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## Young Voter Strategies 2006 Grantees

### And the winners are...

In 2006 Young Voter Strategies held a competition to choose the best non-partisan projects around the country to register 350,000 young voters using innovative and replicable methods of voter outreach. The project, funded by a \$3 million grant from The Pew Charitable Trusts, will not only register 350,000 young voters but will also analyze the efficacy of various registration strategies. In 2006, groups will register voters using innovative internet, email, and mobile phone strategies, streamlined peer-to-peer tactics, presentations by religious leaders and college professors, and creative outreach by celebrities and musicians at concerts.

After the elections, Young Voter Strategies and a team of academic researchers will analyze each project to create a "Young Voter Toolkit," a compilation of 2006 registration results and best practices learned from a decade of youth outreach that will outline the nuts and bolts of involving youth in elections. The toolkit will be available to the public, opinion leaders and non-profits as they build strategies for the 2008 elections. The 14 organizations part of Young Voter Strategies 2006 registration project are:

**Allegheny College's Center for Political Participation (CPP)**, housed at one of Pennsylvania's top colleges, aims to reenergize democracy with its combination of student-centered programs, community outreach, and scholarly activities. In 2006, CPP will recruit and train student leaders at 30 community colleges in Ohio and Pennsylvania to register new voters on campus and in their communities. Simultaneously, CPP will gather data to create a voter registration

model that can be used at any of the more than 1100 U.S. community colleges nationwide, which enroll 11 million students—46 percent of all undergraduates. The project will be directed by Daniel Shea, CPP director and author of the forthcoming book *The Fountain of Youth: Political Parties and the Mobilization of Young Americans*.  
<http://cpp.alleggheny.edu>

**The American Association of State College and Universities (AASCU)** represents 430 public colleges and universities, attended by 3.7 million students. In 2006, AASCU's American Democracy Project will tap into this vast network to register young voters at 80 campuses. Administrators and student coordinators will team up to register young voters at home, in class, in dorms, and on campus through peer-to-peer outreach, encouragement from professors in class, direct mail, and email. Two leading voter mobilization researchers will work with AASCU to evaluate which techniques register the most state college students and find out which is most likely to result in a vote cast on Election Day. The results can be applied by future registration projects at public colleges, which enroll six million students nationwide. [www.aascu.org](http://www.aascu.org)

**Black Youth Vote! is a project of the National Coalition on Black Civic Participation (NCBCP)**, which for 30 years has worked with African-American community groups to make voting and civic participation a cultural tradition. Mobilizing young voters through Black Youth Vote is an integral part of NCBCP's mission: people under 35 years of age make up nearly half of the African-American population and, in 2004, young African-American turnout jumped 11 percentage points—a larger jump than any other racial or ethnic group. In 2006, Black Youth Vote will register 18 to 29 year old African-Americans in Alabama, Florida, Georgia, Louisiana, Maryland, Michigan and Texas, through peer outreach at colleges, high schools, and community events, with a specific focus on registering evacuees of Hurricane Katrina. [www.bigvote.org](http://www.bigvote.org)

**Brimstone Services** will partner with many of today's top Christian rock and hip hop artists to mobilize young Evangelicals to register to

vote in 2006. By combining star power, high visibility, grassroots organizing, and online tactics, Brimstone will get young Evangelicals registered at and after artists' shows. Artists working to get these young voters registered include Cross Culture and the Katinas.

#### **Building Blocks, Building Votes**

is the Oregon Bus Project's signature non-partisan neighbor-to-neighbor voter turnout program, focused on mobilizing young apartment renters in urban areas. Approximately three-quarters of 18 to 24 year olds are renters and 73 percent move every year, according to the Census Bureau, requiring them to reregister annually. In 2006, Building Blocks, Building Votes will recruit and train young people in Oregon's densest, youngest neighborhoods to register their friends and neighbors. Personal contact with peers and neighbors is a proven way to increase voter turnout; Building Blocks, Building Votes' apartment building and block captains will register their neighbors with a simple knock on the door. Further, the group will work with political science professor David Nickerson to track and evaluate how well door-to-door, neighbor-to-neighbor outreach works and its impact on voter turnout.

[www.buildingvotes.org](http://www.buildingvotes.org)

#### **The Center for Civic**

**Participation (CCP)** is the largest coalition of non-partisan voter outreach groups in the U.S. Working with state and local affiliates, CCP is dedicated to increasing civic engagement by individuals and organizations, with a focus on historically underrepresented communities. In 2006, CCP's partner, Michigan Voice, will register young voters across the state, including Detroit, Flint, Ann Arbor, Grand Rapids, Lansing and Kalamazoo, with special attention paid to young Arab Americans and young people of faith. Michigan Voice will register young voters using three primary non-partisan methods: peer outreach in social settings, encouragement by religious leaders at worship services, and staff outreach at social service agencies; a researcher will then analyze their program results to determine which messengers, methods, and venues work best to register young voters.

[www.centerforcivicparticipation.org](http://www.centerforcivicparticipation.org)

**The League of Young Voters**

**Education Fund** engages young adults, both in college and working, in our democracy. In 2006, the League will use peer outreach, community events, and door-to-door canvassing to register voters in disenfranchised communities in Maine, Wisconsin, Maryland, Pennsylvania, and New Mexico. Further, in Wisconsin and Maine, the League will register young voters on Election Day through "Parties at the Polls." Partnering with an academic researcher, the League will measure how well each technique works and examine the relationship between when a person registers and whether or not that person votes.

