

POTENTIAL ENERGY





Sophia
Experience Design



Connor
Core Media



Brenna
Project Management



Whitney
Data & Analysis

Special thanks to....



Hayden
Production



Ashley
Production

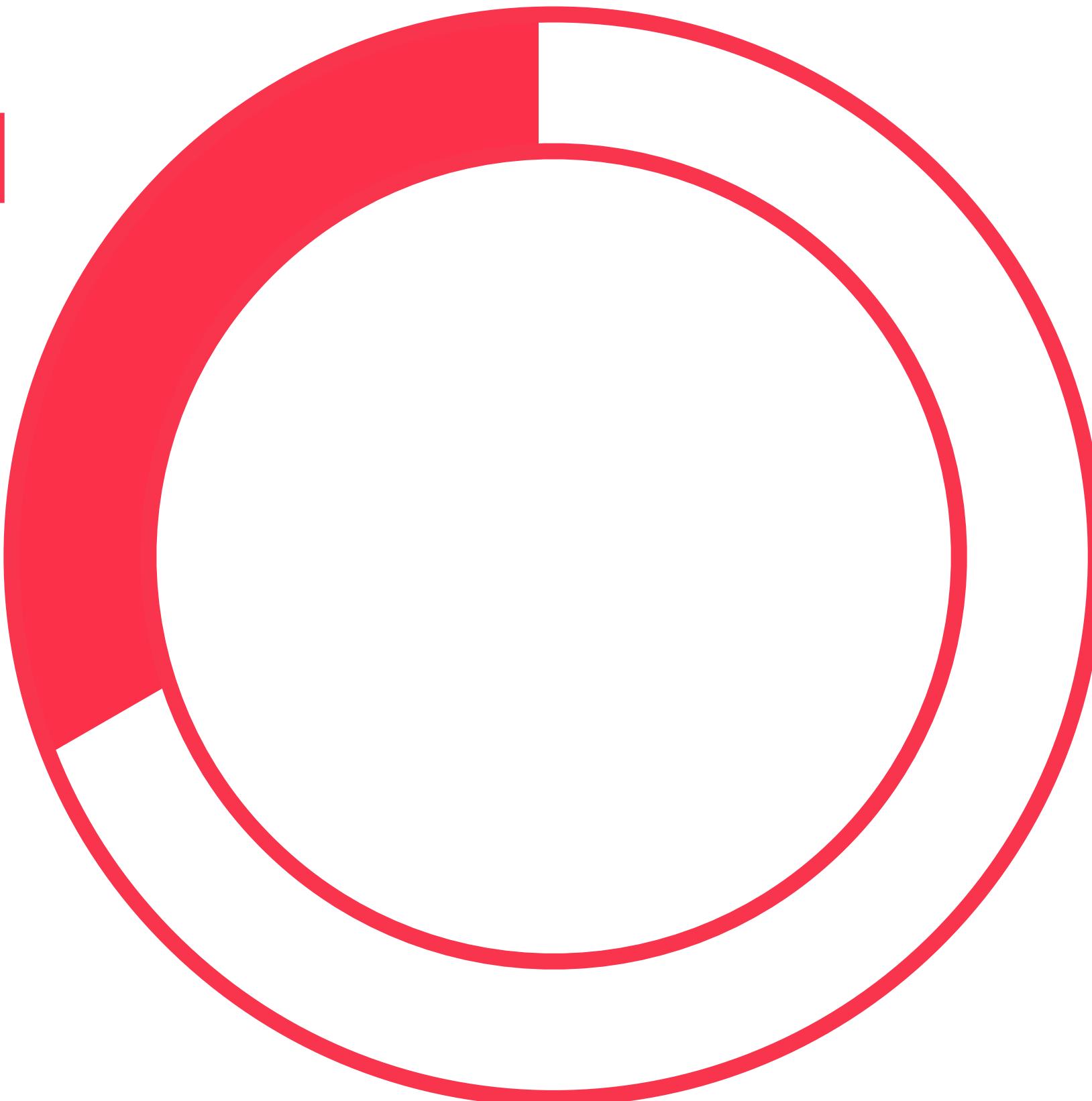


Tom
Our Mentor

**What has already
been done by**

POTENTIAL ENERGY

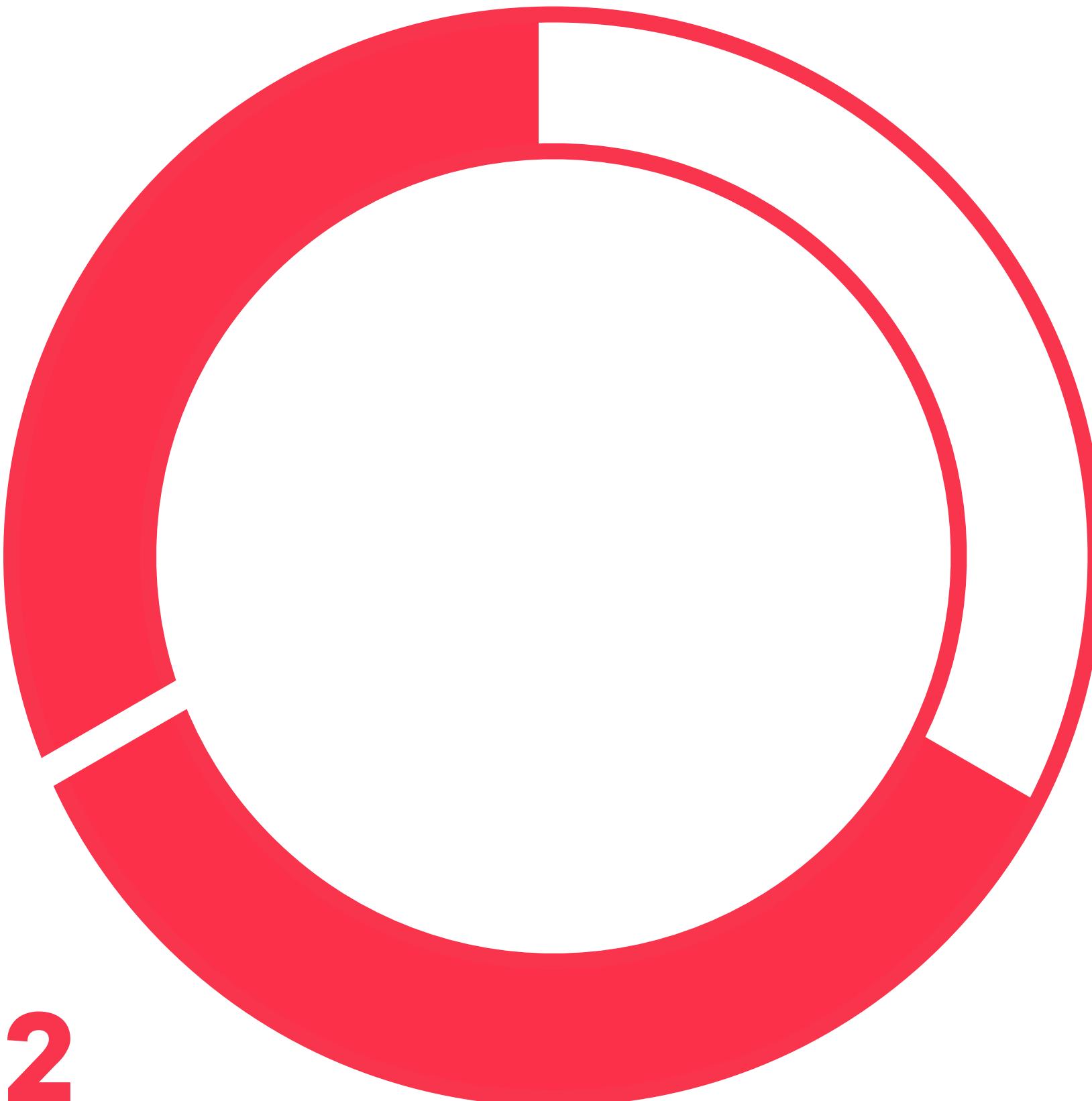
Phase 1 Unify



**Created a narrative
to unify Gen Z on the
issues of**

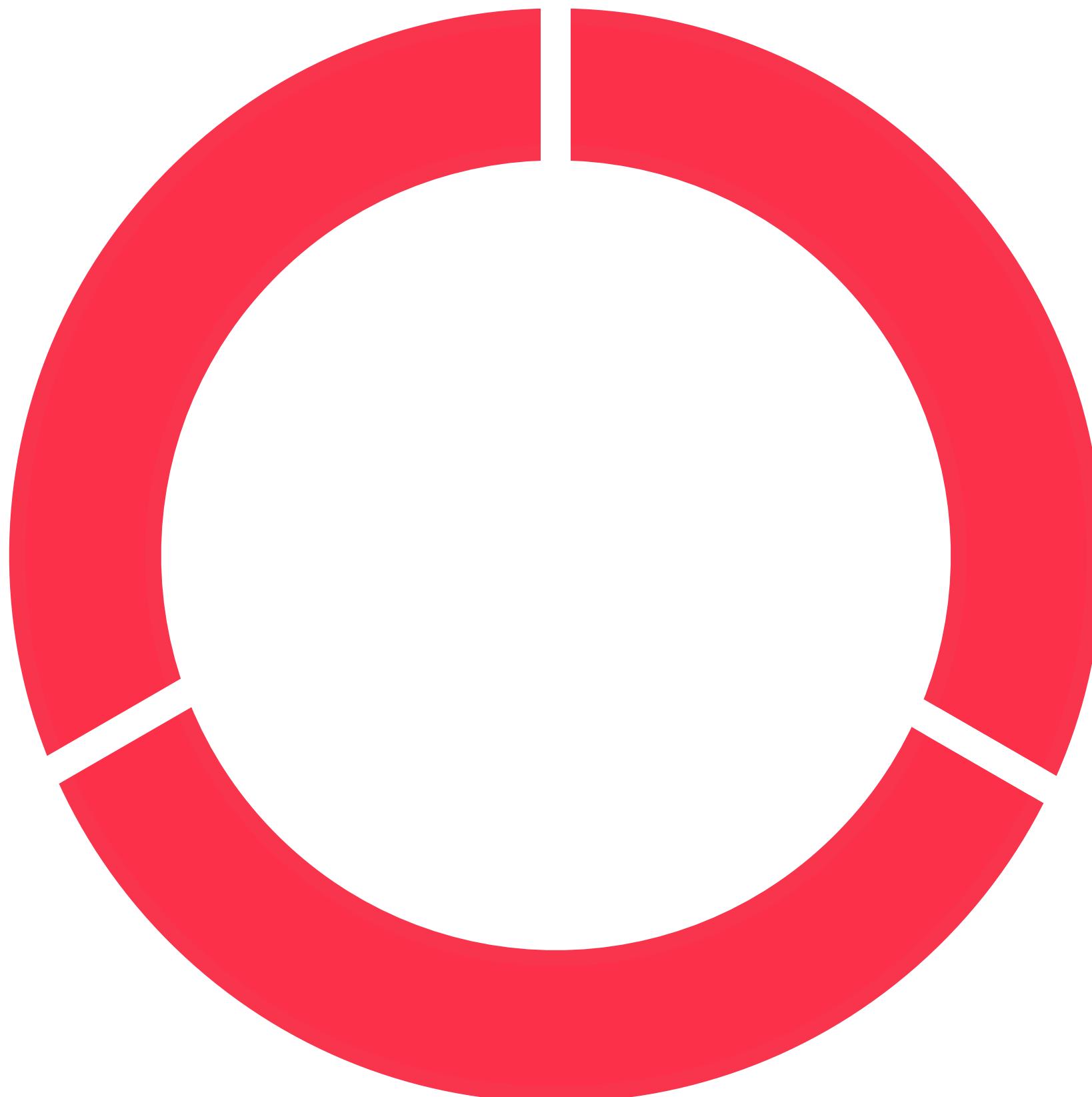


**safety, equality and
climate change**



Phase 2 Speak up

Gained awareness
through social media
and commencement
speeches



Phase 3 Vote

The Voting Project

The Ask

- 1. Develop awareness around the next phase of the Donate:60 campaign**
- 2. Get Gen Z to vote**

HEY
YOU

Raise your hand if...



You use...



or



or



every day

You are busy

You know when your
next state election is



Problem Statement



“ I don’t know how (to vote)
and I don’t really know how
to find more info. ”

— California college student

Gen Z is passionate



Gen Z is passionate



**...but lacks
education about
the voting process**

Gen Z is a digital generation



Gen Z is a digital generation



...but the voting process is old school

College students
have often moved
away from home



**College students
have often moved
away from home**



**...but voting
is based on
geography**



How do I vote in Massachusetts?



Google Search

I'm Feeling Lucky



William Francis Galvin Secretary of the Commonwealth of Massachusetts

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- [Commonwealth Museum](#)
- [▶ Corporations](#)
- [▶ Elections and Voting](#)
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Elections Division

Follow us!



