



THE PROXY PROJECT™

Young Americans are fired up. We're loud. We're demanding change. And we want it this November in the midterm elections. We've marched. We've registered new voters. But will they actually cast ballots?

Political observers agree that 18-24 year-old voters are the key to victory for the Democrats in the fall. But if past elections are any guide, "the youth vote" cannot be counted on to turn out for midterm elections in big enough numbers to make a difference. **The Proxy Project** is a tool to ensure that they do. It uses the power of 14-17 year-olds like us to drive 18-24s to the polls.

Many of the most influential activists today *can't* vote. As high schoolers, we're too young. We believe in gun-law and immigration reform, for environmental legislation to protect the planet, representatives who care about women's and LGBTQIA+ rights and combating racism. We long for a voice at the ballot box. Fired up by the #NeverAgain movement, young people have mobilized and registered new voters in huge numbers.

But with just a short time until Election Day, what next? What's the strategy for getting these new registrants – and droves of previously "sporadic" voters – to turn out? Here's a fresh game plan: sign them up to be **proxies** for those who don't have a voice at the ballot box. Research shows that people are more likely to vote when they have someone counting on them to follow through. Call it "skin in the game." One-to-one connections deliver votes.

Think of **The Proxy Project** as an Act Two for high school change-makers who want to do more. Each under 18 who *can't* vote will be challenged to find a single 18-to-24 who *can*. That will be their proxy – someone who's got their back and will pledge to vote in their interest on Election Day. The proxy can be an older sibling, a teammate, or a college-bound friend. It can be a bus driver or the person behind the counter at Starbucks, or even our parents, if they've been reluctant voters in the past. The key is that the pair establishes a one-to-one civic and personal bond that sticks on November 6th. We're talking minimal GOTV effort. No phone banking, no door-knocking, no impersonal mass emails or text bots to be ignored. Just a "date" at the voting booth where nobody gets stood up.

How would it work? High Schools can compete with other schools in their county or state to sign up the most proxies, with prizes donated by local sponsors. Pairings can be registered at **The Proxy Project's** website, where the "**can'ts**" and "**cans**" each fill out a simple survey listing their ages, the issues that matter most to them, their zip codes and email addresses. Later, they can come back and record whether a vote was cast. The website will be a resource for youth organizers, providing materials to download, links to voting information and tools to spread the word on social media. Closer to the election, the website can be a sign-up spot for a virtual march to the polls by proxy partners on November 6th.

Adult organizers of this platform started the viral grassroots campaign [Women On 20s](#), which convinced the Treasury Department to put a woman's face on the US \$20 bill. **The Proxy Project** is an engine that can achieve similar success as a grassroots movement. We hope you'll join us in helping turbo-charge voter turnout this fall! www.theproxyproject.net

Make A Match For Change

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