To Meme or not to Meme:
Engaging New and Young Voters in RI

Rhode Island Department of State
Nellie M. Gorbea, Secretary of State
Overview

Target Audience:
- 18 – 24-year-old eligible Rhode Islanders
- (aka Gen Zs)

Goals
- Demystify election process
- Normalize voting

Tactics
- Peer to peer messaging
- Real world experience
Real World Experience

High School Elections
- Class and School Officers
- Referenda questions
- Bilingual Ballots

Elections Division Provides
- Printed ballots
- Voting machine(s)
- At least one staff member to monitor voting machine
- Highly coveted “I Voted” stickers
LINK TO HIGH SCHOOL ELECTIONS VIDEO
RIVotes.org

Government can and must be accountable to the people, but that can only happen when we all make the commitment to vote. How about you? Will you make the commitment to be a voter this year?

Are You Going to Vote?

- YES
- DON'T KNOW

Are you registered to vote in Rhode Island?

- YES
- NO
- DON'T KNOW

Not sure if you are registered to vote in Rhode Island?

You can check your voter registration information using the Voter Information Center.

If you are registered to vote in another state, but currently living in Rhode Island, you can and should still vote! Use the "Find my Mail Ballot" tool below to help you find information on how to vote by mail in your home state, the District of Columbia or Puerto Rico.

- EMERGENCY BALLOT
- BY MAIL
- AT THE POLLS

Great! Your vote is important.

You are way ahead of the game!

Did you know there are a couple of different ways to be a voter this fall?
Peer to Peer Messaging

Government can and must be accountable to the people, but that can only happen when we all make the commitment to vote. How about you? Will you make the commitment to be a voter this year?

Are You Going to Vote?

- YES
- DON'T KNOW

For reals? How come?

- IT DOESN'T MATTER:
- I DON'T DO POLITICS:
- I DON'T KNOW ENOUGH ABOUT THE CANDIDATES:
- I DON'T KNOW HOW:
- I DON'T HAVE TIME:
- I'M NOT REGISTERED:
- I'M NOT FROM RHODE ISLAND:

I DON'T DO POLITICS:

I DON'T KNOW ENOUGH ABOUT THE CANDIDATES:

I DON'T KNOW HOW:

I DON'T HAVE TIME:

I'M NOT REGISTERED:

I'M NOT FROM RHODE ISLAND:

Actually, you do have time!

REGISTER TO VOTE

GET MORE INFO

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ENGAGING NEW AND YOUNG VOTERS | NASED SESSION

LINK TO “DON’T HAVE TIME” VIDEOS
LINK TO “I DON’T KNOW HOW” VIDEOS
MEMES!

Developed by Summer Fellow

- Zoe Butler, Brown University Class of 2020
- Assignment: Promote RIVotes.org

Parameters:

- Must be non-partisan and not associated with any political issue
- No violence, profanity, sexually explicit content, libel and/or attacks on individuals or organizations
- No material that promotes discrimination based on race, gender, disability, sexual orientation, or age
my therapist after I start debating for the 1000th time if I should date a guy who doesn't feel like voting

rivotes if you have advice on this ^ subject plz dm me 💗

rivotes 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

#rivotes #voter #voting #votes #vota #rhodeisland #ri #rhody #memes #memeaccount #kristenwiig #memer #therapist #dating #tinder #providence
When you realize that you can vote for elected officials that want to build more streetlights me realizing that I can vote someone out of office if I want to

Well, well, well, how the turntables...
CONTACT ME

Nicole Lagace
Senior Advisor | Chief of Information
RI Department of State | Secretary of State Nellie M. Gorbea
State House, Room 218 | 82 Smith Street, Providence, RI 02903
Phone: 401.330.3180 | email: nlagace@sos.ri.gov

@RISecState
@RIVotes

@RIVotes

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