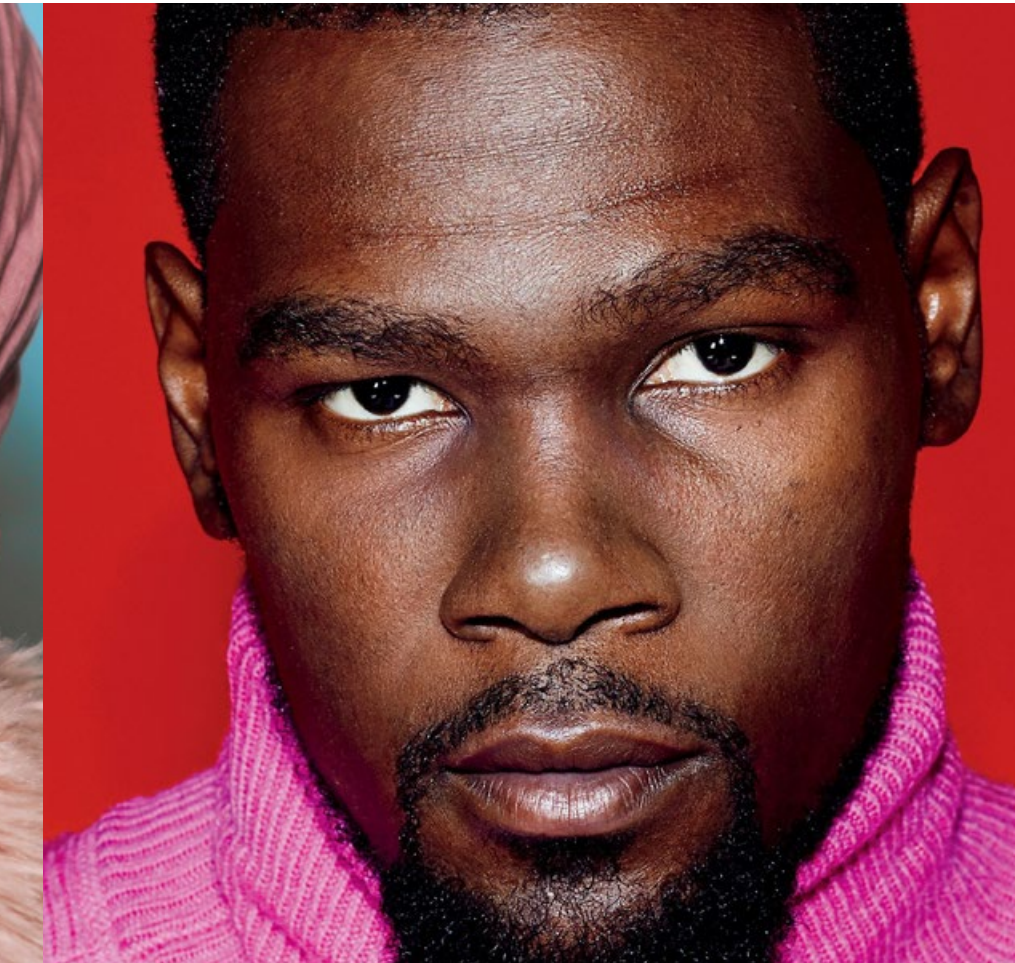


WHEN WE ALL
VOTE



THE CURRENT LANDSCAPE

The 2018 midterm elections are looming, and turnout is expected to be low. For background:

- Just 35.9% of eligible voters cast a ballot in 2014, the lowest turnout rate since 1942
- Overall, turnout is expected to drop 54.1% (17.2 million voters) in 2018 compared to 2016

21.4% of Americans who are eligible to vote are not registered.

THE SOLUTION: WHEN WE ALL VOTE

When We All Vote—a new national, nonpartisan not-for-profit—promises to bring together all willing citizens, organizations and institutions across America to spark a new conversation around the responsibilities we all share in shaping the promise of our democracy. Namely, the responsibility of registering and voting. By harnessing the power of co-chairs, partner organizations' and campaign ambassadors' voices, we will reach millions of Americans where they are to join our conversation and talk to their friends, family and neighbors about the importance of their voice and their vote. Because When We All Vote, we change the world.

“

**WHEN WE
ALL VOTE,
WE CAN
CHANGE
THE WORLD.**

MICHELLE OBAMA / JULY 2008



WHEN WE ALL VOTE CO-CHAIRS

Tom Hanks, Chris Paul, Lin-Manuel Miranda, Faith Hill, Tim McGraw, Janelle Monáe, and Michelle Obama are trusted messengers who also have the ability to bring their fellow artists, athletes, and influencers into the effort.



