FutureVote

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FutureVote Strategic Communications Plan

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2020

FutureVote

<h1 style="text-align:center"><mark>Goals & Objectives</mark></h1>

Young people are the future. If Democrats are going to win in 2020, they need an authentic, youth-driven campaign to drive real voter turnout. **Enter FutureVote, a 'Get Out The Vote' campaign focused on young, first time voters.** Together with FutureCoalition, we will build a collaborative and diverse effort to encourage first time voters, specifically high school students, college students and young adults to participate in the 2020 election. This will be a campaign for young people by young people.

You can't win, without nimble, strong communications support. We want to design a campaign for FutureVote which is different from all the GOTV campaigns and instead leads with young people's voices. FutureVote may be new, but with our help, you can be a big player in 2020 driving turnout and making an impact. A few campaigns shine every election cycle — together, we can get FutureVote to scale fast and get your voice out there.

Situation

2020 is an opportunity to tell a different story to 2016. From COVID-19 to climate change to gun safety, immigration, student debt and healthcare, young people know this is a defining moment. With the right message, we can get the turnout we need.

We believe the answer, though, isn't Democratic insiders or the Biden campaign. The answer has to be organizations like FutureVote, who are producing content, generating ideas and sharing their passion person to person, to turn voters out. Future Coalition has the opportunity to tap into the *zeitgeist* where young voters are concerned, but also ready to make real change.

Together with Future Coalition, we want to harness the electoral power of millennials and gen-z and make it known that young people are not just voting, they are taking control of their future.

Goals

- **Position FutureVote as the leading youth GOTV campaign** in the 2020 election and beyond.

- **Generate buzz and media attention** with FutureVote's name front and center of the political conversation.
- **Garner online excitement and engagement** about FutureVote using a website, social media campaign and a SMS P2P campaign.

Brand Position

Too many campaigns leave young people on the sidelines. But not FutureVote. We ARE a campaign for young people by young people.

Target Audience

Historically "young people turn out to vote at lower levels than older generations and are less likely than Americans of other ages to identify or affiliate with a political party." [1] With this campaign, we aim to flip this narrative that young people sit on the sidelines and instead show the passion, drive and action of young people. Specifically we will be targeting 18-23 year olds which includes Generation Z and Millennials.

Firstly, because of this historic behavior, too many campaigns leave young people on the sidelines. This is a huge mistake. Why? Because first voters are a valuable part of the electorate. 18-35 year olds have demonstrated they are capable of taking action and fighting for change. Failing to listen to and appeal to this demographic is a major miscalculation. As Future Coalition Executive Director, Katie Eder cites, **"Kids may only be 25% of the nation's population, but we are 100% of the future."**[2] In 2020, for the first time, millennials and members of Gen Z have major electoral power, but again much of that power remains untapped. "People from Generation Z, who are between the ages of 18 to 23, will comprise one-tenth of eligible voters. This is a significant change from past years: In 2016, Generation Z made up just 4 percent of eligible voters." [3] "Together, Gen Z and millennials are projected to make up 37% of voters in the 2020 presidential election, according to the Pew Research Center, and both demographics are largely split along party lines." [4]

This is where FutureVote comes in. Together with FutureCoalition, we want to harness this electoral power and make it known that young people are not just voting, they are taking control of their future. It is ironic now that when millennials and Gen Z have the most

power in any election, many feel like no one is speaking to them. This can possibly explain why they don't turnout to vote. If candidates are not speaking to them, they become more and more disillusioned. FutureVote aims to flip this by listening to young people and making this the core driver of our campaign and meeting young people where they are. This is echoed by Deana Ayers, 21, a senior at the University of North Texas who cited how *"I would love to see more emphasis on listening to young people and talking to us instead of at us. "I'm the future of your party. You should be giving me resources and training and listening to the way I want this party to look."* [5] Similarly, Diana Guardado, a 17-year-old high school student in Los Angeles said how *"I realized I didn't want to be a bystander."* [6] Young people are looking for ways to mobilize and organize. Together, we will meet them where they are at and give them the tools to get out the vote.