[www.youngvoter.net](http://www.youngvoter.net)

**Mobile Voter** will register 18 to 29 year old voters through an innovative non-partisan project using text messaging technology, publicity, celebrity and musician endorsements, and grassroots outreach. Mobile Voter, a leading mobile technology innovator, uses mobile devices to make voter registration simpler and more accessible. In 2006, Mobile Voter and partners will register thousands of young people at concerts, fairs, on campus, and in the streets through an easy-to-use "text-to-register" system. At concerts, musicians will encourage concert-goers to send a text message to receive a voter registration form via email; in cities and on campuses, billboards and posters will inform young people how to text-to-register. This project, the first-ever multi-state effort of its kind, will demonstrate how mobile technology can literally put democracy at our fingertips. [www.mobilevoter.org](http://www.mobilevoter.org)

**The National Council of La**

**Raza**, the nation's largest national Hispanic civil rights and advocacy organization, will register young Hispanic voters, the fastest-growing group of young people in the U.S. Adults under 30 constitute 33 percent of the entire adult U.S. Latino population. In 2004, there were nine million 18 to 29 year old Hispanics in the U.S., up 15 percent from 2000, and on Election Day, they voted at a rate six percentage points higher than in 2000. In 2006, La Raza will mobilize this large and growing constituency through its network of 300 community-based organizations, registering young Latino adults at community

centers, service centers, and on campus in ten states (California, Colorado, Florida, Iowa, North Carolina, New Mexico, Ohio, Oklahoma, Tennessee, and Wisconsin). [www.nclr.org](http://www.nclr.org)

**Rock the Vote Education Fund**, a long-time leader in youth voter registration, is combining strategic partnerships and visibility campaigns to register 50,000 young voters at [www.rockthevote.com](http://www.rockthevote.com). The group is concentrating specifically on Arizona, California, Florida, Ohio, and Pennsylvania and is currently working on developing partnerships with Google and Yahoo to target young people in these target states. RTV will have a presence on MySpace.com in these states as well. [www.rockthevote.com](http://www.rockthevote.com)

**The Student Public Interest Research Groups (PIRGs)** have 30 years of experience mobilizing college students to reenergize democracy. In 2004, the Student PIRGs ran the successful New Voters Project, the largest non-partisan, youth-targeted grassroots voter mobilization project in U.S. history. It registered 524,000 young adults and contacted 530,000 through a massive get-out-the-vote program. In 2006, the New Voters Project will build upon that success by registering students at colleges and universities in California, Arizona, Wisconsin, Colorado, New Mexico, Maryland, New Jersey, Massachusetts, Washington, Oregon, Ohio, Indiana, and Connecticut. From their work, we will refine best practices for registering college students in many venues, including in class, at events, and at home. [www.newvotersproject.org](http://www.newvotersproject.org)

**Voto Latino** is a non-partisan, youth-driven national organization founded to create a unified voice for Latino youth and young adults. Currently, there are seven million registered Latino voters in the U.S., but another eight million eligible and not yet registered. Many are young adults: 18-29 year olds make up one-third of the entire adult U.S. Latino population. In 2006, Voto Latino will register thousands of young Latinos through the Voto Latino Dares YOU! Challenge, a project that combines celebrity influence, major media partners and the

latest technology to encourage young adults to register to vote via cell phone. Local Street Teams, recruited by Voto Latino, will compete with one another to register the most young Latinos in 2006. [www.votolatino.org](http://www.votolatino.org).

**We Care America** (WCA) is a nonprofit, nonpartisan faith-based organization with a proven track record of conducting successful outreach among faith-based populations. In 2006, We Care America will support and leverage public, corporate and private resources in the religious community to register young adults in nine states through WCA's network of churches, community service centers, and other faith-based affiliates. Significant strategic methods used will include traditional targeted marketing techniques as well as advanced technology, influential new media, and online social networks. [www.wecareamerica.org](http://www.wecareamerica.org)

**Women's Voices, Women Vote's** (WVWV) mission is to ensure that unmarried women—one of the largest, fastest-growing group of voters in the U.S.—do not remain on the sidelines of our democracy. In 2004, young women led the youth voter turnout increase, thanks in part to WVWV's outreach, including a 16-state voter registration and turnout campaign and public service announcements featuring Jennifer Aniston and Helen Hunt. In 2004, unmarried women increased their share of the electorate from 19 percent in 2000 to 22.4 percent. In 2006, Women's Voices, Women Vote will use strategic direct mail, email, and phone outreach in 16 states; the subsequent analysis of this project by professional researchers will be an invaluable tool for groups and campaigns seeking to register young single women in future elections. [www.wvvv.org](http://www.wvvv.org)

**Working Assets** is the fifteenth and final addition to the 2006 YVS voter registration project. Working Assets is funding last minute field-based, nonpartisan voter registration in low-income and minority communities around the country and YVS is excited to help them expand this effort to include the targeting of youth. [www.workingassets.org](http://www.workingassets.org)

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