

PRINCETON UNIVERSITY

ELECTION 2024

VOTING ACTION PLAN



THE OFFICE OF THE DEAN OF UNDERGRADUATE STUDENTS
THE PRINCETON VOTE 100 INITIATIVE

Contact Ian Deas or Carlos Ortiz with questions:
deas@princeton.edu | co4070@princeton.edu



VOTE 100

Vote 100 is a nonpartisan campus campaign encouraging all Princetonians to engage, either as an eligible voter or supporter, in every election. We see this as a tangible way to live the University's unofficial motto of "In the Nation's Service and the Service of Humanity." Sponsored by the Office of the Dean of Undergraduate Students and led by an enthusiastic team of student leaders representing a myriad of academic and co-curricular interests, the Vote100 team works with communities across campus to encourage civic engagement in all forms.

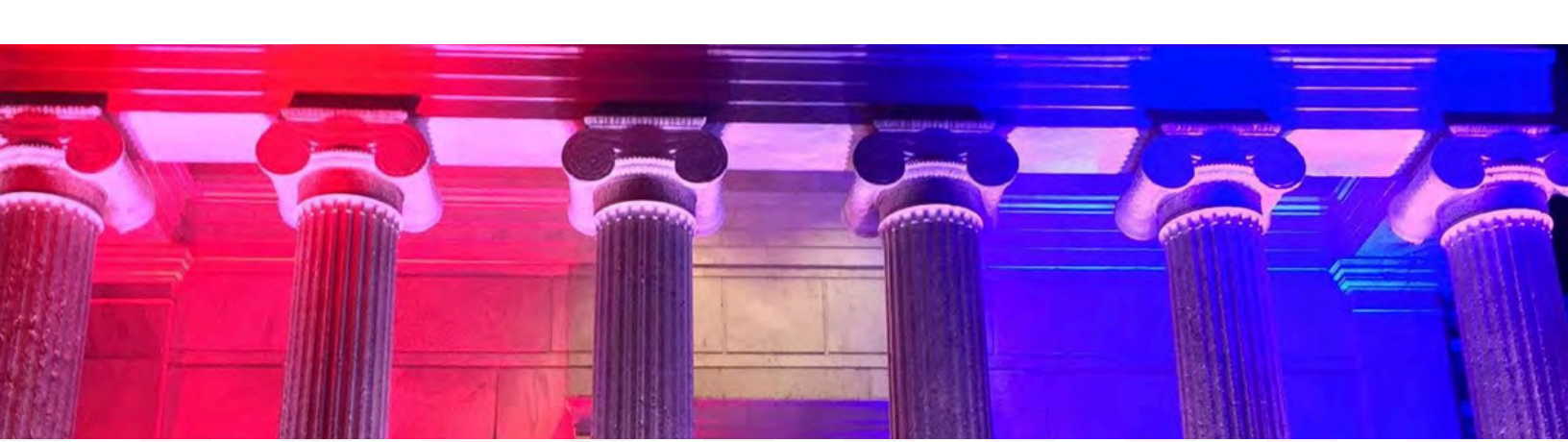


SUMMER 2024

Vote 100's collegiate voter engagement work for the 2024 general election began in earnest during summer 2024 with five undergraduate interns reviewing Princeton's NSLVE data from previous elections to develop a tailored approach to voter engagement in fall 2024.



Vote 100 summer interns sent a personalized outreach and voter information email to every member of the Class of 2028, directing them to TurboVote, an online platform for students to register, request a mail-in ballot, and receive reminders. These 1400+ emails were in addition to the voting module within the curriculum in the new student orientation program.



FALL 2024

Universities play a pivotal role in shaping active citizens, including engagement in the political process. Delineated below are planned activities to increase voter registration, education, and participation amongst Princeton students during the 2024 general election. The primary focus of the plan is to foster an ethos of nonpartisan political engagement and eliminate common barriers to voting.