Youth Voter Turnout 1972 - 2016

To frame our conversation, it's important to examine historical youth voter turnout. While this will be an unprecedented election for many reasons as we will explore, it's still important to incorporate data and use this as a springboard for our efforts. The graph below showcases youth voter turnout in presidential elections in the United States from 1972 to 2016. [7] In the 2016 presidential election, about 46.1 percent of voters aged between 18 and 29 participated in the election. Given this historic data, we expect 40-50% of youth voters to turn out in November, or possibly more precisely, 44-48% of voters, given recent patterns in youth turnout. [8] We arrived at this conclusion since the pattern of the data is not exactly linear, and we also have some data from 2018 below to suggest that 2020 might work differently from 2016. Additionally, the impact of COVID-19 is also something to factor into the conversation.
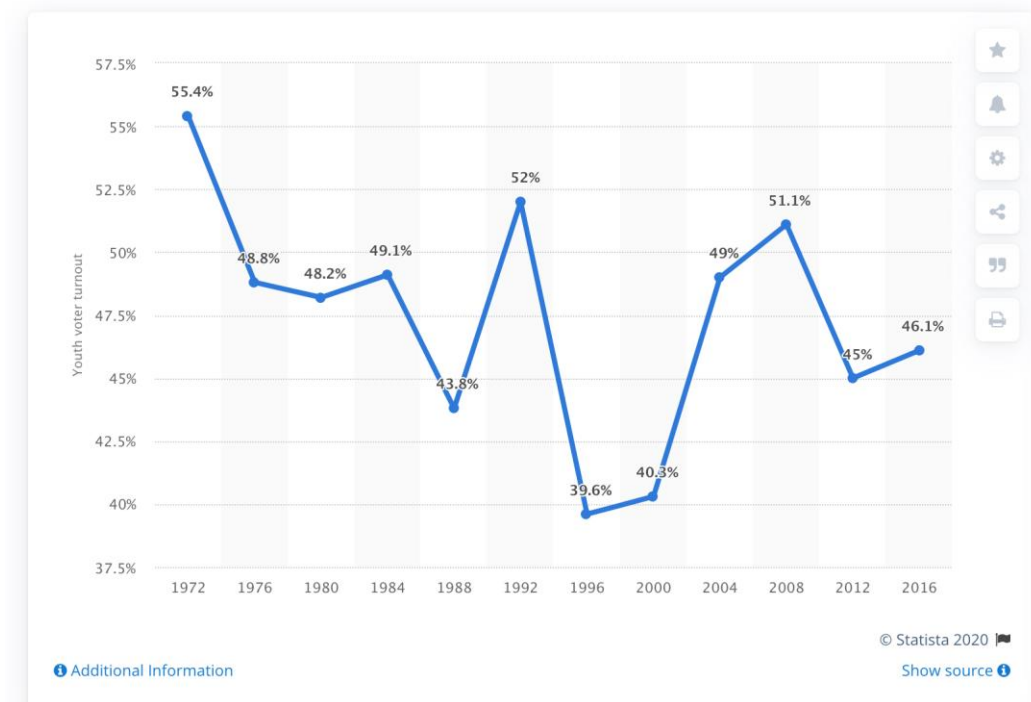
As cited, there are indications that the enthusiasm of young potential voters is high. This can be explained by the 2018 election. "Although just 11 percent of 18- to 24-year-olds and 17 percent of 25- to 29-year-olds voted in the 2014 midterms, 22 percent of 18- to 24-year-olds and 30 percent of 25- to 29-year-olds voted in the 2018 midterms. We can expect that number to be considerably higher in 2020, since all voters, but young people especially, tend to turn out for presidential elections at higher levels than they do for midterms." [9]

Target Audience Personas

Below are two personas. Both are first time voters who are passionate about change in our country. As noted above we are specifically targeting first time voters between the ages of 18 and 23.

Persona 1 - Ana Gonzales

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- **Audience Group**
  ○ Generation Z
- **Age**
  ○ 18
- **Gender**
  ○ Female
- **Ethnicity**
  ○ Latina/Hispanic
- **Location**
  ○ Los Angeles, CA
- **Occupation**
  ○ High School Student; Intern at her local county official's office
- **Education**
  ○ High school
- **Personal online behavior**
  ○ Avid user of Instagram, TikTok and Snapchat. Watches a lot of YouTube videos especially influencers.
- **Motivation and Objectives**
  ○ Ana has always been interested in politics and this election will be her first time voting. She is so excited to finally be able to perform her civic duty. She believes that voting is a key way to make change in this country and have her

voice heard. However she also feels that right now her party is not giving her the tools or resources to make a difference in her party or community. Overall, she is passionate and ready to vote **but frustrated**. This is where FutureVote comes in.

- ● **Our objectives**
  - ○ Voices like Ana's are crucial in this election. She is the future of her party and therefore her voice is extremely important. FutureVote not only wants to empower Ana and her peers to vote but to give her tangible tools to take action. Whether that's volunteering with our texting campaign or helping others register to vote for the first time etc. FutureVote also wants to center voices like Ana and the issues she cares about and use that to drive our content. This is instead of talking *at* her like many campaigns do.

Persona 2 - Mike Richards

- ● **Audience Group**
  - ○ Millennial
- ● **Age**
  - ○ 23
- ● **Gender**

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- ○ Male
- **Ethnicity**
  - ○ Black
- **Location**
  - ○ Brooklyn, NY
- **Occupation**
  - ○ Tech at a startup
- **Education**
  - ○ BA in Computer Science Howard University
- **Personal online behavior**
  - ○ Avid user of Instagram, YouTube and Twitter. He checks Facebook to connect with family and uses TikTok sometimes. He uses the app to scroll and like videos rather than create content himself.
- **Motivation and Objectives**
  - ○ Mike is very active in grassroots and political mobilization in his community especially around LQTBQ and racial justice issues. Like many, while he is very active in trying to make change and take action, he doesn't believe that voting will make a difference. Overall, he has felt alienated by the process of voting and turned off by the whole system.
- **Our objectives**
  - ○ Mike's concerns are echoed in a recent Stacey Abrams article where she cited how many voters feel voting is inadequate with so much turmoil right now, but that this is why we must all stand up and vote to make our voices heard. She cites "voting is a first step in a long and complex process, tedious but vital." [10] Abrams proves why we need to engage young people like Mike. They are fearless and passionate but also feel like they lack the resources to be able to take real action. They also lack confidence in the system which consistently fails them. We want to equip and empower Mike and his friend network with the tools to vote and make real change. More importantly for them to feel like they are part of something bigger and a movement to change the world.

