

POTENTIAL ENERGY





Sophia

Experience Design



Connor

Core Media



Brenna

Project Management



Whitney

Data & Analysis

Special thanks to....



Hayden
Production



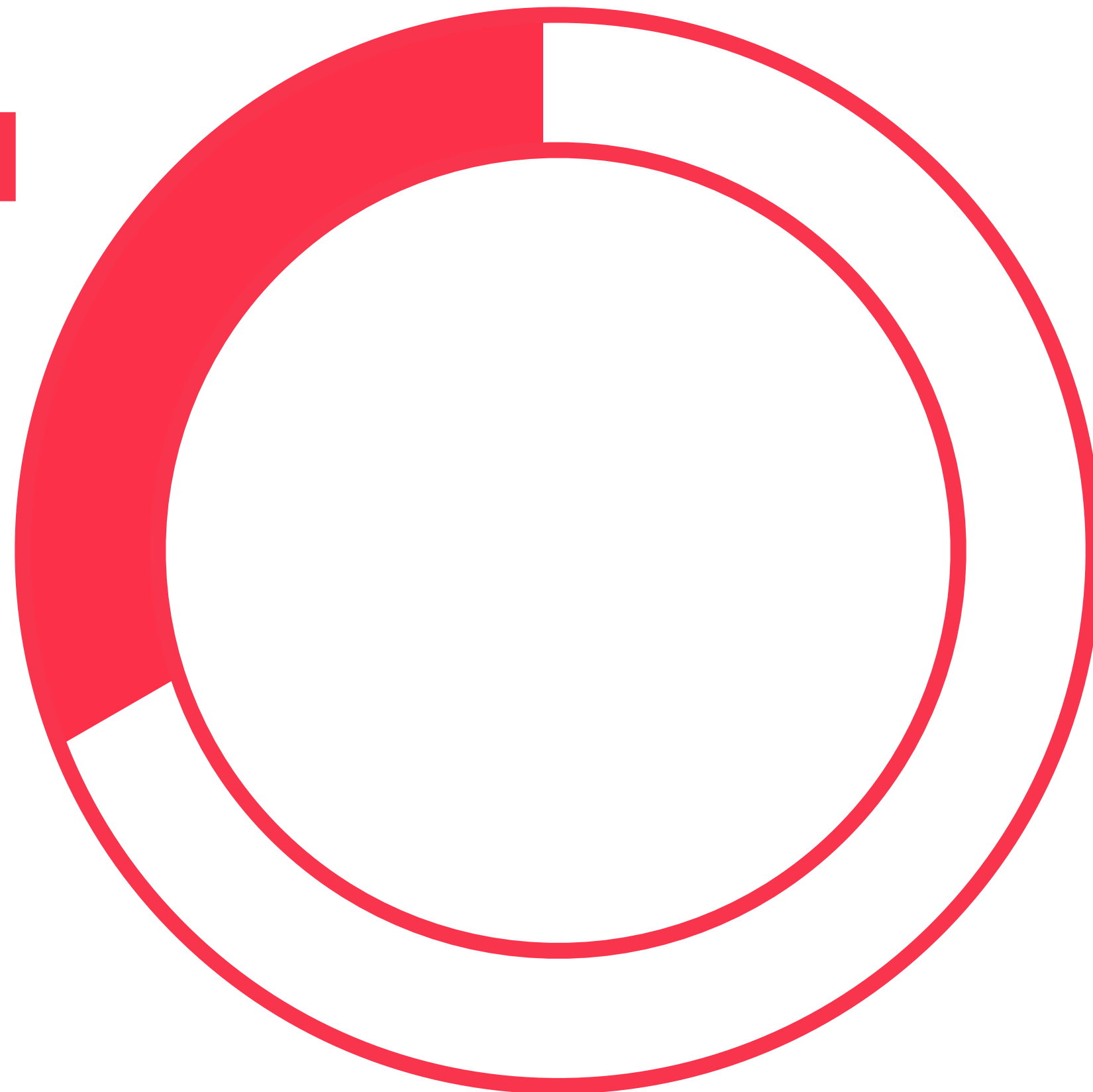
Ashley
Production



Tom
Our Mentor

What has already been done by POTENTIAL ENERGY

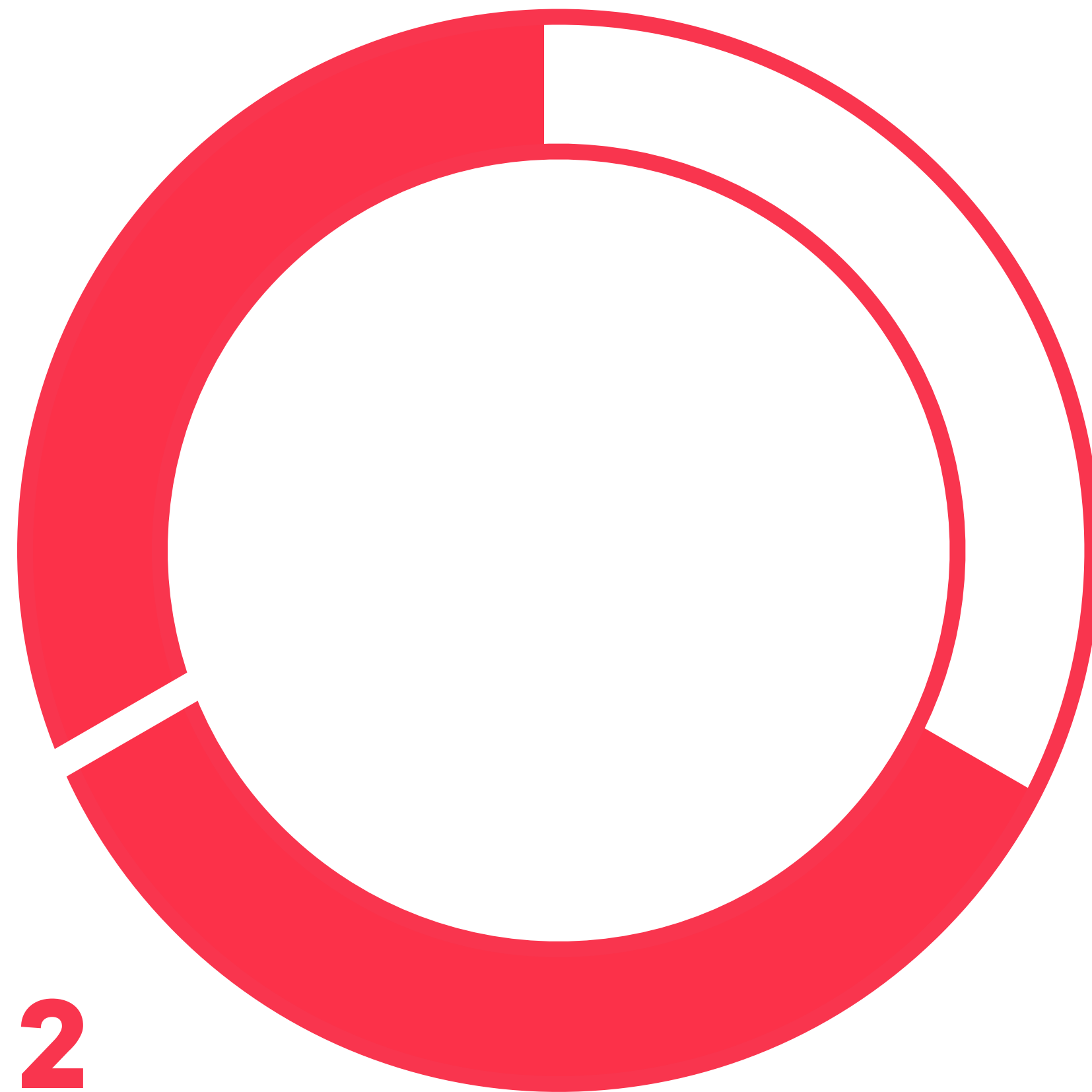
Phase 1 Unify



**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



[HOME](#)

[DIRECTIONS](#)

[CONTACT US](#)

Search the Secretary's website

Search

▶ Citizen Information Service

Commonwealth Museum

▶ Corporations

▶ Elections and Voting

▶ Lobbyist

▶ Archives

▶ Massachusetts Historical Commission

▶ Public Records

▶ Publications and Regulations / Bookstore

▶ Registry of Deeds

▶ Securities

▶ State House Tours

▶ Agency Records Center

▶ Regional Offices

Elections Division

Follow us! 

Online Voter Registration



Where Do I Vote?



Apply for an Absentee Ballot



Am I Registered to Vote?



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

Information for Voters 2000-2016

2016 Early Voting Statistics

SITE NAVIGATION

Featured Articles ◀

Elections ◀

Federal ◀

State ◀

Local ◀

Policy ◀

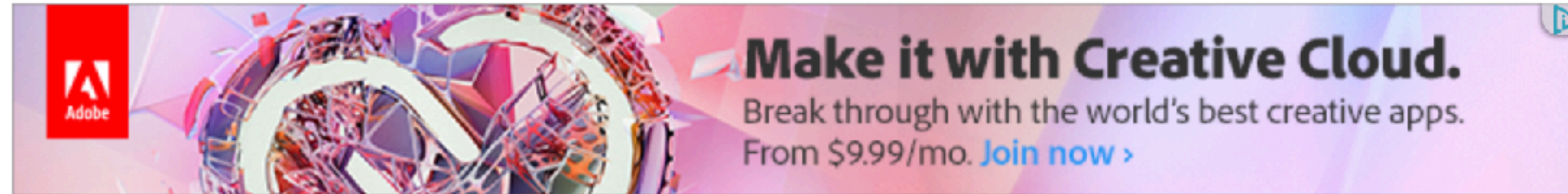
Influencers ◀

Fact check ◀

News ◀

About ◀

PAGE CONTENTS

[Return to top](#)[Voter registration](#)[Voting in elections](#)[Absentee voting](#)[Early voting](#)[Convicted felon voting rights](#)[Election administration](#)

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 measures](#) • [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.

Voting in Massachusetts



Important 2018

[Voter registration \(](#)

[August 15, 20](#)

[Primary electi](#)

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."

- CNN



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](#).

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

(Why This Disclaimer Is Important)

DMV.ORG

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](#)

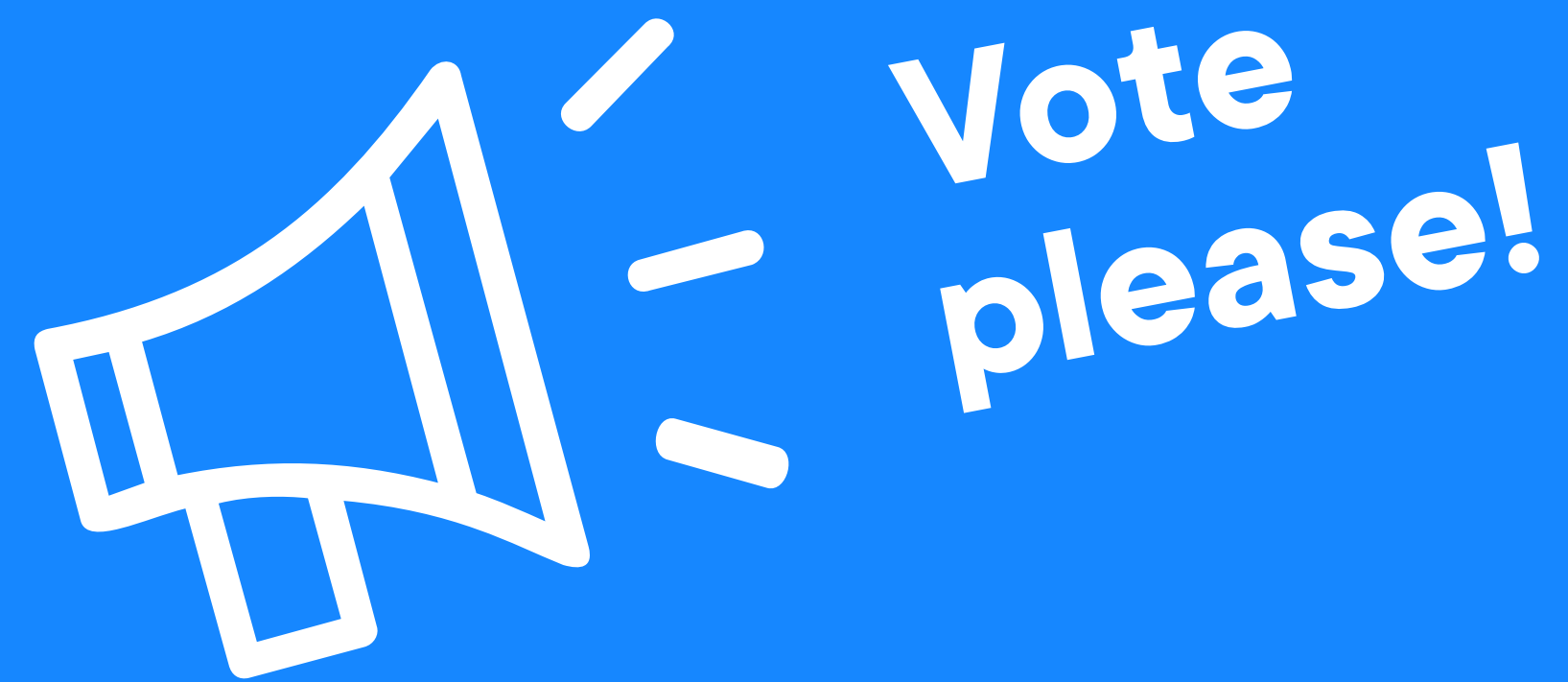
That's where we come in

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. ”