Voter Resources

- [Register to Vote Online](#)
- [Am I Registered to Vote?](#)
- [View My Ballot](#)
- [Where Do I Vote?](#)
- [Track My Ballot](#)
- [Mail-in Registration Form](#)
- [**NEW! 2018 Short Form Absentee Ballot Application \(PDF\)**](#)
- [Massachusetts Districts](#)

Recent Updates

- [**NEW! 2018 State Election Ballot Questions**](#)
- [**NEW! 2018 State Primary Candidates**](#)
- [**NEW! 2018 State Primary & Election Calendar \(PDF\)**](#)
- [2018 Candidate's Guide \(PDF\)](#)
- [Special Elections](#)
- [2016 Post-Election Audits](#)
- [2018 Early Voting](#)

Research & Statistics

- [Election Results 1970-2016](#)
- [Registration Statistics](#)
- [Statewide Voter Enrollment: 1948-2017](#)
- [Candidate List 2002-2018](#)
- [Statewide Ballot Questions 1919-2016](#)
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Voting in Massachusetts

Massachusetts 2018 elections



[U.S. Senate](#) • [U.S. House](#) • [Governor](#) • [Attorney General](#) • [Secretary of State](#) • [State executive offices](#) • [State Senate](#) • [State House](#) • [Special state legislative](#) • [State ballot measures](#) • [Municipal](#) • [How to run for office](#)



[Massachusetts Democratic primaries, 2018](#) • [Massachusetts Republican primaries, 2018](#)

Voting policies are enacted and enforced primarily at the state level. These policies, which include [voter identification requirements](#), [early voting](#) provisions, [online voter registration](#) systems, and more, dictate the conditions under which American citizens cast their ballots in their individual states.

THE BASICS

- Massachusetts permits [online voter registration](#).
- Massachusetts permits [early voting](#).
- Most voters in Massachusetts are not required to present a form of identification at the polls.



Important 2018

[Voter registration \(](#)

August 15, 2018)

[Primary electio](#)

BALLOTPEDIA
Are you voting in the New York primaries?

Check out our list of the top ten things every New York voter should know! Plus, we'll send you a package of tools to help you be prepared.

GET THE LIST

PLEASE HELP US! [Donate»](#)



VOTE SMART

FACTS MATTER

MyVOTESMART

SIGN UP

LOGIN

"We think so highly of Vote Smart that we are distributing their materials to all of our affiliates."





iSPY
40,000 POLITICIANS, MILLIONS OF FACTS

[BIO](#)
[VOTES](#)
[POSITIONS](#)
[RATINGS](#)
[SPEECHES](#)
[FUNDING](#)

GOVERNMENT 101

FOR TEACHERS

EDUCATION

Government 101: How a Bill Becomes Law

- [Introduction](#)
- [The Constitution](#)
- [Congress](#)
- [President](#)
- [How a Bill Becomes Law](#)
- [Elections](#)
- [Electoral College](#)
- [Campaign Finances](#)
- [The Budget](#)
- [State Governments](#)
- [Historical Documents](#)

A. Legislation is Introduced

- Any member can introduce a piece of legislation

House

- Legislation is handed to the clerk of the House or placed in the [hopper](#).

Problem Statement

DMV.ORG IS A PRIVATELY OWNED WEBSITE THAT IS NOT OWNED OR OPERATED BY ANY STATE GOVERNMENT AGENCY.

(Why This Disclaimer Is Important)



Search



Massachusetts



Home

License & ID

Registration & Title

Violations & Safety

Insurance

Buying & Selling

DMV Office Finder

Drivers License & ID

Drivers Permits

Applying for a New License (Teen Drivers)

Applying for a New License (Drivers 18+)

Education & Testing

Other Licenses & Endorsements

ID Documents & Vital Records

Identification Cards

Birth Certificates

Marriage Records

Social Security Cards

Divorce Records

Death Records

Home › Massachusetts › Drivers License & ID › ID Documents & Vital Records › Voter Registration

Voter Registration in Massachusetts



Voter Registration Made Simple

Your country needs your vote. Here's how to register in Massachusetts.

Continue

Attention:

Voter information and [identification requirements](#) may change prior to an election. Please check with the Secretary of the Commonwealth's [website](#) to make sure you have the most current information.

Voter Registration in Massachusetts

There are several ways you can register to vote in Massachusetts or update your MA voter registration.

On This Page

- [Voter Eligibility in Massachusetts](#)
- [MA Voter Registration Deadlines](#)
- [Military, Overseas, & Out-of-State Voters](#)
- [Changing Your MA Voter](#)

That's where
we come in

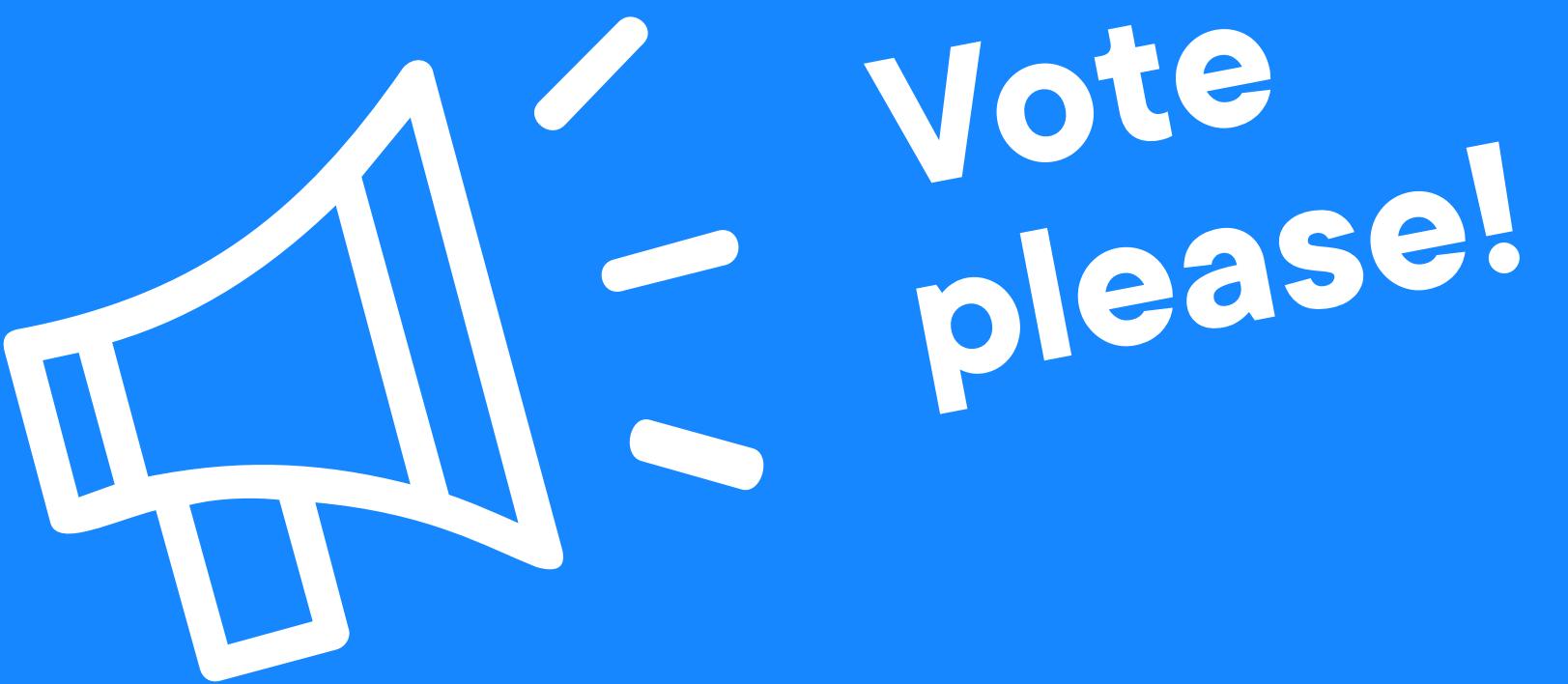
Our Strategy

Empower Gen Z

with the resources they need,

in the places they search.







“ In the old world, you devoted
30% of your time to building a
great service and 70% of your
time to shouting about it.”

In the new world, that inverts.

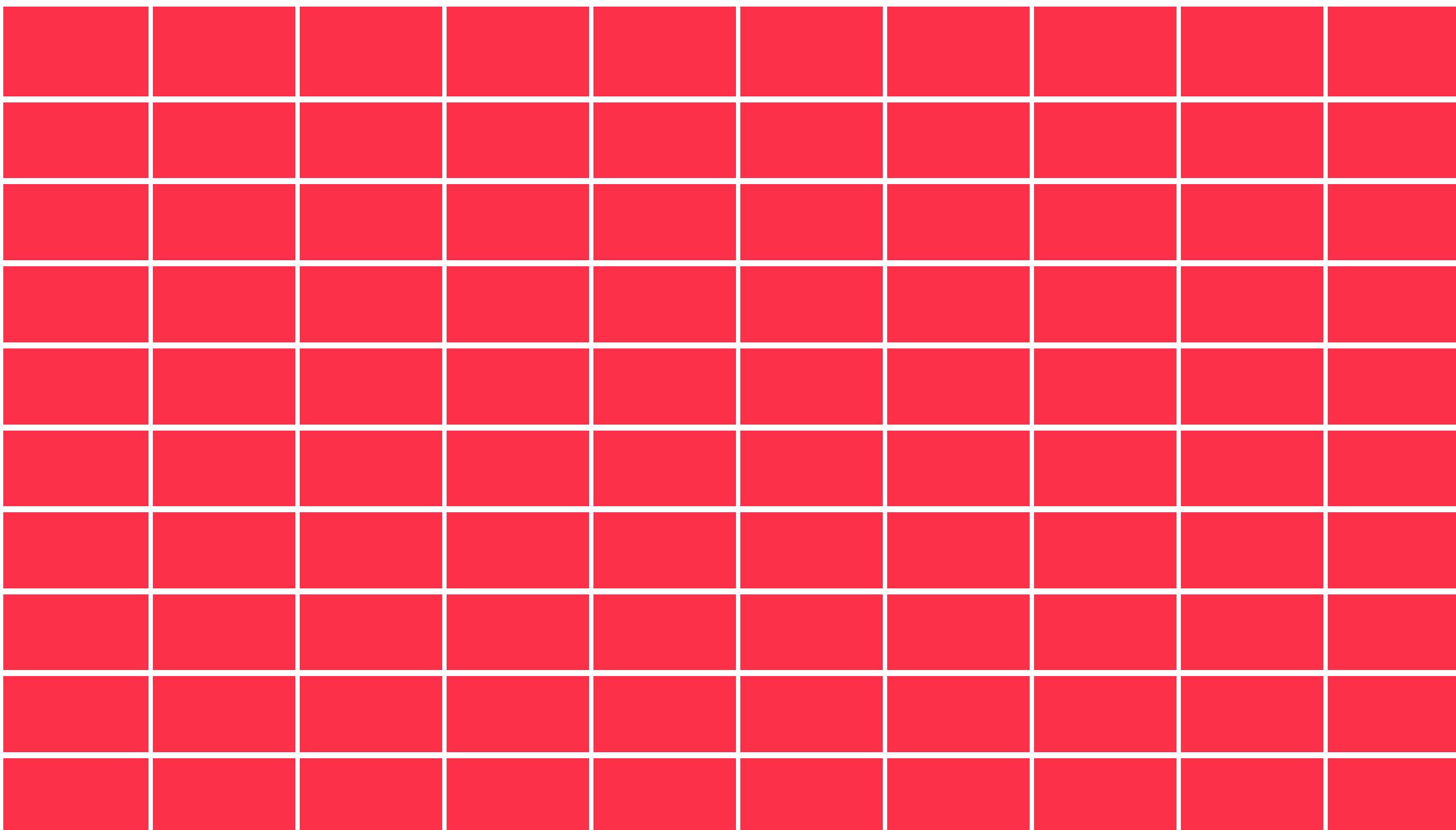
— Jeff Bezos

Accessible information and useful tools will lead to....

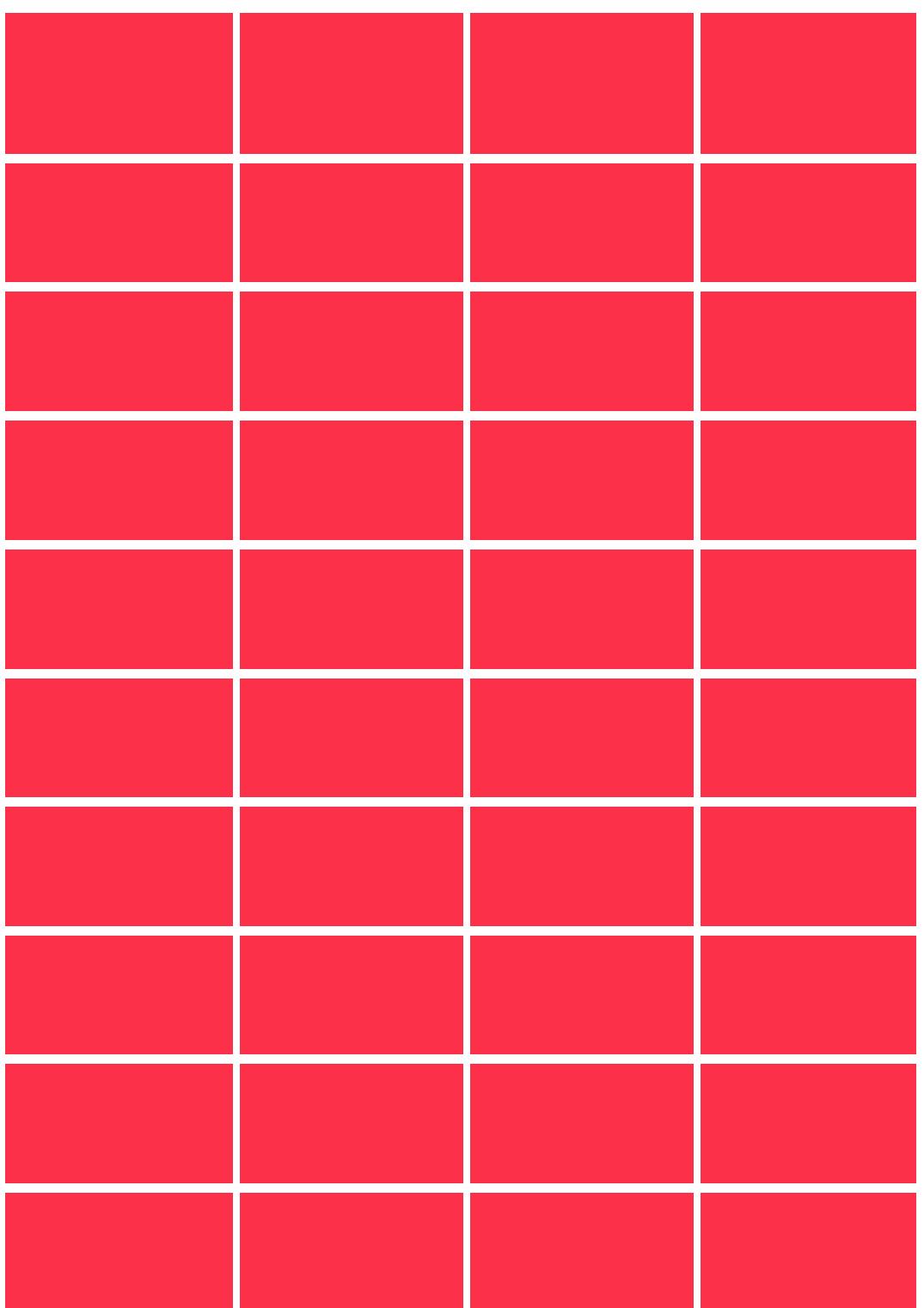
1. **Develop awareness around the next phase of the Donate:60 campaign**
2. **More Gen Z votes for climate action, gun control, and equality**

How many people are
we talking about?