WHEN WE ALL VOTE PARTNERS

Young people engage with the world and each other through new online platforms. When We All Vote will spread the word about voter registration through partnerships with some of the outlets that young Americans use the most. Here's how you can join the movement:

1. Ensure your employees and/or members are registered to vote by directing them to check their status on [WhenWeAllVote.org](https://www.whenwealvote.org) and registering (if needed) using the online voter registration tool
2. Host voter registration events and trainings
3. Create original content to elevate the importance of registering and voting that helps drive people to [WhenWeAllVote.org](https://www.whenwealvote.org)
4. Share our campaign assets and promote our messaging and resources through your social media channels
5. Provide in-kind advertising space for When We All Vote's campaign assets
6. Provide funding to help scale this campaign
7. We'd love to hear your ideas. What channels of influence can you use to get the word out?





GRASSROOTS ACTION

Evidence shows that local events and personalized messages are strong predictors of democratic participation. This campaign will lead:

- Voter registration Days of Action, including community mobilization events and rallies, led by grassroots volunteers.
- Trainings on best practices for voter registration available nationwide.
- Personalized messaging to remind voters of key dates, polling locations, etc.
- GOTV Days of Action to get voters to the polls, particularly in communities with low voter turnout.



VOTER REGISTRATION WEEK

Americans want to join together to be a part of a movement larger than themselves. When We All Vote will capture this energy with a nationwide Voter Registration Week.

When We All Vote will launch over the summer, and digital, influencer, and media activity will be ongoing. However, all of the on-the-ground organizing efforts will culminate in one massive week of registration running from September 22 through September 29. This week will kick off with hundreds of rallies and trainings across the country on Sunday and then will be followed by tens of thousands of volunteers helping friends, families and community members register themselves to vote.



GET OUT THE VOTE

Once people are registered to vote, the final step is getting to the polls. When We All Vote will continue to promote civic engagement through November with:

- **A direct messaging campaign** to send voting information to anyone who has signed on for updates.
- **A redesigned website** that will turn into an information hub providing voters with everything they need to know to cast their ballots.
- **A partnership with #VoteTogether** to throw parties at polling locations during Early Vote and on Election Day. The parties will range from small neighborhood block parties to blowout concerts. There will be over 2,000 parties all across the country.

CASE STUDY: Philadelphia

Pairing a high-level media campaign with a volunteer army, When We All Vote will use grassroots mobilization tactics in conjunction with a national influencer campaign. Through our volunteer networks in a place like Philadelphia, we will leverage local celebrity voices and pair them with experienced organizers who are already trained to help people register to vote. They will build teams and hold days of action in addition to high-profile, local events to register voters, including hosting a Voter Registration Week training at the Wells Fargo Center with players from the Philadelphia 76ers. Finally, with #VoteTogether, we will host a voting party to get registered voters old and new excited about casting their ballots in November.



ANNA / VOLUNTEER LEADER



INFLUENCER



LOCAL TEAMS



VOLUNTEERS

CAMPAIGN TIMELINE



JUNE:

- Campaign Launch
- Volunteer Recruitment

JULY:

- Volunteer Training & Mobilization Events
- Volunteer Recruitment

AUGUST:

- Volunteer Training & Mobilization Events
- Volunteer Recruitment

SEPTEMBER:

- Voter Registration Week
- Volunteer Recruitment

OCTOBER:

- Get Out The Vote
- Volunteer Recruitment

NOVEMBER:

- Get Out The Vote
- Election Day

WHEN WE ALL

VOTE

APPENDIX: CAMPAIGN VISUALS



WE FULFILL A DUTY AS AMERICANS.

  Share what happens [#WhenWeAllVote](#)

WHEN WE ALL
VOTE



**WOMEN
EARN
WHAT WE
DESERVE.**

📷 🐦 Share what happens [#WhenWeAllVote](#)

WHEN WE ALL
VOTE



WE'VE GOT A SHOT.

📷 🐦 Share what happens #WhenWeAllVote



WHEN WE ALL
VOTE



Michelle Obama is the central figure of the image, smiling and standing with her hands on her hips. She is wearing a white button-down shirt and black high-waisted pants with zippers. The background is a solid blue color.

WE CAN CHANGE THE WORLD.

📷 🐦 Share what happens #WhenWeAllVote

WHEN WE ALL
VOTE