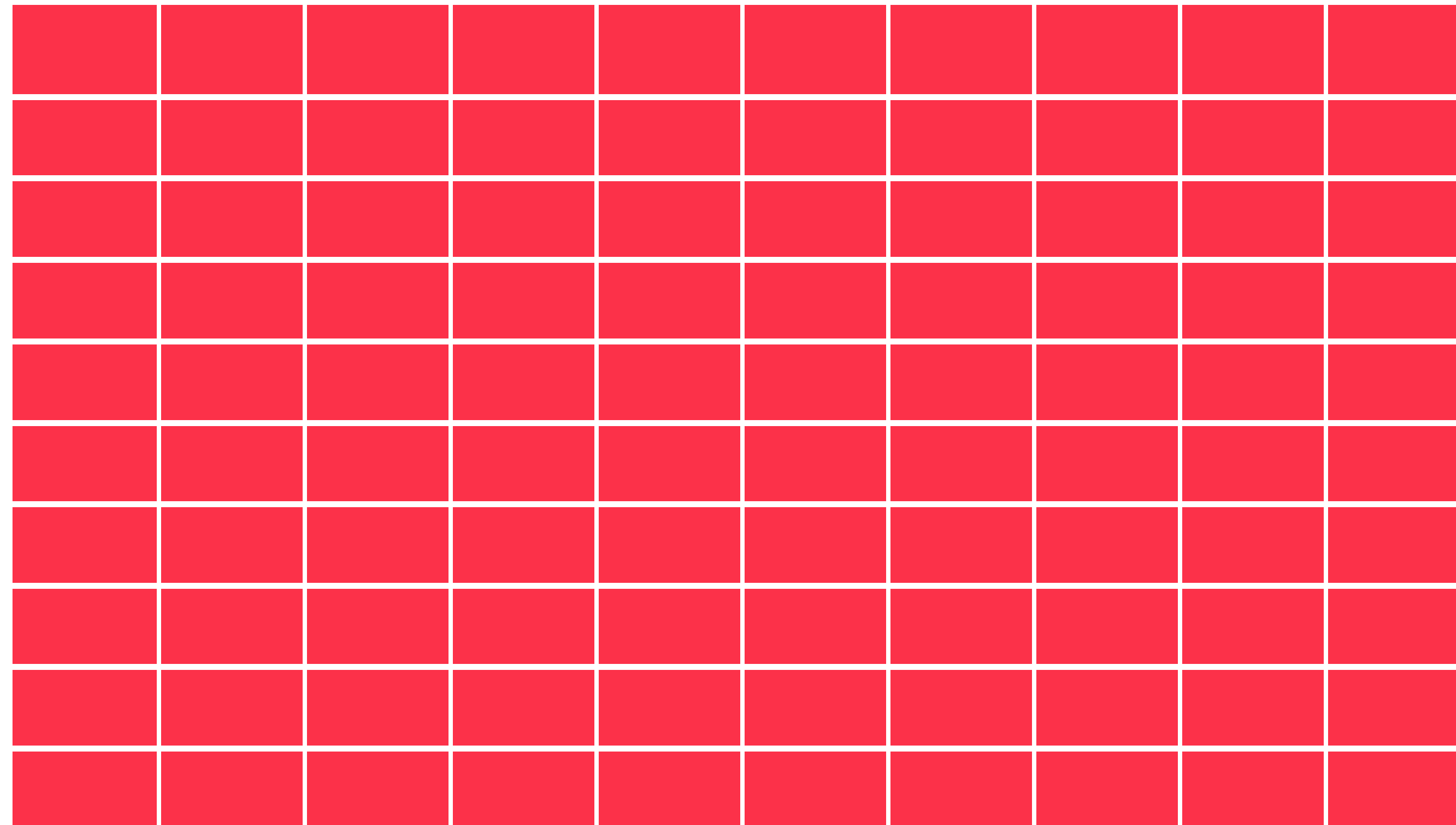
— Jeff Bezos

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

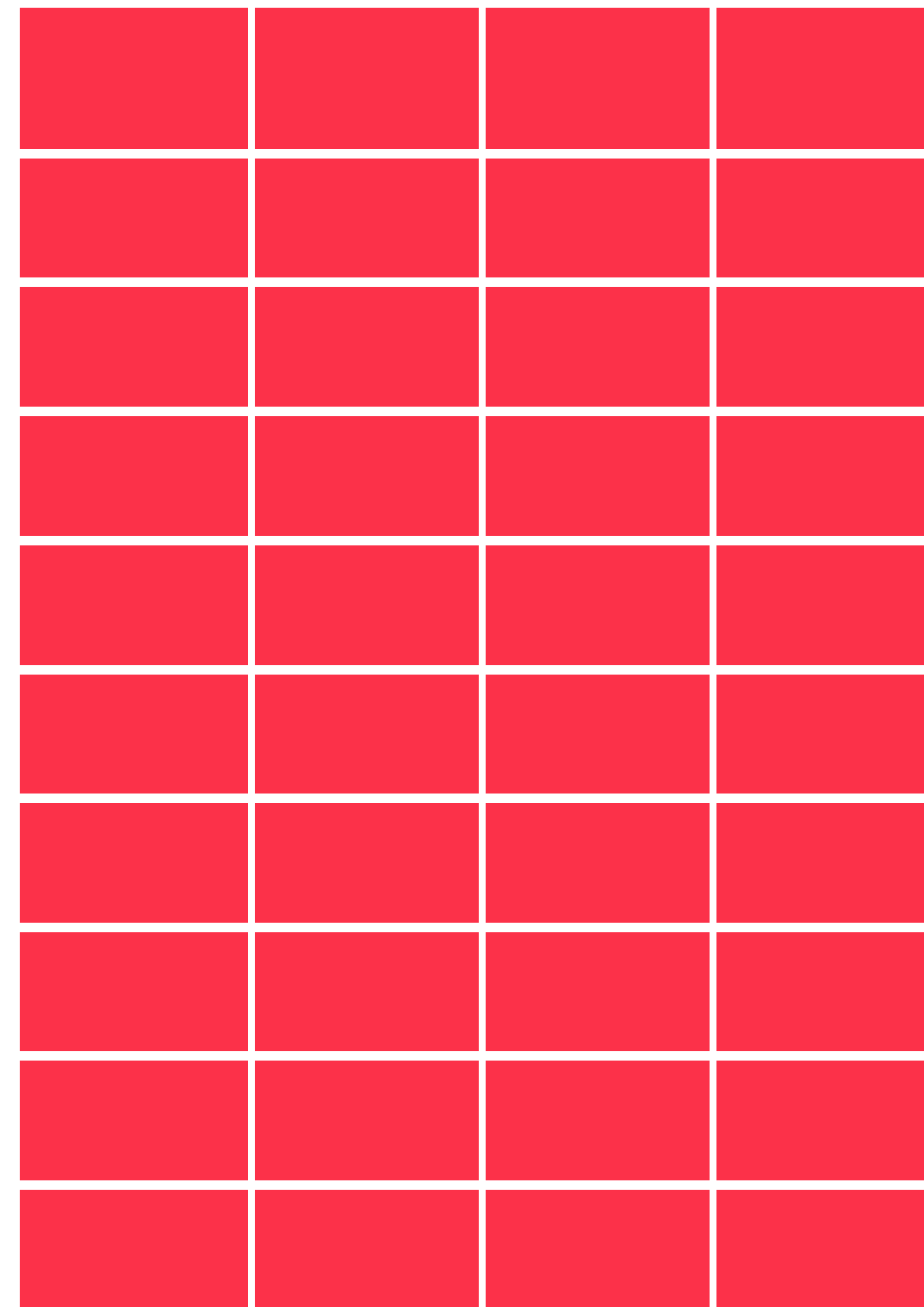
1. **Develop awareness around the next phase of the Donate:60 campaign**
2. **More Gen Z votes for climate action, gun control, and equality**

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

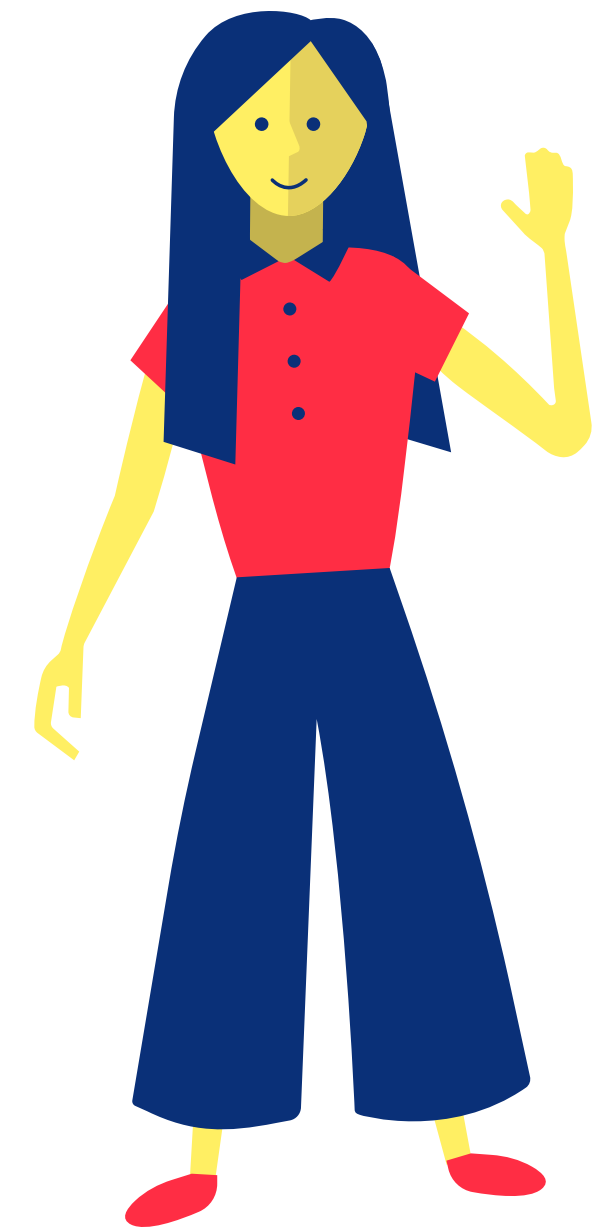


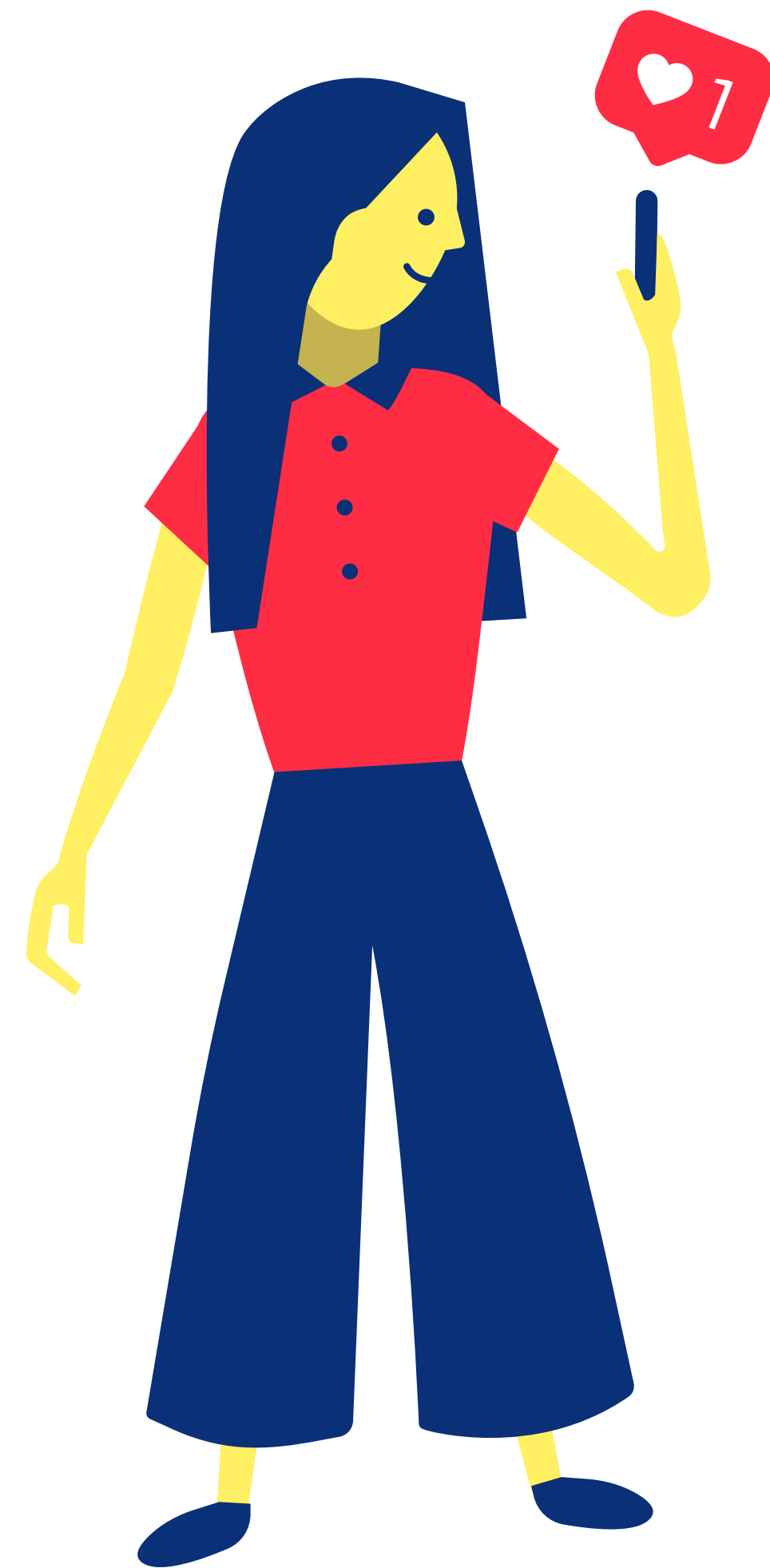
**38% of Gen Z is in college
and 1/4 are freshmen**

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



Meet Taylor
& Taylor





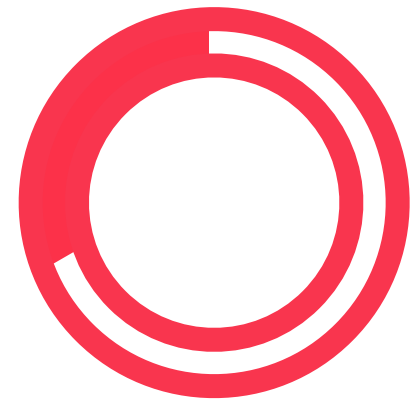
Freshmen in college

Use YouTube, Facebook, & Instagram

Care about climate change, gun control, & equality

Not super politically active

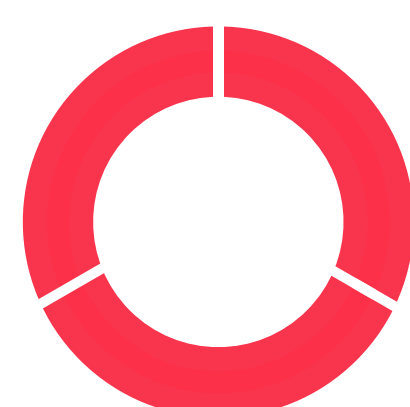




Phase 1
Unify



Phase 2
Speak up



Phase 3
Vote

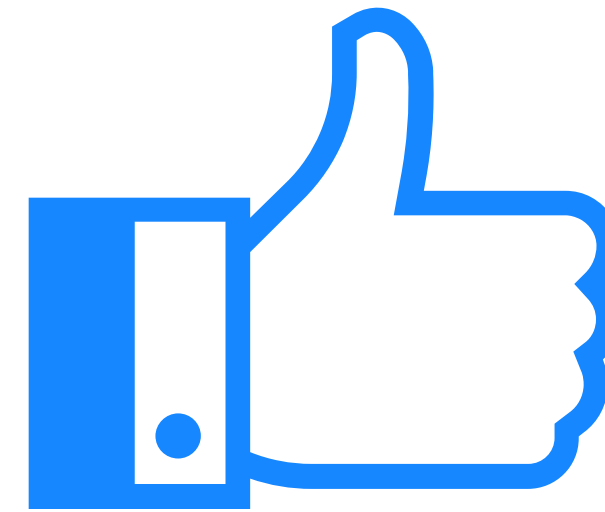
Phase 3:

The Voting Project

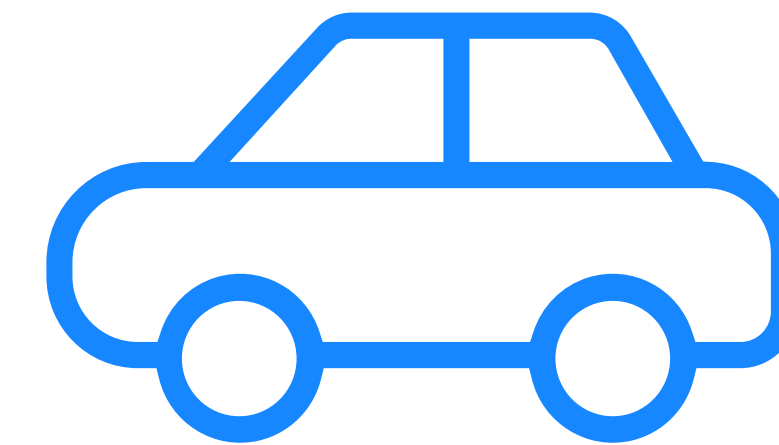
Empower Taylor & Taylor
with the resources they need,
in the places they search.



