

## Forsyth Technical Community College, Winston-Salem, NC | Action Plan

### Event Overview: "Vote Early, Vote Often: A Campus and Community Celebration"

#### Objectives:

1. **Increase Awareness:** Educate students and community members about the importance of voting early and how it can influence the democratic process.
2. **Encourage Participation:** Facilitate early voting by providing resources and removing barriers that prevent students and community members from casting their votes.
3. **Foster Community Engagement:** Strengthen ties between the campus and the broader community through collaborative events and initiatives.

#### Event Components:

##### 1. Early Voting Kickoff Rally:

- **Location:** The event will be held at the [Name of Early Voting Location] on campus, which is conveniently located near the student center, ensuring high visibility and easy access for students and community members.
- **Activities:**
  - **Speakers:** Invite local leaders, faculty members, and student representatives to speak about the significance of voting and civic participation.
  - **Live Music and Performances:** Feature local bands and student performers to create an energetic and engaging atmosphere.
  - **Food Trucks:** Partner with local vendors to provide food options, encouraging students and community members to stay and participate.

##### 2. Voter Education Workshops:

- **Purpose:** Educate students about the voting process, including how to register, where to vote, and the importance of early voting.
- **Workshops:**
  - **How to Vote:** Step-by-step guidance on the voting process, including a mock voting station to familiarize students with the experience.

- **Understanding the Ballot:** Information sessions about local and national issues on the ballot, helping students make informed decisions.
- **Importance of Early Voting:** Highlight the benefits of early voting, such as avoiding long lines and having flexibility in scheduling.

### ***3. Community Engagement Fair:***

- **Purpose:** Connect students with local organizations and resources that support civic engagement and community involvement.
- **Activities:**
  - **Organization Booths:** Invite local nonprofits, advocacy groups, and political organizations to set up informational booths.
  - **Volunteer Opportunities:** Promote volunteer opportunities related to voter registration, canvassing, and other civic activities.
  - **Interactive Displays:** Set up interactive displays that highlight historical voting milestones and the impact of young voters on elections.

### ***4. Transportation and Accessibility:***

- **Shuttle Services:** Provide free shuttle services to transport students and community members to and from nearby early voting locations if they are not on campus.
- **Accessibility Accommodations:** Ensure that all event areas are accessible to individuals with disabilities, providing necessary accommodations as needed.

### ***5. Social Media Campaign:***

- **Objective:** Extend the reach of our activation by promoting it on social media platforms and encouraging students to share their voting experiences.
- **Strategies:**
  - **Hashtag Campaign:** Create a unique hashtag (e.g., #VoteEarlyFTCampus) to encourage students to share their voting experiences and engage with the event online.
  - **Photo Booth:** Set up a photo booth with "I Voted Early" props and backdrops to encourage social media sharing.
  - **Live Streaming:** Broadcast key moments of the event, such as speeches and performances, to reach a wider audience.

## Impact and Outcomes:

By implementing this activation, we aim to achieve the following outcomes:

4. **Increased Voter Turnout:** Encourage more students and community members to participate in early voting, resulting in higher voter turnout.
5. **Enhanced Civic Awareness:** Educate attendees about the voting process and the significance of their participation in democracy.
6. **Stronger Community Bonds:** Foster a sense of community and collaboration between students, faculty, and local organizations.
7. **Ongoing Engagement:** Inspire attendees to remain engaged in civic activities beyond Vote Early Day, contributing to a culture of active citizenship.

In conclusion, our Vote Early Day activation will serve as a catalyst for increased civic engagement on our campus and in our community. By providing educational resources, facilitating access to early voting, and fostering a sense of community, we aim to empower individuals to make their voices heard and shape the future of our society.

## Focus:

Our Vote Early Day activation will focus on the following actions to measure success and ensure we effectively engage our campus and community in the voting process:

## Focus Areas:

### 8. Voter Turnout at Our Event:

- **Goal:** Increase the number of voters who cast their ballot at our event or as a direct result of our activation efforts.
- **Strategy:** Host a dynamic and engaging event at our early voting location, with activities and incentives to encourage attendance and participation.
- **Tracking:**
  - **Partnership with Election Officials:** Collaborate with local election officials to track the number of votes cast at the event's location during our activation. We will coordinate with polling staff to collect real-time data on the number of ballots cast.
  - **Voter Check-In:** Set up a voter check-in booth where attendees can voluntarily sign in to indicate they have voted at the event, providing us with direct feedback on participation.

