

EXECUTIVE SUMMARY

Civic Influencers™ (formerly Campus Election Engagement Project) is a 501(c)(3) national, nonpartisan nonprofit supporting grassroots Youth leadership and relational organizing for civic and election engagement. We hire Civic Influencers to work locally on college campuses and in communities in key states and races. We also have a 501(c)(4) arm that permits more direct action to support young people's voting engagement and advocacy. Civic Influencers has a strong history of successfully increasing Youth voting, as well as providing resources and coordination that improves the impact of the broader civic engagement sector, driving media coverage and building public awareness and support.

HOW DO CIVIC INFLUENCERS GENERATE IMPACT?

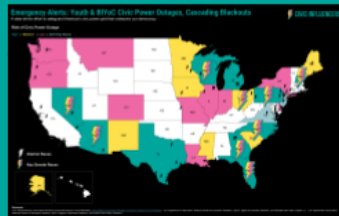
REGIONAL & STATEWIDE ORGANIZERS

Organize on and off campus to promote:

- Polling sites on campus young poll workers
- Early voting and extended day voting
- Voting day as a holiday or time off from classes
- AVR (Automatic Voter Registration)
- And more

CIVIC INFLUENCERS

- Civic Influencers lead boots on the ground and digital efforts to increase youth civic power and voting rates.



600 Civic Influencers Nationwide

- Recruit Civic Influencers
- Up to five-term agreement
- Year-round presence
- Long-term relationships
- Grant-stipend
- Data literacy training
- One-on-one coaching
- Leadership-building experience
- Digital engagement opportunities
- Data story collection project

Some of our most data-driven, impactful interventions include coaching Civic Influencers to:

- share accurate information using social media and peer-to-peer texting campaigns;
- promote early voting;
- help transport young voters to the polls;
- cure rejected absentee ballots remotely;
- advocate for drop boxes and multilingual ballots;
- co-sponsor events and integrate voter registration and education at Youth-centric events in areas around arts, sports, music and social networking.

All of our Civic Influencers are trained to work with data and acquire transferable skills that advances organizing and job opportunities.

RE-IMAGINING WHY, HOW AND WHERE WE ENGAGE YOUTH VOTERS

[Maxim Thorne, Esq.](#) was selected to lead Civic Influencers™ in June 2021. A graduate of Yale Law School and Yale College, he is leading at a pivotal time, when the landscape for young people understanding and participating in our democracy is changing so rapidly that they may never inherit the future we promised. Our name highlights everything we are about: empowering the voices and votes of young people to claim their civic power, especially the most targeted for voter suppression: Black, Indigenous and Youth of Color.

We have expanded and diversified our [Board of Directors](#) and [staff leadership](#), and established a [Blue Ribbon Committee](#) to guide our new strategic deployment of our resources, including our Civic Influencers on the ground in priority states and districts, as well as our Youth Democracy Index and Youth Voter Suppression Heat Maps. Our enhanced Data Team is spearheading novel data mining and mapping, and overseeing a new project equipping hundreds of Civic Influencers with data gathering and analyzing training to enhance our collective organizing and advocacy work.

WE EMPOWER YOUNG PEOPLE TO BUILD CIVIC POWER AND INCREASE VOTING RATES AMONGST THEIR PEERS.

Rigorous novel data collection and analysis are now driving our Youth and Black, Indigenous and Youth of Color (BIYoC)-centric voting interventions. Our pro-democracy and equality approach compels us to center racial equity, and to increase our work in key states and at Community Colleges and People of Color Serving Institutions (PoCSIs), including Tribal Campuses, Historically Black Colleges and Universities (HBCUs), Hispanic Serving Institutions (HSIs) and more. They help determine where and what we are scaling, to impact increasing young people's voter turnout and civic power.

We frame our work through an **Organizing, Advocacy** and **Learning** leadership model that equips young people to promote interventions that make voting simple, as well as to dismantle barriers to voting. Through coaching, we help these young leaders develop their identities as political actors with agency, as voters and participants in our democracy. We engage young people, faculty and campus administrators, community organizations, and civic leaders to create and foster a Youth voter-friendly climate that will help them defend, protect and expand our democracy to make it more equitable, sustainable and just. Key Performance Indicators of our success include whether young people engage in strategic data driven civic action, and register and vote in the upcoming 2022 Midterms and 2024 General Election.

HOW WE POWER YOUNG VOICES AND VOTES

America has been building and strengthening our electric power grid for the last 150 years, offering easier and less costly power to an ever-increasing number of homes and businesses. In a similar way, we have invested in and developed a civic power grid that has expanded to provide civic power to a widening base of citizens. In the first U.S. election, only 6% of the population was allowed to vote and that was: white Protestants males, over the age of 21, who owned property. But gradually, our civic power grid has legally expanded to include all males, then women (19th Amendment), though few

people of color could vote. Indigenous, Asian and Black citizens accessed the franchise (Civil Rights Movement), then residents of Washington D.C., Youth aged 18 - 20 years old (26th Amendment) and more recently formerly incarcerated individuals.