Website



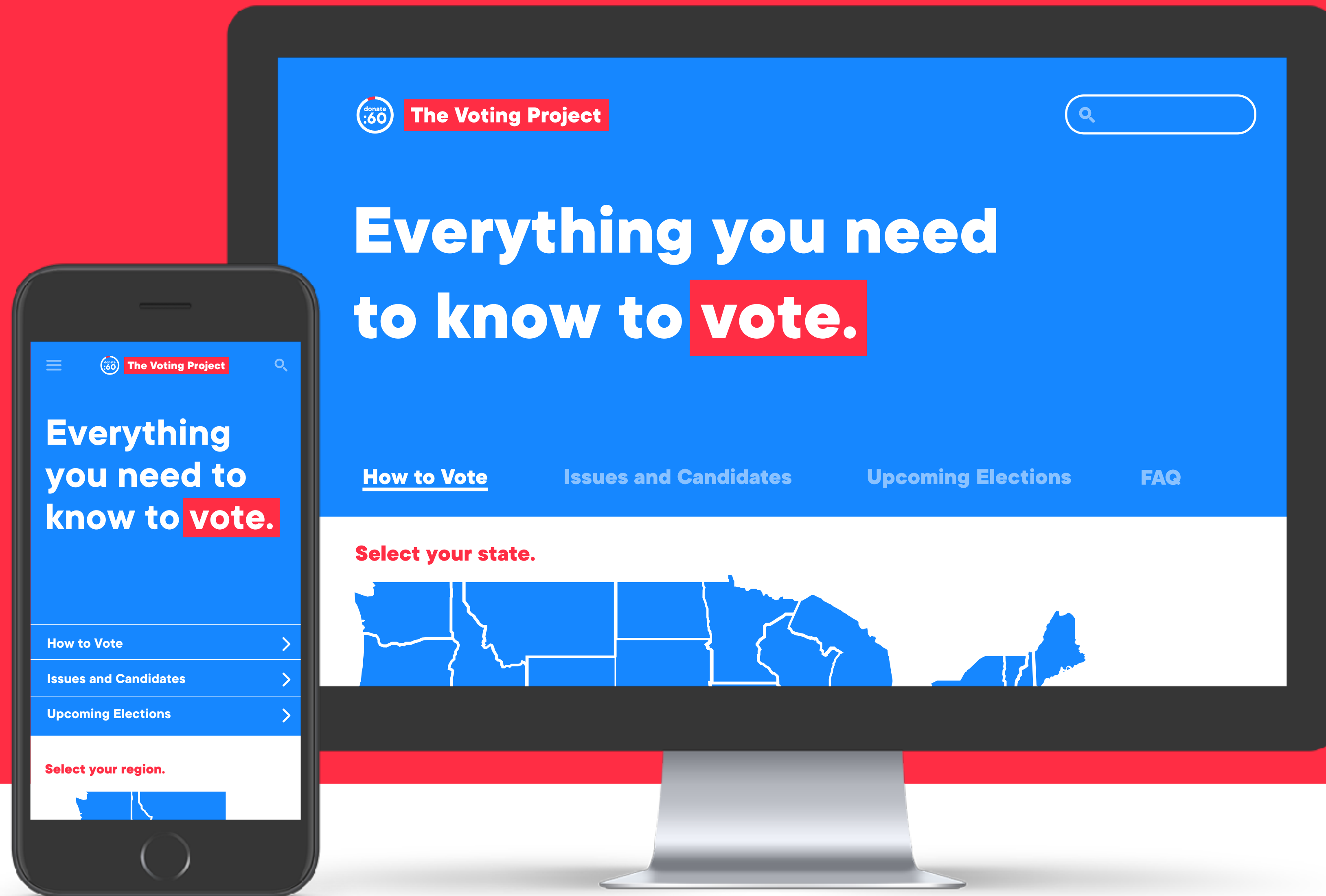
Social



Transportation

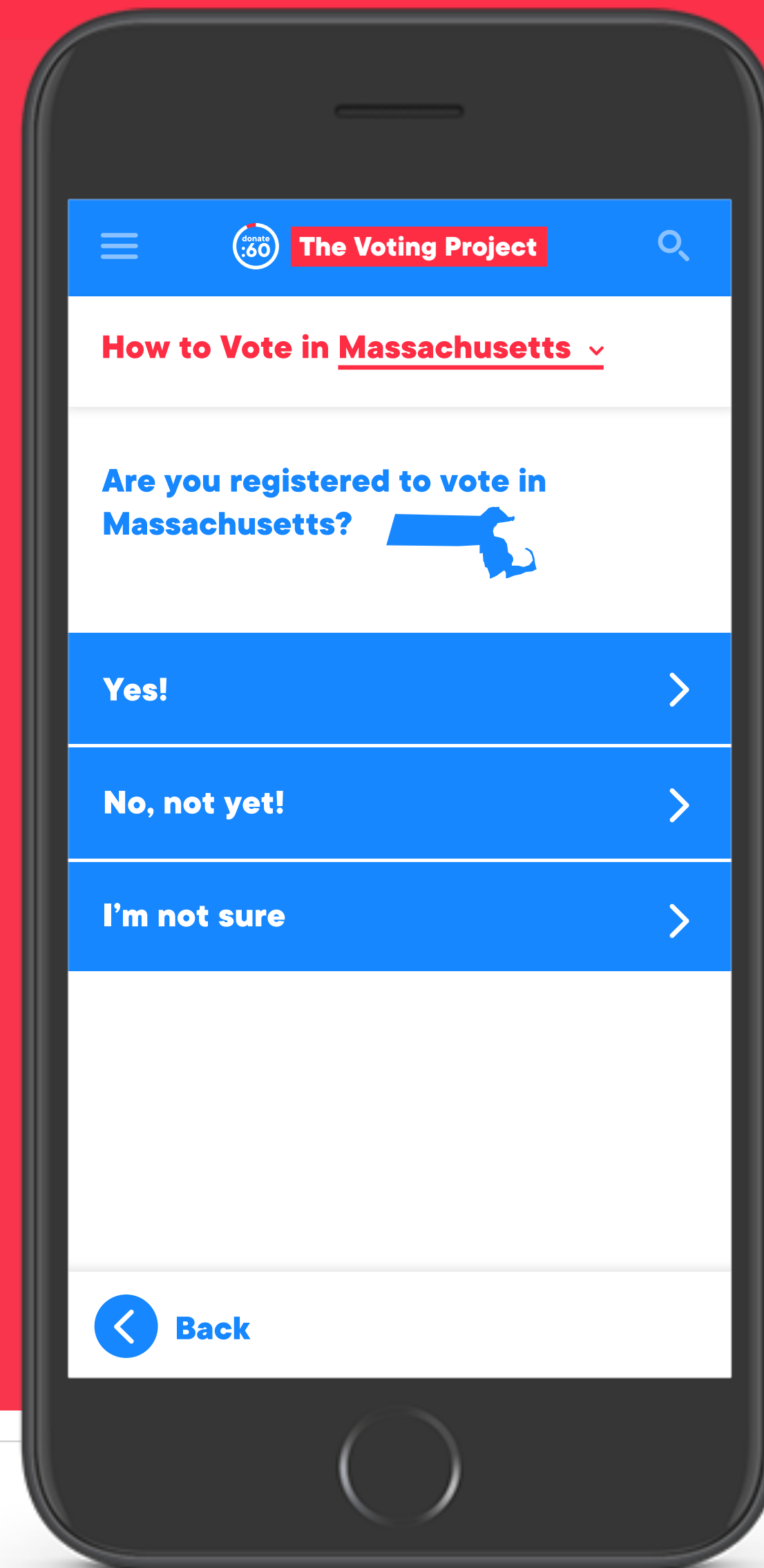
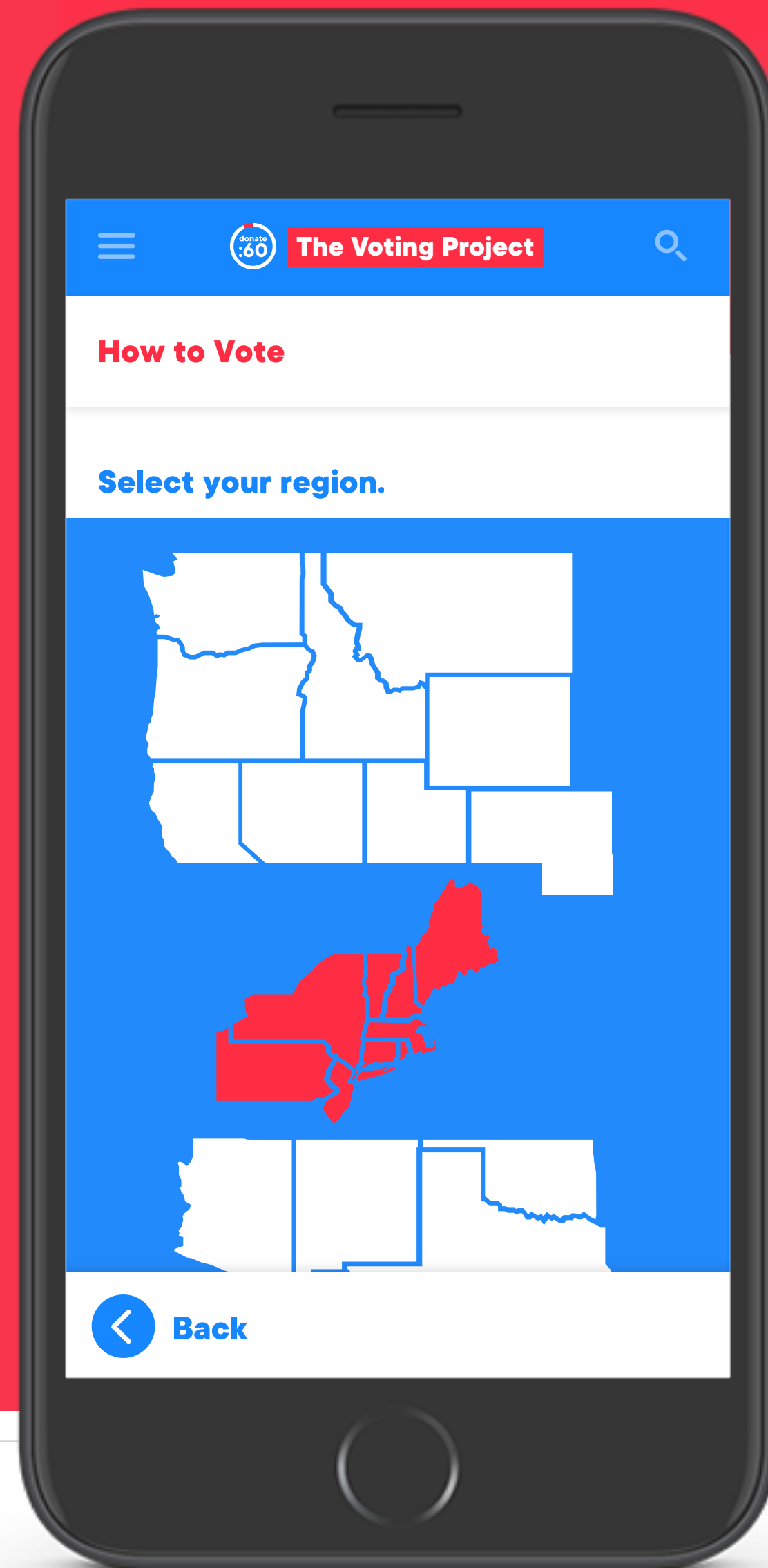
53%

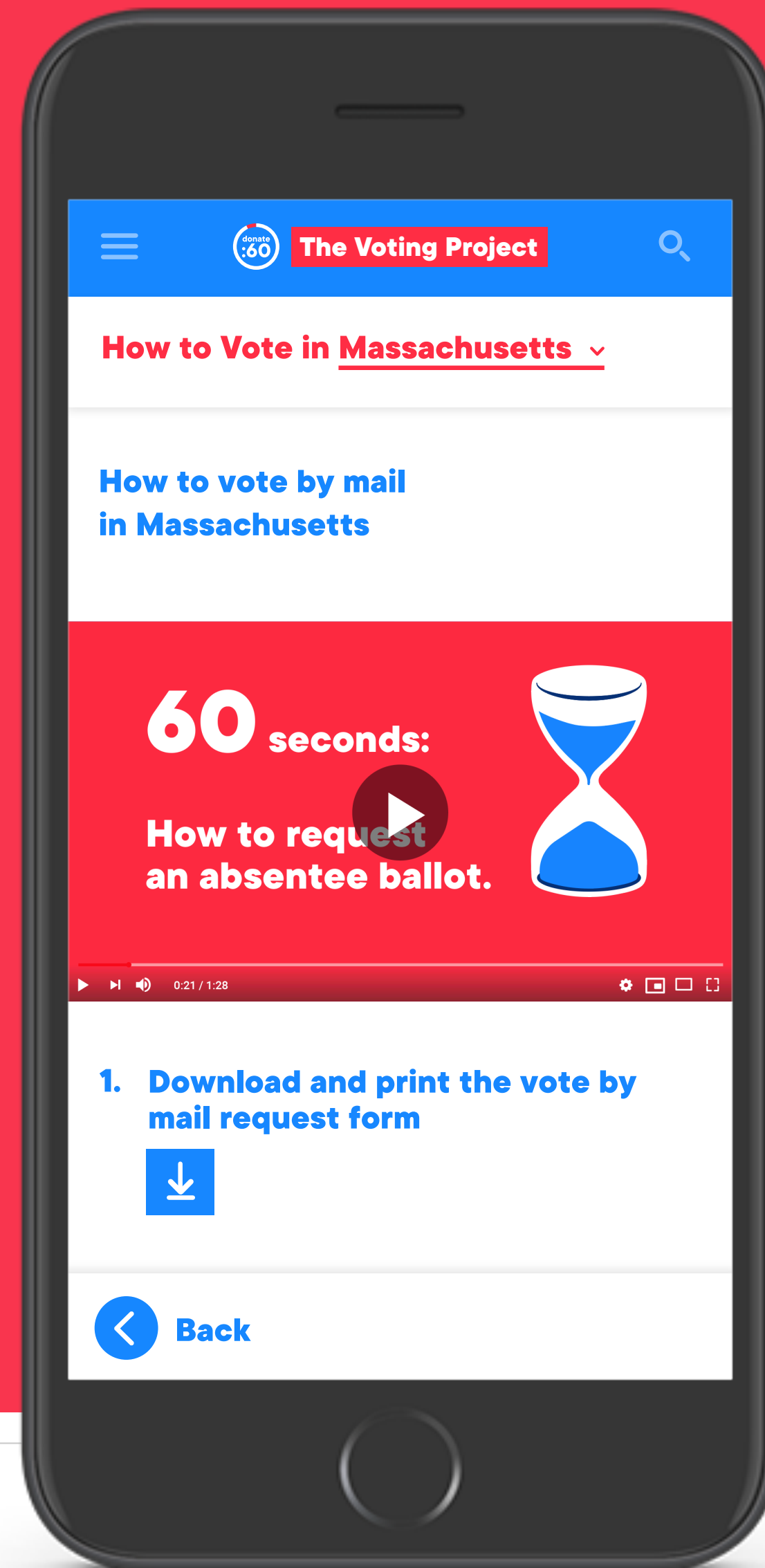
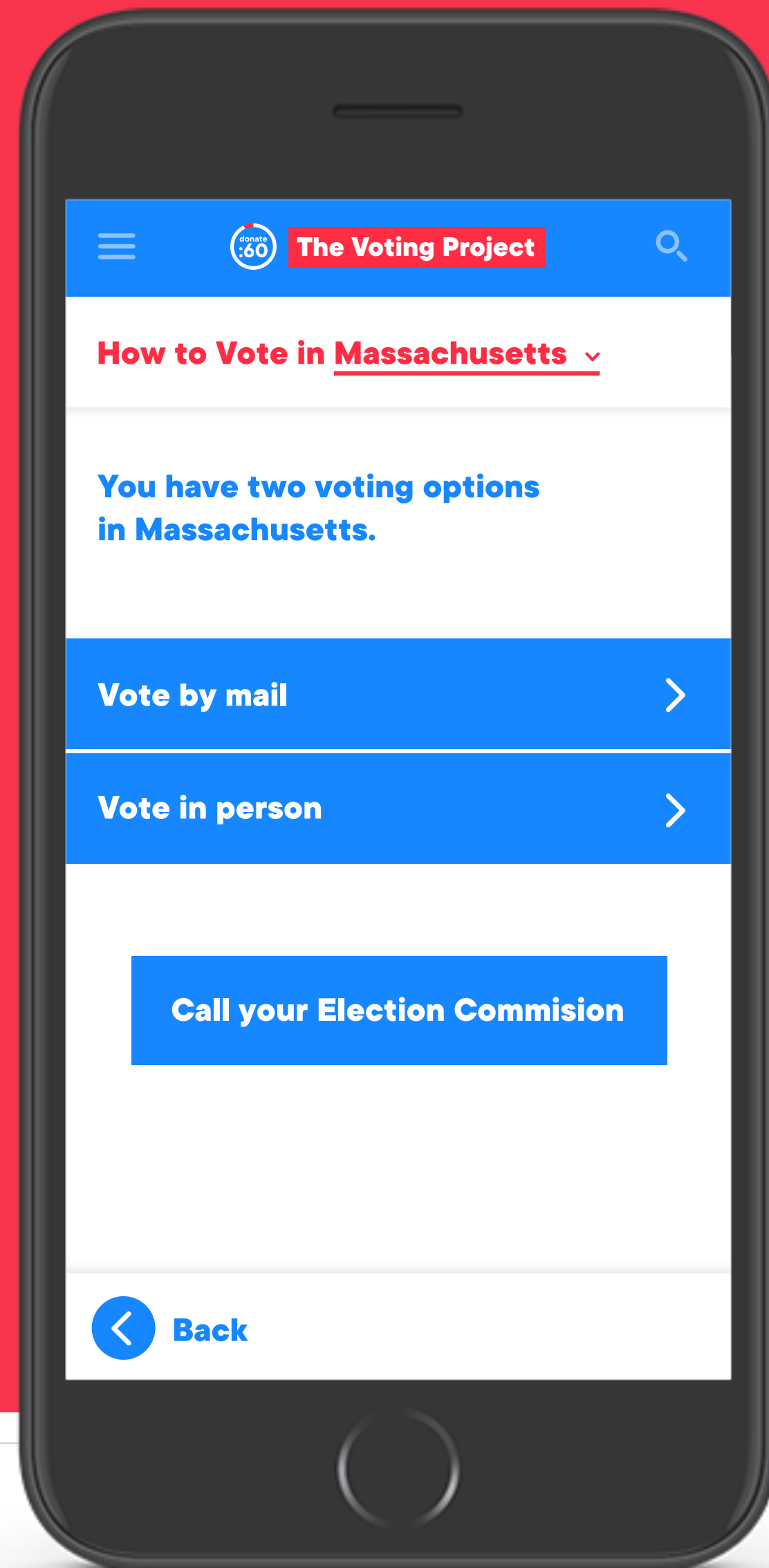
**Of young adults turn to social media,
news websites or apps for political
information**

