YOUTH VOTER ENGAGEMENT COMPETITION

Young people are the best resource for engaging and inspiring their peers to register to vote. Through this competition, teams of Louisville high school students will receive funding to create innovative projects that will inspire, motivate, and ultimately bring first-time voters to the polls.

COMPETITION’S FOCUS AREAS

- **Innovative ideas to register first-time youth voters.** What prevents young people from registering to vote and how do we combat these issues?
- **Innovative ideas to get first-time voters to the polls.** What prevents young people from voting and how do we combat these issues?
- **Making voting a family affair.** How can youth voters inspire and support their families to register to vote?
- **Innovative ideas to engage youth in modern voting rights efforts,** specifically around voting rights restoration.

COMPETITION OVERVIEW

Create a campaign that inspires your peers to get out the vote!

Awards will be given for the following categories:

- Most Creative Campaign
- Most Powerful Campaign
- Most Inspiring Campaign
- Best Overall Campaign

***Best Overall Campaign will be invited to march in the Pegasus Parade on April 30, 2020.***

PARTICIPATION CRITERIA

- One team per Jefferson County High School (public or private). (40 teams in total, maximum).
- Teams may consist of **no more than 20 students and 2 staff/faculty** member advisors.
- Must have **at least 1 school staff/faculty member** advisor.
- Must **submit an enrollment form** by **February 3, 2020.**
- Each participating school will **receive a $300 grant** from the Frazier History Museum to support the creation of the team’s project.
  - These funds must be managed by the team staff/faculty advisor.
  - The advisor is required to submit budget documentation and receipts for all project expenses by **April 8, 2020.**

AWARD CRITERIA

Teams must create a campaign or project to:

- **Inspire teens to register to vote** and head to the polls on Election Day
- Consider methods to **inorporate younger teens** that are not yet eligible to vote; and incorporate the wider community / family members
- Create a campaign that is **sustainable, carrying into the future,** specifically Election Day 2020.
- Explore **multiple mediums** for the campaigns (social media, videos, flyers, apparel, and posters).
- **All team members** must participate.
- Teams must provide photos, videos of their projects, as well as outcomes, documentation, and a narrative of their project.

Projects will be judged based on their outcomes, impact, reach, creativity, and sustainability.