

## Use Your Reach As A Distribution Platform

Leverage your reach by distributing our Video or Audio PSAs on your networks and social channels. All campaign assets are available for partners to adopt and promote.

## Create New Content

Our democracy works when we all audiences feel that their voices are reflected. Achieving entertainment-worthy relevance and reach by creating content that is empowering, inclusive and reflects our America and use the **Content Brief** as a guide.

## Participate In Media Day Shutdown On National Voter Registration Day, September 25

Your activation can range from dedicating 100% of ad space for the entire day featuring the I am a voter. Call to Action, to a I am a voter. first impression takeover for each site visit, to a dedicated 3-minute period where your site features the I am a voter. Call to Action.

## Empower Employees

Be the leading corporate force for civic culture by ensuring that your employees have the voter education resources and tools that they need to participate. Use the **Corporate Toolkit** and adopt some best practices in your offices.

## Activate At Concerts Or Events

Leverage your captive audience by promoting voter registration or reminding them when Election Day is. The PSA or banner ads will drive towards the text platform which will provide them with useful information. All you need to do is text **VOTER** to **26797**.

## Integrate Messaging Into Pre- Existing Content

Integrated messaging about voter participation and helping to normalize civic engagement will be key to increasing voter turnout this upcoming midterm election and future ones. Use the **Content Brief** for tips on how to seed a sustainable cultural shift through storytelling.

## Wear Pin At Events

Research shows having a “voter” identity (i.e. “I am a voter” instead of “I vote” is an important predictor of actual voting. Whether it’s a party or out running errands, promote this campaign by wearing our pin.

## Make Election Day A Company Holiday

Many registered voters do not vote because they cannot get the time off on Election Day. Help change this by adjusting your office hours so that employees may vote and make this day a company holiday and join <https://www.electionday.org>

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