



Colorado Department of State

2020 Voter Education Initiative

December 16, 2019

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Who's in the room today?

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Enthusiasm for voting has never been higher heading into the 2020 election.

64% of Americans are “more enthusiastic about voting compared with previous elections.”

“Signs are growing that voter turnout in 2020 could reach the highest levels in decades—if not the highest in the past century—with a surge of new voters potentially producing the most diverse electorate in American history.”

Yet trust in government and political institutions is remarkably low.

This means, our initiative has the responsibility to educate. And the opportunity to inspire.

The audience:

**High motivation + low
information**

The enemy: Confusion

Our strategy:

Tell motivated voters in all areas of Colorado **that** changes in the voting system now ensure everyone's voice gets heard.

Make a plan.

How we will pick a platform.

- Is it on brief?
- Will it scale?
- Does it make you feel proud to be a Coloradan?

The media that will carry our message:

- **Broadcast (television + radio)**
- **OOH (bulletins + transit)**
- **Digital (display, video, social + search)**

Campaign timing:

- **Flight #1: 1.27**
 - (1 week prior to the 29-day cutoff for unaffiliated and minor-party affiliated)
- **Flight #2: 5.5-5.12**
 - (1-2 weeks prior to the 29-day cutoff for unaffiliated and minor-party affiliated)

What comes next?

- **Finalize platform concept**
- **Create platform tactics and toolkit**
- **Share toolkit with partner counties**
- **Launch on January 27, 2020**