

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



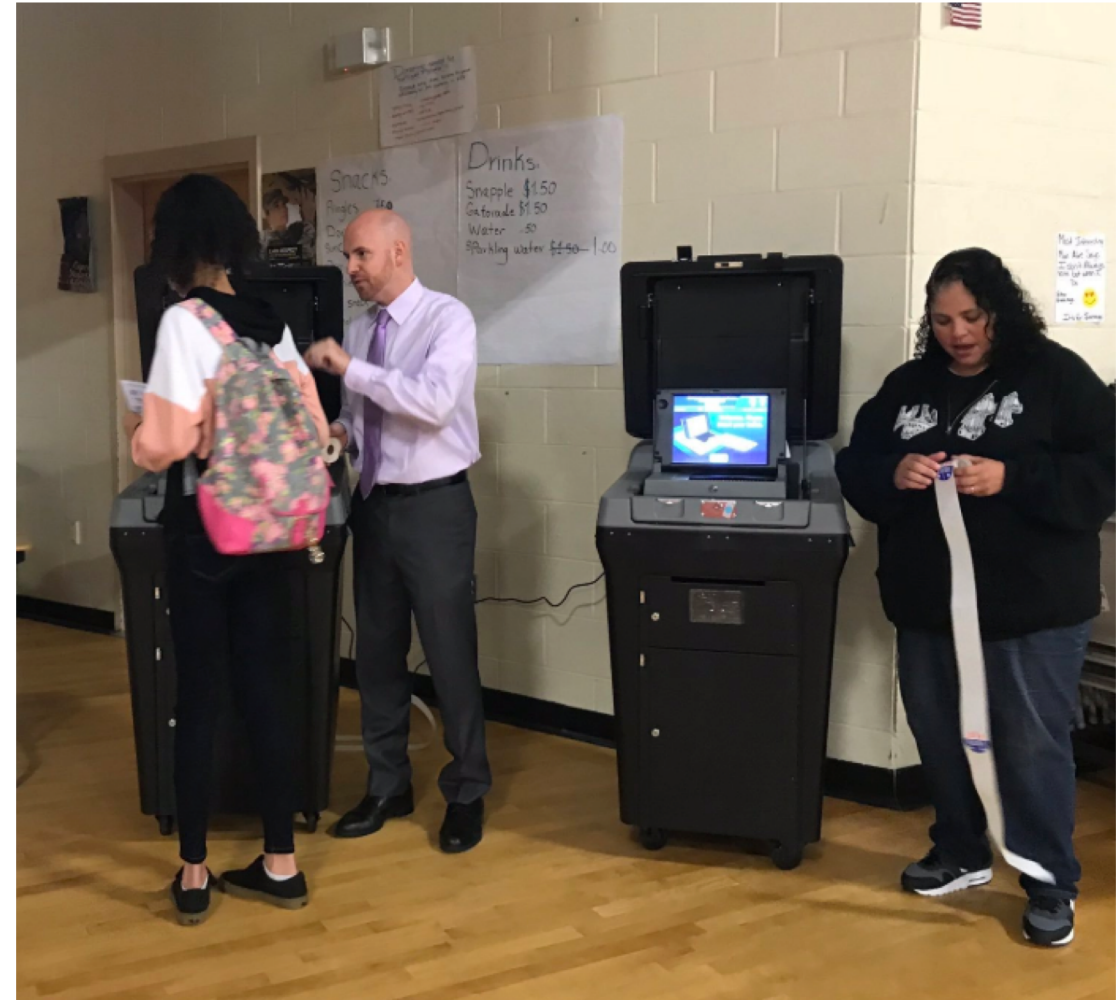
Real World Experience

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



Great! Your vote is important.

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.

CHECK VOTER REGISTRATION

Find my Mail Ballot



You are way ahead of the game!