Issues

Having examined our target audience, it is now important to examine what issues are important to this audience. Understanding what activates them is what will drive our campaign messaging. While there are a number of issues at play in this election including

immigration, the economy and healthcare, this campaign is about listening to what issues matter the most to young people. According to Accredited Schools Online "hot button issues for **student** voters may include the cost of college tuition, affordable health care coverage, minimum wage regulations and climate change." [11]

When it comes to the more **general 18-34 age** range, there are some similarities to student voters especially with climate change, the economy and healthcare reform. For example in this YPulse article, the top issue for young voters is climate change, followed by the economy, healthcare reform, immigration policies and then the environment. [12] This is echoed by a Teen Vogue survey of 18-34 year olds on the top issues that would boost support for 2020 candidates. [13]

It's Important to look at both student issues and the broader youth issue space in order to understand the overall landscape for youth turnout in 2020. What it is animating first time voters vs other young people will be what sets FutureVote apart from other youth GOTV campaigns.

It is also important to take a moment and step back to examine the context for many young voters, "millions of millennials, born between 1981 and 1996, cast their first votes for Barack Obama, and members of Generation Z, born after 1996, began entering the electorate as Mr. Obama's term was ending. For them, his administration is a reference point for who is electable and what is achievable. *"We grew up with a black president who ran on a platform of change,"* [14] said Michael May, 20, a student at the University of Toronto from California. Young people have seen hope, respect and a 'Yes We Can' attitude. This is what they expect in a leader and is not what we currently see in the Oval Office. This is valuable information for the campaign. It allows us to see the benchmark that both millennials and Gen Z are using when engaging with GOTV campaigns and voting. While this campaign is focused on first time voters in high school and college, it's again important to set the context for youth voting overall.

In addition, it's important to note that as with any election, there will be different issues in different states. This is where we will utilize Future Coalition's 25+ youth-led coalition members to not only disseminate our message but to have a finger on the pulse on what young people are feeling in each state. What is an issue for an 18-year-old in the Midwest is much different from one in New York City. Through the Coalition's roster, and polling during the campaign, we can examine what messaging works to reach this cohort. Whether

that's actual traditional polls sent out on social media, or in A/B testing of ads, we will tailor our campaign so it's again meeting young people where they are at.

Finally for issues, it's important to stress **this won't be a defeat Trump driven campaign.** Young people are not blind. They see what is happening in this world and know we need to beat him. This is echoed by Adam Miller, 24, who lives in Chicago and voted for Mr. Sanders. He cited how *"Beating Trump is important to me, but that is not the primary issue of this campaign."* [15] At the end of the day, the formula is simple: **young people want their voice heard and their issues prioritized by candidates. This is how we plan to win.**

The FutureVote Personality

Who is the voice of the FutureVote?

FutureVote's brand personality is youth leader, Katie Eder, Executive Director of Future Coalition. Katie is 20 years old like our target audience and a trusted figure to young people. She is not afraid to stand up and say how she feels but she is also a friend you could confide in.

Having Katie as our brand personality will inform all of our communications and therefore how all of our content should look and feel. Every tweet, Instagram post or story we do will have Katie in mind. This makes our content authentic. The one thing to take away from this comms plan is that **the FutureVote voice is all about authenticity**. We want FutureVote to be an authentic voice in a young person's life.

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Young people are the most trusted messengers and therefore we want the tone to be driven by that, another reason why having Katie as our brand voice is important. It's also why we're working with Future Coalition as they are made up of youth-led organizations. This campaign from its core is young people focused, driven and led. This concept of authenticity is also why we will have young people driving the content. It helps us stick to the "a campaign for young people by young people" philosophy and ensures our content is truly reflective of how our audience feels. Research has actually found that younger consumers are concerned less with filters and "a highly curated, idealized version of yourself to just yourself." [16] Instead, "That "be yourself" philosophy is driving aversion to the faux-perfection of celebrities, and a migration to micro-influencers." [17] Young people are looking for a more authentic self-image online which goes further than selfies but rather in the content and voices they listen too. Therefore why again it's so crucial this is our voice.

Also one of the biggest parts of the campaign is about getting young people to encourage other young people to vote and giving them the tools and resources to do so. This only happens when you have a friend-like figure as the core voice.

Communications Strategies

Current behavior: Young people are concerned about our world, on fire and want change.

⬇

How we plan to change this behavior: FutureVote is going to tap into this energy and harness it into our campaign.

⬇

Desired behavior: Turnout. But, this is not just about turnout in 2020. It's turnout in every election, local, state, federal. It's about the #FutureVote.

Tactics

Having identified our target audience, we now turn to how we're going to reach, engage and motivate them.

Campaign Overview

FutureVote logo

- Craft a strong **message, narrative and FutureVote brand**

- Advise and support a relentless, creative **digital campaign** to engage potential voters directly

- Develop **creative** and/or work with your creative network to shape and launch new **video and digital content**

- Manage a **rapid response operation** so you and your supporters are in the news. This is especially important with COVID-19 and how this will ultimately impact voting in the 2020 election

- Drive a strong **press strategy** and get you coverage with both national and local outlets

- Suggest **moments, creative activations, stunts and tactics** to elevate FutureVote. There will be so many Youth GOTV campaigns heading into 2020 and therefore a key part of our strategy will be how we can make FutureVote stand out above the rest.

