Project Proposal, National Campaign

Eagleton Institute of Politics, Rutgers University

Prepared by

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Project Topic:

Voter Registration

Project Overview:

For our National Campaign project, RU Voting™ will be focused upon enhancing political awareness and political participation among students. We focused upon this topic due to the implications active political participation can have on our generation and society at large. Having a voice in politics through the powerful tool of voting is part of what enables us to make positive change in our daily lives through the political process.

Overall Goal: Increase student interest in politics, increase the number of registered voters, and increase voter turnout for Rutgers University, as well as for participating schools.

Events/Initiatives:

- Organize an RU Voting™ Club focused on increasing voter registration, awareness, and participation.
  - Goal= 25-30 members within a year
- Hold 1 club organized “Pizza and Politics” Event – A student event featuring a public speaker, student panel, or debate, with free food served. Voter registration efforts also will be provided during this event.
  - Goal= 50-75 attendees
- Hold 1 club organized “Popcorn and Politics” Event – Student event featuring a politically styled documentary, movie or show screening with discussion to follow. Voter registration also will be available during this event.
  - Goal=50 attendees

Measurable Goals

- Increase Number of Registered Voters
  - Hold two club organized campus-wide voter registration drives
- National Voter Registration Day
- Constitution Day
  - Goal= Increase in registrants by 5-10%
- Increase Interest in Politics/Voting
  - Make greater use of existing Youth Political Participation/RU Voting social media tools
    - Post 5-7 items/week
    - Increase likes/shares by 5-10% in one year
- Increase Voter Turnout Rates
  - Social Media
    - Starting 1 month before election, club will post weekly, reminding students to vote and where to vote.
    - 1 week before election, increase posts to every other day.
      - Goal=5-10% increase in turnout
  - Flyers
    - Create weekly flyers and circulate among Rutgers Housing, at campus Student Centers, and other Rutgers club meetings.
  - Advertisements on Rutgers TV and Radio networks, Rutgers University’s Webpage
  - E-mail blast from the President’s office

**Collaboration:**

Collaboration with other consortium schools will be very useful in attempts to obtain our goal in the sense that they can either adopt a similar plan of action as the one proposed in this document, or they can direct students at their schools to our website or social media outlets. Doing so will allow our message of the importance of voter registration, participation, and awareness to spread. Also, any consortium schools that already have voter-oriented events or resources in place would serve as a great jumping off point to add to our efforts.