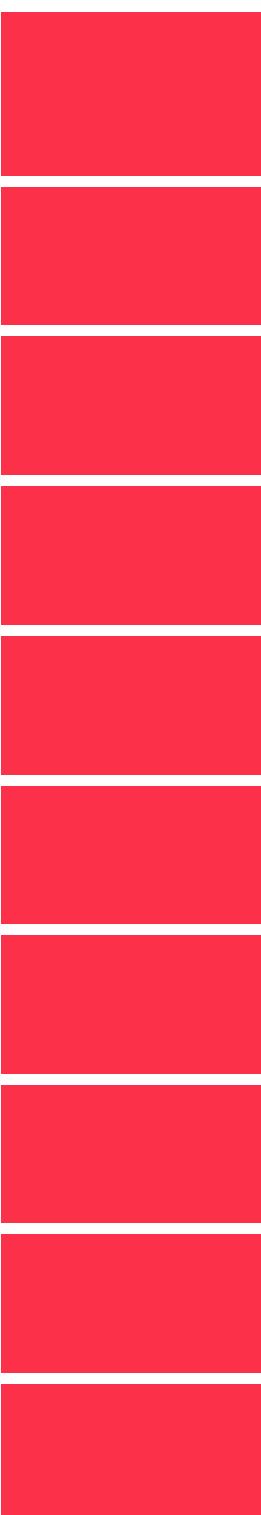
Gen Z: 67,470,195 people



Eligible to vote in 2018: 24,177,909 people

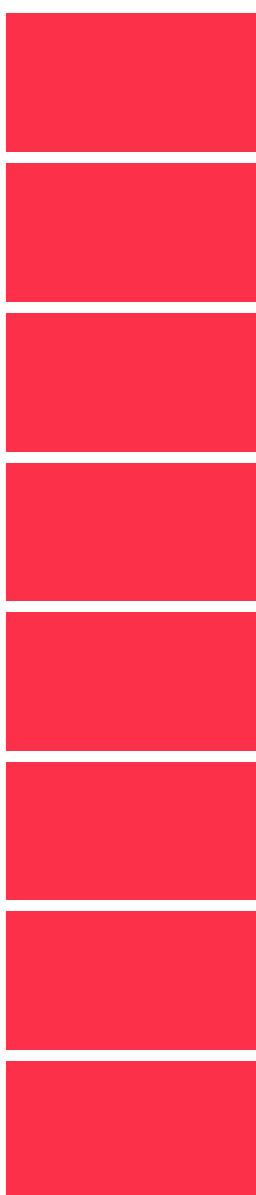


Freshman in college: 2,302,946 people

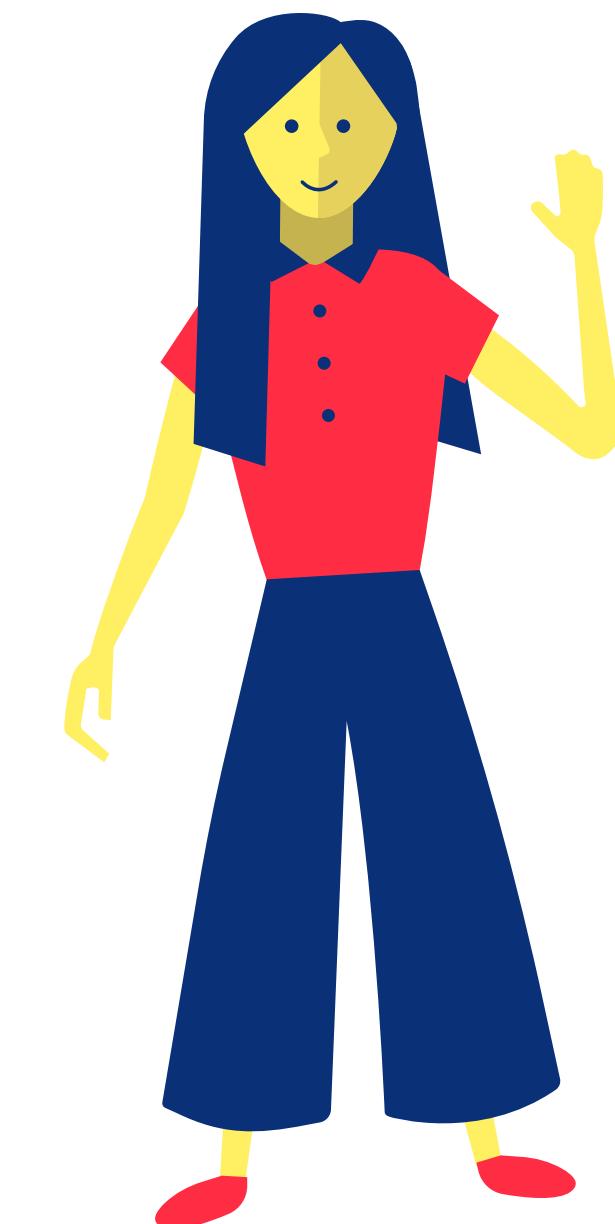


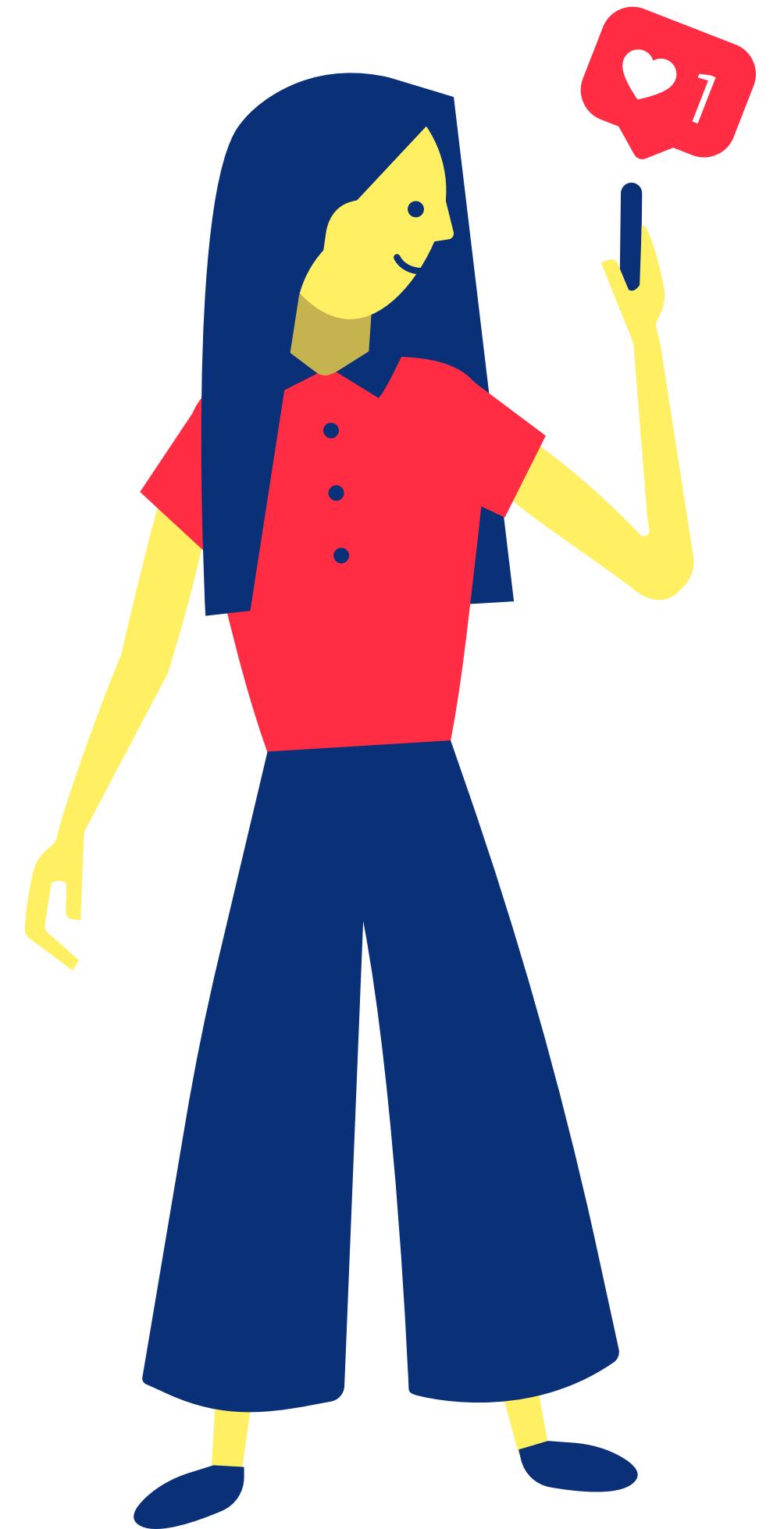
**38% of Gen Z is in college
and 1/4 are freshmen**

Consider climate change, gun control,
and equality important: 1,773,268 people



Meet Taylor
& Taylor





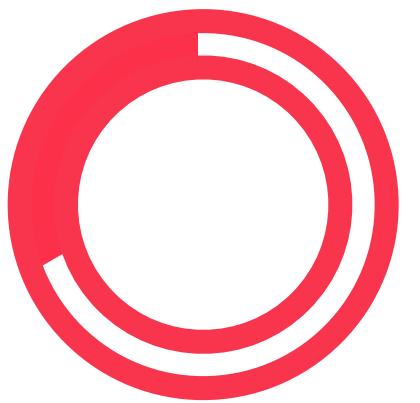
Freshmen in college

Use YouTube, Facebook, & Instagram

Care about climate change, gun control, & equality

Not super politically active

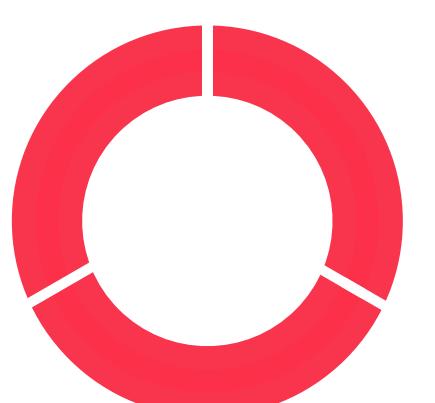




Phase 1
Unify



Phase 2
Speak up



Phase 3
Vote

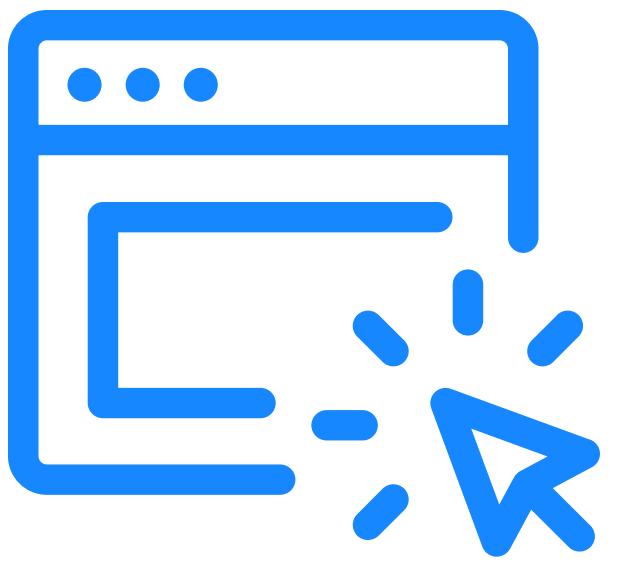
Phase 3:

The Voting Project

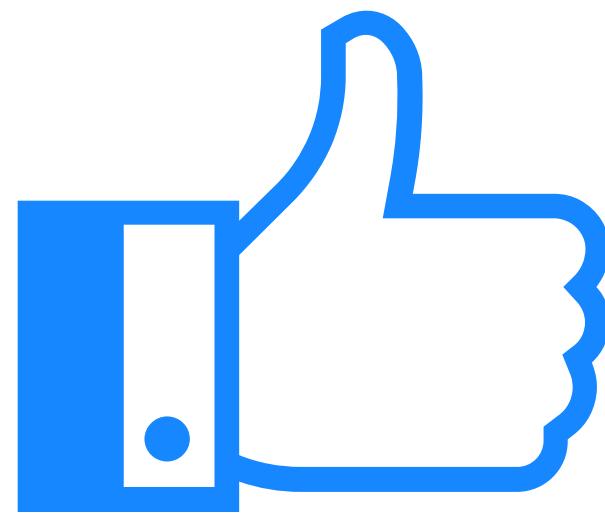
Empower Taylor & Taylor

with the resources they need,

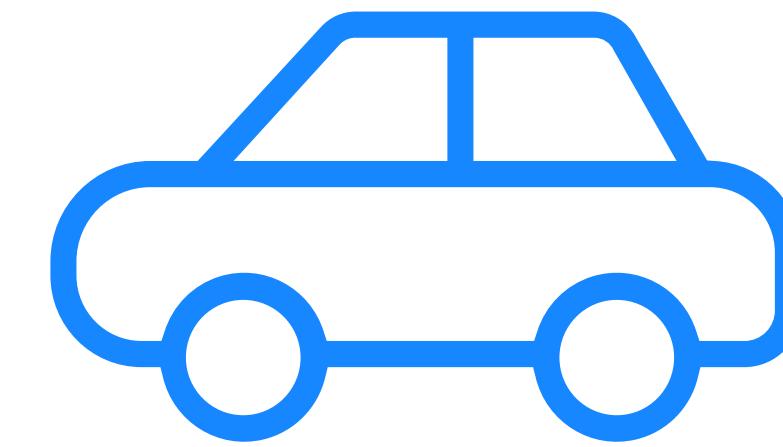
in the places they search.