Before examining the specific campaign tactics, it's important to examine the communication space more broadly in relation to young people. In the lead up to election day reaching young people means employing a diverse range of communication strategies. Young people may not be watching TV, but they are on their phones and computers. This is why we are recommending a digital first campaign so we are meeting young people where they are at. "A survey from CIRCLE found that 28 percent of people between the ages of 18 to 24 heard or read about the election on social media but had not been reached by political parties and campaigns. [18] The survey also found that 54 percent of people in this demographic who heard about the election both on social media and offline described themselves as "extremely likely" to vote, while only 41 percent of people who heard about the election from campaigns but did not hear about it on social media described themselves that way." [19]

In addition, it's important to recognize that more traditional forms of canvassing and GOTV won't be applicable or reach young voters. As we will explore, COVID-19 has shifted all efforts online, but for FutureVote, we were already recommending an exclusive digital campaign. This is because traditional forms of GOTV don't work as well with young people. "Most campaigns rely on data from the public voter files to know which people they need

to be connecting with in advance of an election. This can be an issue when it comes to young people. Many young people live in apartment buildings that are difficult or impossible to canvass, and because they move more often, their homes are less likely to be on the voter files in the first place. Additionally, new voters—which CIRCLE estimates around 70 percent of voters between the ages of 18 to 29 will be—are not included in the public voter files, which means their touch points with campaigns will be greatly limited or even nonexistent." [20] This is why digital is so crucial. When we find new and creative ways to meet and engage with young people online, we can ensure their vote is heard in this election.

Website landing page, Social media campaign and SMS P2P Campaign

We now turn to the specific campaign tactics: FutureVote.org, a social media campaign and a SMS P2P texting campaign.

Website 🖥️

First up, FutureVote.org will be a core component of the campaign. It will not only house all the amazing youth-led content but it will be a space where young people can come to connect and meet other first time voters. The website will include an interactive map, videos, a section to register to vote, a social wall so people can see the online conversation and resources for young people to see how they can take action online. There will also be pages for each of the issues which affect first time voters including college tuition, affordable health care coverage and climate change. These pages will break down each issue and explain its relevance to young people. In addition to the social media campaign, which we will explore below, there will also be a sample social media posts on the website. There will also be sections for press and media to house the earned media and press releases FutureVote will put out during the campaign. Earned media refers to publicity gained through promotional efforts other than paid media advertising (owned media). We aim to work with local and national outlets to spread FutureVote's message. These will include a series of op-eds written by first time voters, again demonstrating how this is about young people. Op-eds are a powerful tool which offers third party validation and can drive traffic to our cause.

Two of the most important pages are the Take Action and Issue pages as explored above. Here is some more information on why these are so central to FutureVote.org:

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- **Take Action** - It's important to note this website is not just about information but giving young people ways to actually take action - this is what can set us apart from other GOTV campaigns which often tell people *why* it's important to vote but not the *actions and resources people can do* too. Research has also shown "that younger consumers care more about ways they can participate on social media and less about vanity metrics." [21] This is important because we know our audience, especially Gen z, are ready to take action.
  - ○ One important part of the Take Action page will be the 'Make a Plan to Vote'. research has shown that thinking through a voting plan can increase the likelihood of a voter actually voting by almost 10%!" [22] In addition to making the plan, we will encourage people to make sure their friends have a plan to vote. Again as much as this is about empowering young people to get out to vote, it's also just as important to build the community and apply positive peer pressure.
- **Issues** - This page will include a small paragraph on each and how it affects young people/why it is a top issue for them. There will also be links/resources for young people to learn more. Again this website is about providing information and resources. These specific topics came from research of what issues matter to young people the most. While there are many other issues at play in this election, it's important to give young people what they care about the most.
  - ○ Climate Change
  - ○ Student Debt
  - ○ Healthcare
  - ○ Economy
  - ○ Immigration
  - ○ Minimum Wage

Below is an screenshot of the FutureVote.org homepage:

Overall with the website, we aim to make this a resource hub for young people so they have everything they need from registering to vote, to sharing how they're feeling about the election to downloading a share graphic. **A one stop shop for voting in 2020.**
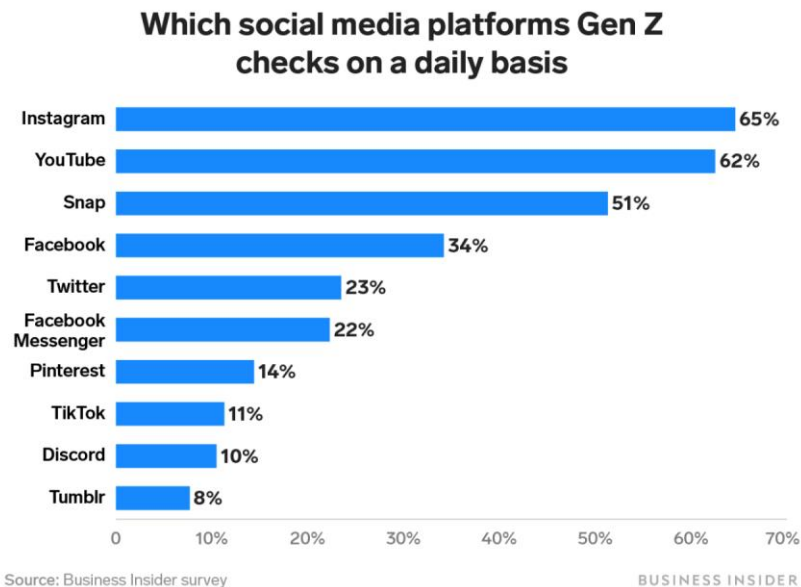
Social Media campaign 👥 @FutureVote #FutureVote

A key part of FutureVote will be the organic social media campaign. The organic element of the campaign will play a crucial role in driving traffic to the campaign website and increasing overall engagement with FutureVote's message. Organic social refers to social media content on Youtube, Instagram, Twitter, Facebook, Snapchat and TikTok that is created and posted by the campaign. We chose these platforms based on research of where young people are online.

