



**National Competition For
Best Practices In Election Administration**

**Category
Innovation**

**Submitted by
Vicki Davis, Martin County Supervisor of Elections
vdavis@MartinVotes.com**

Pledge To Vote- Campaign

Category: Innovation

RESEARCH: Registering to VOTE. This is a right and privilege granted to all United States citizens when they turn 18 years of age and part of the Supervisor of Elections role, is to register voters. In the state of Florida, students can pre-register to vote at the age of 16-17 and register and vote at age of 18. However, we noticed that on campus voter registration drives, where students had the convenience of pre-registering or register to vote in their classrooms, were yielding poor registration results and we knew something had to change. Therefore, our staff began to conduct weekly brainstorming sessions and as a result, a new, fresh and exciting high school “Pledge to Vote” voter registration campaign was born!

Knowing the importance of active voter participation, from this age group was vital for the future of voting, the “Pledge to Vote” campaign immediately went into full effect on each high school campus. This new and innovative campaign would not just register students to vote, but allow a student’s artistic creativity to be included on certain promotional items distributed to students who registered to vote!

IMPEMENTATION: The first phase of our campaign was to create a non-partisan art contest where all high school students were eligible and encouraged to submit a non-partisan piece of artwork, depicting what democracy meant to them. At the conclusion of the contest a 1st, 2nd, 3rd place winners were selected, after their artwork was judged by local community leaders. The 1st place winner’s artwork was then transformed into unique design which was used as a sticker, promotional poster and placed on our informational palm card.

The second phase of our campaign was to meet with student representatives from each school. During the meeting, students came up with creative ideas to promote the “Pledge to Vote” campaign on their campus. Next they unanimously came up with the idea to have a competition between the schools to see who could register the most voters. As part of their plan, each high school held on campus, voter registration drives in classrooms, hallways, and cafeterias with Election’s Center staff present. Students were walked through the process of completely filling out the voter registration form by the Martin County Supervisor of Elections staff. After, all students who registered and “Pledged To Vote” received our new promotional materials, which contained one of their peer’s patriotic designs.

EVALUATION: At the conclusion, we discovered that communicating the importance of exercising the right to vote, motivated the students to register and “Pledge to Vote.” Also, seeing their local peer’s depiction of democracy on their promotional material, created a sense of pride in the voter registration process! At completion, this voter awareness campaign fulfilled all of its goals. Each high school increased their on campus voter registration totals. Our new “Color Me Patriotic” art contest, not only generated new patriotic pieces of art for the Elections Center, but positive conversations about the importance of democratic process from future and current voters. A formal trophy presentation was televised during a County Commission meeting with the Supervisor of Elections, Superintendent of Schools, art contest sponsor, students, and principals present. The “Pledge to Vote” campaign demonstrated that with increased voter education and student involvement in the process, students 16-18 years old do care about democracy and being actively engaged in the process.

BUDGET: The proposed budget for the campaign was \$2,000. The campaigns total cost was \$1, 240.00, coming in under budget by \$760. The budget breakdown is as follows: Trophies \$250; Monetary prizes for art contest \$400. Flyers (printed in house), sticker (120), back packs (\$800) and palm cards (320): \$1,240.

Note: A local attorney sponsored the Color Me Patriotic art contest and paid for trophies and monetary awards (\$550).

On Campus Voter Drives with Promotional Material





Art contest winner



Art contest 2nd place winner



Art contest 3rd place winner



**Winners with County
Commissioners, Supervisor of
Elections, Event Sponsor,
Superintendent of Schools**

PLEDGE TO VOTE

MartinVotes.com

Pledge to Vote Sticker with art contest winners design



Winning Entry



PLEDGE TO VOTE
Future Voter Information Card

ELECTION MYTHS & FACTS:

MYTH: Did you know? If you register to vote, you will be eligible to vote when you turn 18!

MYTH: If you are a Florida college student, you have to change your permanent residence to your college address.

FACT: Students can establish their voter registration at their hometown address. Simply contact our office for a Vote by Mail ballot at election time.

MYTH: Voters need a reason to request a Vote by Mail ballot.

FACT: Florida is a no-excuse state. Any registered voter may request a Vote by Mail ballot under Florida law. The law requires a written request signed by the voter if the request is to mail the Vote by Mail ballot to an address other than the legal residence or the mailing address on file.

MYTH: If the voter does not have their voter information card, the voter may not vote.

FACT: The voter information card is not necessary to vote. It is a helpful tool for the voter to know their districts, polling locations and voter identification number.



Florida's Online Voter Registration website is a convenient and secure way for you to Register to Vote from anywhere or update your voter record.

PLEDGE TO VOTE

3 Ways To VOTE

- 1 Early Voting:** Voters can vote at any early voting site within the county where the site is open.
- 2 Vote by Mail:** Mail ballots must be returned to the Supervisor of Elections Office by 7pm on Election Day.
- 3 Election Day:** Vote at assigned polling locations. Polls are open 7am-7pm.

For more information visit us online at www.MartinVotes.com or call 772-288-5637



Get What You Want

PLEDGE TO VOTE

Register & Vote

Make a Difference

South Fork High School
Martin County High School
Jensen Beach High School
Clark Advanced Learning Center
Spectrum Jr./Sr. High School

Make Your Mark

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School posters

Front of Informational Palm Card

Back of Informational Palm Card