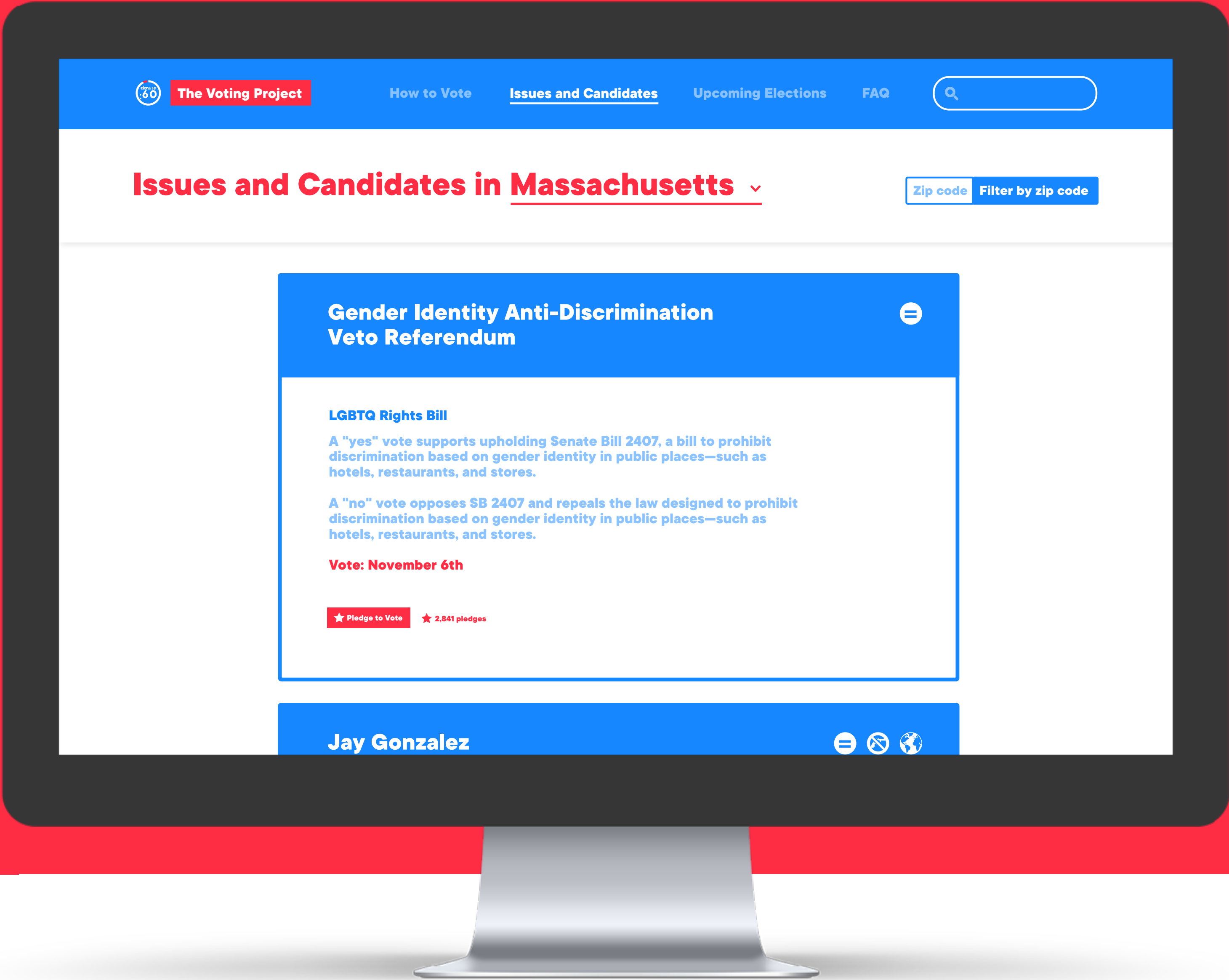


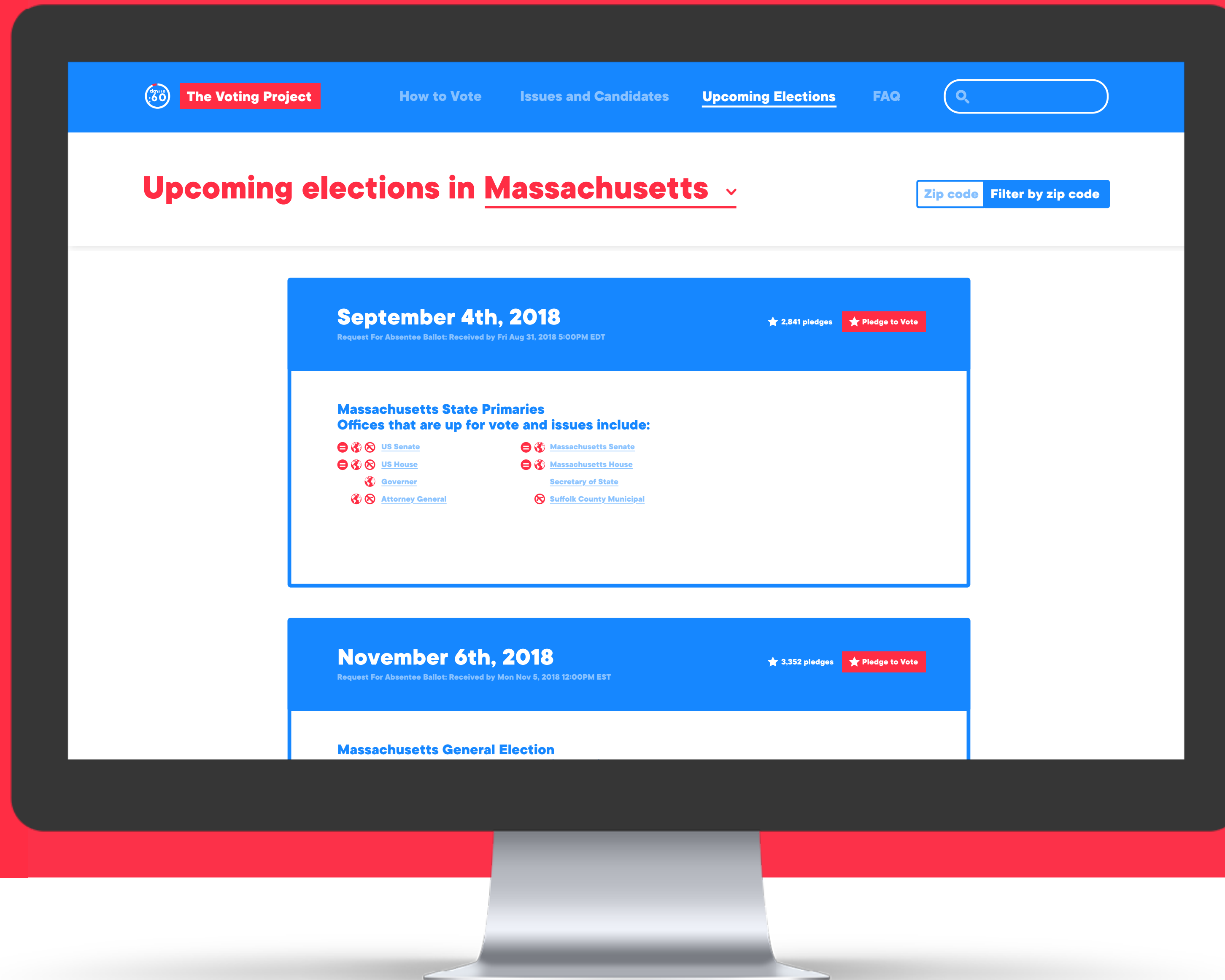
96%

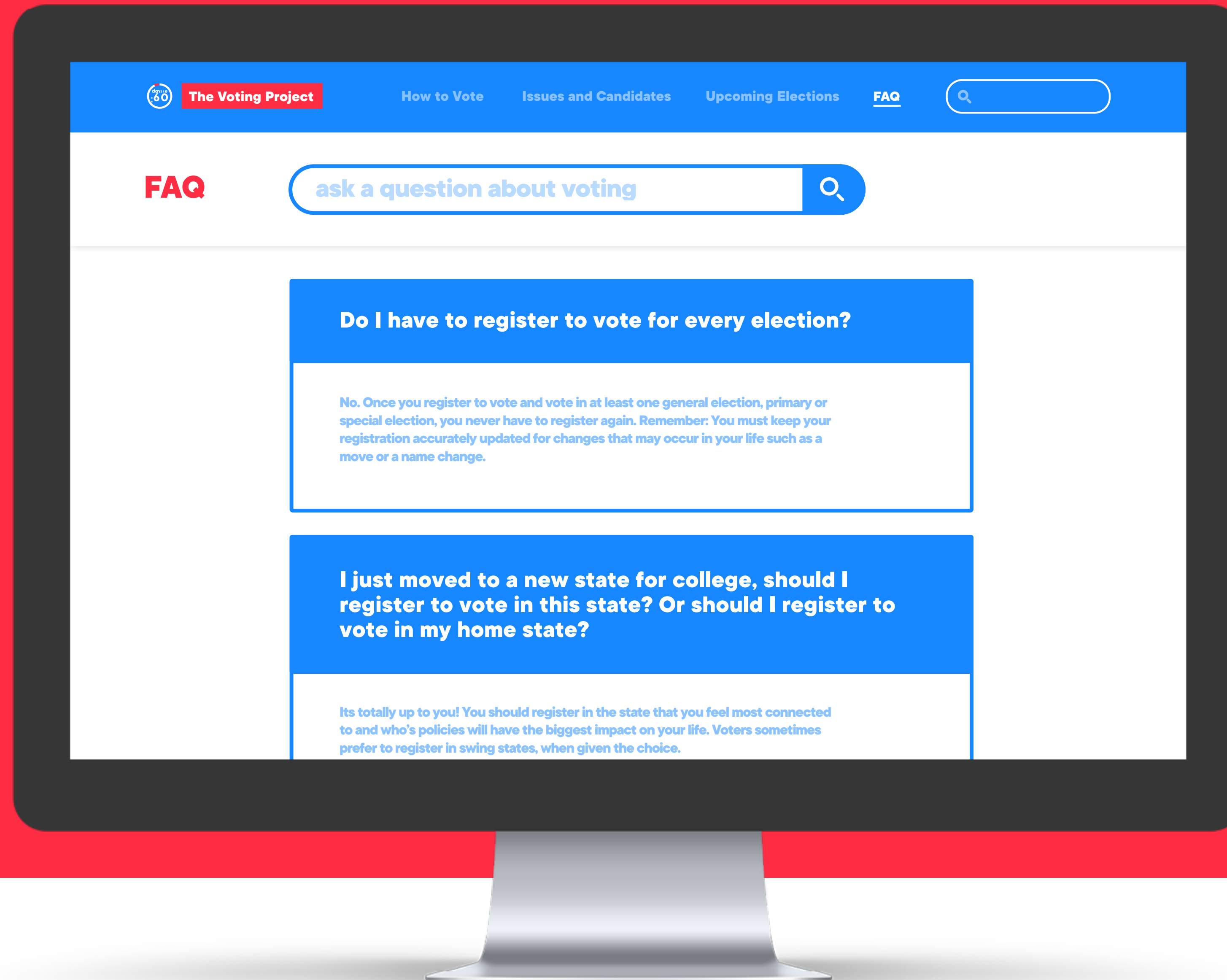
Own smart phones

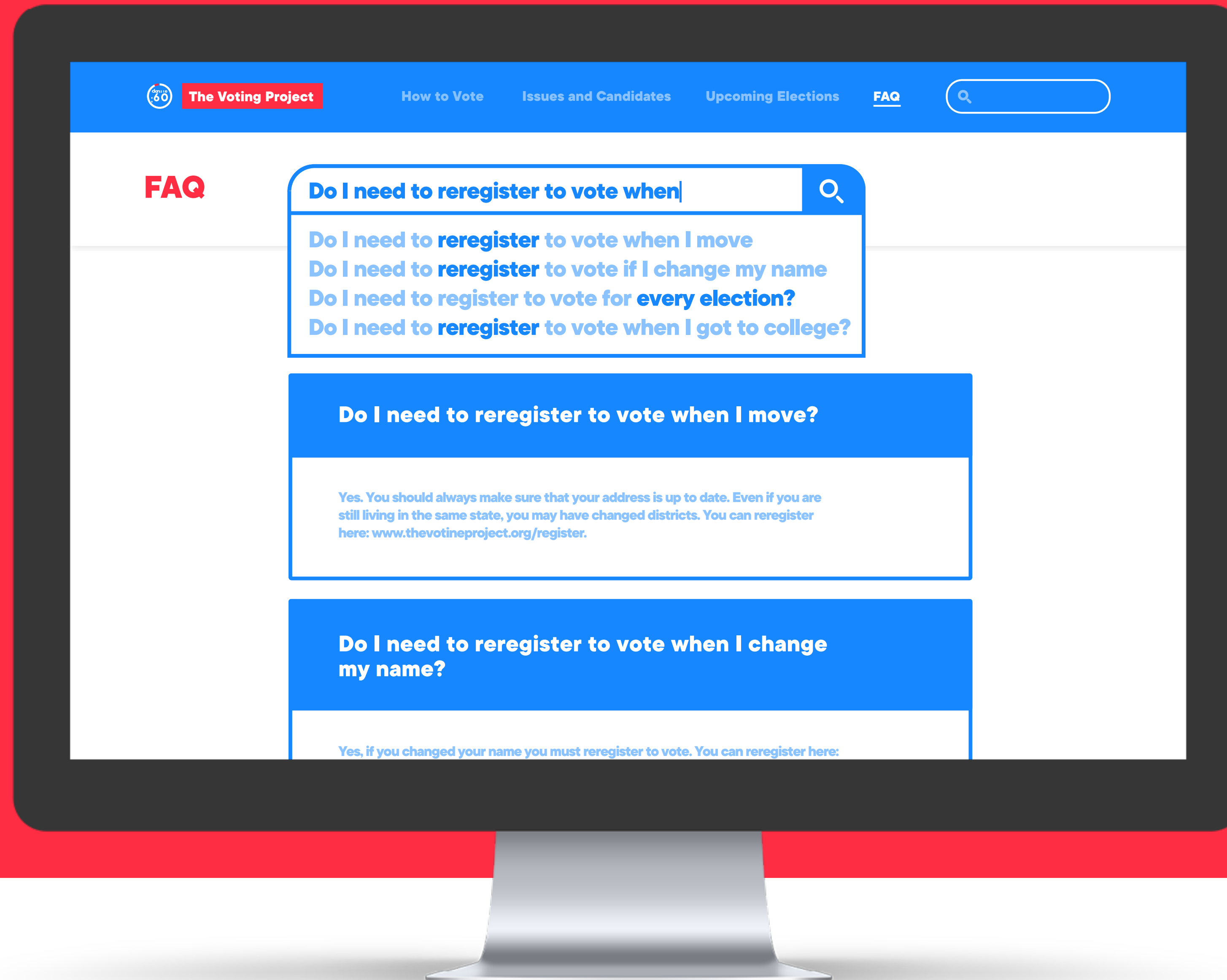


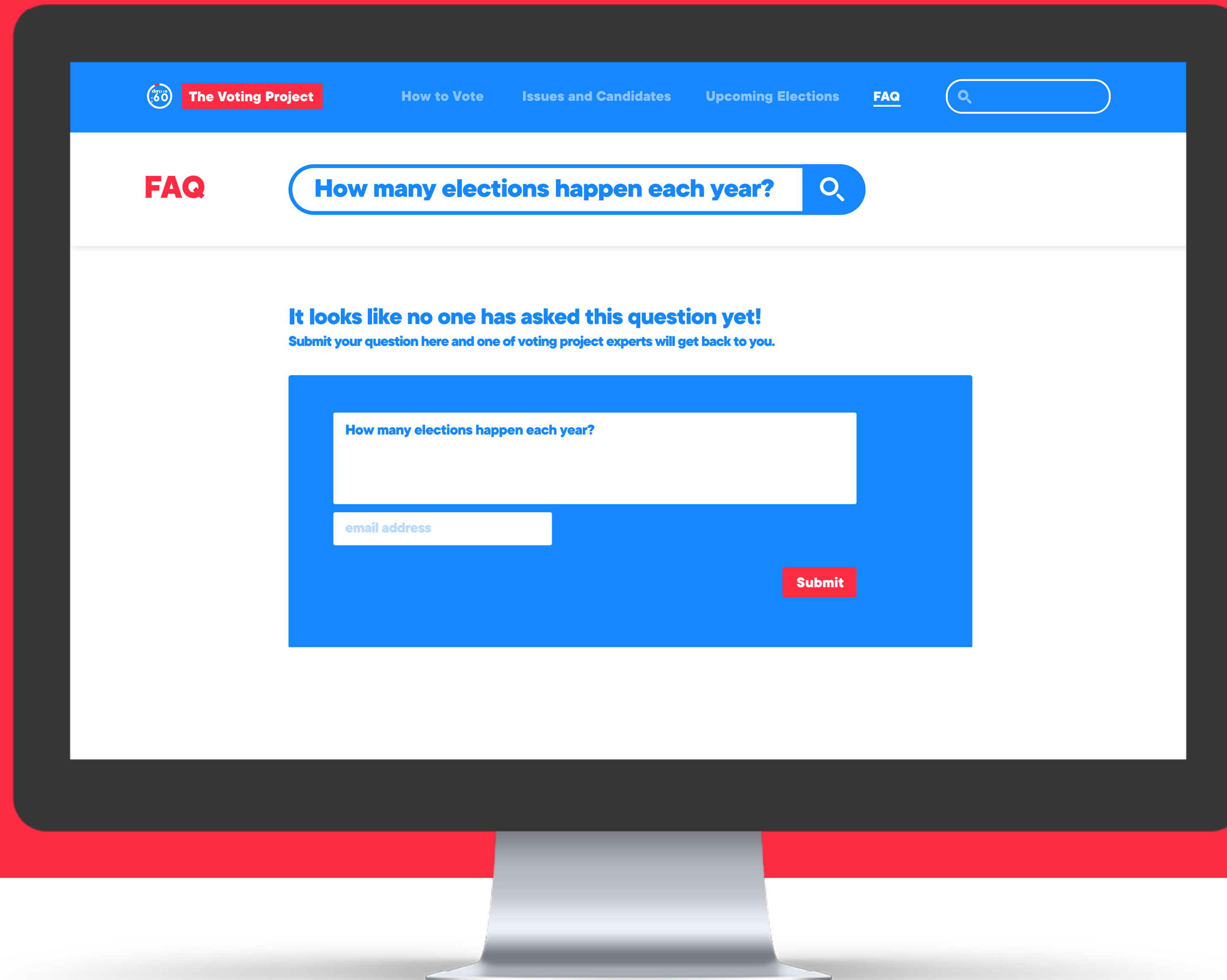












**Empower Taylor & Taylor
with the resources they need,
in the **places** they search.**

95%



69%



67%

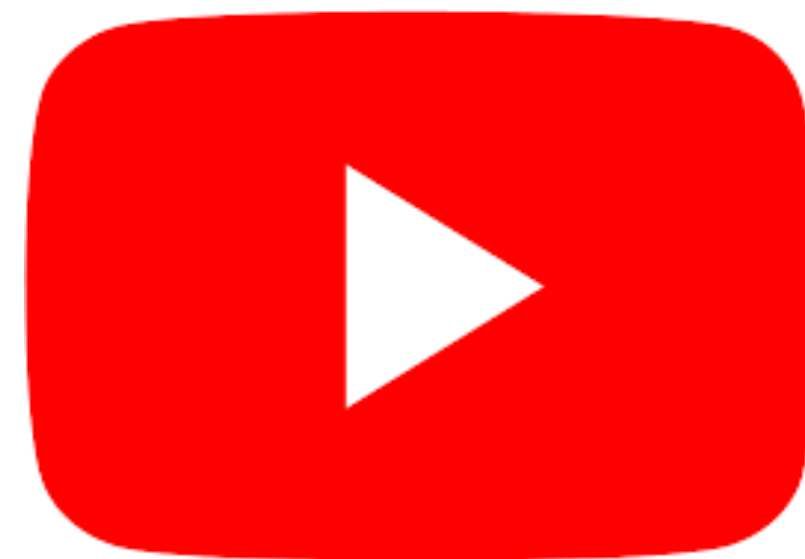


50%

“Can’t live without YouTube”

70%

“Watch 2+ hours of
Youtube everyday”





How to request an absentee ballot

1,626,173 views

13K 233 SHARE



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

SUBSCRIBE 688K

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

82 Comments SORT BY



Add a public comment...

Driving Democracy



Free rides to election polls!

Ad lyft.com/thevotingproject

LEARN MORE

Up next

AUTOPLAY

What's on
a ballot?



What's on a ballot?

The Voting Project
by Donate 60
794K views

What are
primary elections?



What are primary elections?

The Voting Project
by Donate 60

Climate
Change
Measures

2018



Climate Change Measures 2018

The Voting Project
by Donate 60

Important
measures in
2018



Important Measures in 2018

The Voting Project
by Donate 60

vote for these
Marriage Equality
Measures



Marriage Equality 2018

The Voting Project
by Donate 60

How to
register to vote



How to register to vote

The Voting Project
by Donate 60

Gun Control Measures



How to request an absentee ballot

1,626,173 views

13K 233 SHARE



The Voting Project by Donate 60
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LEARN MORE

Up next

AUTOPLAY

What's on a ballot?



What's on a ballot?

The Voting Project by Donate 60

794K views

What are primary elections?



What are primary elections?