According to Pew Research Center, "nine out of ten teens age 13-17 use social media platforms, and most (71%) use more than one. [23] When broken down by platform, "YouTube is highly popular among middle- and high-school-aged youth; 85% of teens age 13-17 use the video-sharing platform." [24] YouTube is followed in popularity by "Instagram (used by 72%) and Snapchat (69%) in the 13-17 year old age group" [25]. "Facebook continues to be used by teens; though its popularity waned considerably between 2015-2018; in 2018, 51% of teens age 13-17 said they use Facebook [26], down

from 71% in 2015." [27] Below is a chart from Business Insider with more data on where Gen Z are currently online.

Which social media platforms Gen Z checks on a daily basis

Platform	Percentage
Instagram	65%
YouTube	62%
Snap	51%
Facebook	34%
Twitter	23%
Facebook Messenger	22%
Pinterest	14%
TikTok	11%
Discord	10%
Tumblr	8%

Source: Business Insider survey   BUSINESS INSIDER

In addition, while "60% of TikTok users are comprised of Generation Z", [28] Snapchat remains a key social media used by Gen Z. "90% of 13-24-year-olds in the U.S. have used the app." [29] According to Altitude Inc, "Snapchat gives teens a more private (and less precious) mode of communication to quickly share silly, off-hand photos and observations with their close friends. This "inner circle" of friends– whether online or offline – provides teens a place where they can let their guard down and relax their concerns about how their actions might be perceived." [30]

When it comes to Facebook, people may not expect Gen Z to be on there, however this study also finds that they still have a presence on the platform. Research finds that "Facebook, for example, is used by teens primarily for keeping tabs on extended family and acquaintances." [31] Therefore while they are not necessarily there for content, they are still there and therefore so is FutureVote.

In terms of Twitter, the platform "is used by about one in three teens (32%) [32]. "To Gen Z, Twitter is a place to stay informed and to follow trusted digital curators of culture and information." [33] While it is used less by Gen Z, it is extremely popular with millennials. "Twitter is in fourth place, with 54% of millennials using the platform daily." [34]

When it comes to other popular platforms among millennials, "the second most popular social media channel among millennials is Instagram, which, according to the 2020 Consumer Culture Report, 70% use daily. 39% of 35 – 54-year-olds use Instagram daily and just 9% of 55+. YouTube is the third most used social platform among millennials, which 66% of the 18-35-year-olds surveyed for the report said they use daily. [Again] Twitter is in fourth place, with 54% of millennials using the platform daily, followed by Snapchat at 47%, Reddit and 41%, Pinterest at 38% and TikTok attracting 28% of millennials daily." [35]

Recognizing that Gen Z and millennials have different online habits will be key in our strategy. In fact research from the World Economic Forum finds that "Gen Z logs on to social media for roughly two hours and 55 minutes each day. This is almost an hour longer than the average millennial." [36] This means that not only do we have to cater and ensure the needs of our audience are being met literally in the content but also in the data and timings.

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This campaign is about hearing from young people and amplifying their voice. Therefore we will encourage young people to use the hashtag #FutureVote to share online, whether that's encouraging others in their networks to vote or sharing their own stories of why they are voting for the first time. Our digital team will monitor these in normal community management fashion. This is to not only make sure there are no trolls or harmful misinformation but so they can crowdsource content which we can use on the FutureVote channels. Again this isn't about creating fancy graphics to show to young people, it is building a repertoire of content by our target audience. We hope with this strategy we create a campaign where young people see themselves in the content. When young people feel represented and heard, they will have the confidence and belief to get out to vote.

In addition to posts encouraging young people to vote, we will also actively share articles about the election, whether that's about specific issues relevant to young people, or more general ones tied to the election such as about voting rights. There will also likely be a lot of misinformation in this election and therefore we will use these posts as a way to put the
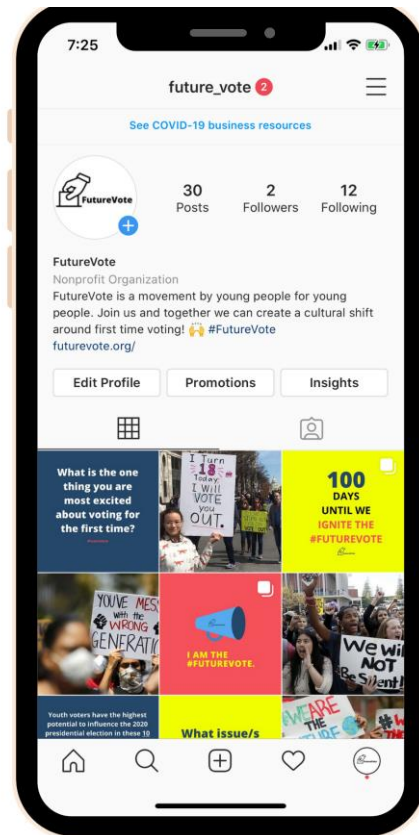
FutureVote

facts and important information out there for young people. We not only want FutureVote to be a voice for young people but we want it to be an authentic voice.