Website



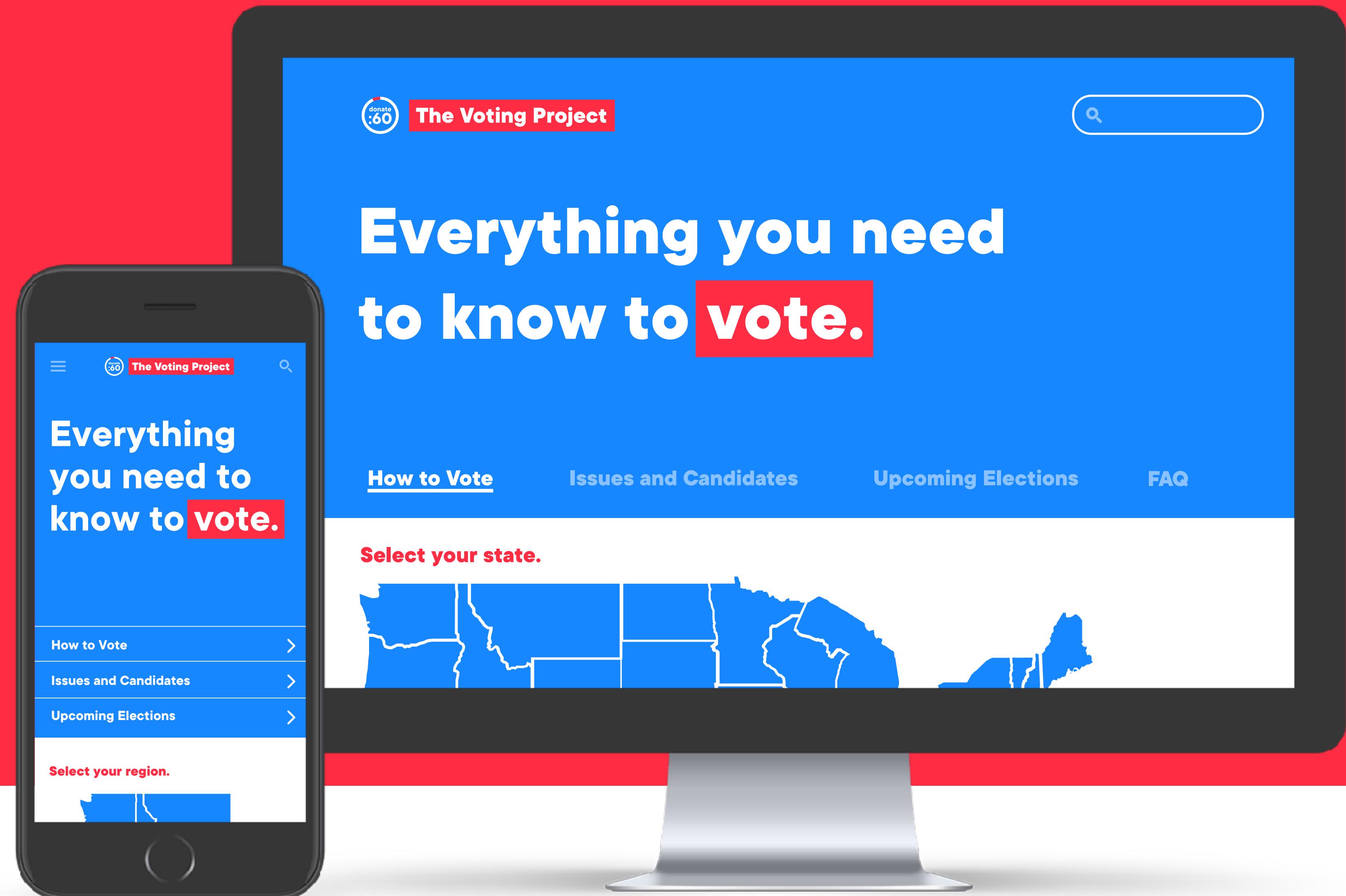
Social



Transportation

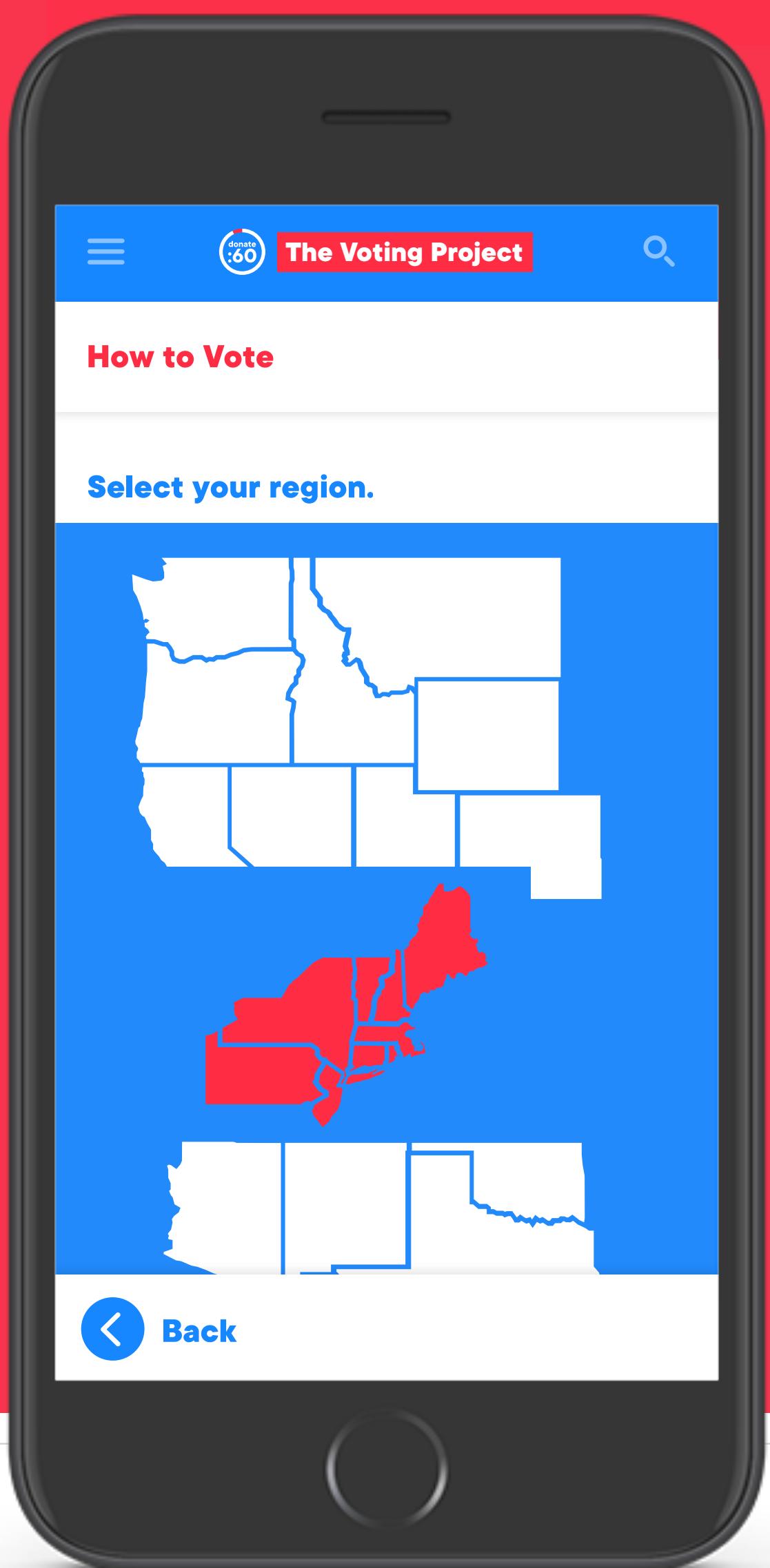
53%

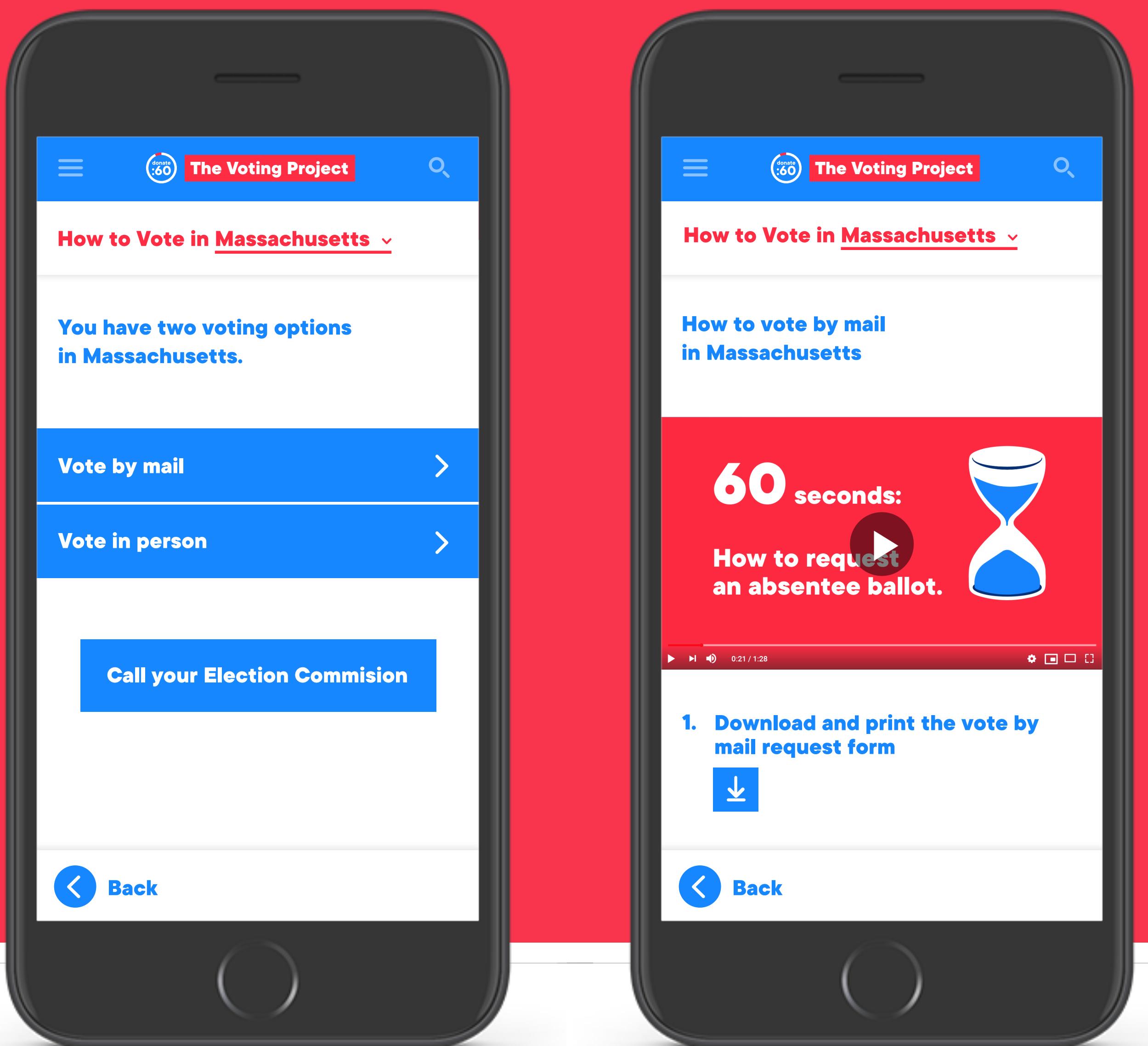
**Of young adults turn to social media,
news websites or apps for political
information**



96%

Own smart phones





The Voting Project

How to Vote Issues and Candidates Upcoming Elections FAQ

Issues and Candidates in Massachusetts

Zip code Filter by zip code

Gender Identity Anti-Discrimination
Veto Referendum

LGBTQ Rights Bill

A "yes" vote supports upholding Senate Bill 2407, a bill to prohibit discrimination based on gender identity in public places—such as hotels, restaurants, and stores.