The Voting Project by Donate 60

Climate Change Measures

2018



Climate Change Measures 2018

The Voting Project by Donate 60

Important measures in 2018



Important Measures in 2018

The Voting Project by Donate 60

vote for these Marriage Equality Measures



Marriage Equality 2018

The Voting Project by Donate 60

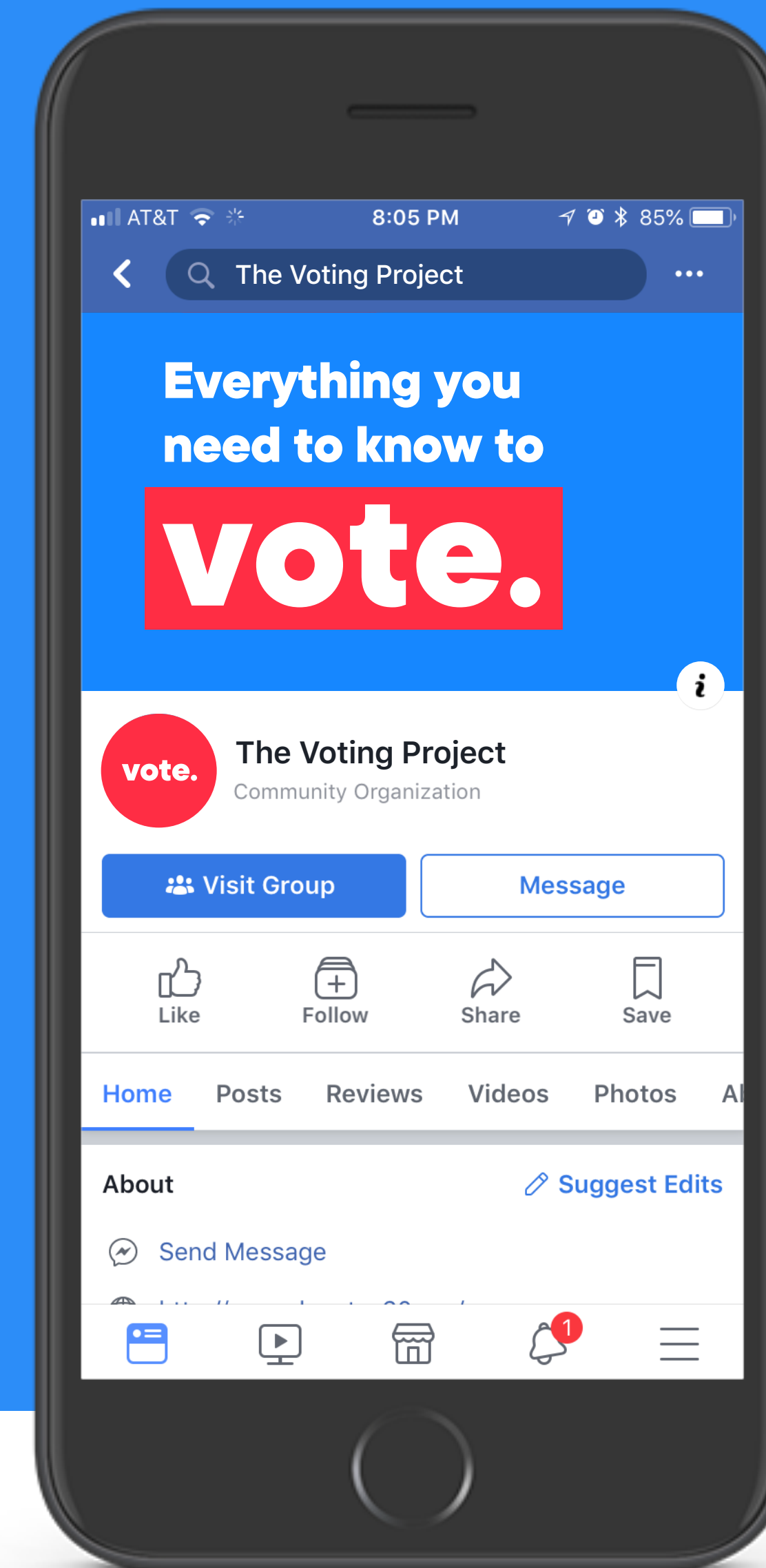
How to register to vote

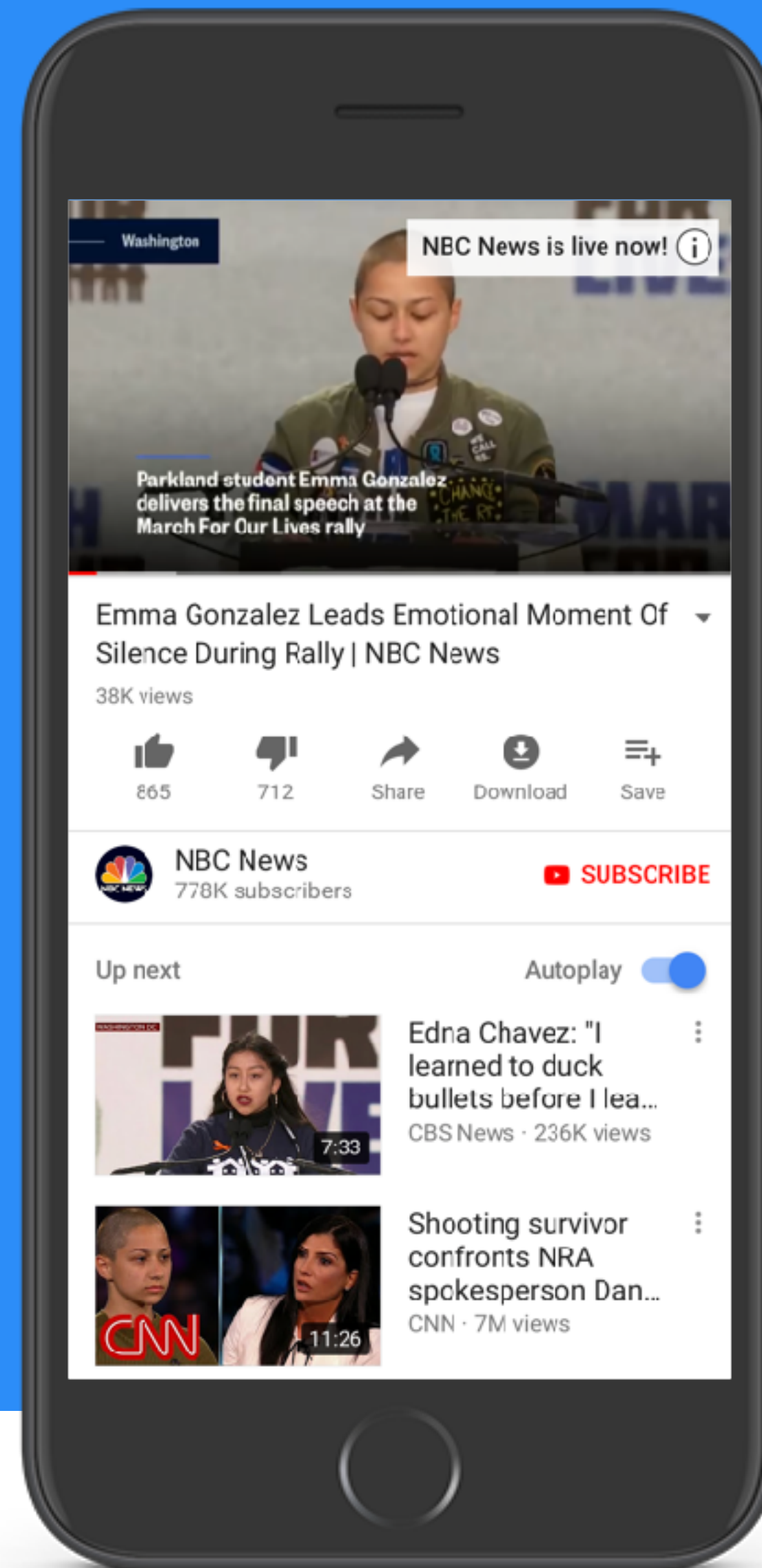
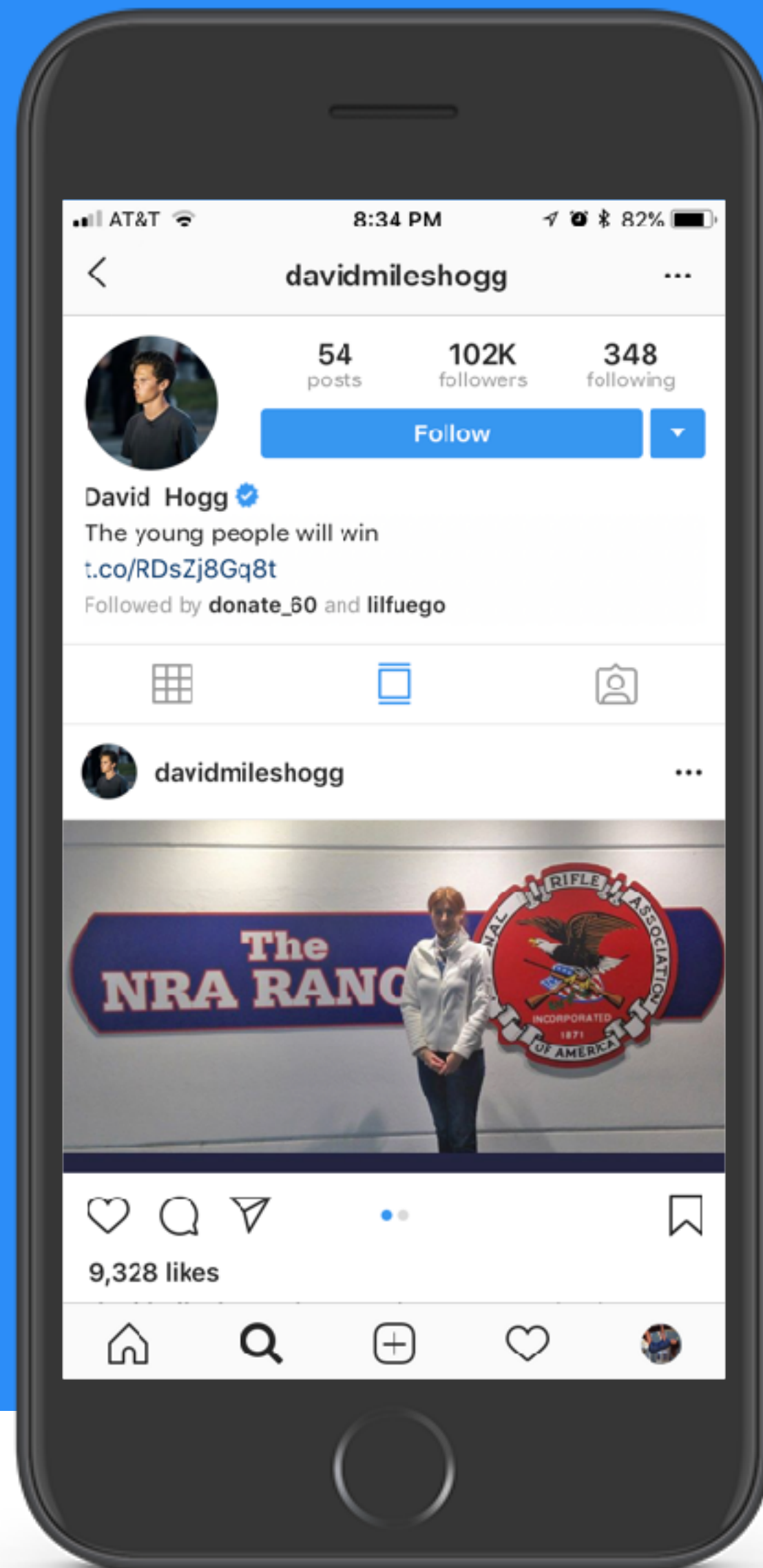


How to register to vote

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

THE VOTING PROJECT RESOURCES

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

Today@Brown

3rd Year Students | July 24, 2018

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-ti...

Submit to Hillel's exhibit on Jewish families!

Claire Fishman - All Students

Jews of Mixed Identity and 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 n...

JOIN THE BAND!

Brown University Band - All Students

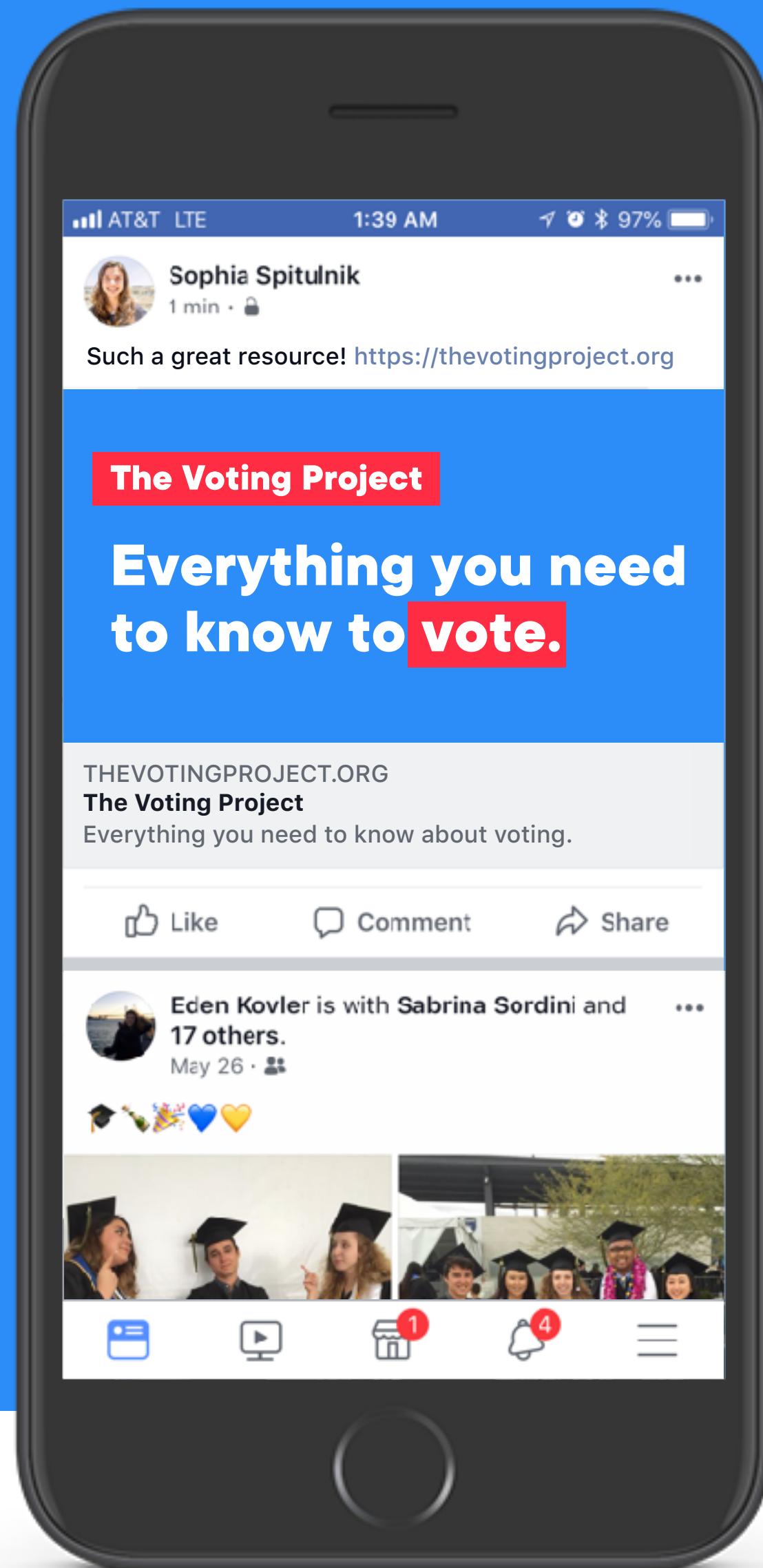
Hi Brown! Do you like loud noises and terrible puns? Are you a fan of banging (drums) and/or blowing...

Tutor Kids in PVD: Join Swearer Classroom Program!

Charlotte B Perez - All Undergraduates, All Graduate Students

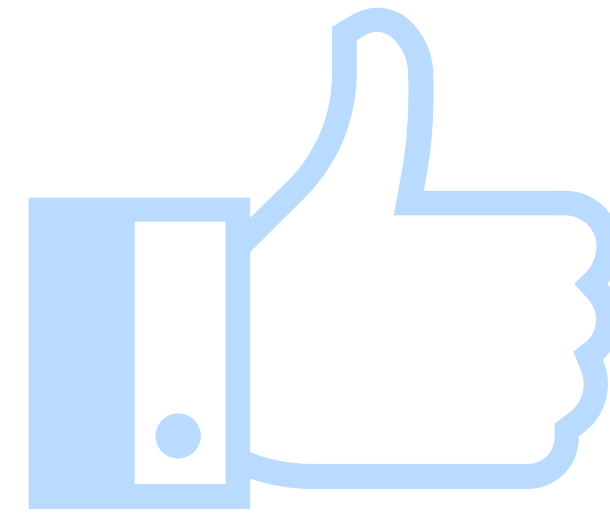
Want to tutor kids? To join Swearer Classroom Program, email swearerclassroom@gmail.com and



