

Situation Analysis: National Voter Registration Day (NVRD) is a holiday celebrated on the fourth Tuesday of every September. Its goal is to focus attention on the importance of registering people to vote. Every year, the Indian River County Supervisor of Elections office plans an event to raise awareness about the importance of registering to vote, as well as, registering voters on NVRD. We began planning for our upcoming event by analyzing the past events that we have done on NVRD to see what areas we can improve on.

One of the problems we noticed while analyzing past campaigns was the lack of new voter registrations generated from the NVRD events. In the past two events (2017,2018) the Elections Office was only able to register 20 total new voters through the NVRD events. When looking at the market segmentation of the facilities we held past NVRD events at, we realized the majority of traffic at these locations are already well over the voting age (18+) and therefore more inclined to already be registered to vote. We also realized that there wasn't a set target audience, which made it difficult to communicate to the audience itself.

Objective: We wanted to devise a program that garnered more attention for the NVRD event, and that yielded an increase of new voter registration applications over the last few events. In 2017, we registered just five voters from our NVRD event at the healthcare facility. In 2018, we registered 15 voters at the local state college. We didn't get any media attention for either one of the NVRD events we held in 2017 and 2018. In order for us to meet our objectives it requires strategically planning an event centered around our target audience of new voters. Also, a set communication strategy that will get our message across to the audience.

Implementation: As we alluded to above, we found research that suggested that a lot of residents over the age of 18 are already registered to vote. According to the United States Census Bureau, 73% of the 75+ year olds are registered to vote, 74% of the 65-74 are registered to vote, 66% of 45-64 are registered to vote, 55% of 25-44 are registered to vote, and 46% of the 18-24 year olds are registered to vote. This information helped us develop a target audience. We knew from this research that if we wanted to get the most amount of new voter registrations our target audience would have to be a younger demographic who aren't currently registered at nearly as high of a percent as the other groups. Our target audience became Indian River County residents aged 16-24. We then began to focus specifically on high school and college students. In the State of Florida, you can pre-register to vote at the age of 16. With our market defined we started researching ways to reach our target market. We decided to reach out to the five local high schools and one college to see if we could hold our NVRD event on each campus. They all were supportive of the cause and we reserved a time and date at each school for our NVRD event to be held on September 24, 2019. After securing the place for the event, we wanted to find ways to reach out to our target audience to let them know about the event. According to Pew Research, 90% of 18-29 year olds have at least 1 social media account and 36% actively use that account to consume news. We began crafting a social media calendar so that we had posts scheduled leading up to the event. We realized that a lot of students don't follow the Indian River County Supervisor of Election on social media, so we enlisted the six local schools, as well as, the school district to join us on our social media countdown to NVRD. In a coordinated effort with the six schools and school district, we all posted count-down graphics and school specific information starting a week before the event, as outlined in our social media calendar. Our posts were garnering a lot of support as news outlets and politicians began retweeting posts about NVRD. We also used the hashtag #NationalVoterRegistrationDay to help track social media posts for the event. With the social media plan enacted, we still wanted to figure out other ways to communicate our message to our audience. We understood that our target audience spends a good majority of their day at school. This led us to creating a video hyping up NVRD and letting the students know where to go and what they will need to register. We used local high school students to star in the short video to try to encourage their classmates to show up on NVRD to register to vote. We chose to use high school students because of the mere-exposure

effect which states you are more inclined to like or listen to a message when it is coming from a familiar source. This video was played on the morning announcements starting on the Friday before NVRD and going until NVRD. Also, a week before NVRD we distributed NVRD posters to each school with the date, time and location of our NVRD event. We did this to continuously remind students as they roam the halls that we are going to be holding an event their soon. Another unique thing we did was we utilized the school districts e-mail and texting system to send out messages to students about the upcoming NVRD. We also sent out press releases to local media outlets detailing our plans for the NVRD event. On the day of event, we setup in the most trafficked areas on campus. We had our table setup with NVRD signs, stickers, pens, and candy to help attract the students to the table. The stickers worked especially well as they became walking advertisements for our campaign.

Evaluation: Evidenced by the bar graph, we were able to secure 55 new voter registrations at our NVRD event. This equates to a 367% increase over the number of new registrations we got in 2018, and an astounding 1100% increase over the number of new registrations we received in 2017. By leveraging the social media accounts of the local high schools, college, and school district, we were able to maximize our messages reach within the community. We also had a number of media outlets sharing our posts on social media, and even our State Senator retweeted the event! The event was also documented by a local newspaper and appeared on VeroNews.com. The NVRD event helped us to develop a strong relationship with our local schools, school district, and community. We had a lot of great feedback from the community about the success of our NVRD event.

Budget: We had a \$100 budget for the NVRD event, so we had to be extremely frugal with how we distribute the funds. This budget doesn't include staff time, but would be a potential additional cost to other organizations. Since we had to be frugal with the planning and implementation of NVRD we utilized as many free things as possible. A lot of the NVRD graphics, stickers, and posters were donated to us, free of charge, or created in house. This really helped us keep the costs down. We had 1 dedicated employee working on the implementation of the project (Social Media, Planning, etc.). We also utilized a blend of staff and volunteers to help man the booths at each of the schools on NVRD. We did purchase bags of candy to pass out at the tables during the event. We went to Sam's club to get the best bang for our buck and spent \$90. Our total amount spent out of our pocket was \$90 or \$1.64 per new voter registration received. Comparing the budget to past NVRD event's, 2018 event was \$25 spent or \$1.65 per new voter registration received, 2017 event was \$25 spent or \$5 per new voter registration received. We were able to keep our cost per new voter registration received to the lowest amount in the past three years, while increasing the number of voter registrations by 367% and 1100% over previous years!