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

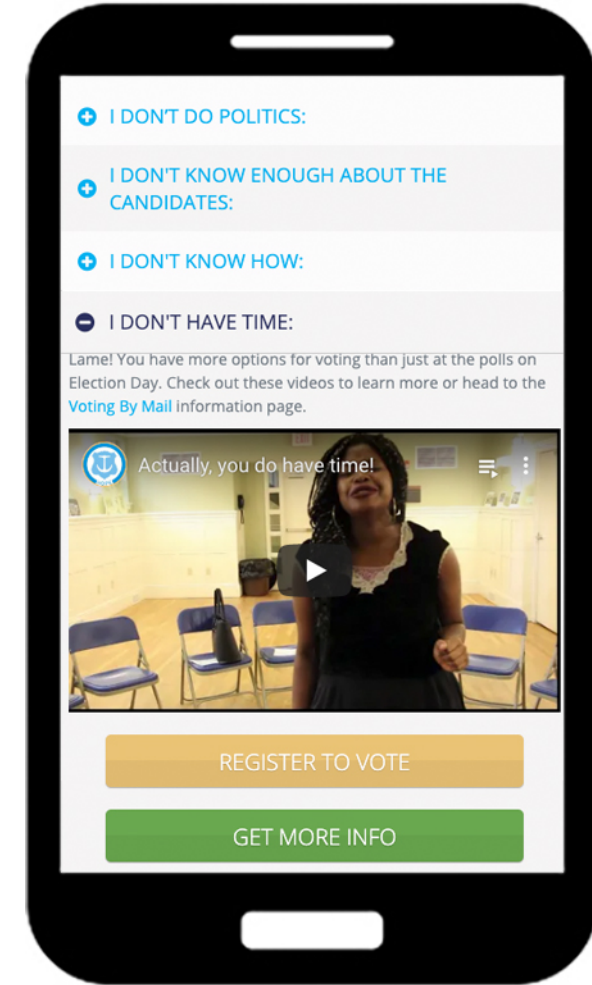
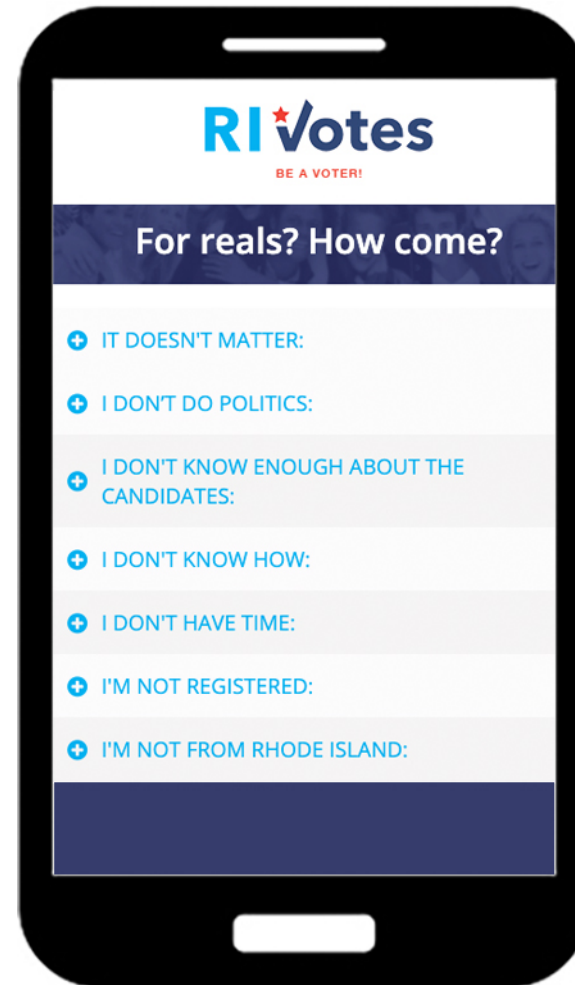
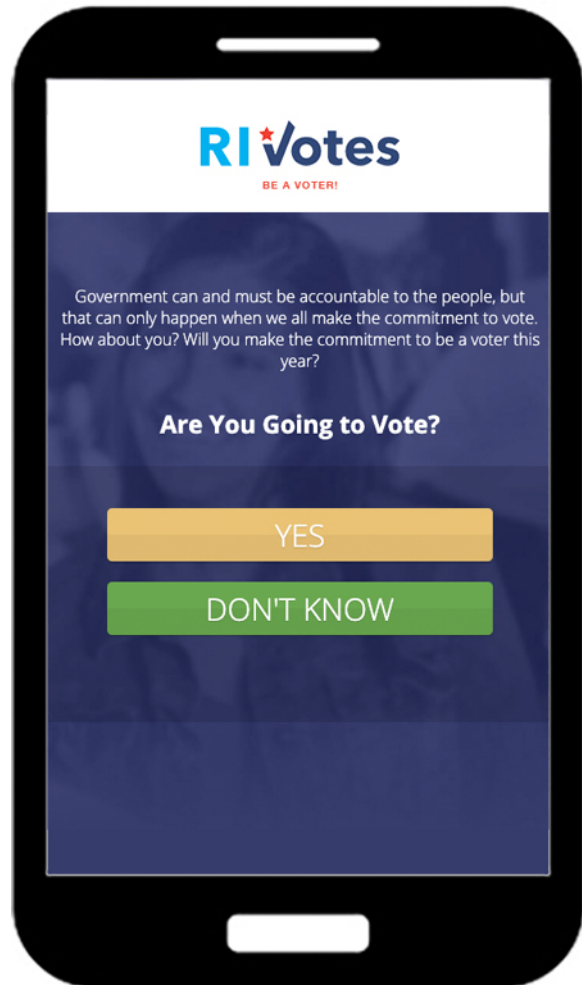
EMERGENCY BALLOT

