



*Updated as of February 12, 2020*

## **Pennsylvania Campus Voting Challenge – Media Toolkit**

Congratulations on joining the Pennsylvania Campus Voting Challenge! Your institution will now compete against others across the state of Pennsylvania. The Pennsylvania Campus Voting Challenge is a collaboration between the Pennsylvania Department of State and the ALL IN Campus Democracy Challenge, a nonpartisan initiative of Civic Nation. The partnership will support and recognize Pennsylvania colleges and universities working to increase civic education and nonpartisan engagement in our democracy. Participating colleges and universities will be eligible for awards based on voter registration and turnout rates on their campuses for the November 2020 election.

**Below, please find materials you can use to spread the word on campus and in your community.** We hope you will share this information widely. You can use the hashtag #CampusVotesPA and tag us on Twitter at @PAStateDept and @allintovote, Instagram at @allintovote and Facebook at @PADepartmentofState and @allintovote.

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### **Sample press release**

Date

[INSTITUTION] JOINS PENNSYLVANIA CAMPUS VOTING CHALLENGE AND COMMITS TO INCREASING STUDENT CIVIC ENGAGEMENT

[DATELINE] —[INSTITUTION] announced today that it has joined the Pennsylvania Campus Voting Challenge, a statewide campus voter registration and turnout competition sponsored by the [Pennsylvania Department of State](#). By participating in the Challenge, [INSTITUTION] joins campuses across the state in cultivating the next generation of informed and engaged citizens who are essential to a healthy democracy.

“We are happy to welcome [INSTITUTION] to the Pennsylvania Campus Voting Challenge. It’s critical that members of the next generation register to vote and turn out to vote to make their voices heard in our democracy,” Secretary of State Kathy Boockvar said. “By joining the Challenge, [INSTITUTION] affirms its commitment to ensuring students are both informed and engaged participants in the 2020 election and beyond.”

[INSTITUTION] will be eligible for awards based on voter turnout and registration rates on campus for the November 2020 election. Secretary Boockvar will issue statewide awards



for two-year and four-year institutions based on campuses' National Study of Learning, Voting, and Engagement (NSLVE) reports generated by the Institute for Democracy & Higher Education at Tufts University in Massachusetts.

[INSTITUTIONAL REPRESENTATIVE QUOTE] [INFORMATION ABOUT INSTITUTIONAL PLAN/COMMITMENT]

By joining the Challenge, [INSTITUTION] has committed to convening a campus-wide committee to develop and implement an action plan for advancing nonpartisan civic engagement and increased voter participation among students. [INSTITUTION] will share its student voting rates from its NSLVE campus report in order to earn a national seal and be eligible for awards.

The Challenge is a collaboration between the Pennsylvania Department of State and the [ALL IN Campus Democracy Challenge](#), a national, nonpartisan nonprofit. Schools that sign up for the Pennsylvania Campus Voting Challenge will also be automatic participants in the nationwide ALL IN Campus Democracy Challenge, a national awards program that recognizes colleges and universities for their commitment to increasing student voter participation.

"Preparing students with the knowledge, skills and experiences needed for their public lives as contributing members of our democracy and their professions has historically been a responsibility of higher education," said Jennifer Domagal-Goldman, Ph.D., executive director of the ALL IN Challenge. "We are thrilled to welcome [INSTITUTION] to the Challenge and applaud its commitment to making informed engagement in our democracy a meaningful part of campus culture."

[INSTITUTIONAL BOILERPLATE]

### **Sample newsletter or website blurb**

*(to be included in newsletter or posted on website)*

[INSTITUTION] Joins Pennsylvania Campus Voting Challenge

[INSTITUTION] has joined the Pennsylvania Campus Voting Challenge, a nonpartisan competition between higher education institutions across Pennsylvania with a commitment to increasing student voter participation and civic engagement on their campuses.



Participation in this voting challenge underscores [INSTITUTION's] support for student engagement in our democracy. It signals a commitment to ensuring that students are both informed and engaged participants in the 2020 election and future elections.

There will be three award categories for both four-year and two-year institutions: highest voter turnout, most improved voter turnout and highest rate of voter registration. Awards will be given based on student participation in the November 2020 election. Data from the National Study of Learning, Voting and Engagement (NSLVE) will be used to determine award winners.

The Challenge is a collaboration between the [Pennsylvania Department of State](#) and the [ALL IN Campus Democracy Challenge](#), a national, nonpartisan nonprofit. Using campus voter turnout data, the Pennsylvania Campus Voting Challenge will issue state awards from the Pennsylvania Department of State to eligible colleges and universities. Additionally, the ALL IN Challenge will issue national awards and seals to participating institutions.

For more information on the Pennsylvania Campus Voting Challenge, visit [www.votespa.com/campusvotingchallenge](http://www.votespa.com/campusvotingchallenge). To learn more about the ALL IN Campus Democracy Challenge, visit [ALLINChallenge.org](http://ALLINChallenge.org).

### **Sample social media posts**

#### *Twitter*

[Institution] joined the Pennsylvania Campus Voting Challenge, a statewide campus voter registration and turnout competition. It. Is. On. #CampusVotesPA @PAStateDept @ALLINtoVote

[MASCOT/NICKNAME]s VOTE! [Institution] has joined the Pennsylvania Campus Voting Challenge, a statewide campus voter registration and turnout competition. Do your part and [register to] vote TODAY! #CampusVotesPA @PAStateDept @ALLINtoVote

[Institution] is now a part of the Pennsylvania Campus Voting Challenge and will compete against colleges and universities across the state to increase student voter registration and turnout in the 2020 election. #CampusVotesPA @PAStateDept @ALLINtoVote

Have you registered to vote? [Institution] is competing against colleges and universities across the state as part of the Pennsylvania Campus Voting Challenge.



Help the [Mascot/ Nickname] win by registering today! #CampusVotesPA  
@PAStateDept @ALLINtoVote

*Facebook*

[Institution] has joined the Pennsylvania Campus Voting Challenge, a nonpartisan, campus voter registration and turnout competition sponsored by the Pennsylvania Secretary of State's Office and the national ALL IN Challenge. State and national awards will be issued to participating campuses based on voter registration and turnout. Show your [Institution/ Nickname] pride at the polls by voting in 2020. Register to vote today to participate in the #CampusVotesPA. @PAStateDept @ALLINtoVote

For more information on the Pennsylvania Campus Voting Challenge, visit [www.votespa.com/campusvotingchallenge](http://www.votespa.com/campusvotingchallenge). To learn more about the ALL IN Campus Democracy Challenge, visit [ALLINChallenge.org](http://ALLINChallenge.org).

[MASCOT/NICKNAME]s VOTE! [Institution] has joined the Pennsylvania Campus Voting Challenge, a nonpartisan, college voter turnout competition sponsored by the Pennsylvania Department of State's Office and the ALL IN Challenge. Help the [Mascot/ Nickname] win. Participate in the #CampusVotesPA by registering to vote and voting in the 2020 election! @PAStateDept @ALLINtoVote

For more information on the Pennsylvania Campus Voting Challenge, visit [www.votespa.com/campusvotingchallenge](http://www.votespa.com/campusvotingchallenge). To learn more about the ALL IN Campus Democracy Challenge, visit [ALLINChallenge.org](http://ALLINChallenge.org).