

# The 2018 Be a Voter Campaign

NICOLE A. LAGACE

**Agency Strategic Goal: Work to ensure that Rhode Island elections are fair, fast and accurate.**

*Objective: Increase turnout of eligible Rhode Island voters during elections.*

## Be a Voter Campaign Objectives:

- Increase midterm general election turnout from 44% to 50%
- Demystify the voting process to increase midterm general election turnout among new and young voters by 25%
- Promote [vote.ri.gov](http://vote.ri.gov) and online voter registration. Increase traffic by 50%

## Audiences:

- PRIMARY: New and young Rhode Island voters (ages 18 – 20)
- PRIMARY: Voters in lowest turnout communities 2010 – 2016
- SECONDARY: Eligible Rhode Island voters

## Big Picture Messages:

- Being a voter is how you can influence decisions for issues you care about. Voting for leaders in local, state, and federal government matters.
- It's easy to be a voter!
- Go to [vote.ri.gov](http://vote.ri.gov) to make sure you're ready to be a voter!

All communications strategies are based on the goals and objectives identified in the RI Department of State's strategic plan. This communications campaign was developed to further the third objective of our first strategic goal.

The communications campaign objectives were measurable.

The cities of Central Falls, Pawtucket, Providence, and Woonsocket historically have lower voter turnout rates than the rest of the state. These communities also have a higher percentage of Spanish speaking voters.

Messaging highlighted the importance of voting at all levels of government to reinforce importance of voting during the midterms.

The "Be a Voter" tagline was based on behavioral science research that determined people are more likely to vote when voting is central to their identity, not a singular action.\*

\* Bryan, C. J., Walton, G. M., Rogers, T., & Dweck, C. S. (2011). Motivating voter turnout by invoking the self. *Proceedings of the National Academy of Sciences of the United States of America*, 108 (31), 12653-12656.

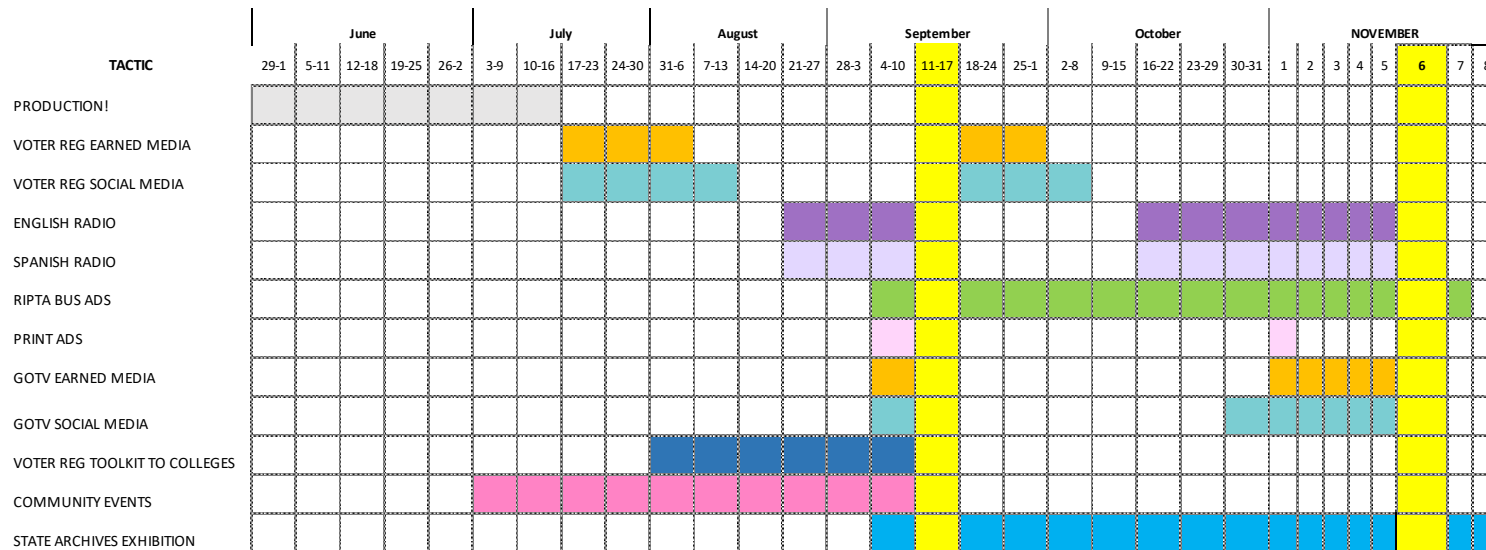
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## Tactics and Timeline:

