

to motivate 18–24 year-olds to vote,  
*we must:*

demystify the voting process

+

create personal meaning for voters

+

bring relevance and transparency  
to current issues

sources: Harvard University's Institute of Politics, [youthvote.org](http://youthvote.org), [civicyouth.com](http://civicyouth.com),  
Yale University, *New York Times*, Congressional Research Service

## a tiny book *customizable by state*

an  
appropriate,  
engaging  
cover  
for a  
freshly-turned  
18-year-old

clarify  
the  
electoral  
college

illustrate  
the  
importance  
of  
one vote

explain  
the process  
of voting  
in  
the voter's  
state

1. register
2. find
3. educate
4. vote!

tie  
voting to  
personal  
identity

vote  
with  
a community  
of friends

provide links for  
community +  
companion sites

## community sites + other touchpoints

facebook /  
myspace  
groups + events

youtube

blogs

instant  
messaging

email

text /  
multimedia  
messaging

## companion site

online portal +  
resource to elucidate current issues:

economy

iraq war

terrorism

civil liberties

enable voters to  
create a critical  
perspective

show what's at  
stake

uncover long-term  
and short-term  
effects



As of June 2007,  
the Iraq War  
claimed 1,773  
US men and  
women between  
the ages of 18–24.

You have  
the power to  
continue on  
this path or to  
forge a new one.

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