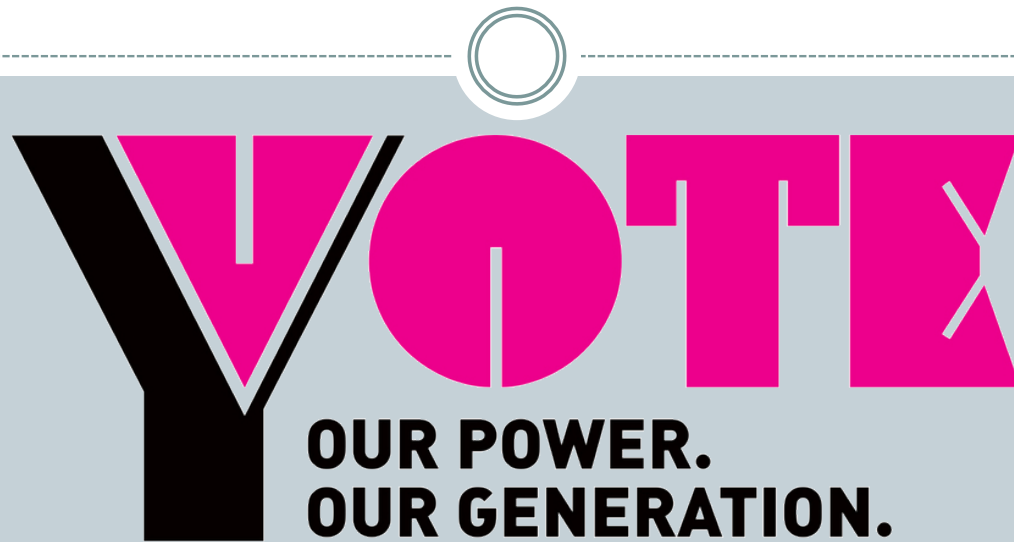


School-Based Voter Engagement and Youth Turnout

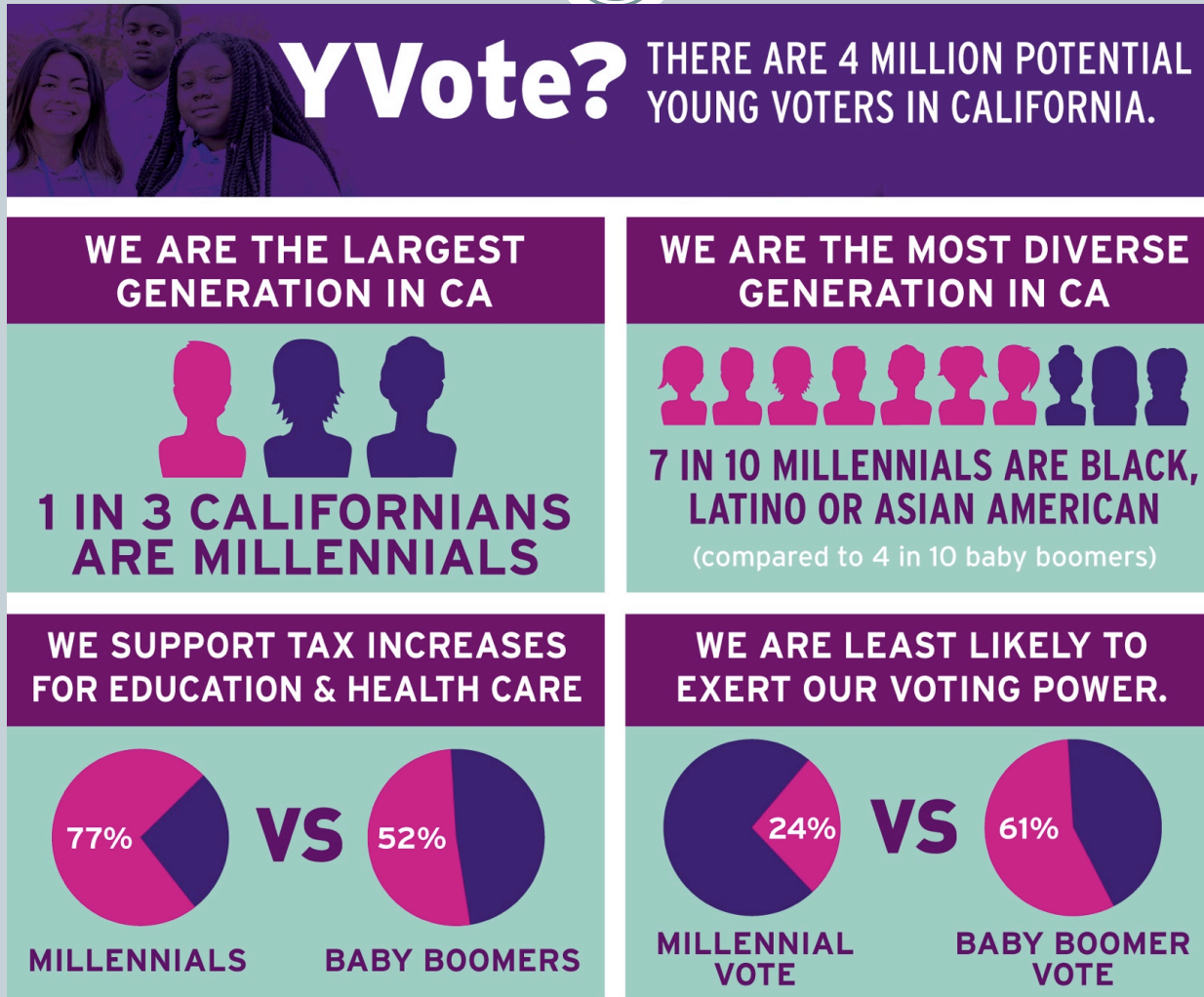


LUIS SANCHEZ
FOUNDER

FUTURE OF CALIFORNIA ELECTIONS CONFERENCE
LOS ANGELES, CA
MARCH 9, 2017

YVote Seeks to Increase The Number of 18-34 Years Olds Who Register And Vote In California

2



Yvote Vision

3

- Strengthening California's progressive movement by transforming young voters of color into an influential voting bloc;
- Building a broad-based movement for young people in the electoral arena and beyond that is able fight for full and equal inclusion for all Californians;
- People of color who are currently marginalized are at the center of improving California's civic, economic, and cultural life for its young people.

Strategies Piloted in 2016 & 2017 Helped Us Reach More Young Voters and Increase Turnout