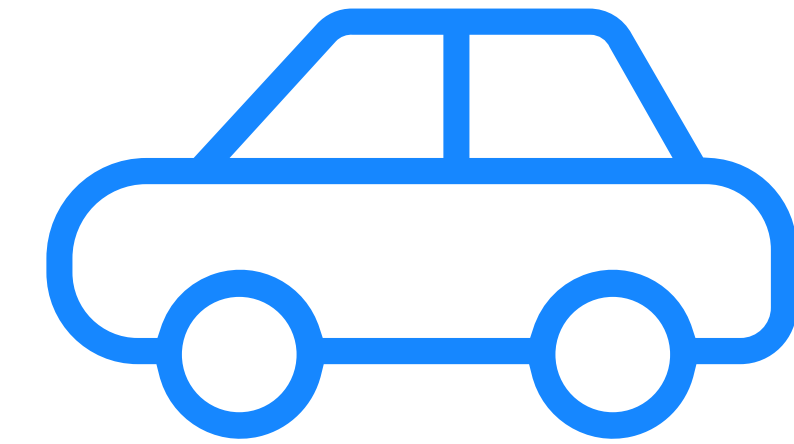




Website

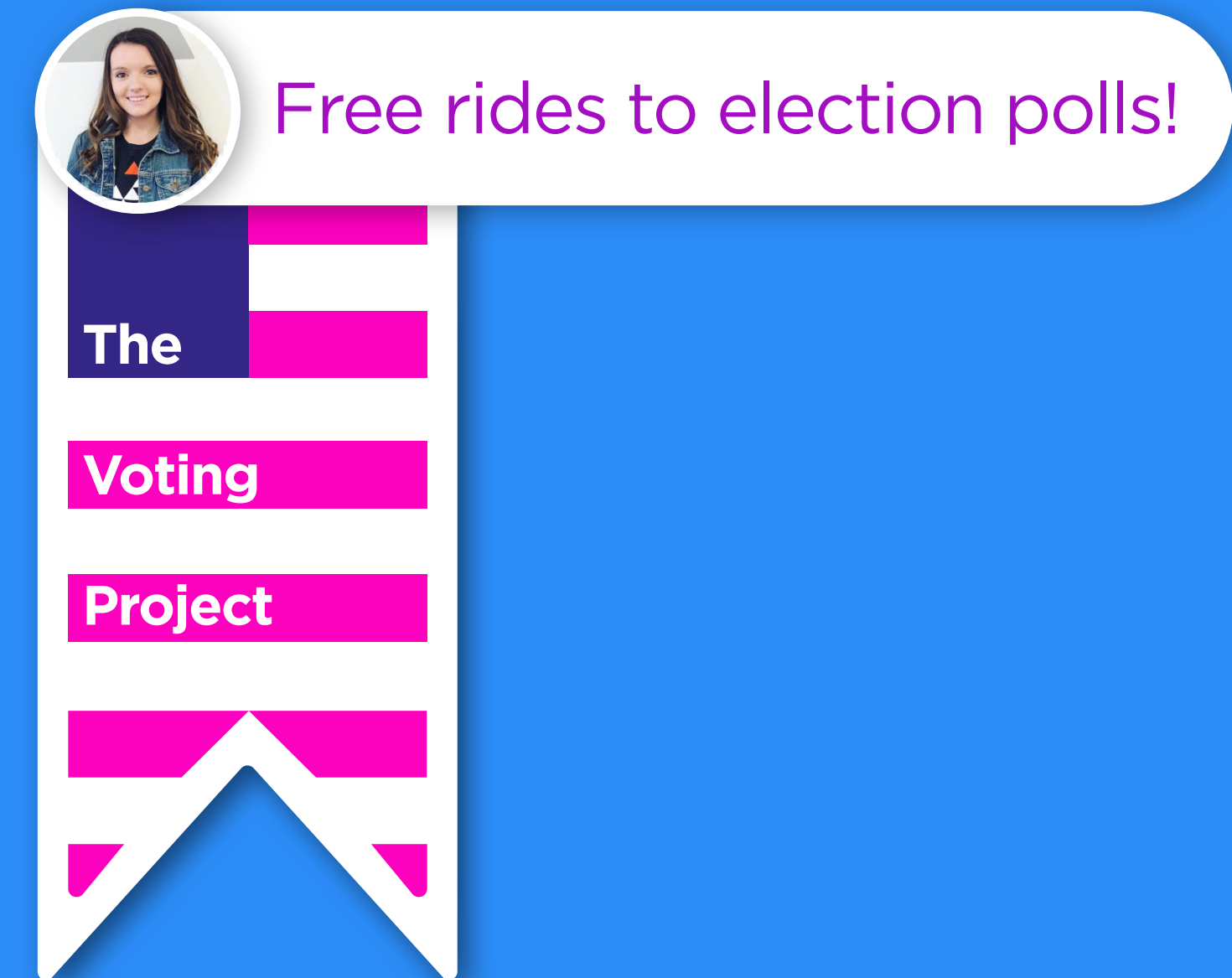
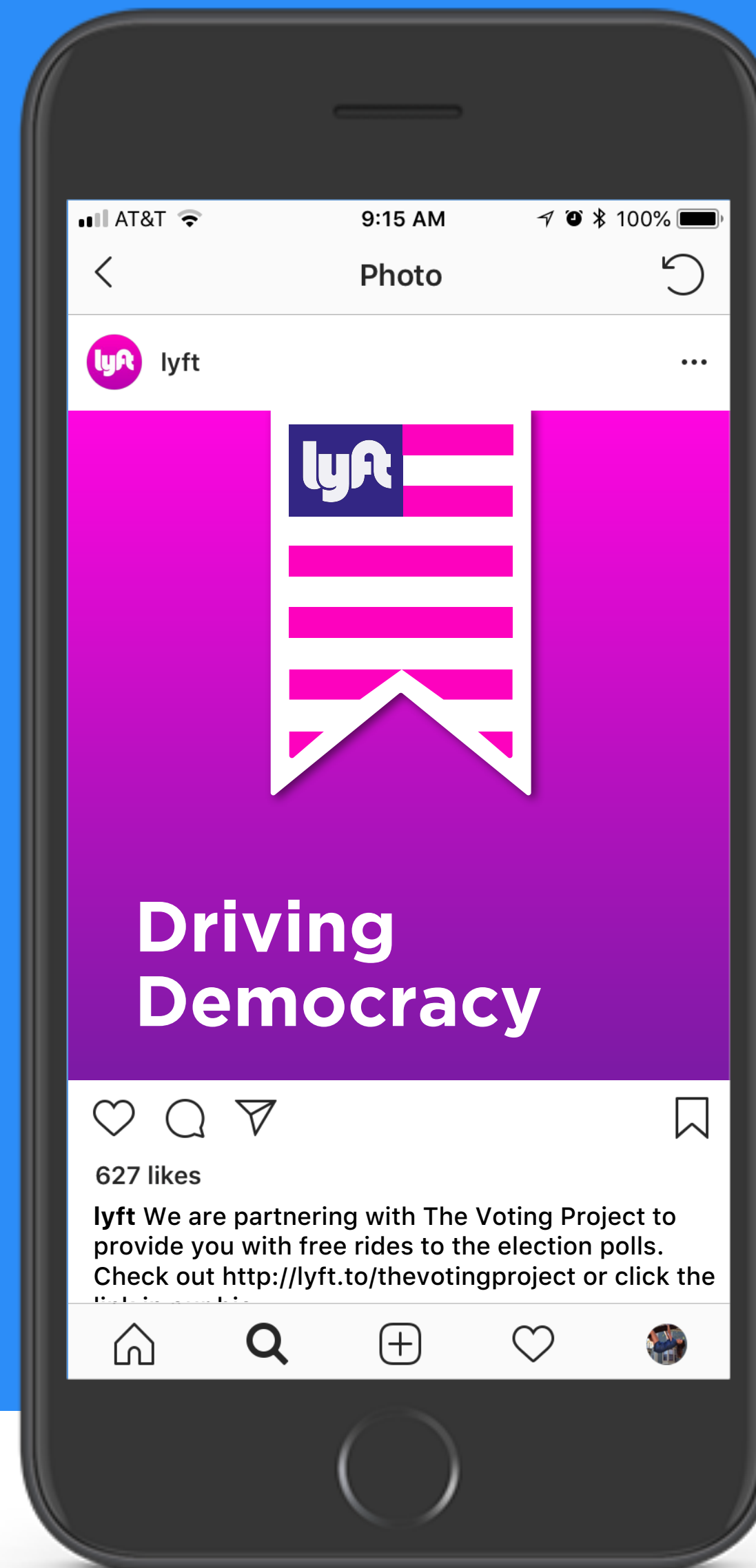
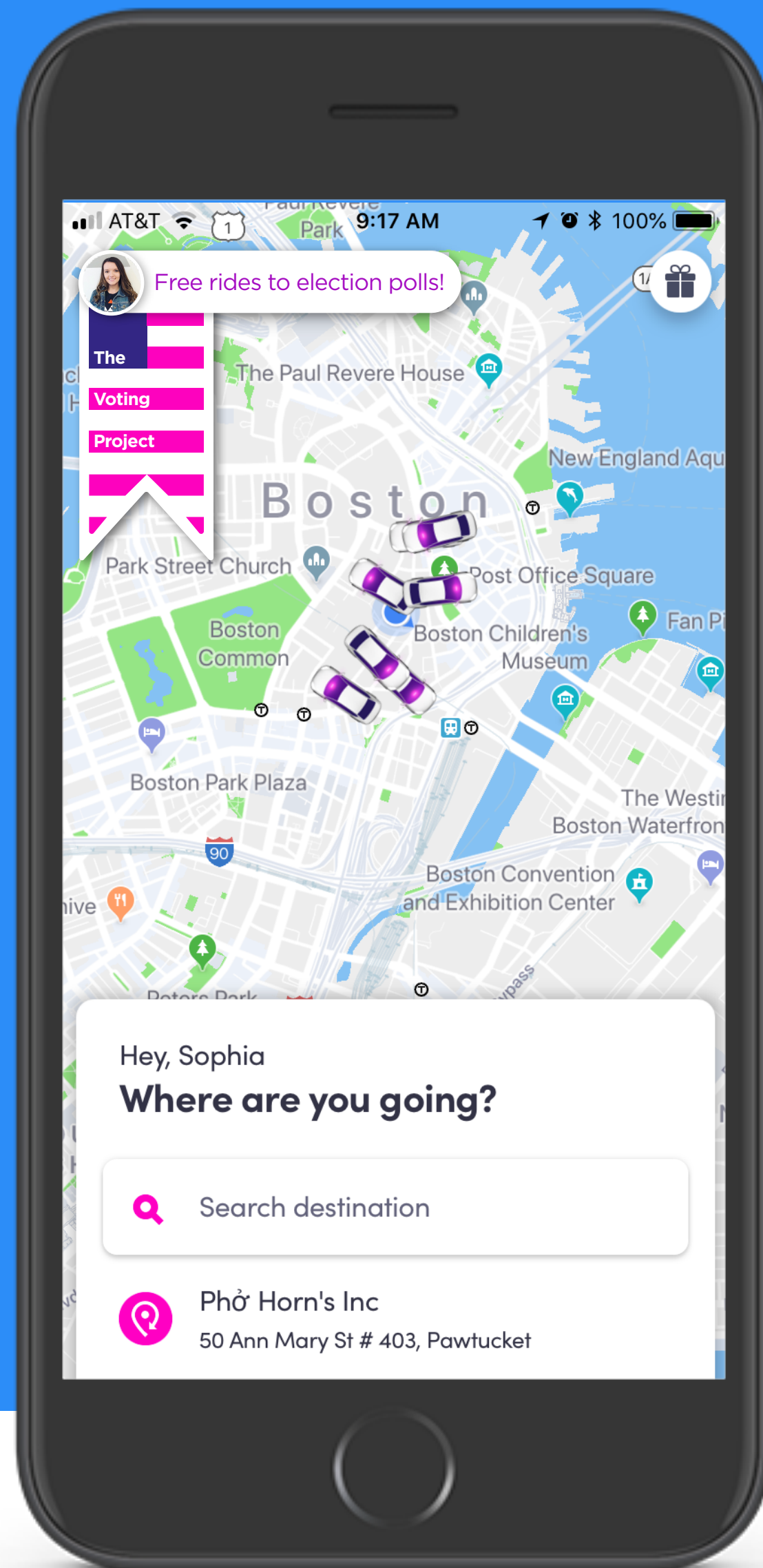


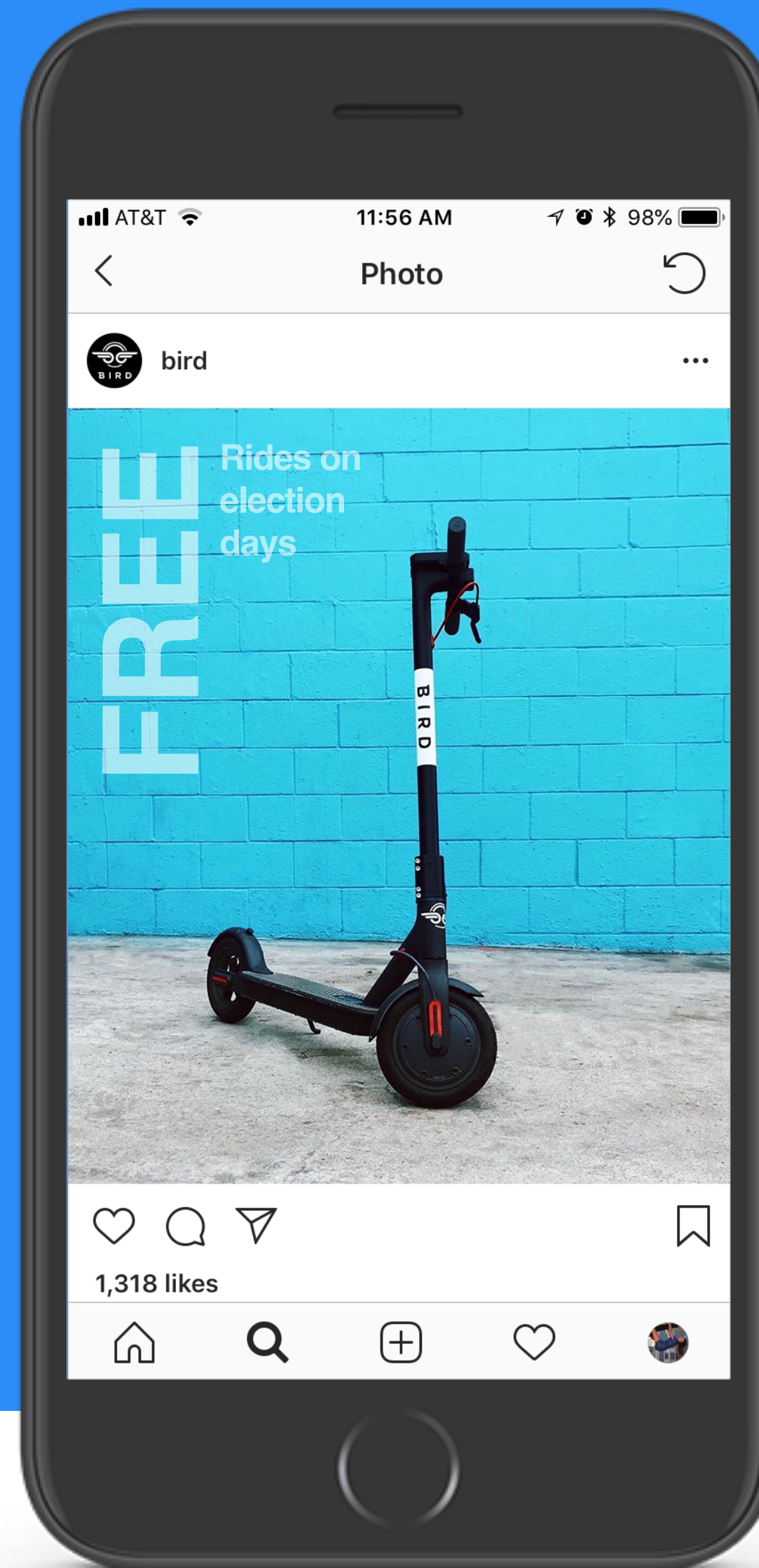
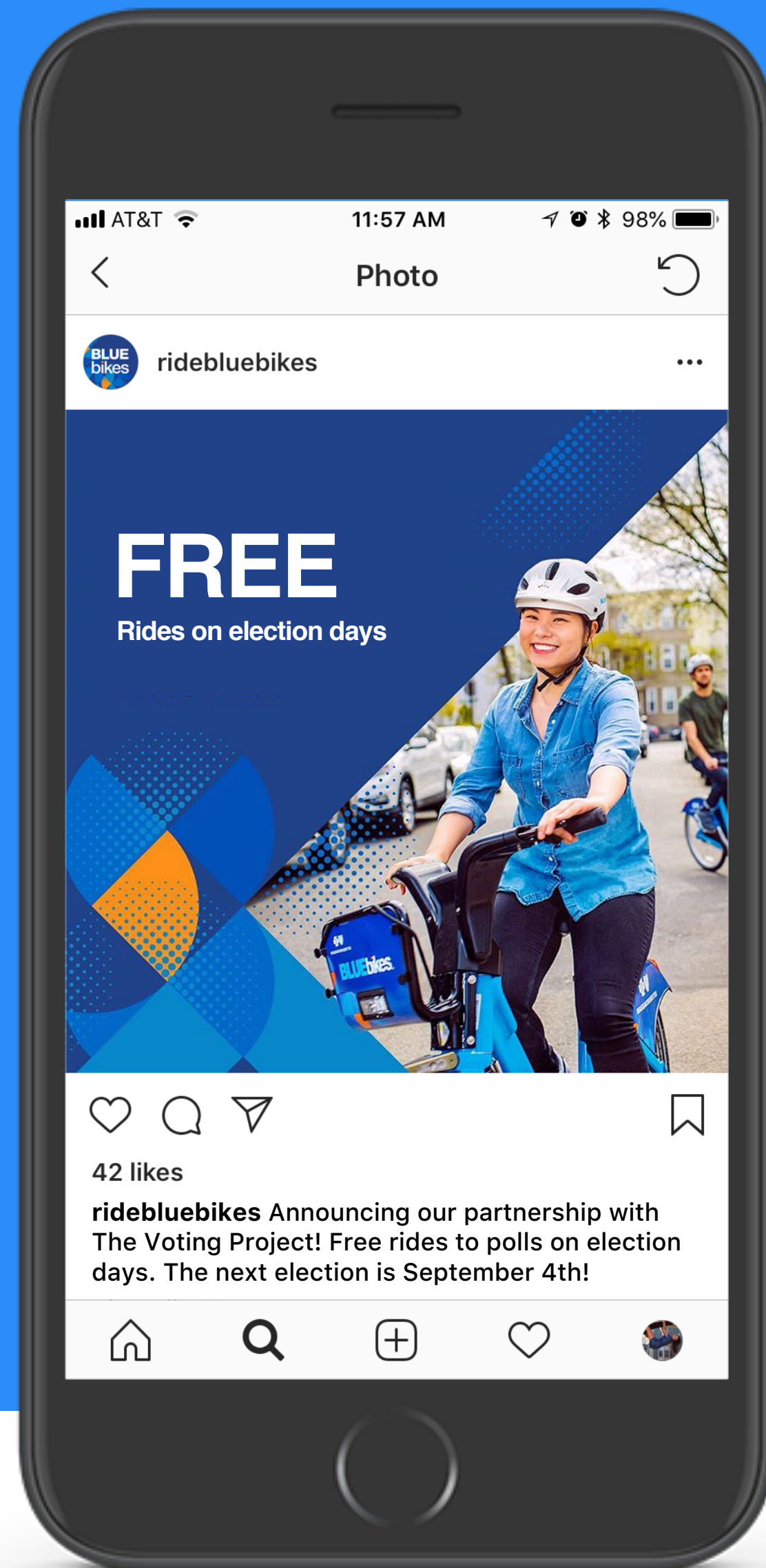
Social