- Paid advertising
  - RI Public Transportation
  - English/Spanish Radio
  - Local print news
  - YouTube
- Earned media
  - Press releases with important voter deadlines
  - TV and radio interviews
  - Opinion pieces
- Social media
  - Instagram meme account
  - Profile frames
  - How-to animations
- College voter registration toolkits
- Community events/fairs
  - Voting machine demos
  - Stickers/shwag giveaways
- State Archives Exhibit and sidewalk "selfie station"

|                          |          |
|--------------------------|----------|
| <b>Budget:</b>           |          |
| Paid advertising:        | \$56,000 |
| Animation production:    | \$9,000  |
| Stickers, pins, posters: | \$2,000  |
| Palm cards:              | \$1,000  |
| Total:                   | \$68,000 |



This Gantt chart offered a visual overview of the campaign timeline for the September 12 statewide primaries and November 6 general election.

I also developed more detailed to-do lists with specific deliverable dates.

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## Paid Advertising



### ENGLISH RADIO SCRIPT:

V1: Hey Jesse! I'm going to go vote, are you coming?

V2: Voting doesn't matter. Why bother?

V1: Are you kidding? You were just saying that you wish we had better streetlights and more recycling. And I'm pretty sure I saw you complaining online about your student loans.

V2: So?

V1: So!? Voting is your way to hold government accountable for those things that impact your everyday life.

V2: Never thought about it that way. Let me grab my keys.

Go to [vote.ri.gov](http://vote.ri.gov) to learn more about voting in the November 6 general election. Don't be left out. Be a voter!

TAG: Brought to you by the Elections Division at the Rhode Island Department of State

### SPANISH RADIO SCRIPT:

V1: ¡Hola Jesse! ¿Voy a votar, vienes?

V2: ¿Por qué molestarme en votar, si mi voto no importa?

V1: ¿Estas bromeando? Me acabas de expresar tu deseo por una mejor iluminación en las calles y más reciclaje. Y estoy segura de haber visto tus quejas en las redes sociales sobre tus préstamos estudiantiles.

V2: ¿Y?

V1: ¿Y? El votar es la forma de responsabilizar al gobierno por aquellas cosas que impactan tu vida a diario.

V2: Nunca lo pensé de esa forma, déjame agarrar mis llaves.

Diríjase a [vote.ri.gov](http://vote.ri.gov) para aprender más sobre el votar en las elecciones de noviembre 6. No se quede afuera. ¡Sea un votante!

announcement on Thursday, Nov. 8, from 11:30 a.m. to 1:30 p.m., at Kirkbrae Country Club, Lincoln.

The public is invited to join YWCA in honoring 13 women for their accomplishments in industry, culture and public service. An "Organization of the Year" also will be recognized.

Deborah L. Perry, president and CEO of YWCA Rhode Island will present the awards. Deborah Ruggiero, host of the award-winning radio program "Amazing Women," will be the emcee.

Tickets are \$55 per person or

from \$150 to \$350.

Reservations must be made by Nov. 1, by calling 401-769-7450 or registering online at [womenofachievementri.org](http://womenofachievementri.org).

Lucy Rios, Barbara J. Silvis, Nondas Hurst Voll, Sharon Conrad-Wells, Maya Breuer, Capt. Alyssa DeAndrade, Lindsey Brickley, Capt. Victoria Tolbert, Lisa M. Carcifero.

trip will be held on Tuesday, Nov. 6. The cost is \$10 per person. The bus leaves the center at 9:30 a.m. and returns at 4 p.m. For more information, call 401-231-0742.

### Letters to the Editor

Letters to the Editor are welcome from readers.

#### Please:

- Limit to 500 words. Longer letters may appear online only.
- Letters on local or state topics and issues will take precedence over those on national issues.
- No more than one letter per person every 8 weeks, please.
- All letters must be signed and include a hometown.

Send by e-mail to: [news@valleybreeze.com](mailto:news@valleybreeze.com), or mail to The Valley Breeze, 6 Blackstone Valley Place, Suite 204, Lincoln, RI 02865.

THE VALLEY  
**Breeze**

### got a news tip?

Call Ethan at  
401-334-9555, ext. 130  
Or e-mail it to  
[ethan@valleybreeze.com](mailto:ethan@valleybreeze.com)

### Be A Voter

#### Get Ready to Vote!

- ✓ Check your voter registration
- ✓ Find your polling place
- ✓ Preview your ballot
- ✓ Make sure your photo ID is valid

Go to [vote.ri.gov](http://vote.ri.gov)

Vote by  
Tuesday,  
November 6

Contact the  
Department of State  
Elections Division for  
more information:

401-222-2340  
[elections@sos.ri.gov](mailto:elections@sos.ri.gov)  
[vote.ri.gov](http://vote.ri.gov)



# The 2018 Be a Voter Campaign

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## Press Release: Secretary Gorbea reminds eligible voters October 7 registration deadline is almost here

PROVIDENCE, RI – Secretary of State Nellie M. Gorbea is reminding eligible Rhode Islanders that they have until Sunday, October 7 to register to vote in the November 6 general election. Voters who have moved or changed their names since they last voted are also reminded to update their information to avoid difficulties on Election Day.

