use new technologies to help a new generation of voters understand the importance of casting their vote in the upcoming election. The app was inspired in part by a 2008 study (available [here](#)) which showed that mailing potential voters information about their neighbors’ voting history increased turnout substantially. Last month the academic journal Nature published the results of a joint study by the Facebook Data Science Team and the University of California, San Diego that showed social media messages which announced voting activity increased turnout in the 2010 election by 340,000 votes. That study can be viewed [here](#).

Cheng continued “The internet is making it easier than ever before to do many things in our lives. Social media is better equipped to implement the new science of voting than traditional methods typically employed by campaigns and other voting organizations. In an election where both Presidential candidates have not completely inspired their base, ‘Vote With Friends’ takes what works in real life to get out the vote -- peer pressure from friends -- and creates that social dynamic in the online world. Our mission is to help the Internet reach its potential as a vehicle for engagement, expression, creativity and the free exchange of ideas. Protecting the internet has not only become a top political issue, internet users have also become a powerful political constituency. We’re harnessing this new energy and our power to use the internet to fight for itself in order to demonstrate we can get people to the polls. Showing how the Internet can be the great innovator and driving force behind our public institutions is part of Fight For the Future’s core purpose.”

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About Fight for the Future

Fight for the Future (FFTF) is a nonprofit working to expand the Internet's power for good and is known for its powerful and massive viral organizing campaigns that have changed Internet history. This year, they helped create what some have called the "Internet Spring", winning 3 out of 3 political battles for internet freedom - defeating SOPA and CIPA in the US and ACTA in Europe. Faced with the passage of Stop Online Piracy Act (SOPA) and the Protect-IP Act (PIPA) — legislation that would have jeopardized the open Internet as we know it — FFTF organized the largest and most visible online protest in history. FFTF followed up by launching the [Internet Defense League](#), a group of sites which promise to alert the entire internet to legislation and corporate policies that threaten internet freedoms.