

Why Every Youth Vote Matters



- *This Power Point is an accompaniment for the “**Why Every Youth Vote Matters**” lesson, available in the [Database of K-12 Resources](#).*
- *To view this PDF as a projectable presentation, save the file, click “View” in the top menu bar of the file, and select “Full Screen Mode”*
- *To request an editable PPT version of this presentation, send a request to CarolinaK12.unc.edu.*

Read your quote and discuss:

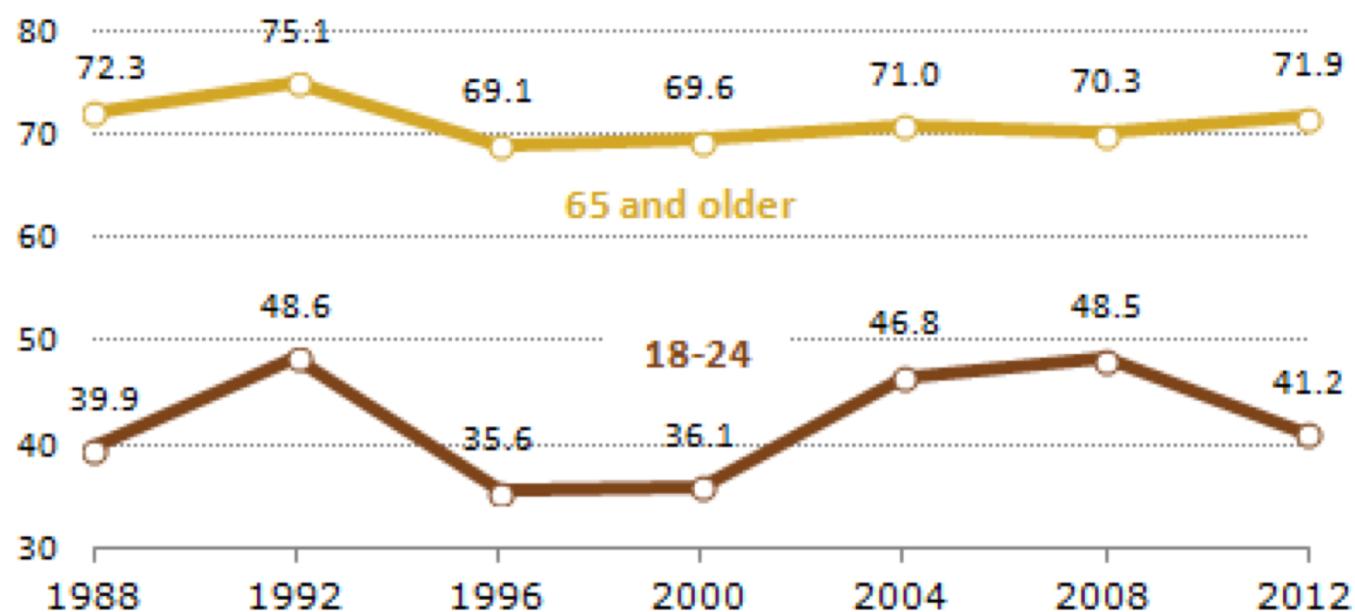
- What message is this quote trying to convey?
- How does this quote connect to voting and civic participation?
- Do you agree with this quote? Why or why not?
- Who needs to hear this quote? Meaning, who could stand to learn from it and why?



Figure 3

Voter Turnout Rates by Age in Presidential Elections, 1988-2012

(%)



Note: Data for those ages 25 to 64 not shown.

Source: For 1988 through 2008, Pew Hispanic Center tabulations of the Current Population Survey November Supplements. For 2012, U.S. Census Bureau.

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Historically Close Elections

- In 2000, George Bush beat Al Gore by 537 votes in Florida and won the state's electoral votes, granting him the presidency. New Mexico's raw vote margin was even slimmer – 366 votes for Gore.
- In the 2012 Iowa Republican caucus, Rick Santorum beat Mitt Romney by 34 votes, the closest Republican primary election in US history.
- In the 2012 NC Lieutenant Governor race, Linda Coleman lost to Dan Forest by 7,000 votes statewide.

“Fewer than one in five young people showed up to vote in 2014. And the four who stayed home determined the course of this country just as much as the single one who voted. **Because apathy has consequences.”**

**-President Barack Obama,
Rutgers University Commencement Address,
May 15, 2016**



[Young] “voters have always been tough to motivate. For years young people have been [saying] that they’d like to take an active role in politics, but that few politicians have asked. This generation is heavily into volunteerism, the Harvard team found, with a big interest in ‘making the world a better place.’

In focus groups, ‘They want to do more than just vote,’ Mr. Della Volpe says. ‘They want to be part of a campaign...’ For them, a connection with the candidate is particularly important. ‘Conversation is how you build a relationship with these young people...You empower them, ask them to volunteer, then you can ask them to vote.’”

Della Volpe, Director of polling at the Harvard Institute of Politics

Source: http://www.nytimes.com/2016/02/22/opinion/young-voters-motivated-again.html?_r=0

Create Your Own T-Shirt Design to Encourage Youth to VOTE!

- Shirts can either promote voting for a particular candidate, or can promote the idea of voting in general.
- Final designs should contain text, a thoughtful color scheme, and clear artistic design – all with the goal of getting youth to the polls.