Eligible Rhode Islanders can go to [vote.ri.gov](http://vote.ri.gov) to register to vote online or update their voter information if they have recently moved or changed their names. Eligible Rhode Islanders without online access can still register to vote or update their voter information by completing the paper voter registration form available at their city or town hall.

"I encourage eligible voters to visit [vote.ri.gov](http://vote.ri.gov) today to make sure they are ready to vote in November," Secretary Gorbea said. "Federal and statewide races receive much of the attention this cycle, but it is also important to remember the local races and referendum questions that will impact your day-to-day life."

Although the October 7 deadline falls on a Sunday, every city and town will have designated drop-off locations, such as local police or fire stations, for paper voter registration forms. The Rhode Island Department of State's Election Division will also be open from 8:30 a.m. – 4:30 p.m. to accept voter registrations. Those looking to register or update their information can download a voter registration form at [vote.ri.gov](http://vote.ri.gov).

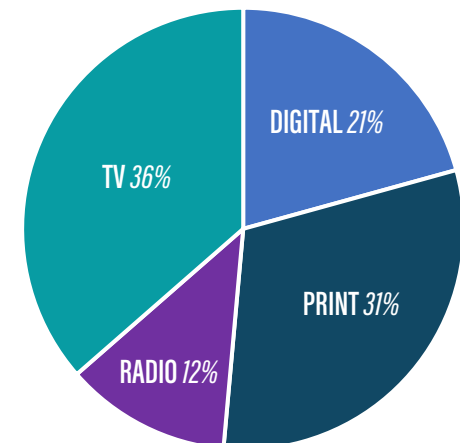
For more information on how to register or any other information related to elections and voting in Rhode Island, please visit the Rhode Island Department of State's Elections Division online at [vote.ri.gov](http://vote.ri.gov) or call (401) 222-2340.

###



## 140 Total Media Mentions

### Earned Media Distribution





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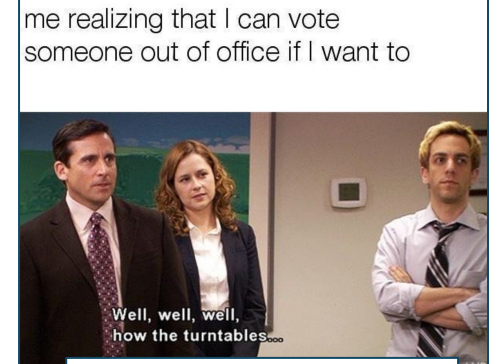
Social Media Images



Selfie Station

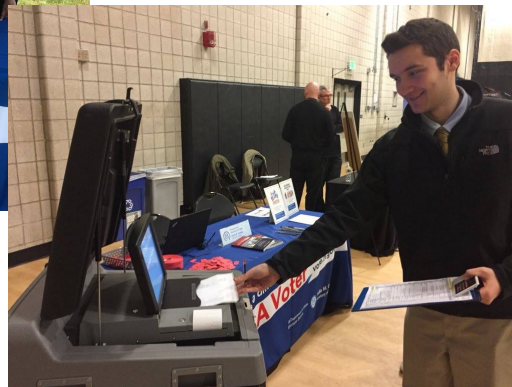


Instagram Memes



**ri votes** Deadline to request a mail ballot is TODAY!!! You can literally vote by mail. So cool. Go to vote.ri.gov to learn more. Xoxo love you all

