



Ad Council Questions

What is the campaign objective?

There are literally hundreds of nonpartisan organizations working to help heal and reunite America. They are working on everything from election reform to civic education to bridging interpersonal divides - and involve Republicans, Democrats and Independents working shoulder-to-shoulder. The objective of this campaign is to raise the profile of these amazing organizations and get more mainstream Americans personally involved in this vital and urgent work.

Why is it important? (significance of issue to public)

The stakes couldn't be higher for our nation right now. Polarization and partisan animosity are at levels that haven't been seen in generations. The threat to American democracy itself is very real and must be addressed quickly. The good news is that there is a skilled and innovative community in place dedicated to overcoming these profound challenges. They have a strong track record that includes evidence-based techniques to defuse "us vs. them" anger and foster mutual understanding and respect. The problem is that too few Americans know about these organizations and the opportunities for pro-democracy actions they provide. Bridging that awareness gap is a perfect fit for an Ad Council campaign.

Who is the target audience (to whom do I want to speak)?

All adult Americans are the ultimate target audience, but successful implementation will require messaging tailored to specific audience segments based on political affiliation, values and preferred media sources. We have substantial experience reaching different segments of the American population and would love to share what we've learned as this planning process unfolds.

What's the action step: what do I want the public to do?

We want Americans to find ways to get involved that are aligned with their personal interests and fit into their hectic schedules. The community that we represent hosts literally hundreds of high quality events every year that are free and open to the public. It also offers toolkits for civic engagement, world class research and volunteer

opportunities. We have built a scalable online platform called Citizen Connect ([Home - Citizen Connect](#)) that makes finding all these resources easy and puts pursuing them just a click away.

How will we measure success?

The Citizen Connect platform will dramatically simplify the measurement process. By linking the Ad Council campaign to Citizen Connect we will be able to track citizen engagement with all these civic opportunities. We will also work closely with our members to monitor and evaluate what citizens do after they leave the Citizen Connect site, e.g. event attendance, use of toolkits and volunteering.

How is my organization equipped to help?

We built, own and operate Citizen Connect. It has over 430 members including the majority of major players in the election reform, civic education and interpersonal bridging communities. Our strategic partners include the umbrella organizations for the reform and bridging communities plus the media leaders in the nonpartisan civic renewal space. We are housed at the highly regarded Bridge Alliance which provides us with all core operations, technology and staffing support.