



2010 ACCOMPLISHMENTS

Rock The Vote was founded on the promise that if politicians spoke to young people, young people would respond, and these new voters would transform American politics. For the past 20 years, Rock the Vote has been working to engage and build political power for young people by increasing their participation at the polls and leveraging that participation for a better future. Building off of the history-making progress gained in the 2008 election, Rock the Vote ran its largest midterm election campaign ever in 2010.

In 2010's contests young people nationally sustained or surpassed their participation rates compared to previous midterm elections. And in youth dense communities where Rock the Vote invested time and resources, we saw significant increases in turnout, proving that young people are poised once again be an influential voting bloc in 2012.

Where Rock the Vote was on the ground, **the youth vote surged:**

- At North Carolina Central University, turnout was 13 times higher in 2010 than it was in 2006. At University of North Carolina at Chapel Hill, turnout increased 31%
- At the University of Florida, turnout increased by 49%
- At the University of Pennsylvania, turnout increased by 46%

These examples of success show that 2008's winning playbook – voter registration, addressing the issues of young people, and asking them to turn out – still works.

Overall, **turnout nationally was almost 23%**, which is consistent with recent midterm elections turnout, according to exit polls. And from the partisan perspective, **under-30 voters were the only age demographic to vote for Democrats**, with the youngest voters (18-24 year olds) giving Democrats a **19-point margin**.

This year, Rock the Vote ran the largest non-partisan voter registration drive in this midterm election cycle. The following details select highlights from the campaign:

Voter Registration:

- More than **300,000 voter registration downloads** from our website and field program, **surpassing our goal of 200,000 downloads by 50% and shattering our previous midterm election year registration numbers**
- More than 1,100 partners used Rock the Vote's online voter registration technology to register their fans, readers, and constituents
- Strong online partnerships established with entertainment, media and civic groups like Lady Gaga, Jason Mraz, Long Distance Voter, Electionland, Color of Change, and New Era Colorado
- More than 800 registrations in one day at The Ohio State University campus



Online and Mobile Action:

- **1,725,231 visitors and 5,761,124 page views on our web properties**, including the RTV website, blog, voter registration tool, interactive election center ("Electionland"), events platform ("LIVE"), and Democracy Class.
- **Sent 14 million emails and almost 1.5 million text messages** to young voters regarding key registration and Election Day information
- Saw 11% growth in our Facebook friends to 64,820
- Rock the Vote's celebrity-driven "Tweet the Vote" campaign received more than 9 million impressions on artist pages, including Cali Swag District, Faith Hill, Maroon 5 and Pink
- An Election Day collaboration with Foursquare logged 50,000 user check-ins
- Rock the Vote was the number one trending organization on Twitter on Election Day
- Launched Electionland, an interactive election center which hit more than 468,000 page views in a 48-hour period around Election Day

Voter Education and Engagement:

- A 5-state Get Out the Vote field blitz in conjunction with Trick or Vote, with appearances by bands like Passion Pit in North Carolina and OK Go in Ohio, resulted in canvassing outreach to 14,637 doors
- More than **400 active volunteers on the ground**, completing **767 volunteer shifts**
- **402 in-person volunteer events organized through our new LIVE.rockthevote.com tool** and another **62 requests** to use Rock the Vote's logo at events in local areas.
- **Collected 7,656 'I pledge to vote' postcards** that were mailed back as reminders to vote on Election Day
- **Distributed more than 25,000 voter guides** in 5 states

Election Protection:

- Participated in the national Election Protection Coalition, distributing the toll-free hotline number on voter guides, door hangers and online nationally, as well as setting up tables to assist young voters with Election Day issues in five states.

Voter Awareness & Turnout:

- Generated more than **280 million media impressions**
- Appeared in national outlets like The New York Times, The Huffington Post, Daily Caller, Daily Kos, The Daily Beast, The Nation, The Weekly Standard, The National Journal, AOL's Politics Daily, Variety, The Hill, USA Today, NPR, ABC World News Tonight with Diane Sawyer, CNN, MSNBC, FOX and CNBC
- Appeared in regional outlets like The Philadelphia Inquirer, The Philadelphia Daily News, The Raleigh News & Observer, South Florida Sun Sentinel, CentralFloridaFuture.com, The Florida Independent, Progress Ohio, Voice of Philly,



The Rocky Mountain Collegian, The Colorado Statesman, and The Colorado Independent

- Established 178 national, 138 regional news, 114 regional entertainment, and 157 regional public affairs media contacts, **totaling 587 reporters and media contacts** worked with this cycle
- **Wrote and published opinion-editorials for The Washington Post, The Philadelphia Inquirer, The Seattle Times and The Huffington Post**
- Released polling data on the 2010 youth vote which was initially covered by national outlets like CNN, The Huffington Post, The Hill, Variety, NPR, Daily Caller and AOL's Politics Daily, as well as regional outlets in our target states
- Launched "Vote Fearlessly" a public service advertising (PSA) campaign featuring dozens of actors and musicians from Joaquin Phoenix, Casey Affleck, Jesse Tyler Furgeson, and Kate Walsh to young stars Jesse McCartney and JoJo to hip-hop artists and actors David Banner and Nick Cannon to comedians Dane Cook and Wayne Brady
 - The get-out-the-vote campaign aired on CBS primetime, Hulu.com and debuted on the Huffington Post and Perez Hilton.
 - Additional supporters lent their voices to radio PSAs reminding young people of important deadlines, included Nas, Mike Posner, Pharrell Williams (NERD), Adrian Grenier, and Perez Hilton
 - "Vote Fearlessly" get-out-the vote posters were sniped in major cities across the country including New York, Chicago, Los Angeles and Washington D.C. and print ads were placed in more than 15 college newspapers in 5 states urging students to vote on November 2nd

"Democracy Class" High School Civics Outreach

- Launched civic education program for juniors and seniors in high school called Democracy Class, which is a 45- to 90-minute curriculum available for free to teachers and community leaders nationwide
- Democracy Class was taught 112 times in 5 states this fall by RTV staff, plus was available for teachers to download nationwide, reaching xx students with a message of how and why to register to vote
- Hosted a launch event at Arleta High School in Los Angeles, CA with hip-hop stars the Cali Swag District and California Secretary of State Debra Bowen
- Promoted videos with artists like Good Charlotte, Nick Cannon, Neon Trees, David Banner and Michael Franti, discussing issues relating to civic engagement

As all of us who organize know that voting is a habit, and young people will keep turning out as we continue to invest in them. Rock the Vote will continue to build on our success and fuel this political youth movement, ensuring that the power built from this election is used to bring about the change we so desperately need in 2012 and beyond.