BY MAIL

AT THE POLLS



Peer to Peer Messaging





[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

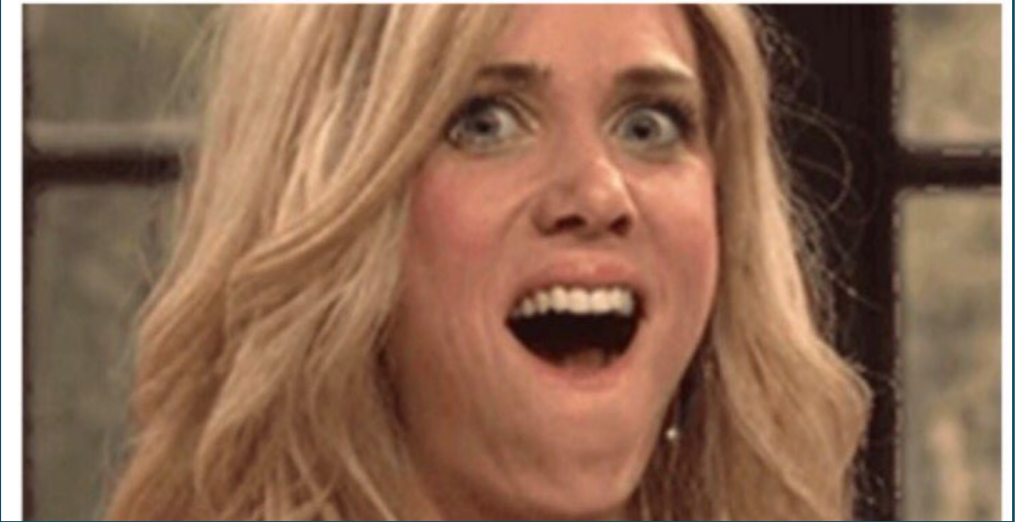


rivotes if you have advice on this ^
subject plz dm me 💕

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#meme #memeaccount #memer #vote
#voter #voting #vota #memes
#therapist #dating #tinder #providence

tfw you realize that mail ballots
come with prepaid return postage



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

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#rivotes #voter #voting #votes #vota
#rhodeisland #ri #rhody #memes
#memeaccount #kristenwiig #memer
#mailballot #votabymail



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



We think voting is out of this world 🌙⭐️⭐️⭐️

#Vote #Voting #BeAVoter #RIVotes
#VotingMeme #Elections #StarWars
#StarWarsMeme #ThatsNoMoon
#Moon #MoonMoon #MoonMeme



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