**Get Out the Vote Project (Due Friday 2/19)**

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**Background:** Voting is one of the essential way citizens can access and change the political system yet the United States ranks “31st among the 34 countries in the Organization for Economic Cooperation and Development, most of whose members are highly developed, democratic states.”[[1]](#footnote-1) Only 65% of Americans are registered to vote and only about half of eligible Americans turned out the vote in the last presidential election.

However, its worst then that. Presidential General Elections have the highest turnouts.

* Local Elections fair particular poorly. The City of Flagstaff’s last charter election had only 6,392 ballots returned out of the 28,513 ballots sent out[[2]](#footnote-2)
* The 2012 presidential primary in AZ had less than 12% of eligible voters participate[[3]](#footnote-3)
* The 2014 midterms had the lowers turnout in 72 years with only 36% of voters participating[[4]](#footnote-4)
  + Arizona ranked near the bottom with 34% of eligible citizens participating, Maine led the nation with 59% participating
  + Turn out was particularly low among young voters (18-29) where well under 1 in 5 eligible voters participated[[5]](#footnote-5)

**Project Description:** You will do your small part to try to increase engagement in the democratic process. Your individual component has three requirements.

* **Personal appeal**: Ask all adults in your household if they plan on participating in the primaries. Remind them the deadline is on Monday and that they must register with a political party to participate. Independents CANNOT participate in AZ.
  + If they are willing to share, ask them if they vote in most elections and why or why not.
* **Visual Appeal:** Create a poster in Google Docs having these elements
  + A visual appeal to vote
  + An emotional **OR** intellectual appeal to vote
  + The deadline to register for the primaries
  + The date of the primaries
  + Reminding voters that they must register as a party to vote
  + Information on how to register: <http://www.azsos.gov/elections/voting-election/register-vote-or-update-your-current-voter-information>
    - Refer them to room 10 at lunch on Monday if assistance is needed
* **Social Media Appeal:** Create (and post if you parents allow you to) a social media appeal to vote giving the URL of where to register <https://servicearizona.com/webapp/evoter/selectLanguage> . You should use humor or other techniques to maximize likes, shares, retweets and other fancy social media terms. Acceptable mediums include:
  + A meme
  + Facebook
  + Twitter
  + Vine
  + Instagram
* **Optional Service Hours volunteers**
  + 2-4 students to go to senior advisories and remind them that the deadline to register is Friday.
  + 2-4 Students to man a few computers at lunch on Monday Feb 22
  + 2-4 students to man a few computers for 20 min after school on Monday Feb 22

On Friday you will get into groups and decide/ edit the poster you vote as most effective and put them up around campus. As a class we will decide on the most effective Facebook message for FALA’s web Page

**Assessment:** you will receive 10 points for each of the following:

* A high quality visual poster shared with me by Friday Feb 22
* A social media post (or fictional post) shown to me by Friday Feb 22
* A 1 paragraph reflection on: Why is voting important? Why do you believe turnout is so low? How can we as a society increase turnout?

1. <http://www.pewresearch.org/fact-tank/2015/05/06/u-s-voter-turnout-trails-most-developed-countries/> [↑](#footnote-ref-1)
2. <http://azdailysun.com/news/local/govt-and-politics/elections/flagstaff-voters-go-for-fall-elections/article_e27de0d0-d9f8-5384-be64-adbc3ea5e468.html> [↑](#footnote-ref-2)
3. <http://www.electproject.org/2012p> [↑](#footnote-ref-3)
4. <http://www.nytimes.com/2014/11/12/opinion/the-worst-voter-turnout-in-72-years.html?_r=0> [↑](#footnote-ref-4)
5. <http://www.electproject.org/home/voter-turnout/demographics> [↑](#footnote-ref-5)