A "no" vote opposes SB 2407 and repeals the law designed to prohibit discrimination based on gender identity in public places—such as hotels, restaurants, and stores.

Vote: November 6th

Pledge to Vote 2,841 pledges

Jay Gonzalez



The Voting Project

How to Vote Issues and Candidates **Upcoming Elections** FAQ

Upcoming elections in Massachusetts

September 4th, 2018

Request For Absentee Ballot: Received by Fri Aug 31, 2018 5:00PM EDT

★ 2,841 pledges ★ Pledge to Vote

Massachusetts State Primaries
Offices that are up for vote and issues include:

- US Senate
- US House
- Governer
- Attorney General
- Massachusetts Senate
- Massachusetts House
- Secretary of State
- Suffolk County Municipal

November 6th, 2018

Request For Absentee Ballot: Received by Mon Nov 5, 2018 12:00PM EST

★ 3,352 pledges ★ Pledge to Vote

Massachusetts General Election

The Voting Project

How to Vote Issues and Candidates Upcoming Elections FAQ

ask a question about voting

Do I have to register to vote for every election?

No. Once you register to vote and vote in at least one general election, primary or special election, you never have to register again. Remember: You must keep your registration accurately updated for changes that may occur in your life such as a move or a name change.

I just moved to a new state for college, should I register to vote in this state? Or should I register to vote in my home state?

It's totally up to you! You should register in the state that you feel most connected to and whose policies will have the biggest impact on your life. Voters sometimes prefer to register in swing states, when given the choice.

FAQ

Do I need to reregister to vote when I move?

Yes. You should always make sure that your address is up to date. Even if you are still living in the same state, you may have changed districts. You can reregister here: www.thevotineproject.org/register.

Do I need to reregister to vote if I change my name?

Yes, if you changed your name you must reregister to vote. You can reregister here:

The Voting Project

How to Vote Issues and Candidates Upcoming Elections FAQ

FAQ How many elections happen each year?

It looks like no one has asked this question yet!
Submit your question here and one of voting project experts will get back to you.

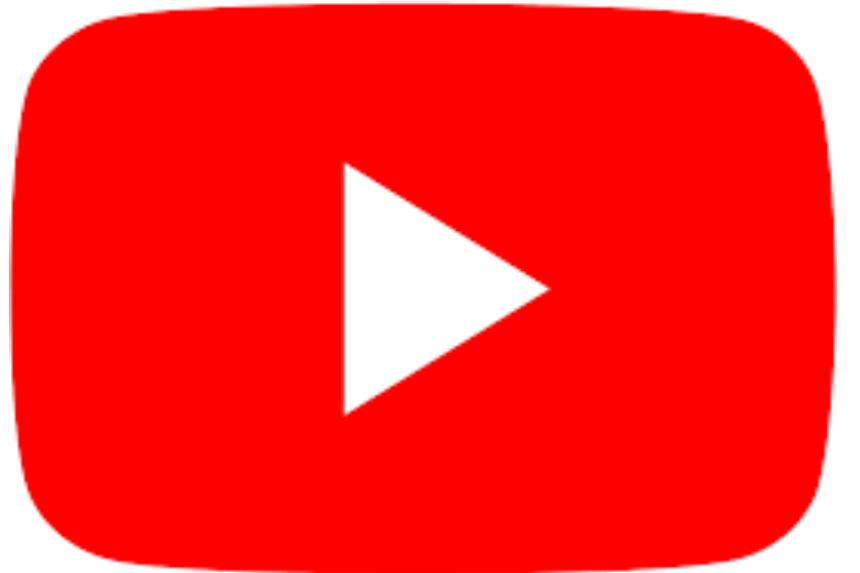
How many elections happen each year?
email address
Submit

Empower Taylor & Taylor

with the resources they need,

in the places they search.

95%



69%



67%

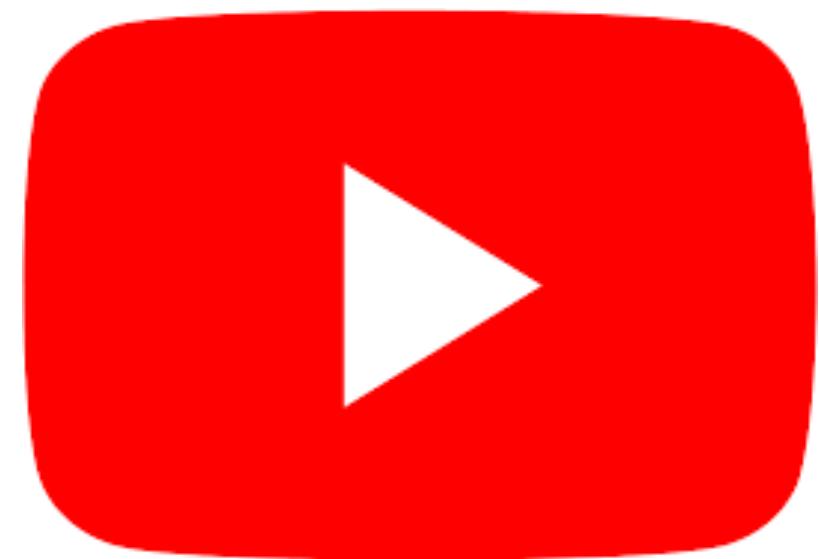


50%

“Can’t live without YouTube”

70%

**“Watch 2+ hours of
Youtube everyday”**



YouTube

Search

Search

+

grid

chat

How to request an absentee ballot

1,626,173 views

13K 233 SHARE ...

SUBSCRIBE 688K

The Voting Project by Donate 60
Published on September 1st 2018

60 seconds on how to request an absentee ballot.
For more information visit: www.thevotingproject.org

82 Comments SORT BY

Add a public comment...

lyft Free rides to election polls!
Ad lyft.com/thevotingproject

LEARN MORE

Up next

AUTOPLAY

What's on a ballot?

The Voting Project
by Donate 60
794K views

What are primary elections?

The Voting Project
by Donate 60

Climate Change Measures 2018

The Voting Project
by Donate 60

Important Measures in 2018

The Voting Project
by Donate 60

Marriage Equality 2018

The Voting Project
by Donate 60

How to register to vote

The Voting Project
by Donate 60

Gun Control Measures

57

60 seconds:
How to request
an absentee ballot.

0:21 / 1:28

▶ ▶ 🔍

How to request an absentee ballot

1,626,173 views

vote. The Voting Project by Donate 60 Published on September 1st 2018

60 seconds on how to request an absentee ballot.
For more information visit: www.thevotingproject.org

13K 233 SHARE

SUBSCRIBE 688K

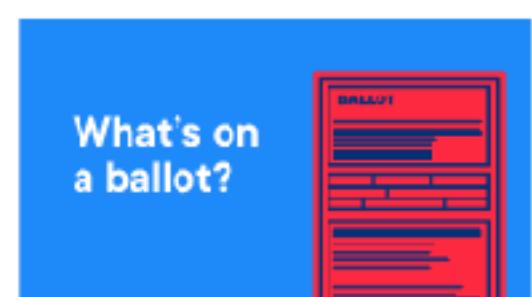
AUTOPLAY

Driving Democracy

lyft Free rides to election polls!
Ad lyft.com/thevotingproject

LEARN MORE

Up next



What's on a ballot?

The Voting Project
by Donate 60
794K views



What are primary elections?

The Voting Project
by Donate 60



Climate Change Measures 2018

The Voting Project
by Donate 60



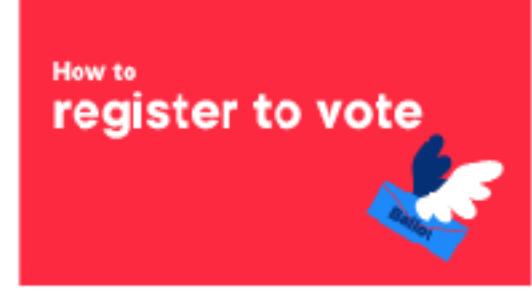
Important Measures in 2018

The Voting Project
by Donate 60



Marriage Equality 2018

The Voting Project
by Donate 60

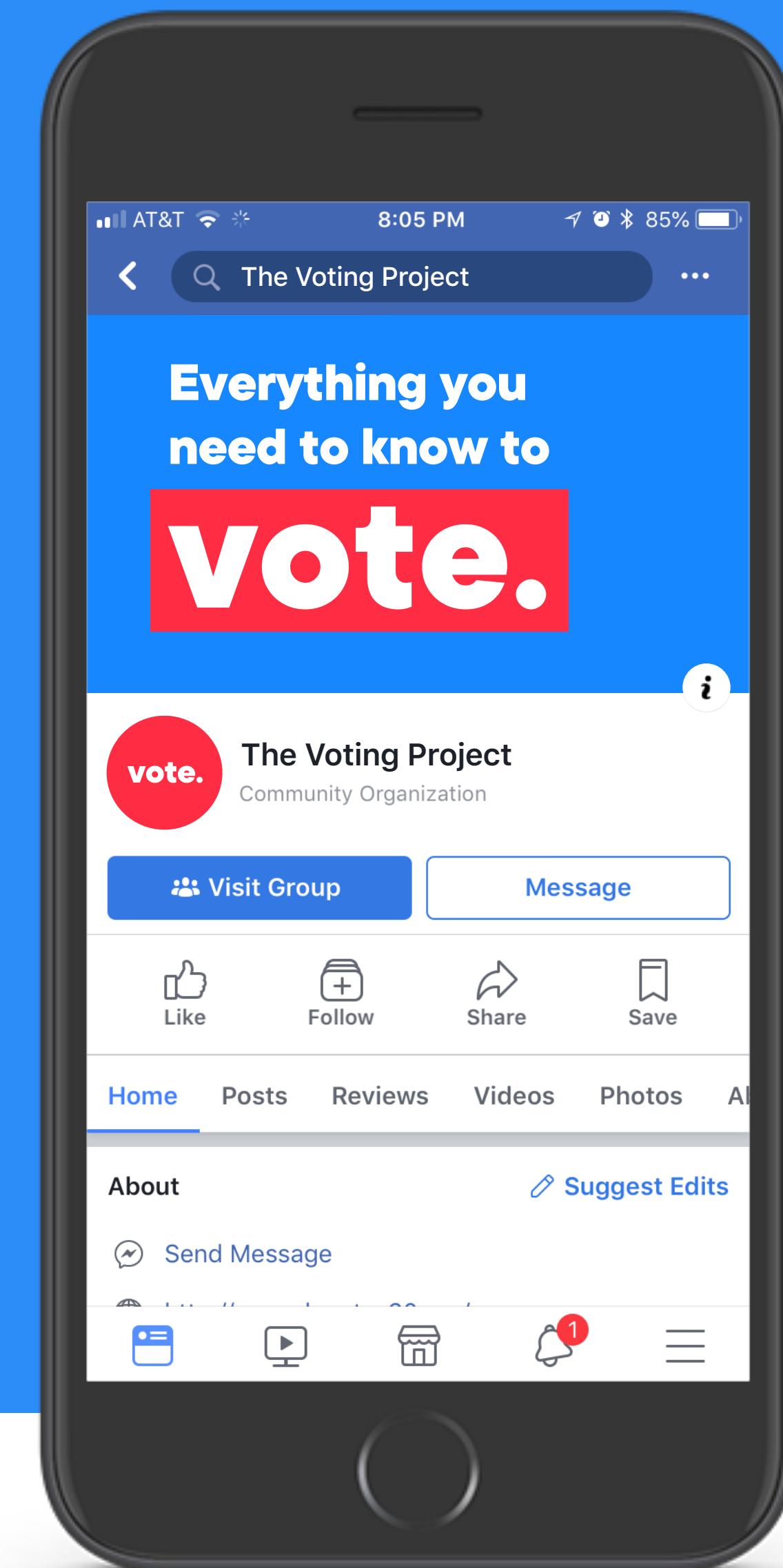
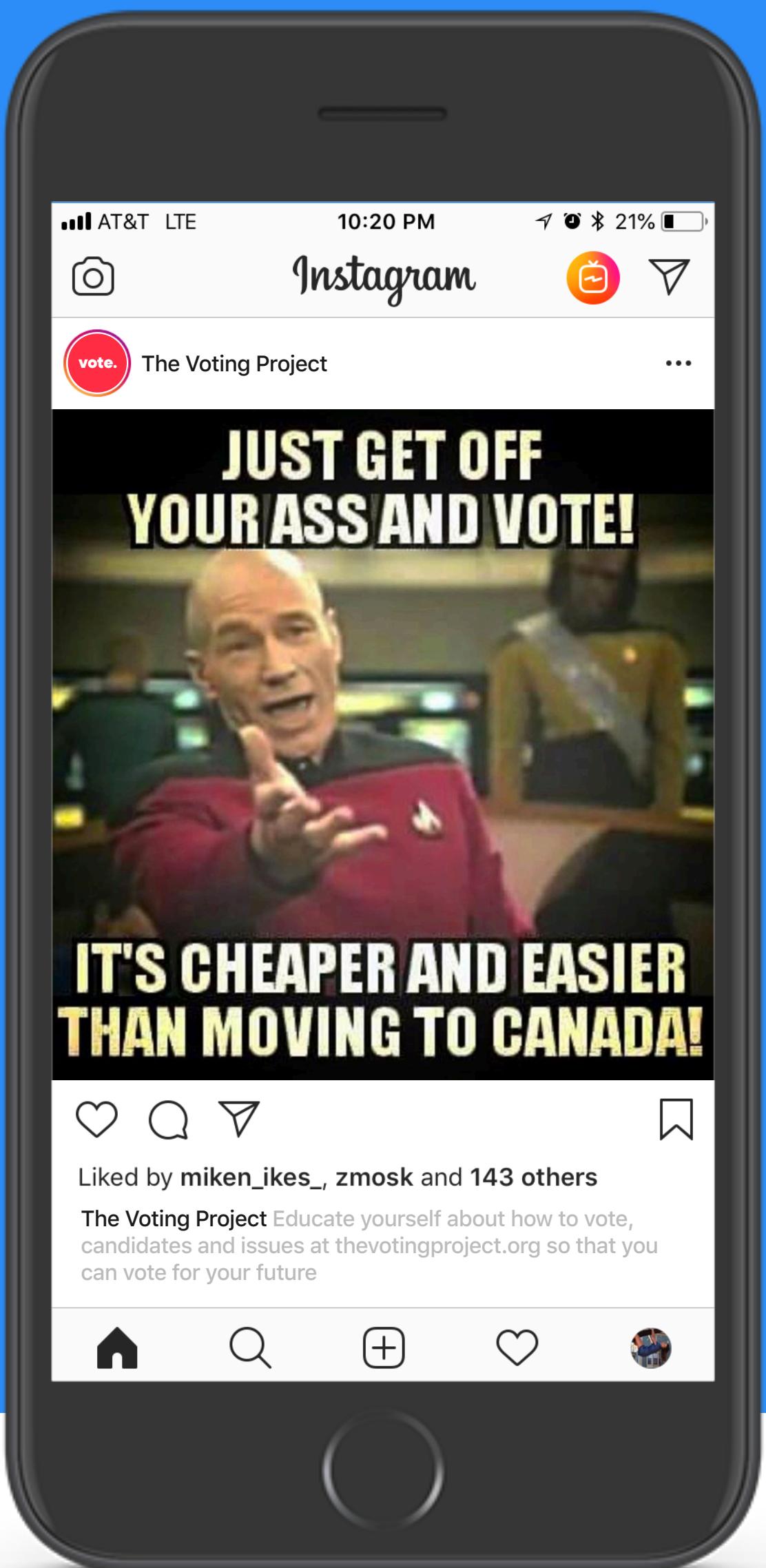