Below is an example of an Instagram Story we would post on the FutureVote Instagram page:
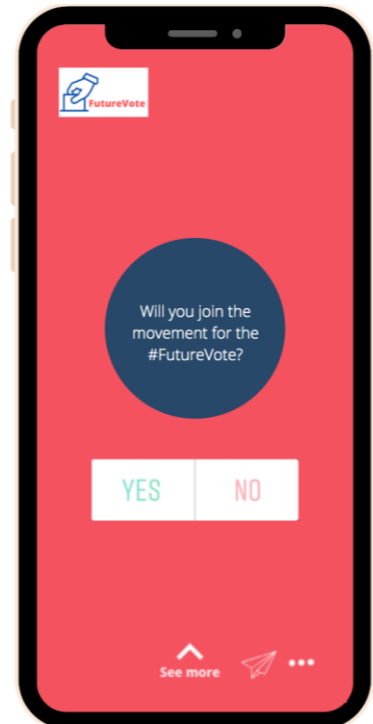
You can see the full Instagram page here.

Being present on the platform young people are on is half the battle, the next half is engaging them with relevant, diverse and authentic content. Some fun campaign ideas include online town halls on IG live, a DJ set with @DNice, takeovers by influencers, celebs & youth activists in specific issue areas and a weekly FutureVote Podcast on YouTube. In terms of influencers, they remain a key tool used by campaigns to spread awareness. According to Morning Consult, "more than 76% of Gen Z says they follow an influencer on social media." [37]

In addition to the traditional organic social media campaign, we will also look for other ways to meet our audience where they are at. One particular way is through gaming. Research shows that "almost 90% of Gen Z-ers are gamers, compared to 59% of the total population." [38] Similarly "41% of Gen Z men use Twitch, a video platform primarily used to stream video games." [39] "For them, gaming platforms function in a very similar way that social networks do for millennials and older people," Ferrell says. "They like the connectivity, but also that they can create a world, cooperatively and collaboratively with others." [40] Again with gaming, we are meeting young people where they are. Your

message doesn't matter if it's not hitting young people where they are at. Gaming is a great opportunity for campaigns. Traditionally campaigns have used ads in video games like Obama in 2008 [41] but with us we will be actually in the game. For example having activists/influencers playing the games themselves and having things like weekly townhalls. It will be similar to when Alexandria Ocasio-Cortez used Animal Crossing to connect with voters and constituents.

Another tactic our team will use is crowdsourcing for content on Twitter such as when KPOP took over a #WhiteLivesMatter hashtag. KPOP is very popular with young people. Being able to quickly adapt and jump on trends will be what sets our campaign apart. Our team is young and therefore has a pulse on what is popular.

Overall with a diverse range of tactics, we hope to demonstrate the unique power of young people leading a robust GOTV campaign.

SMS 📲

The SMS portion of the campaign is where we really aim to set FutureVote aside from other youth GOTV campaigns. Texting or SMS (Short Message Service) is a vital tool to help organize communities in 2020. This is especially true for young people. According to PEW Research Center, "texting is a common communication tool for American teens; among cell phone owners, 90% text." [42] Similarly while many may not have access to a computer, almost everyone has a cell phone. Again this campaign is about meeting young people where they are at.

While "email is teens' preferred method for communications from companies [43], and most teens use email (along with many other platforms) with their friends [44], in recent years, email has become less and less valuable to organizations." Spam blockers have begun to filter groups' mailings, even when recipients have opt-ed in. Similarly when you build an SMS list, you get to decide how you communicate with your supporters. This differs from social media where you are beholden to algorithms or email where again spam blockers might prevent your messages from being read. This is why we are having a social media campaign in tangent with our SMS campaign so that we reach as many young people as possible. Another reason we are recommending an SMS campaign is that people almost always read texts. While you're often lucky to get 20% of people to open an email, studies have shown that text open rates are upwards of 95%.

In particular we will employ a youth led peer-to-peer SMS campaign. P2P texting refers to messages coming from a real phone number sent by a volunteer. This has become a vital tool campaigns use to reach voters directly and contrasts to impersonal blast texting. It not only gives young people the opportunity to communicate with other young people in the same position, but it also gives FutureVote the opportunity to drill down on our issues and create committed advocates who will turnout to vote and sign up to be P2P texters themselves. P2P texting with campaign volunteers is essential. Through having young people leading the outreach to other young people, first time voters will be more likely to respond vs coming from a random adult or a chatbot.