4



16 Organizations
from across CA

CONTACTED



47,000+

Millennial Voters
of Color



250

Campaign
Leaders
Trained



3,100

Call/Canvass
Shifts



8,000

LA Youth
Voters
Registered



92,255

Texts
Sent



200,000

Social
Media
Reach



10,000,000

English &
Spanish Media
Reached

YVote's key 3-pronged approach

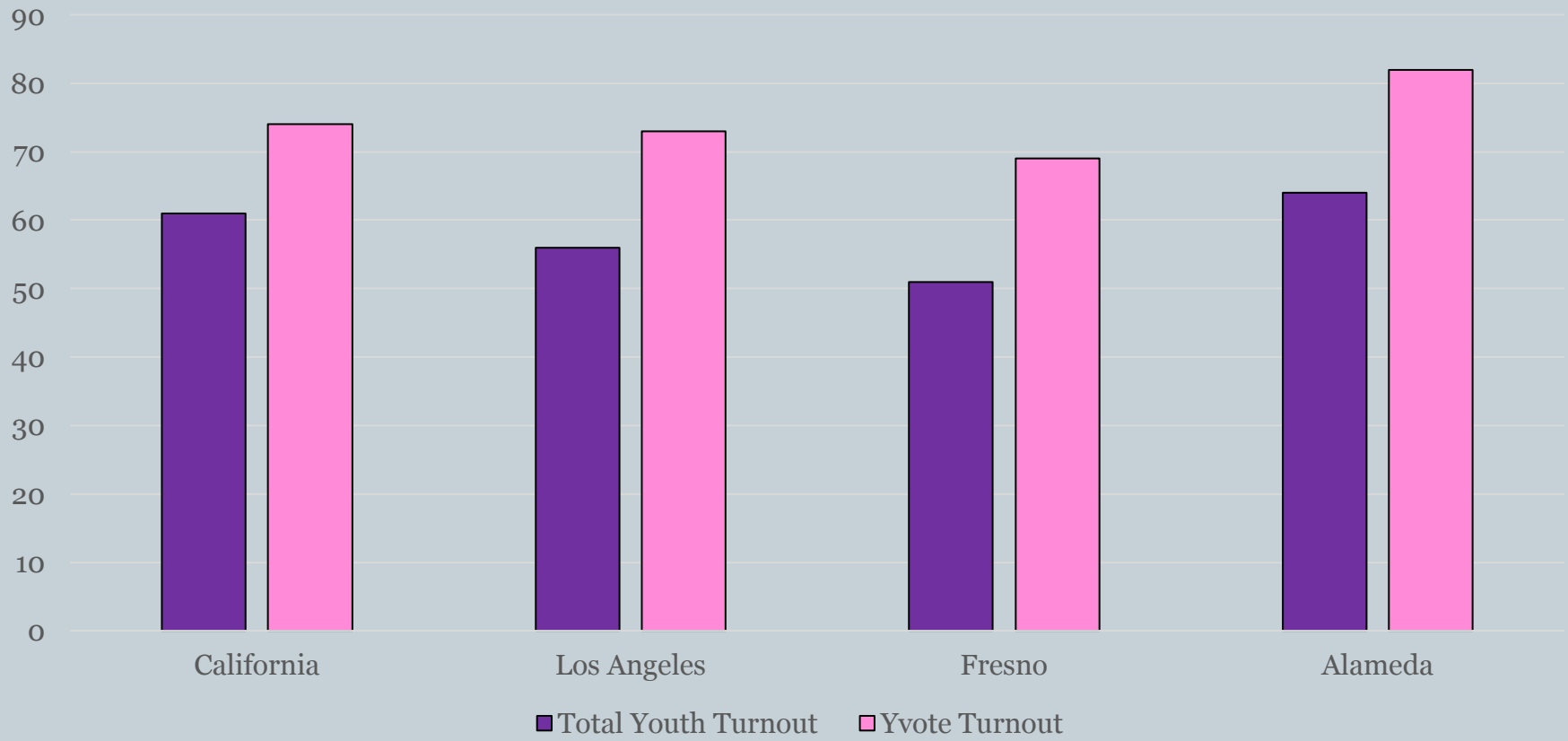
5

- Peer to Peer mobile calling of young voters of color using Political Data, Inc. (PDI);
- Individualized text messaging to remind constituents to vote including memes, infographics, polling location, nonpartisan voter guides; and
- Targeted digital media ads and content matched to constituents Facebook, Instagram, and twitter accounts.

Youth Turnout for November 2016

6

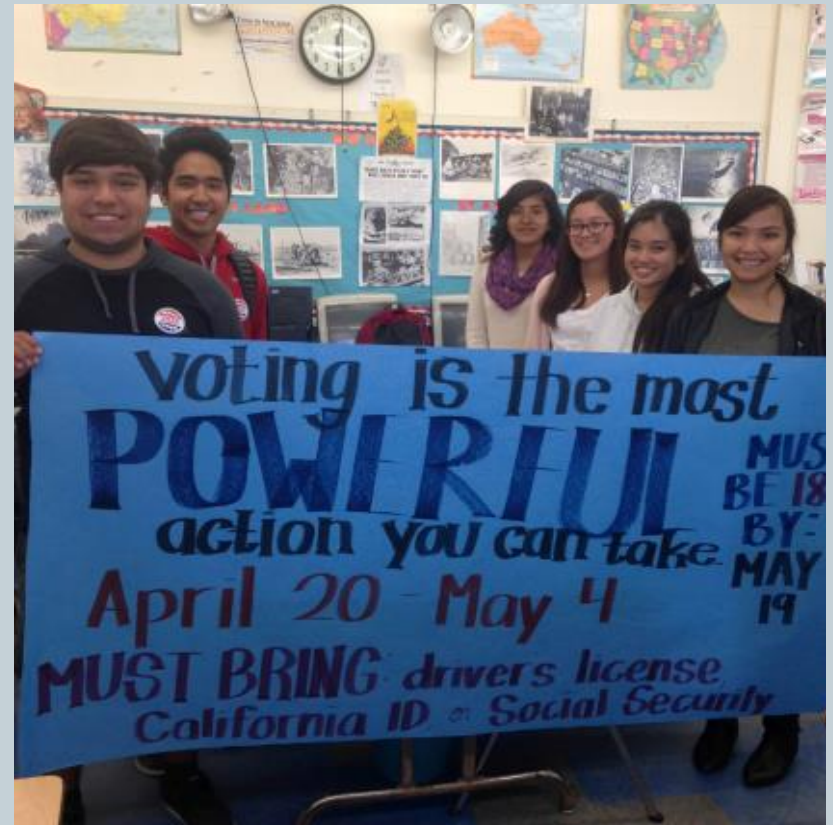
2016 Yvote Impact



Through Pre-Registration We Have Created A Culture of Civic Engagement in LAUSD

7

- More Students Feel Included
- Lowers the Barriers to Participation for Young Voters
- Focus is Voter Education Not Just Registration
- Since 2016, YVote has Registered or Pre-Registered 8,000 Students



Our Model is Based on Peer-to Peer Outreach and Youth-Led Voter Awareness

8

Voter Awareness



- Youth-Centered Communications
- Senior Assemblies
- Student Trainings*

Voter Registration



- Student-led
- Classroom Presentations
- Tabling Events

Voter Education



- Website
- Voter Guides
- Phone Banks

GOTV



- Text Reminders
- March to the Polls

* AB 1817, authored by Jimmy Gomez (D-Los Angeles), allows for pre-voter registration of high school students and gives students the ability to register their peers on campus.

Targeted School-Based Voter Engagement Helps Young Folks Understand The Impact Of Their Vote

9

- **Successful School-Based Efforts Have:**

- School Commitment
- Student Leaders
- Time Bound Goal
- Captive/Eligible Audience
- Incorporates Voter Education
- Include GOTV plan



Questions & Answers



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