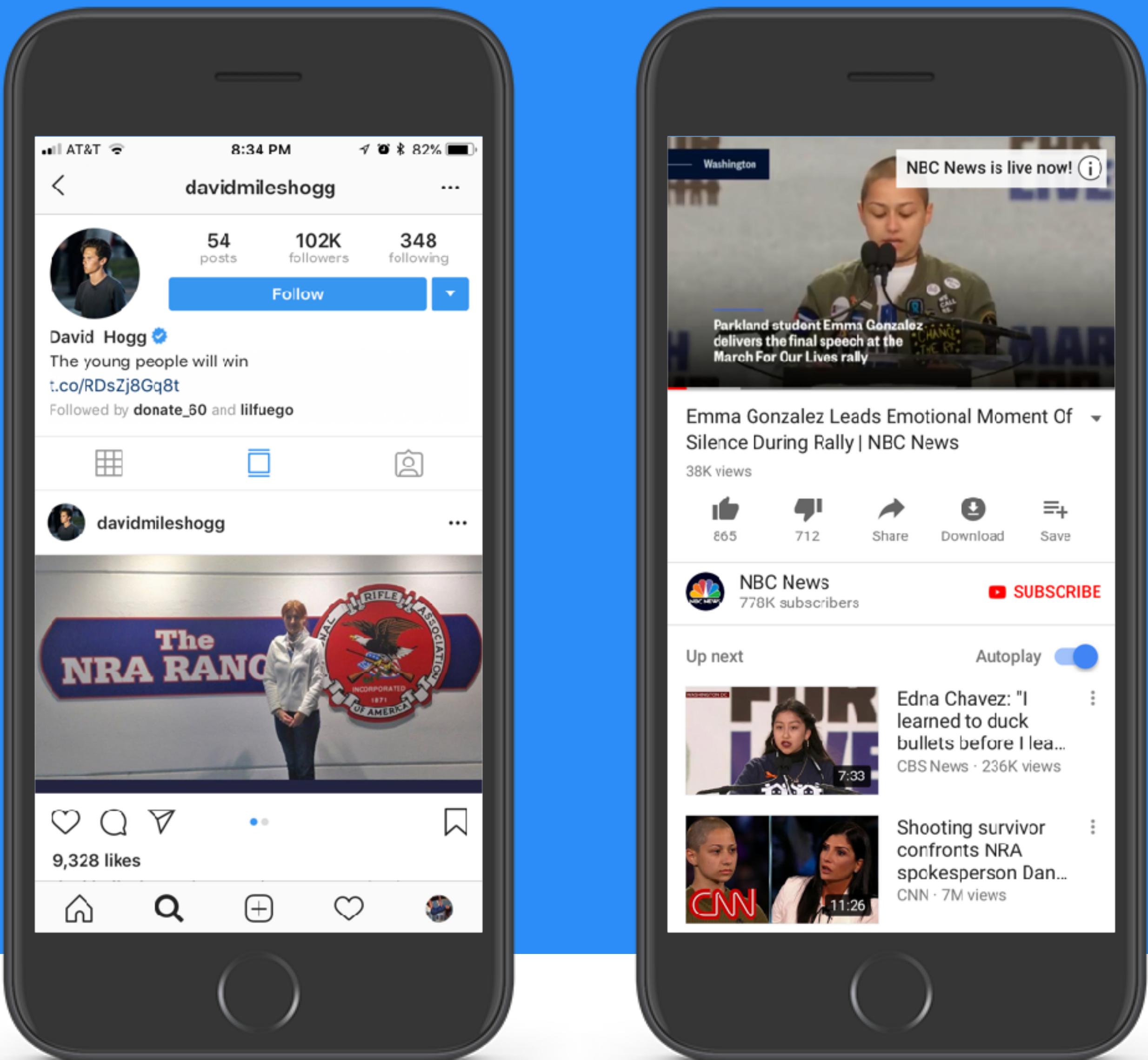
How to register to vote

The Voting Project
by Donate 60



Gun Control Measures





83%

**Prefer info shared by other
customers than by ads**

College Campus Ambassadors



WORD OUT

BROUGHT TO YOU BY RISD'S CENTER FOR STUDENT INVOLVEMENT

THE VOTING PROJECT RESOURCES

The Voting Project

CHECK OUT THEVOTINGPROJECT.COM FOR EVERYTHING YOU NEED TO KNOW TO VOTE.

THE WEBSITE INCLUDES INFORMATION ON UPCOMING ELECTIONS, CANDIDATES AND ISSUES AS WELL AS HOW TO VOTE.

CAMPUS NEWS AND UPCOMING EVENTS



Everything You Need to Know About Voting

Brown Political Review

[thevotingproject.org](#) has compiled a complete resource of everything you need to know about issues, candidates and how to vote

Apply to Join the College Advising Corps!

The Swearer Center - All

Interested in college access in the Rhode Island area? The College Advising Corps (CAC) is a full-time...

Submit to Hillel's exhibit on Jewish families!

Claire Fishman - All Students

Jews of Mixed Identity and JewQ are curating an exhibit of student-made work that celebrates the...

Better World x Design 2018: Early Bird Tickets

Katherine F Chavez - All

Early bird ticket sales for Better World x Design 2018 have been extended! Tickets are 50% off the...

JOIN THE BAND!

Brown University Band - All Students

Hi Brown! Do you like loud noises and terrible puns? Are you a fan of banging (drums) and/or blowing...

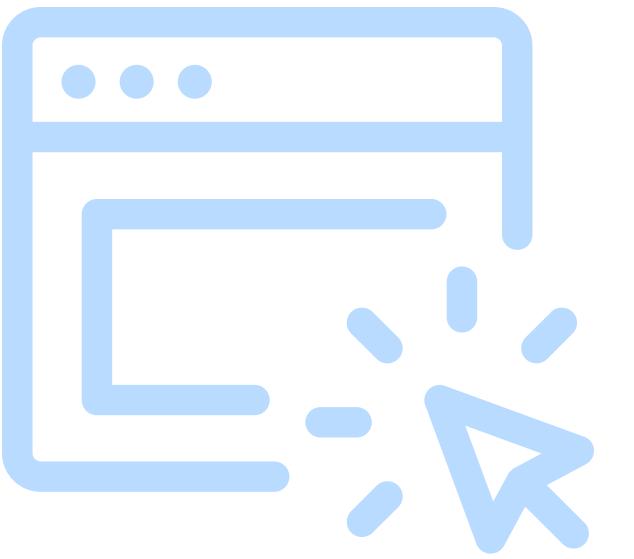
Tutor Kids in PVD: Join Swearer Classroom Program!

Charlotte B Perez - All Undergraduates, All Graduate Students

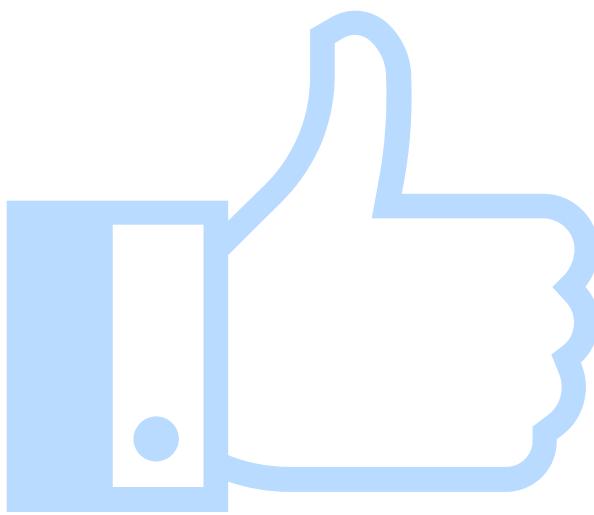
Want to tutor kids? To join Swearer Classroom Program, email swearerclassroom@gmail.com and stay up...