Below is an example of an FutureVote SMS exchange:
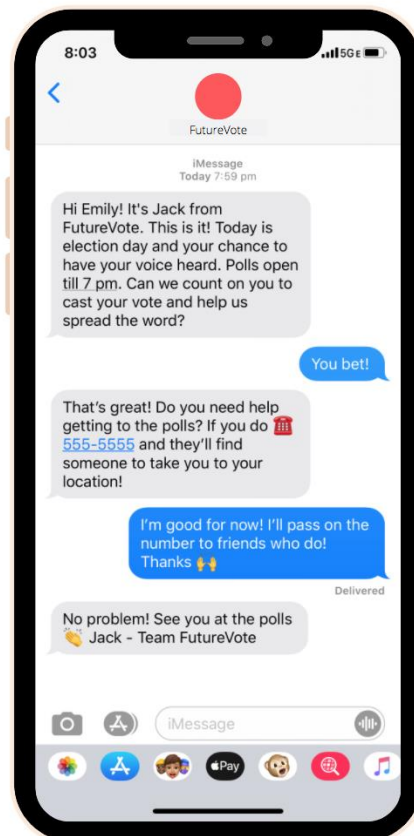
P2P is revolutionizing how campaigns speak to people. People increasingly "associate texts with people close to them like friends and family" [45] and therefore are more likely to respond vs screening a call. Similarly, P2P is a very persuasive way to reach people, especially as they now become a common tool used by campaigns and people get used to seeing this kind of outreach, just like direct mail is a common thing households receive.

Additionally "P2P texts seem to have a greater effect on certain voter demographics, especially when it comes to turning out the vote. Text messaging aligns well with the communications habits of younger demos, in the same way that Facebook ads seem to connect best with older audiences." [46] Another key part is how P2P texting can integrate with other communications channels like direct mail and online promotions. This is another unique factor of this campaign namely the deep **integration between all these tools.** Together, they will be used to inspire, engage and motivate young people.

A key part of our strategy will be building on peer pressure for good. This is based on evidence on Gen Z which found that they value companionship. For example an excerpt from a Gen Z-er revealed that " I vote because I feel inspired by the people around me who take pride in voting. I like feeling that I'm part of a larger community of voters — people who care about issues, believe in their civic duty, and want to be involved in issues that affect our community and the world. It gives me a stronger sense of belonging and makes me feel good about participating." [47] This sense of belonging will be key to our strategy. One way we will do this is for every action we encourage people to do, we will also encourage them to spread the word with friends. We want to make it known that these are the future voters and together they can change the world.

In addition to volunteers being young people, there will also be other engaging ways for young people to interact with SMS including a text which allows you to forward the text to a friend. For example, a sample text may be "Your friend Jane thinks you'd like to hear more about the upcoming election!" There will also be incentives that the more you send to friends, the more entries/chance you have to win prizes like FutureVoter laptop stickers, t-shirts, pins and face masks as seen below.

Overall, the main goal of our digital outreach is to connect with young voters on a personal level, ask about their concerns, and take this to formulate content that represents young people. **This is how we secure the FutureVote. This is how we win in 2020.**

Strategies

● **Content first approach -** The campaign will leverage a "content first" approach with content being created and distributed by young people. We will use this approach to

tell a unique and persuasive story about why voting matters especially for young people and how it affects your friends, family and community.

● **Media Engagement -** We will engage the national political press, media and others to cover and amplify the FutureVote message.

● **Paid and Organic Media -** The campaign will launch a series of smart, targeted digital ad-buys to reach our target audiences directly. This will live alongside a large grassroots organic campaign on our social channels and the #FutureVote hashtag.

● **Online resources -** Through the FutureVote website we will build an arsenal of online materials for young people, partner organizations and influencers to leverage. This ensures our audience gets the tools they need and that we have trusted messengers of our content spreading the word.

● **Take action -** Motivate audiences to donate, volunteer, and encourage their friends to get involved.

GOTV in the time of COVID-19

While this was already going to be a digitally driven campaign, due to COVID-19 this campaign will now be entirely digital. For any campaign heading into 2020, having to switch and pivot a historically offline GOTV to exclusively online, is a difficult task. That said, we aim to develop a campaign which uses the essence of traditional GOTV campaigns: human interaction and digitize it. At the end of the day, we will never replace knocking on doors and the personalization that comes with that. Similarly as cited above, these traditional forms of GOTV don't always reach young people where they are really at. That said, what we can do is leverage digital tools to try and recreate this kind interaction. Whether that's through our targeted paid campaigns, a P2P SMS campaign or organic social media that will highlight young people. Right now we are in uncharted waters and it is frightening for many, especially young people. However, we will use these tools to position FutureVote as a leader in GOTV communication, as an ally of young people and as a demonstration of what future politics could look like when they vote. It is about encouraging hope, spirit and confidence in our political system so that we can elect a leader who can prepare for future pandemics.

FutureVote

Budget and Timeline

Below is an estimated budget for the FutureVote campaign. For some services, the cost is a flat fee for one time deliverables. For other services, the costs are listed monthly or by the number of items we may produce. This campaign will launch in June 2020 and run through November 2020. While election day is November 3, 2020, the campaign will continue until the end of the month to ensure we do not lose momentum. The campaign will reevaluate its efforts at the end of the month in order to determine the future of the campaign post-election.

Communications Strategy & Support Ongoing communications strategy and support including coordinating with FutureVote's creative teams and staff, stakeholder outreach to celebrities and advocacy organizations, media relations and project management.	**$25,000/month**
Branding "FutureVote" logo design, full suite of branded materials (digital and print) and campaign message platform.	**$30,000** one-time cost
Digital Strategy & Support Social media toolkits	**$30,000/month**
Paid Ad Campaign Full ad campaign package: Creative strategy, message testing, video production and implementation. Ads will run on broadcast, programmatically and on social media. We recommend message testing ads with target audiences before starting ad buys.	**Creative strategy and video production: TBD based on number and type of ads produced** **Ad testing: $50,000 - $100,000 depending on number of ads tested**
Media Partnerships (i.e. NowThis, Blavity, Buzzfeed)	**Costs TBD based on specific media partners.**

Measures of Success

Evaluation

Finally, while the content we produce is key, the most important part of the campaign is the constant evaluation of what is working and what is not. A successful campaign is one which pivots and reacts when examining how things are performing. Our team will work on a daily basis to look at what's working and what needs to change. They will do this using data from our social media channels, Google Analytics and polling/surveys done by our third party partner. In particular they will be looking for things like:

- Are there new messages, channels, audiences?
- Who is most engaged? Least? Why?
- What messages or content are generating actions?