Community Events



Attended 38 events throughout the state

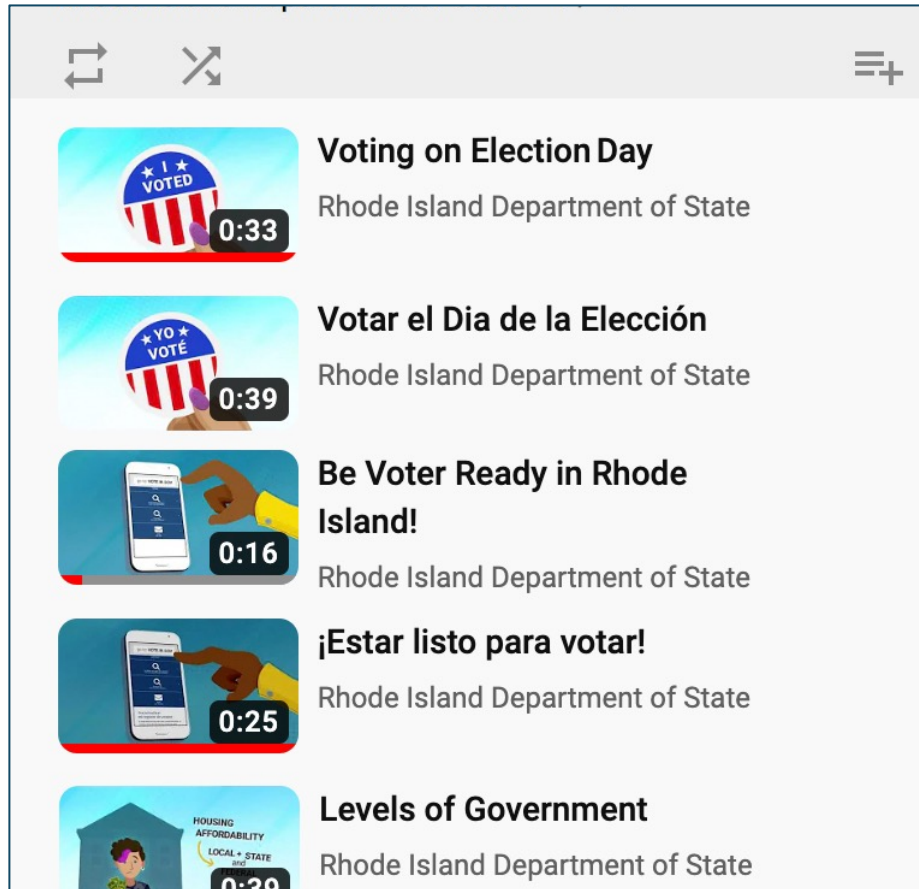
Facebook Profile Frame



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## Animations – YouTube Playlist



The image shows a YouTube playlist interface with five videos. Each video has a thumbnail, a title, and a duration. The videos are:

- Voting on Election Day** (0:33) - Rhode Island Department of State. Thumbnail shows a hand putting a purple ballot into a slot with a 'VOTED' sign.
- Votar el Dia de la Elección** (0:39) - Rhode Island Department of State. Thumbnail shows a hand putting a purple ballot into a slot with a 'YO \* VOTÉ' sign.
- Be Voter Ready in Rhode Island!** (0:16) - Rhode Island Department of State. Thumbnail shows a hand holding a smartphone displaying a voting app.
- ¡Estar listo para votar!** (0:25) - Rhode Island Department of State. Thumbnail shows a hand holding a smartphone displaying a voting app.
- Levels of Government** (0:39) - Rhode Island Department of State. Thumbnail shows a hand holding a smartphone displaying a voting app.

## Voting on Election Day Storyboard

| VOICEOVER  | VISUAL  |
|--|---|
| It is easy to be a voter.  |    |
| Go to your polling place...<br>and check in with the poll worker                             |    |
| Present your photo ID and sign the electronic<br>poll book.                                  |    |
| Take your ballot to a privacy booth...<br>and fill in the ovals next to your candidate picks |    |
| Remember, your vote is private!  |   |
| Bring your ballot to the voting machine.<br>Insert the ballot into the machine.              |  |
| Congratulations! You're a voter! Wear<br>your sticker with pride!                            |  |

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## Assessment and Evaluation

### Campaign Objective

- Increase midterm general election turnout from 44% to 50%
- Increase midterm general election turnout among new and young voters by 25%
- Promote [vote.ri.gov](https://vote.ri.gov) and online voter registration. Increase traffic by 50%

It was incredibly gratifying to increase voter turnout to 48%, fueled in large part by successfully engaging new and young voters. The “Be a Voter” tagline was easy to incorporate into a cohesive brand and very effective in generating excitement on social media in the days leading up to and on Election Day.

The biggest success was with the use of peer-to-peer messaging. I encouraged Gen-Z summer interns to get creative with less formal communications tactics such as our @RIVotes Instagram meme account. This proved to be fun for the office and impactful for the campaign.

I expanded on the success of peer-to-peer messaging in the 2020 cycle by convening a group of community organizations to develop a communications toolkit with sample images and messaging they could use to engage their own audiences.

In hindsight, print advertising proved less effective than radio in reaching the communities with lower voter turnout.

### Campaign Outcome

- Increased voter turnout to 48%
- Increased voter turnout among new and young voters by 64%. *(I compared the number of voters aged 18-20 that voted in 2014 and 2018.)*
- Increased traffic by 103%. *(I compared August – November Election Day in 2016 and 2018 due to lack of analytics tracking in prior administration.)*