Transportation

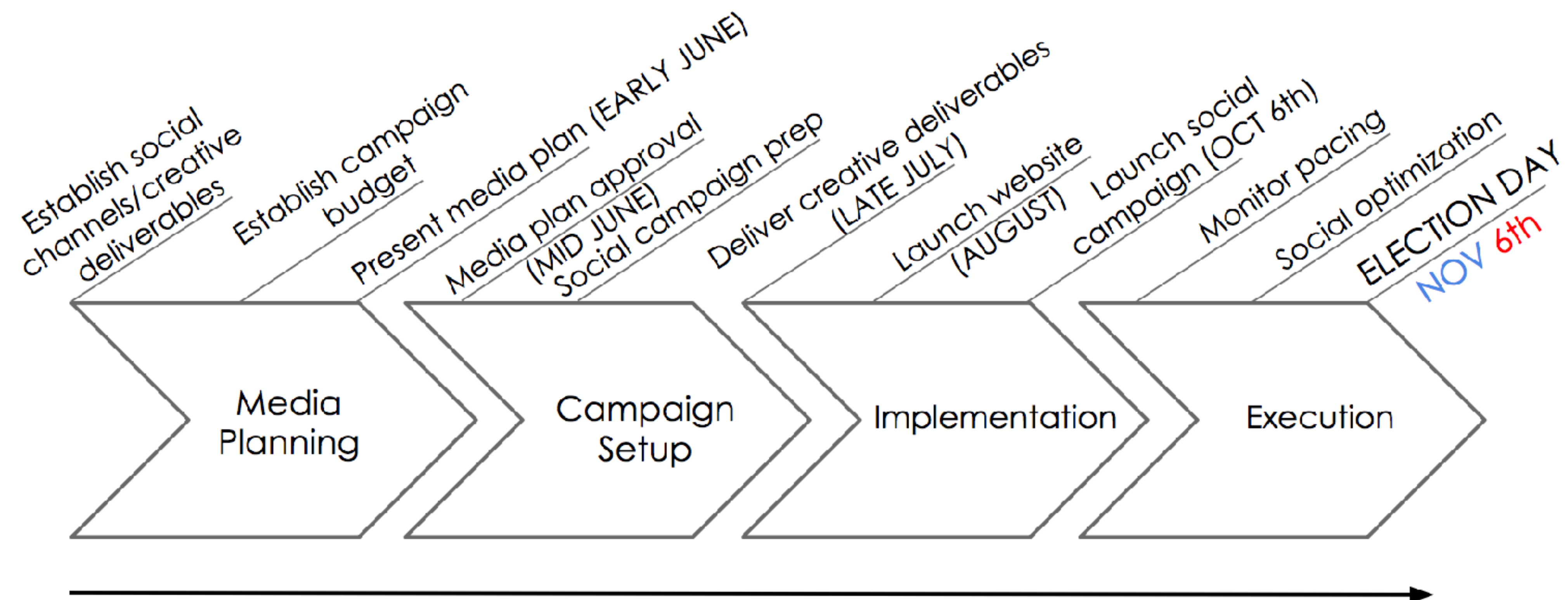






Budget

Distribution Timeline



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

Measuring Success

Primary Measurement

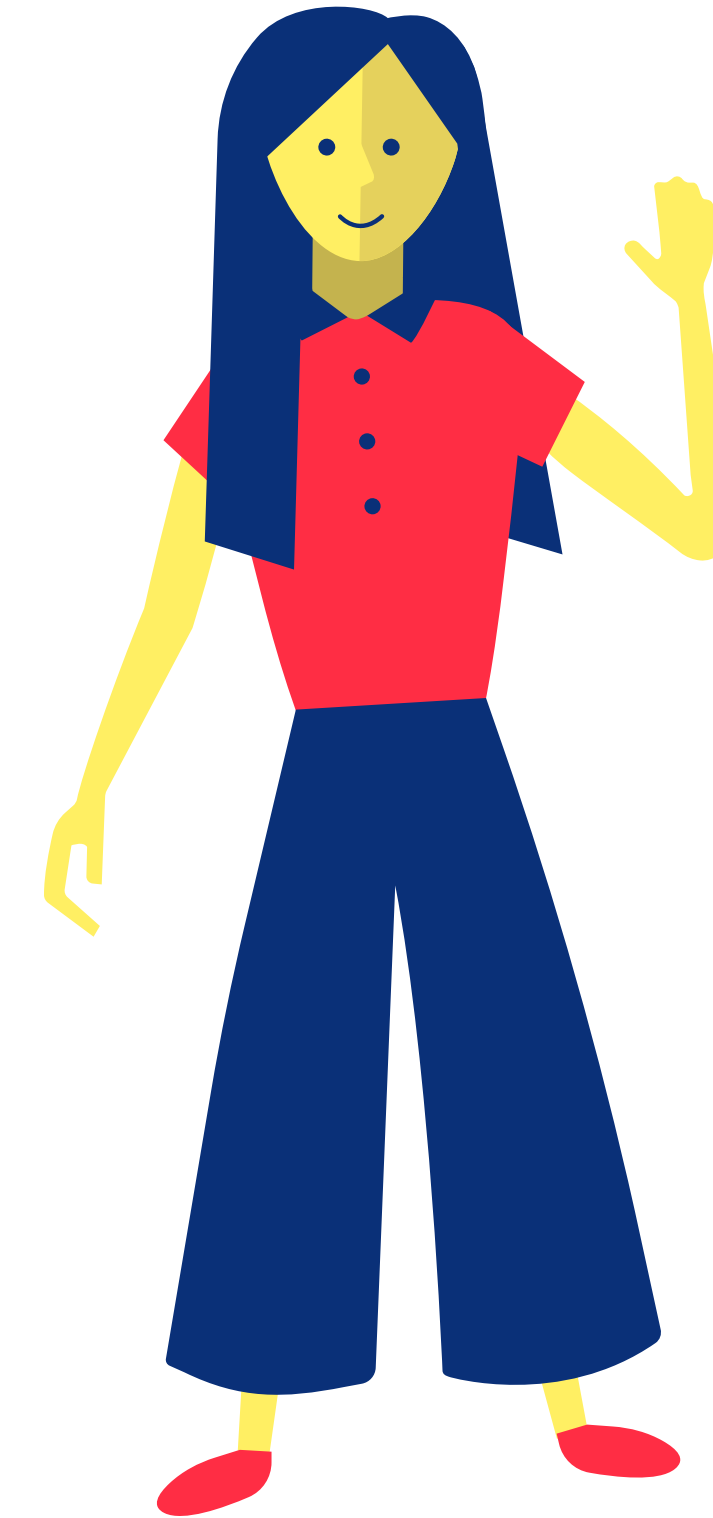
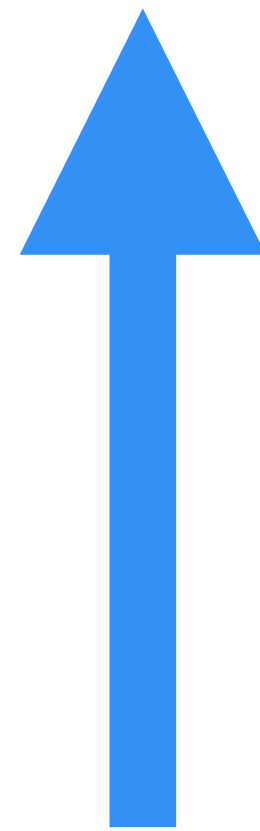
Objective	KPIs	Tools
Get GenZ to vote	<ol style="list-style-type: none">1. # of clicks on “Pledge to Vote” button2. # of Gen Z voters	<ol style="list-style-type: none">1. Google Analytics2. US Census Bureau

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.

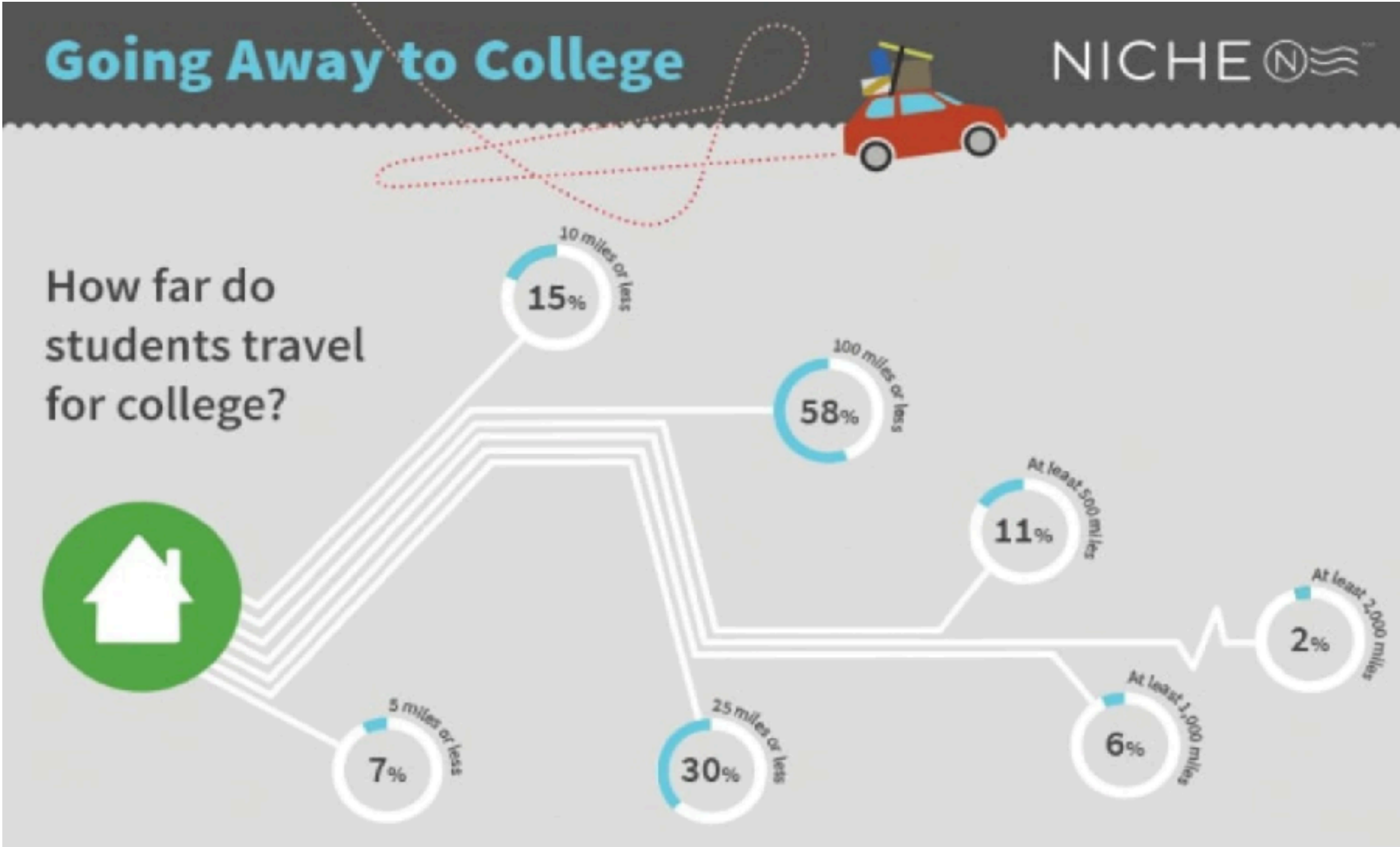
Q+A

Thank you.



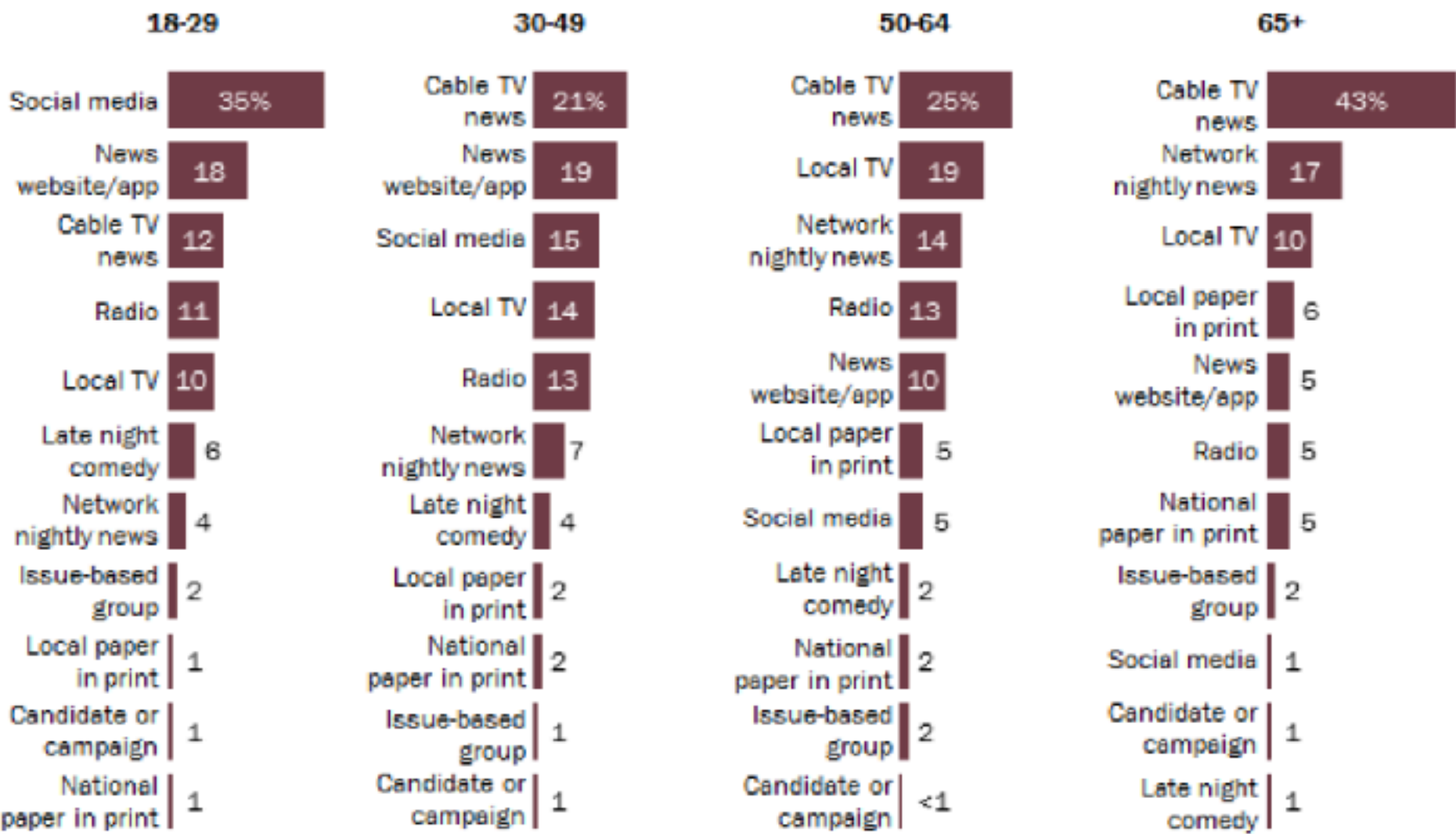
Appendix

- 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)