Using this information, the team can then communicate to the content and design teams so we know what steps to take next. Again while people may think the actual content of the campaign is the most important part, in fact the evaluation of what is working is way more important for the campaign. There is no point sharing a certain graphic of a message if no one is responding or they are responding negatively.

Evaluation overview:

Combined goal for FutureVote + Future Coalition: **ADVANCE** young people's knowledge of voting for the first time and **EMPOWER** them.

MEASURED BY: Survey data, social and Google analytics, and press/media attention.

In terms of specifics we will be using a number of tools to measure success including:

- Quantitative and qualitative
  - As much as numbers are important, we also want to hear from our audience of what they like and dislike. Again this is a campaign for young people by young people. Therefore to be authentic and true to our philosophy we need to not only have young voices leading the conversation with the FutureVote hashtag but also embedded in the actual strategy.
- Benchmark prior to starting
  - We will work with the campaign to outline KPIs before the campaign begins and examine them throughout the campaign for weekly reports.
- Focus groups, interviews, surveys and polling during the campaign
  - Similar to the first point, it's important to have qualitative data in our evaluation. We will conduct focus groups before the campaign begins to

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ground our strategy. In terms of polling and surveys, we will do this periodically throughout the campaign to get the pulse of our audience. Together these tactics will help us get a well rounded understanding of how FutureVote is doing.

#FutureVote CAMPAIGN Tools for Measuring KPIs	AWARENESS	ENGAGEMENT	IMPACT
-Social analytics (Meltwater and Sprout Social) -Google analytics	-Traffic -Views -Unique users -Downloads -Hashtag participation: #FutureVote	- Time spent - # of page views, followers, fans - # of comments, Likes/shares - # of returning users - Engagements with Influencer posts - $ raised - # of calls or requests - # of media hits - # of visitors to the website (and within that to certain pages using Google Analytics)	-Community building: Reconnecting with fellow first time voters -Engagement beyond a click or like - are people following through and taking action?
-Hustle (P2P Text platform)	- Awareness lift with text campaign	-Opens -Forwards -Refer-a-friend -Daily/weekly P2P text message usage and # of users	-Build a cohort of trusted text subscribers -Young people have a touchpoint with the campaign

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Partnership

THE FUTURE COALITION

Future Coalition

As a leading youth coalition, you have already established yourselves as a **thought leader in the youth civic engagement space.** For example, Walkout to Vote was a campaign which was created in the lead up to the 2018 Midterms with a goal to get every young person to walk out of their classrooms on election day and march to the polls to vote or to cheer on those who were eligible to vote. Walkout to Vote was organized by Future Coalition together with 26 other youth-led groups. The campaign built on the success of the March for our Lives Rally against gun violence which drew hundreds of thousands of people to Washington, D.C. in March 2018.

With FutureVote, we aim to build on the success of this campaign and build a movement of young digital citizens fighting for social change. What makes it different to Walkout to Vote is how it is a solely digital driven campaign. While Walkout to Vote used a website and social media campaign around the hashtag #WalkOutToVote, a lot of the actions happened offline like the strikes. We want to take what was successful about this campaign and make an online version and encourage young people to express the same passion and urgency they did while walking out to vote but online.

Prever
Public Relations

Prever Public Relations

Prever Public Relations is ready to be a partner in this fight to inspire young people

FutureVote

to turn out. Even in the haze of COVID-19, an election is coming. We will run an authentic campaign that puts the voices of young people first, leveraging FutureVote content across all platforms. We bring networks, experience, expertise and a fierce drive to help FutureVote activate young people in this election. Our team is diverse coming from a wealth of different areas like fundraising, digital media and video production. We will be strategic advisors who can help guide the campaign, give advice and make recommendations on how to pivot and succeed. Over the next few months, we look forward to working together and revolutionizing the future of voting.

Final Thoughts

Overall with this campaign we hope to 1) get young people to turn out to vote on November 3, 2020 and 2) inspire and empower young people to believe they have the power to be changemakers in the world and that their vote matters for our future. **Together, we can make this a reality.** Young people, especially first time voters have incredible power in this election. They will not only make up more than one-third of eligible voters but they are on fire right now calling on politicians and leaders to make change and protect their future. They are ready to stand up to fight. With FutureVote, we want to harness this energy and through a website, social media campaign and P2P SMS campaign, drive young people to the polls.

FutureVote can be the difference maker in the 2020 election, with **an authentic, integrated campaign that lifts up the voices of young people**. Together, we will drive a relentless campaign using earned media, digital and creative strategy to put Future Coalition on the map. Together, we'll make it clear that we are fighting for our future, and ensure your content reaches millions with a clear message: First Time voters are the #FutureVote.

Thank you,

Miriam Prever, CEO of Prever Public Relations