9/10

Presidential Debate Watch Party

9/17

National Voter Registration Day

9/17

New Jersey Ballot Bowl Kickoff

9/25

Vote100 Student Tabling

9/27

Stand Up and Vote Comedy Show

9/28

New Jersey Collegiate Voting Summit

10/1

Vice Presidential Debate Watch Party

10/7 - 10/11

National Voter Education Week

10/29

Tiger Ballot Day (Vote Early Day)

11/5

Election Day & Election Watch Party

National Voter Registration Day (9/17)

A voter registration event in Frist Campus Center featuring one-stop registration (postage, notary, etc.) and social media activations throughout the day.



NJ Ballot Bowl Kickoff (9/17)

An event hosted at William Paterson University by the NJ Department of State, the kickoff marks the start of the NJ Ballot Bowl, a voter registration competition between 15 colleges in the state, including Princeton University. Tahesha Way, Lt. Governor of NJ, will preside.

Stand Up and Vote Show (9/27)

A comedy show and conversation on the importance of voting with a Princeton faculty member in Richardson Auditorium.



NJ Collegiate Voting Summit (9/28)

An event, hosted by ODUS, which brings students and staff from colleges across the state to Princeton for a summit on voter registration and engagement strategies. This year's summit will feature New Jersey Lt. Governor Tahesha Way.

Debate Watch Parties (9/10 and 10/1)

Watch parties featuring food, giveaways, and voter registration opportunities will be hosted for the scheduled presidential and vice presidential debates on September 10th and October 1st, respectively.

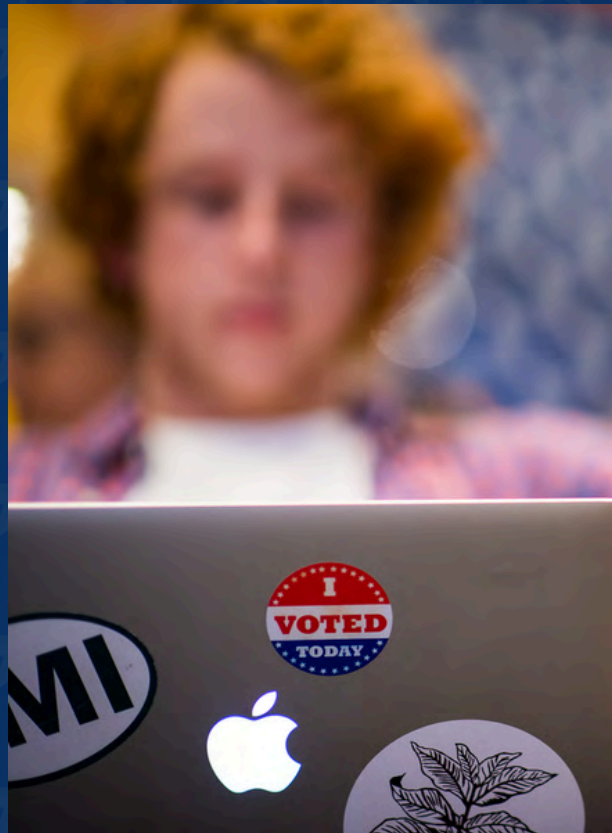


Election Day and Watch Party (11/5)

Election Day will feature free Lyft rides to the Hook & Ladder polling location for students, social media activations, tabling across campus, and a watch party in Whig Hall, open to all.

COMMUNICATIONS

A robust communications strategy is an integral part of the fall 2024 action plan to engage students that are less likely to attend in-person activities. The communications plan includes direct email outreach, social media campaigns, postering across campus, and multi-media messaging shared in dining halls, recreational facilities, and at varsity athletic competitions. A range of photos and videos focused on student voices will be shared to inspire action and engagement amongst students.



#MYVOTEMATTERS

The #MyVoteMatters campaign will leverage personal stories and perspectives to affirm the importance of voting and encourage students to get involved. All Princeton affiliates are encouraged to participate in this campaign.



Scan the QR Code to access the 2024 Election communications toolkit. For questions, please contact Ian Deas (deas@princeton.edu) or Carlos Ortiz (co4070@princeton.edu).