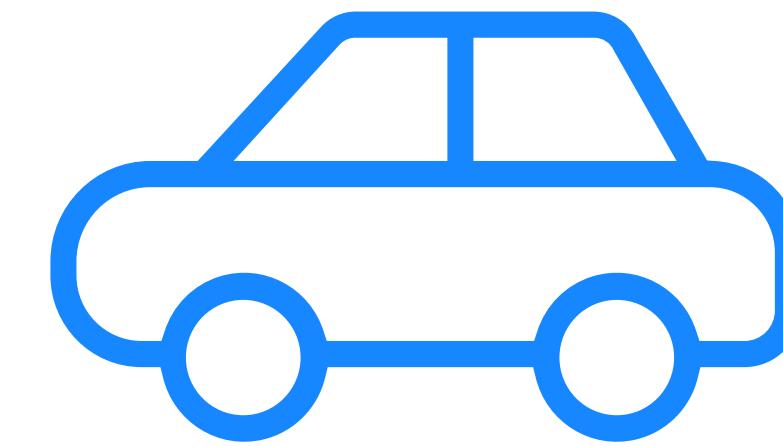




Website

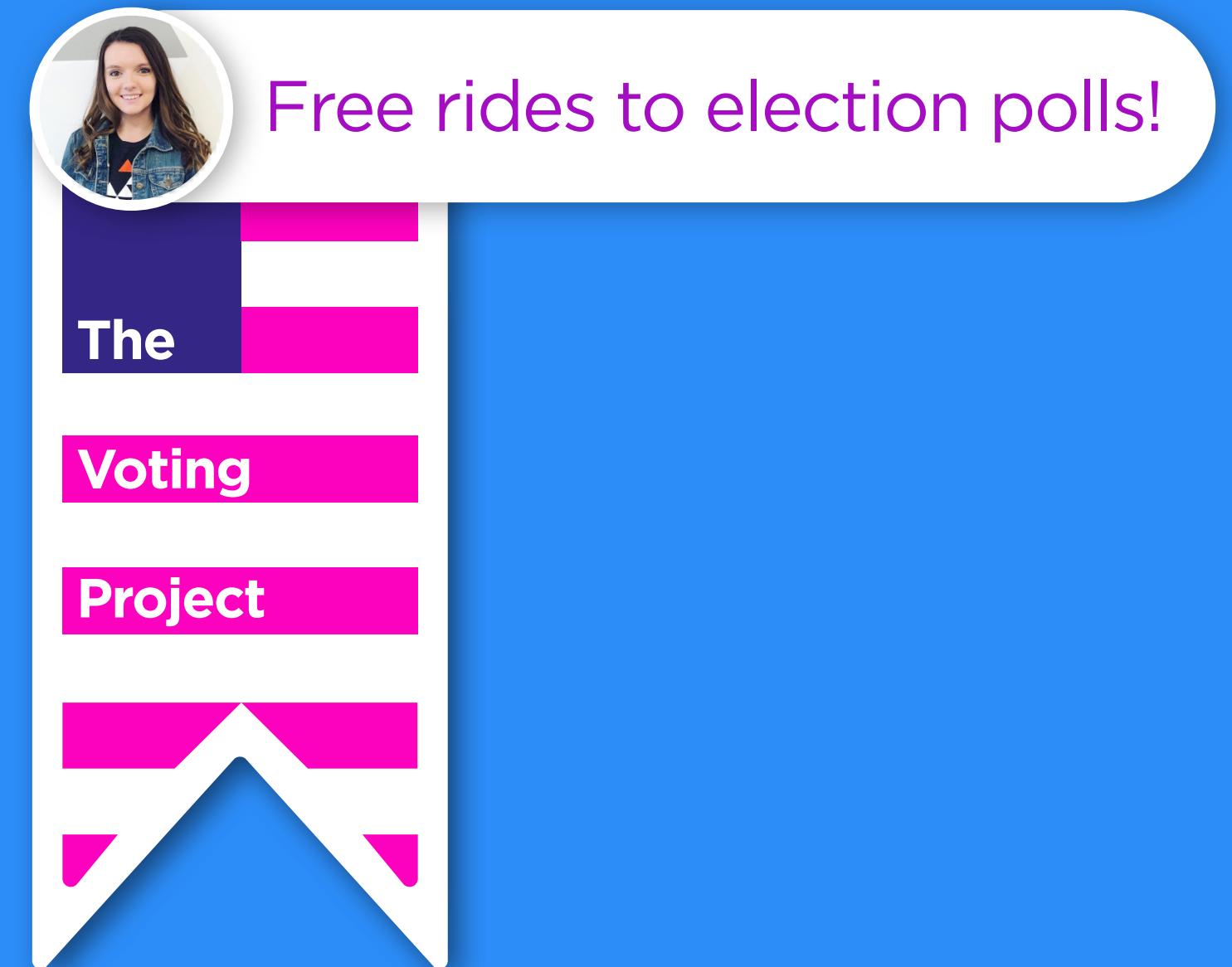
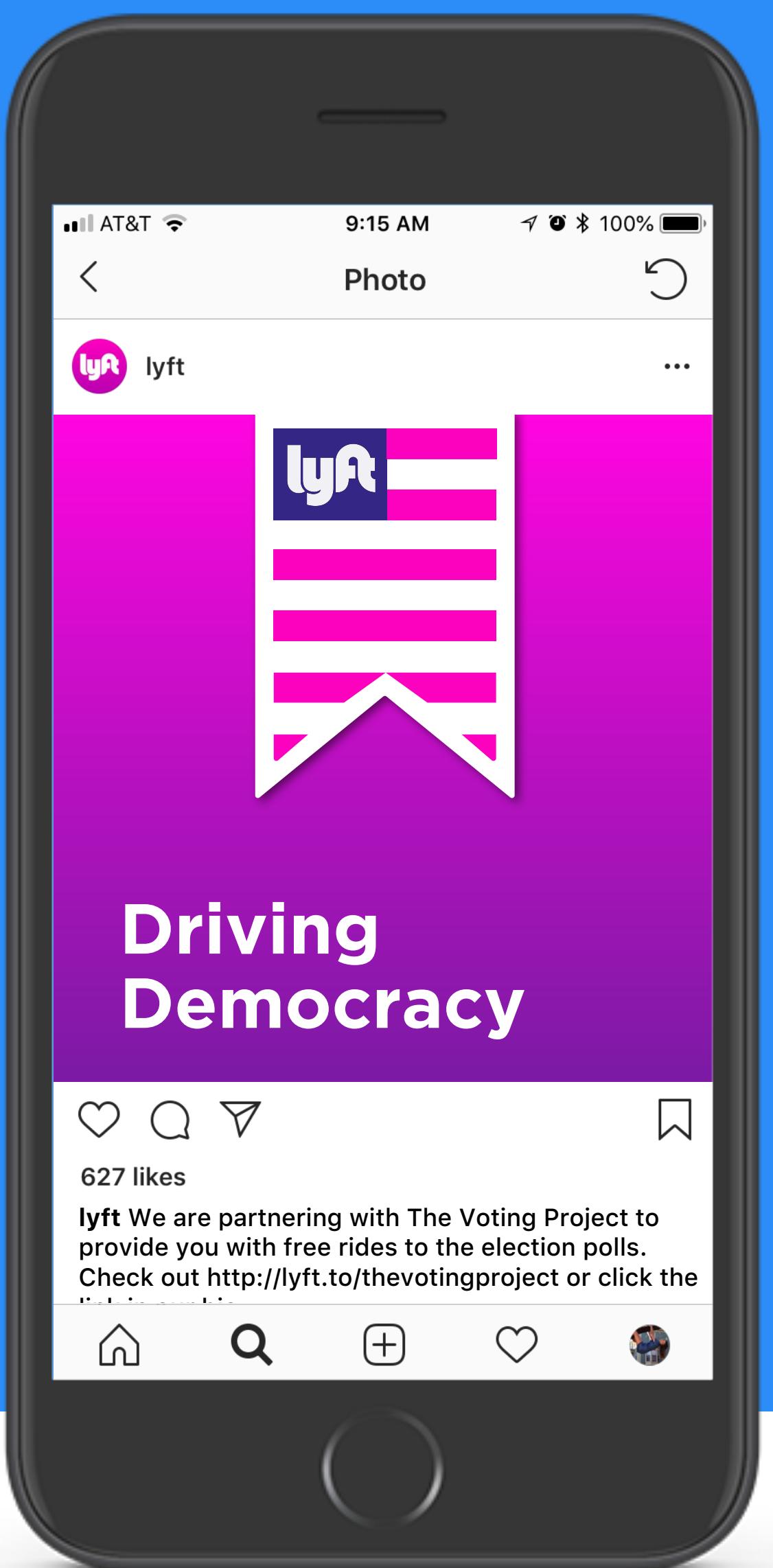
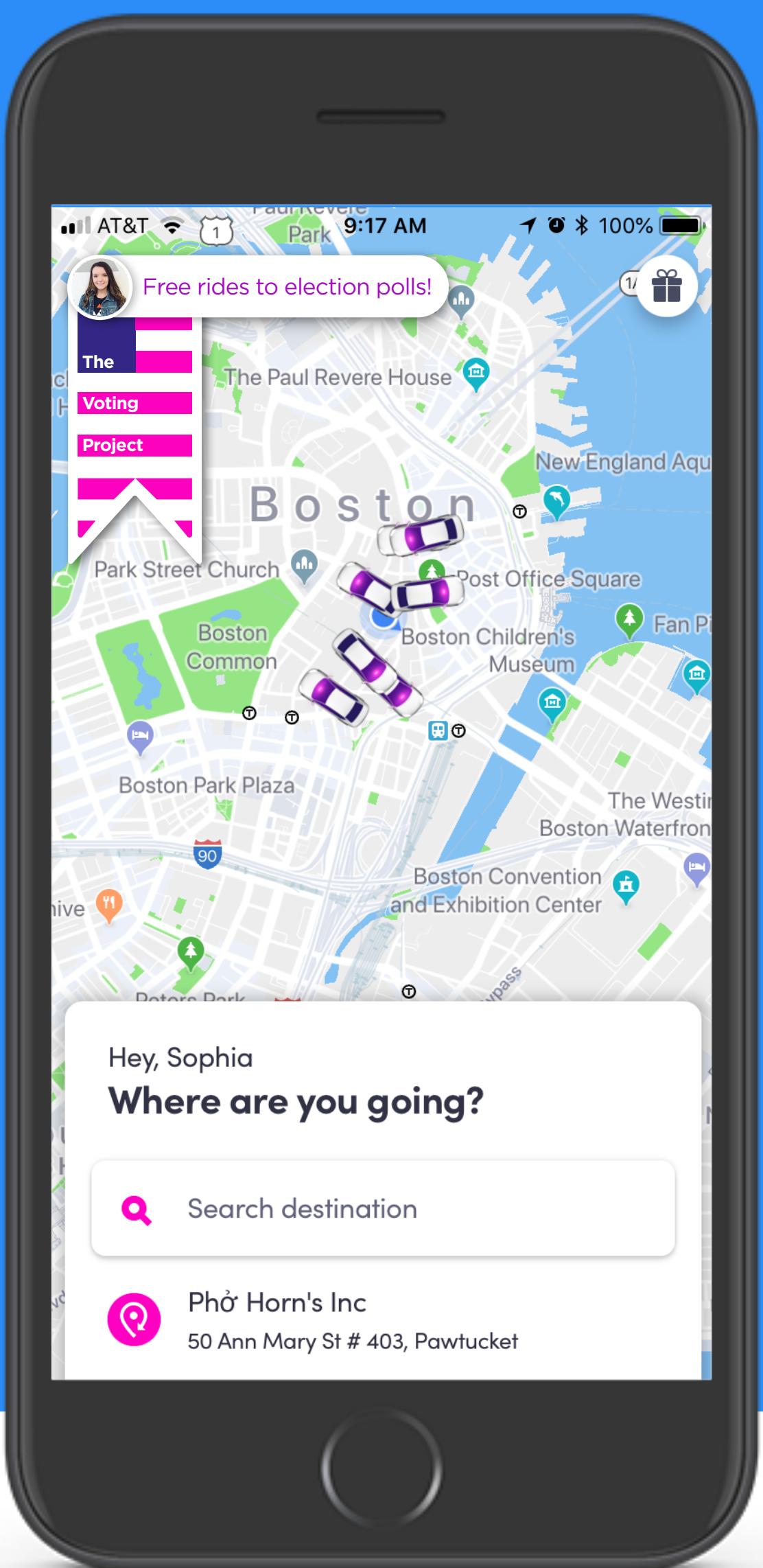