We now face a grave and deliberate threat to shut off our civic power grid. With surgical precision, lawmakers are attempting to shut off young and BIYoC from their civic power and right to vote. They have introduced over 425 voting bills in 49 states during 2021 alone, 33 which have already been signed into law in 19 states, generating civic power outages in many areas of the U.S. They are targeting Youth and BIYoC populations, gerrymandering predominantly Black colleges, banning polling sites and prohibiting voter registration on campuses and rejecting student IDs as voter IDs. The intent is to discourage BIYoC voters because of their success in impacting important elections in 2020 and in January 2021 - creating cascading civic blackouts. We are deploying new data-driven interventions to help young people confront the horrifying movement of voter suppression bills across the US, which coincides with a fourth wave of COVID - to reclaim and reconnect to their civic power.

Civic Influencers™ model is designed around three major series of interventions to dismantle new and existing barriers: **Youth Civic Power**, **Campus Civic Power** and **Institution Civic Power**. To drive this work, we are training and deploying hundreds of Civic Influencers. Working both on campus and in targeted local communities our Youth work uses relationship organizing to influence their peers and communities through on-the-ground and digital methods that will lead to increased Youth voter turnout and civic power. Civic Influencers will register young voters, help them navigate voting barriers, educate peers on candidates and issues, volunteer, and show up to the polls.

CAMPUS YOUTH CIVIC POWER

Civic Influencers™ will continue growing our non-cyclical efforts at 2 and 4 year colleges and universities as we ramp up for 2022. Civic Influencers on campuses run voter registration drives, provide civic education in classrooms, engage student groups and volunteers, implement recommended interventions (like acquiring campus polling sites, shuttle buses etc) and encourage voting among their peers.

BIYOC CIVIC POWER - FOCUS ON COMMUNITY COLLEGES, POC SIS, AND COMMUNITY ORGANIZATIONS

Civic Influencers™ data driven work is Youth-centered and Youth-facing. We are partnering with 2 and 4 year colleges, and now community organizations, especially those that are People of Color Serving Institutions (PoCSIs) to ensure that we are building and reconnecting Youth civic power wherever young people congregate. To best activate BIYoC, we are mobilizing a diverse group of hundreds of young Civic Influencers on their campuses and in their communities. Building leadership capacity, we help young leaders to craft and implement Civic Influencers Action Plans for their communities to increase Youth voter turnout. These include innovative convenings like HBCU Civic Action Summits, building Town-Gown Coalitions and disseminating voter resources to BIYoC peers.

INSTITUTION CIVIC POWER

Our work with young people both on- and off-campus will be complemented by our commitment to working with the leaders of institutions who serve young people. Civic Influencers™ will partner with college and university leaders, as well as student governments and young people-serving community organizations, to provide resources and to help them create a culture of voter engagement. We work to convince these leaders to implement voter-friendly policies like making Election Day a class holiday, bringing polling sites onto campus and ensuring student IDs can be used as voter ID.

CONCLUSION

We appreciate the opportunity to share with you Civic Influencers™ exciting vision to preserve and continue to expand our civic power grid by engaging and empowering the next generation of civic leaders.

We hope that you are inspired by Civic Influencers™ multi-year partnership with the Tableau Foundation (the data visualization subsidiary of Salesforce), which includes funding to design, develop and launch the YDI. We are proud to be working alongside such an innovative **Salesforce** company that is walking the walk on Youth voting rights, and showing us how data can help support democracy, equity and racial justice. We are proud to be leveraging and diversifying our resources and bringing new allies to our cause.

We need your support for our voting rights and racial equity work empowering young voters, particularly Black, Indigenous and Youth of Color. Youth and BIYoC are now a main target of voter suppression efforts and one result is that they vote at lower rates than their peers. We are seeking to deepen and expand our work and provide additional resources to students, and especially students of color, to increase Youth and BIYoC civic power and voting rates, in districts and states where they face significant voter suppression and where properly trained and resourced they can vote impactfully to change our country's and their future trajectory.

Our democracy is in a constant struggle to become more inclusive of all the people that call it home. We are proactively targeting our efforts toward historically marginalized groups, especially BIYoC. Based on our shared values supporting a strong, participatory democracy and social justice, we hope that you will help fund these important data-driven, campus and community based initiatives. Thank you for being part of this work at a pivotal time. The foundation that we lay now will determine the future of our country through the upcoming midterms and for years to come.

If you have any questions regarding our work, please contact Maxim Thorne, CEO maxim@campuselect.org (202) 460-4966, elise@campuselect.org (571) 269-1054 or jan@campuselect.org (303) 880-1990.