



SHOW THEM WHO'S THE BOSS

Young people have incredible potential political power. Everyday nearly 12,000 Americans turn 18, making millennials the largest age group in the country. In communities of color they make up an even larger share of the population. This is particularly acute in the Latino Community where 900,000 Latinos— the vast majority of them citizens— turn 18 every year. In 2016, millennials make up nearly 44% of the 27.3 million eligible Latino voters.

In 2016 SEIU and iAmerica, along with our partners will register 500,000 new voters in just three states – Florida, Nevada and Colorado. However, along with two major initiatives to register voters of color, we have the opportunity to push that number to a million voters across all 50 states.

HERE'S WHY IT MATTERS

According to a recent Pew report, only 37.8 % of Latino millennials and 37.3% of AAPI millennials bothered to vote in 2012. Compare that to 47.5% for white millennials and 55% for black millennials. Our goal is to ensure that young voters engage in our democracy and make sure their voice and vote is heard on issues that are important to them.

As part of that larger effort we are proposing two national day of actions focused on younger voters— a day of High School Voter Registration on May 12, and one focused on Community Colleges on September 27th.



MAY 12: HIGH SCHOOL VOTER REGISTRATION
SEP 27: COMMUNITY COLLEGE VOTER REGISTRATION

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WHAT WE ARE DOING:

Our program has three basic pillars:

- **Inside the High schools.** We will ask high schools to call a senior assembly and/or allow us into to senior civics classes to give a short presentation on the importance of voting. Afterwards, volunteers will pass out and then collect voter registration cards. It works best when high school students who are properly trained and from the school itself give the presentations.
- **Media.** We will work with your communications team to generate earned media around the need for millennials to register and vote. We will also work with media partners to hype the day, including radio, social media, and TV.
- **Partners.** We want to amplify our impact by including other organizations in the area who may be interested in partnering on the day.

WHAT WE ARE ASKING:

To reach a critical mass and bring thousands of new voters to the poles we will need our partners' help. Here are three simple things you can do to join this movement:

- **Add your organization's name** to this campaign to show there is broad support for engaging young voters in our democracy. Your name will be added to a growing list of organizations and unions that will be highlighted in the press and promotional materials.
- **Join the effort:** If your union or organization already runs its own youth voter registration programming or would like to volunteer at high schools and colleges, let our team know to help make sure we reach as many young voters as possible and amplify these efforts in the press.
- **Help make the case** that young voters are critical to our democracy by letting your constituents and supporters know about these days of action through social media during the weeks leading up to our national days of action.



WHAT WE WILL BE DOING TO HELP:

The iAmerica/SEIU team will be providing critical help to make the *Show Them Who's The Boss* campaign a success, including:

- **National coordination and technical support** from getting resolutions passed by school districts, to an easy to use how to guide for hosting your own events and more.
- **Providing communications support** including sample press releases, talking points, and amplifying local efforts nationally through earned and social media.
- **Training member leaders** on the importance of the youth vote, how to engage young voters and register them to be iAmerica supporters.
- **Providing materials** for events including handouts, cool swag, and sign-up information to build the iAmerica list of supporters
- **Coordinating with national media** partners, record labels etc. to promote the events
- **Coordinating with national partners** to sign on and support the events.

**YOUTH VOTER REGISTRATION
DAY OF ACTION**