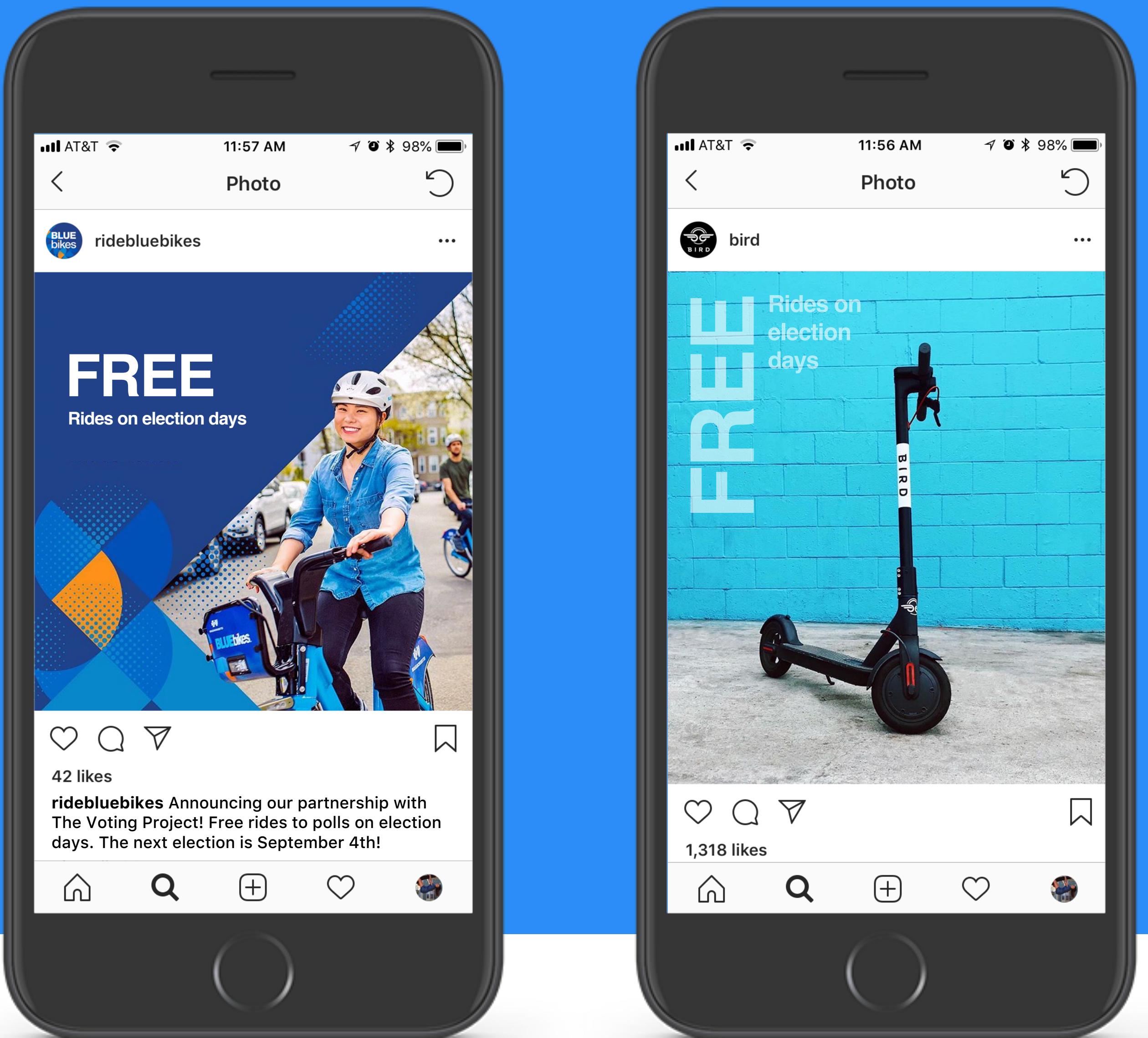
Social



Transportation

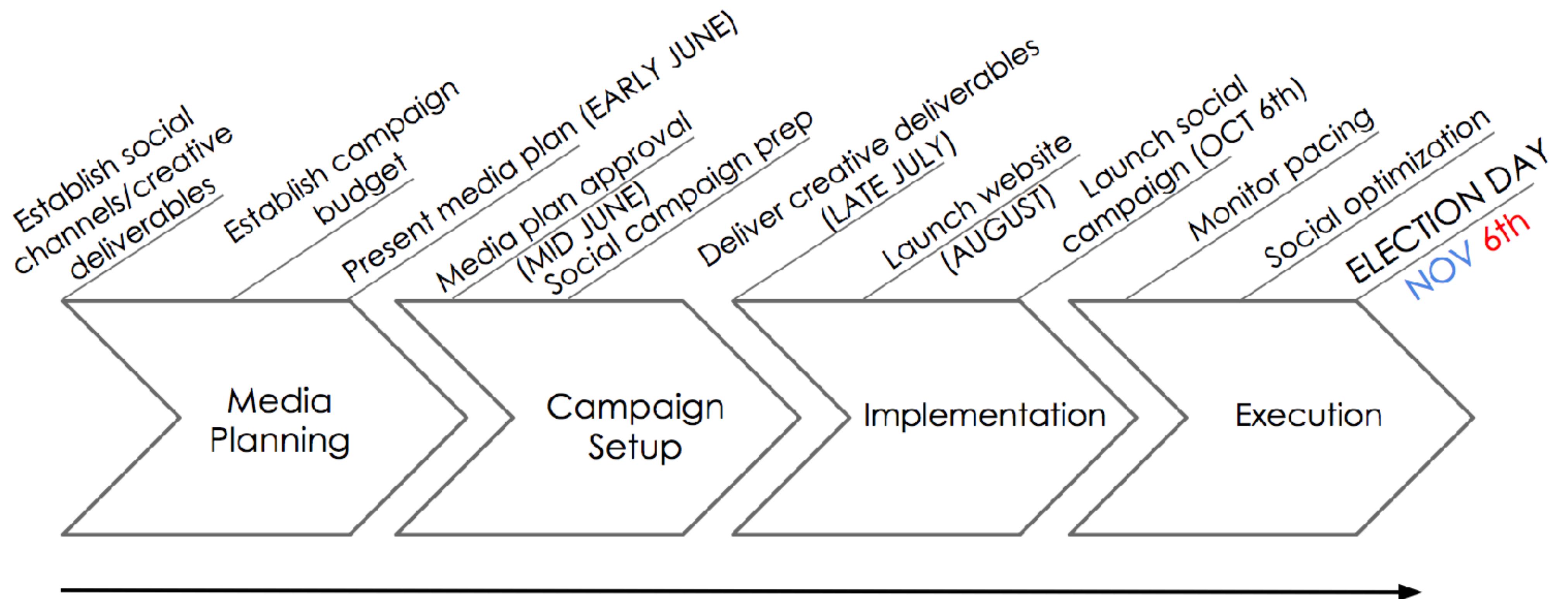






Budget

Distribution Timeline



	\$50,000	\$Unlimited
Social Media	\$27,600	\$51,500
Instagram Facebook Youtube	\$27,600 ~\$0 ~\$0	\$51,500 ~\$0 ~\$0
Influencers	\$17,500	\$52,500
Instagram Youtube	\$7,500 \$10,000	\$22,500 \$30,000
Website	\$1,300+/year	\$1,300+/year
Hosting fees Domain name SSL	\$1,200+/year \$15+/year 50+/year	\$1,200+/year \$15+/year 50+/year
Campus Ambassadors	~\$0	~\$0
Transportation Partnerships		\$792,000
Lyft Blue Bikes Bird		\$532,000 \$130,000 \$130,000
TOTAL	\$46,400	\$897,300



Measuring Success

Primary Measurement

Objective	KPIs	Tools
Get GenZ to vote	1. # of clicks on “Pledge to Vote” button 2. # of Gen Z voters	1. Google Analytics 2. US Census Bureau



Secondary Measurement

Objective	Solution	KPIs	Tools
Empower Gen Z with accessible, digital resources that give them the information they need, in the places they search, whenever they want	website	Visits Page interactions	Google Analytics
Provide fun, informative content in the format that Gen Z most often engages with	Videos	Views Completion rate	Youtube Analytics
Spread the word about our campaign and provide a visible, social reminder to vote	Social campaign on Youtube, Facebook, Instagram	CTR	Google Analytics

Estimated Impact

2-3%



**35,465–53,198
more votes**

Empower Taylor & Taylor

with the resources they need,

in the places they search.

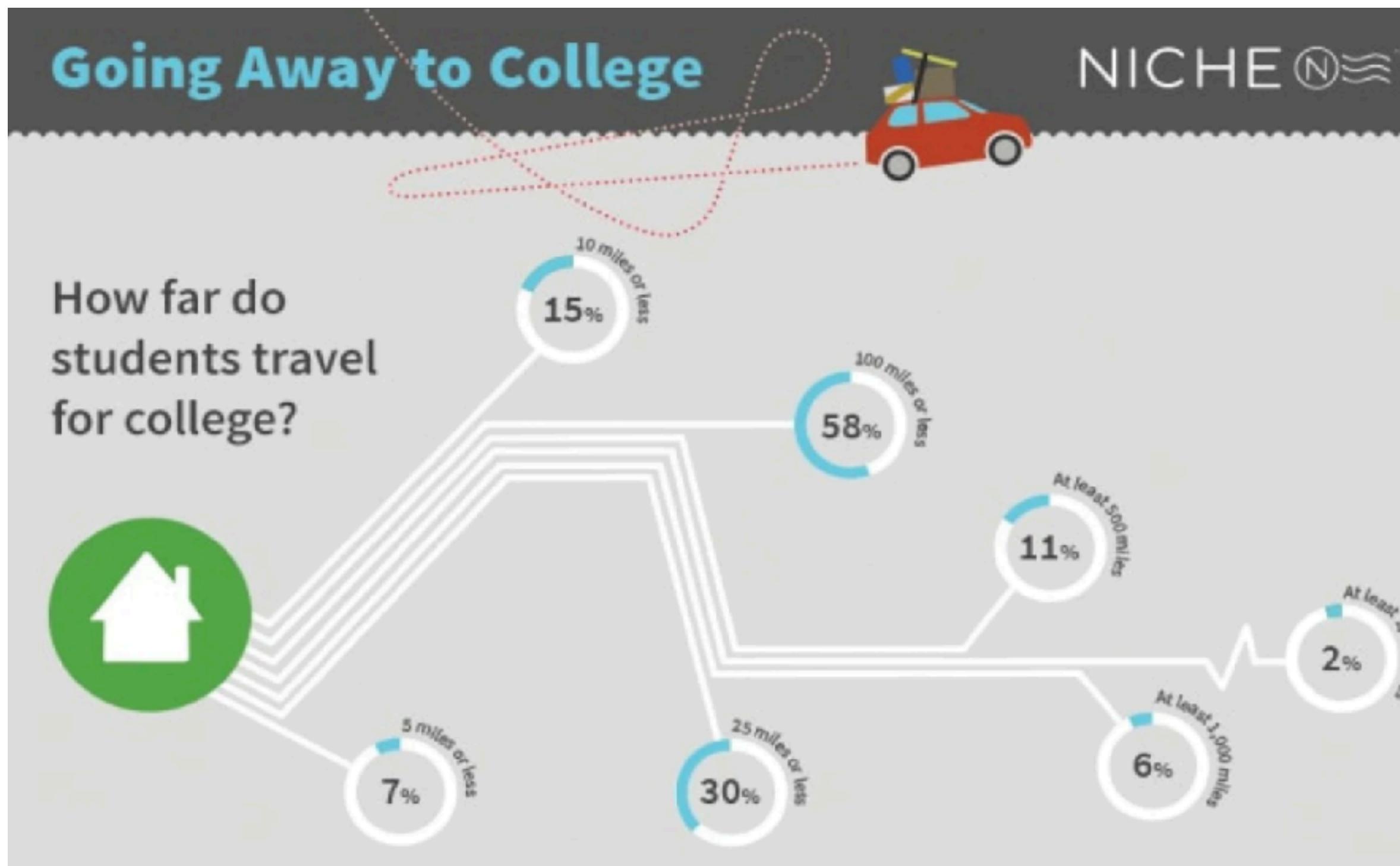




Thank you.

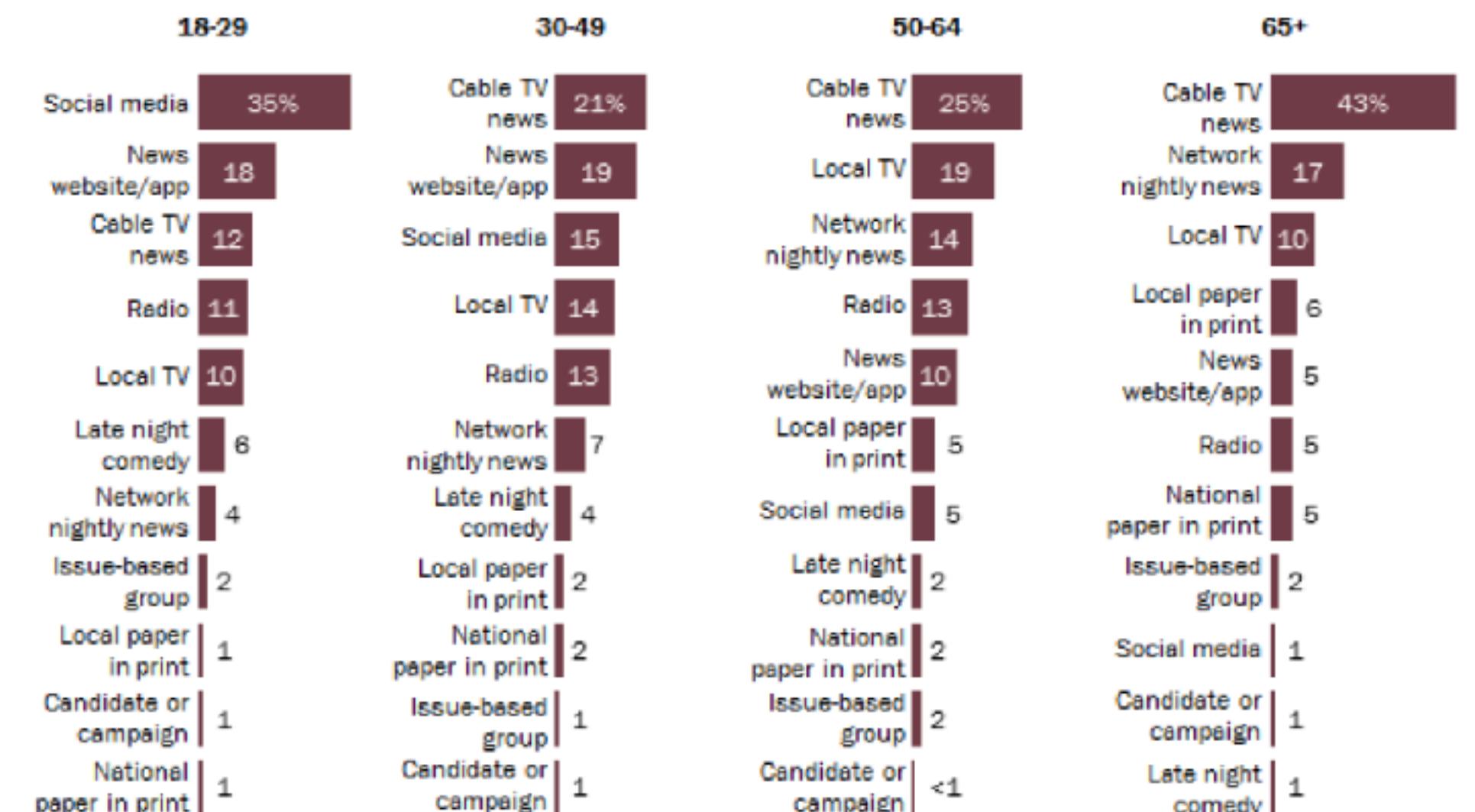
Appendix

- 93 percent say they give their time in some capacity, ranging from helping family and friends (72 percent), to participating in organized events (65 percent), to actively donating time to a cause (45 percent). And they do so intentionally – 82 percent cite “educating myself” as an important way they support causes. ([NSHSS members](#))
- “I don’t feel adequately prepared to vote and don’t have time to research the candidates.”



About a third of 18- to 29-year-olds name social media as most helpful type of source for learning about the 2016 presidential election

Among those who learned about the 2016 presidential election in the past week, % who say the most helpful type of source is ...



Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER

- 16: quote from california student (within persona): <https://calpirgstudents.org/sites/student/files/reports/Results%20of%20CALPIRG%20Student%20Survey.pdf> (CALPIRG Education Fund)
- Persona slides:
 - 36: Gen Z #: US Census Bureau
 - 37: Eligible to vote in 2018: US Census Bureau, KFF (<https://www.kff.org/other/state-indicator/distribution-by-citizenship-status/?currentTimeframe=0&selectedRows=%7B%22wrapups%22%7B%22united-states%22%7B%7D%7D%7D&sortModel=%7B%22colId%22%22Location%22,%22sort%22%22asc%22%7D>)
 - 38: 38% of Gen Z is in college: ([NCES](#) and [NSC](#))
 - 39: Consider these 3 issues important: ([npr](#), <http://www.generationaledge.com/blog/posts/gen-z-and-politics>, [masdar](#))
- 22: Problem statement – students have often moved away from home: https://www.washingtonpost.com/blogs/govbeat/wp/2014/06/05/map-the-states-college-kids-cant-wait-to-leave/?noredirect=on&utm_term=.26a726253fe3
- Deliverables – educational resources – 50% of gen z “can’t live without youtube” ([adweek](#)) – slide 56
 - 56: 70% watch 2 hours of youtube per day ([forbes](#))
 - 44: 53% of young adults turn to social media, news websites, or apps for political info <http://www.journalism.org/2016/02/04/the-2016-presidential-campaign-a-news-event-thats-hard-to-miss/>
 - ([48% have cars on campus](#)) (voiceover, not on slide)
- Slide 61 – Distribution – college campuses – 83% prefer info shared by other customers than by ads:
 - http://mediakix.com/2017/03/the-generation-z-statistics-you-should-know/#gs.lly_d7Y
- 76: Estimated impact – 2-3% impact: The National Study of Learning, Voting, and Engagement ([NSLVE](#))
- 46: 96% own smartphones ([pew research](#))
- Slide 55 – the voting project: ([tubular insights](#))

Most icons – The Noun Project (various authors)

