



Voting Power Hours: Friends don't let friends ghost the vote

To build excitement and momentum as the November 3rd election approaches, the ALL IN Campus Democracy Challenge is co-hosting a week of “[Voting Power Hours](#),” where students will learn about reaching out to their friends and families via text and encouraging others to vote. This opportunity is particularly exciting because it expands participation, and looks to engage college voters at public and private colleges and universities across the country. In this time of remote learning with peers spread across the globe, collaborating in meaningful ways with students from the widest range of experiences, locations, and backgrounds is even more important.

Participating students will have opportunities to interact with hosts who have volunteered to help — Emma Stone, Selena Gomez, John David Washington, Ramy Youssef, Jessica Chastain, Damien Chazelle, Jon Chu and Dave Matthews are a part of this effort. Additional hosts and surprise DJs will be announced over the week. These events serve as direct and authentic engagements for students -- with the goal of building on the idea that *all* members of this society have a collective responsibility to be active participants in a thriving democracy.

Events will be streamed via sponsoring organization’s social platforms, and use the Outvote app ([outvote.io](#)), which has been used for events sponsored by [When We All Vote](#) (a national non-profit, nonpartisan organization). Students can attend one event and return for as many as they like. Because students are texting people they know, engagement is far higher than events where participants reach out to strangers. Recent studies find that friend-to-friend texting may be the most effective voter mobilization action, increasing the likelihood of voting by approximately 8 percentage points.

Millennials and GenZ voters are the largest demographic of eligible voters in this election, and every voice needs to be heard. Those who are not eligible to vote are welcome to join and text others to make voting plans, because everyone should participate in the democratic process. We believe that friends don't let friends 'ghost the vote'!