



## Election 2016: Voter Engagement Campaign

**Vote like the world depends on it** is a new campaign that will target globally minded millennials to get them excited to vote in November. As a non-partisan campaign, we are not trying to influence who they vote for, but we want them to tell the world which issues are motivating them to get to the polls. Campaign messages will revolve around sustainable development and will emphasize the importance of continued U.S. engagement in the world.

This campaign will emphasize that this election will determine the role the U.S. plays in:



### Partner Content

We will offer white-label messaging and content that partners can use on their own platforms and social channels to speak to their supporters in a non-partisan capacity on the importance of voting in this election. Partners will be provided with assets including digital toolkits with pre-written social media posts, graphics, and more.

### Paid Media

To reach as many young voters as possible, this campaign will include a substantial paid media effort, which will target individuals who already care about key global issues and remind them that their vote is important in this election. These ads will be run by the Better World Campaign and will complement the efforts of all partners by driving social actions and additional pledges on the dedicated website.

### Offline Activations

Partners are encouraged to complement their digital plans with offline activations. For example, our sister organization, UNA-USA, is planning on hosting a series of campus activations through its GenUN chapters around International Day of Democracy, and we are considering opportunities such as the Global Citizen Festival in NYC.

## Campaign Fast Facts

### Millennial Focus

The campaign will target globally-minded millennials to get out the vote.

### White Label

Unbranded campaign assets for partners to use on their own channels.

### Clear Call To Action

Users will be directed to a website where they can pledge to Vote like the world depends on it & share their pledge on social media.

### Paid Media Amplification

The campaign will consist of a large paid advertising effort in states with large numbers of registered millennial voters.

### Offline Engagement Opportunities

The campaign will have a presence at several offline events, including the Global Citizen Festival and at UNA-USA chapters around the country.

For more information or to become an official partner, please reach out to Erika Briceno Howard at [ebriceno@unfoundation.org](mailto:ebriceno@unfoundation.org)