### 9. Providing Voter Information:

- **Goal:** Equip voters with essential information on where and how to vote early, increasing awareness and access to voting resources.
- **Strategy:** Use informational booths, workshops, and digital resources to educate attendees about their voting options, including nearby polling locations, voting hours, and ballot information.
- **Tracking:**
  - **Informational Materials Distribution:** Count the number of informational flyers, pamphlets, and digital resources distributed during the event.
  - **Surveys and Feedback Forms:** Conduct post-event surveys and feedback forms asking participants whether they received new information about voting locations and procedures. Use QR codes linked to an online survey to facilitate easy and quick responses.

#### **10. Encouraging Voter Planning:**

- **Goal:** Assist voters in making a plan to vote early, thereby increasing the likelihood of their participation in the election.
- **Strategy:** Facilitate workshops and one-on-one sessions that guide attendees through the process of creating a personalized voting plan, including selecting a date and time to vote, arranging transportation, and understanding what to bring to the polls.
- **Tracking:**
  - **Voter Pledge Cards:** Distribute voter pledge cards where attendees can commit to a specific voting plan, and collect these cards for tracking.
  - **Online Voting Plan Tools:** Utilize online platforms where participants can document their voting plans, allowing us to monitor engagement and follow-through.
  - **Follow-Up Communication:** Implement a system for sending reminders and follow-ups to those who have made a voting plan at our event, tracking the number of contacts and responses.

#### **Overall Impact Assessment:**

To measure the overall impact of our activation, we will compile data from all focus areas and analyze the results to determine our success in each metric. We will also:

- **Feedback and Reporting:** Collect qualitative feedback from participants, volunteers, and partners to understand the event's effectiveness and areas for improvement.
- **Social Media Engagement:** Monitor social media engagement and use of our event-specific hashtags to gauge the reach and impact of our activation beyond in-person attendance.
- **Post-Event Evaluation:** Conduct a comprehensive post-event evaluation, including a debrief with all stakeholders, to assess our achievements against set objectives and strategize for future efforts.

### Conclusion:

Our Vote Early Day activation aims to create a significant impact by focusing on increasing voter turnout, providing critical voting information, and encouraging voters to make and execute a voting plan. By tracking these efforts meticulously, we can measure our success and contribute meaningfully to the democratic process, ensuring that more voices are heard and represented in our elections.

### Estimated Number of Voters:

We estimate that our Vote Early Day activation will reach approximately **1,500 to 2,000 voters**. This projection is based on our previous event participation, current student and community engagement levels, and the strategic outreach efforts we plan to implement.

### Breakdown of Estimated Reach:

#### 11. On-Campus Engagement:

- **Direct Participants:** We expect around **500 students, faculty, and staff** to attend our on-campus event. This estimate is based on the turnout from previous similar events and our increased promotional efforts.
- **Informational Booths:** These will allow us to engage with an additional **300 individuals** who may pass by or visit during the day.

#### 12. Community Outreach:

- **Local Residents:** By collaborating with community organizations and utilizing local media outlets, we anticipate reaching approximately **400 local residents** who are eligible to vote.

- **Partnerships:** Engaging with local businesses and community leaders will help us extend our reach by another **200 individuals**, leveraging their networks.

### **13. Digital and Social Media Campaigns:**

- **Social Media Reach:** Through targeted social media campaigns, we aim to engage with about **600 people** across various platforms. This includes students who may not be physically present at the event and community members who follow our digital channels.
- **Email Newsletters:** By sending informational emails to our mailing list, we expect to reach an additional **200 subscribers**, providing them with resources and reminders about early voting.

### **14. Early Voting Site Traffic:**

- **Engagement at Polling Location:** With the early voting location near our campus, we anticipate engaging directly with **200 voters** on the day of the event, providing information and assistance as they arrive to vote.

## **Total Estimated Reach: 1,500 to 2,000 voters**

This estimate takes into account various outreach methods and the potential multiplier effect of each engagement. By utilizing a combination of in-person, community, and digital strategies, we aim to maximize our impact and ensure that our efforts lead to increased voter participation and awareness in our community.