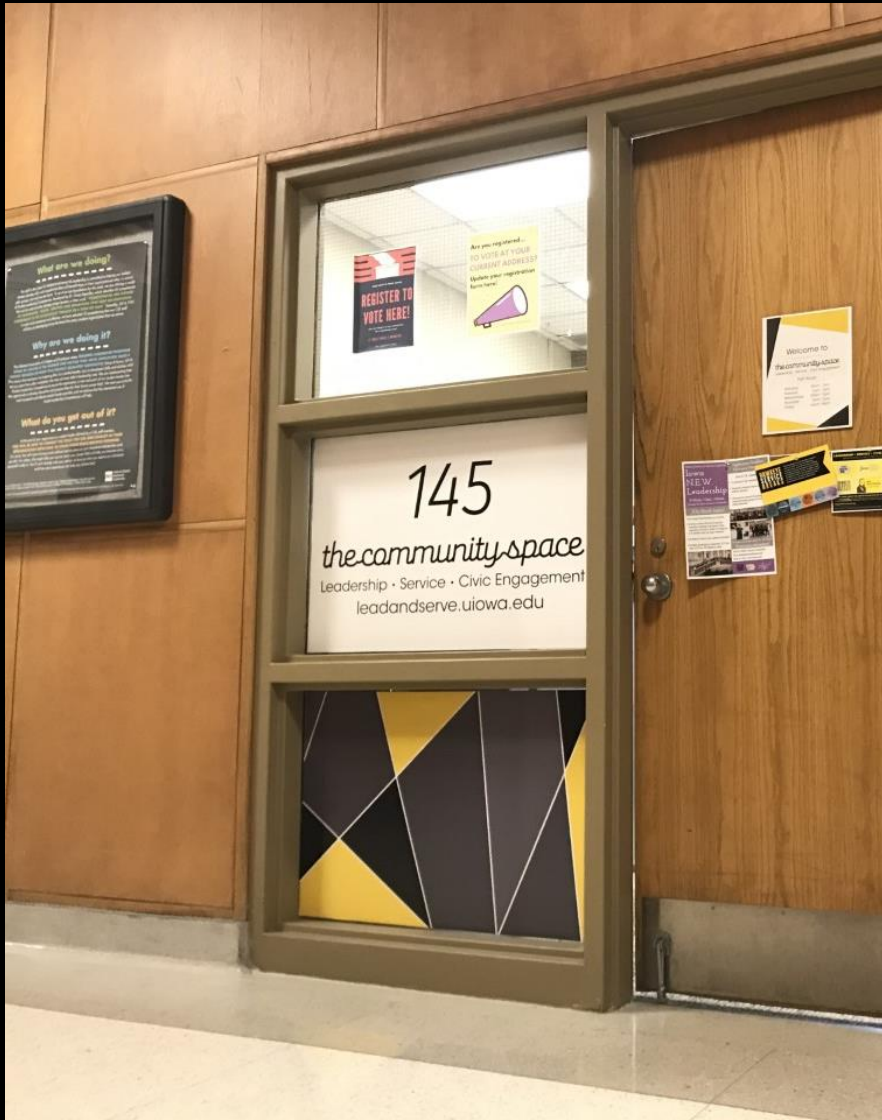


**HAWK** THE  
**VOTE**

Power of the Youth Vote



## Who are we?

---

- Hawk the Vote is a non-partisan student initiative on campus working to increase voter registration, education, and turnout.
- We are a team of 4 undergraduate students that are passionate about voter engagement
- Part of the Office of Leadership, Service and Civic Engagement
- We hold office hours in IMU 145



# UI Voting Fun Facts!

---

- In 2018, U of Iowa students voted at a rate of 44.9%.
  - This was a 16.7% increase from the last midterm election.
  - Nationwide, youth turnout **\*DOUBLED\*** in the 2018 midterm elections.
- At the UI, students in the business and engineering colleges vote at significantly lower rates than their peers in CLAS.
- At the UI, women turn out at a higher rate than men.



# Election Resources

---

- <https://vote.uiowa.edu>
  - Info on voter registration, absentee ballots, in-person voting
  - Candidate guides for local, state, and federal elections
  - Access to a voter hotline for quick voting questions
- Johnson County Auditor's Office
  - Has lots of information about special elections
  - Office that handles voter registration and absentee ballot request forms
  - Call this office for Voter ID Pin (for ABRF)



# Power of the Youth Vote



DID YOU KNOW THAT at least **15 MILLION**  
PEOPLE HAVE TURNED 18 SINCE THE 2016  
ELECTION?

(you might be one of them!)





BUT  
USUALLY  
LESS THAN  
50% OF  
ELIGIBLE  
YOUNG  
PEOPLE  
TURN OUT  
TO VOTE...



**I GET SAD**



**WHEN YOUNG PEOPLE DON'T  
VOTE**

[meme-generator.net](http://meme-generator.net)

This is me :'(



# Fast Facts about 18-21 year old voters:

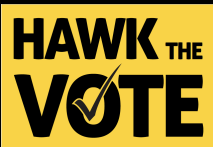
- More than **75%** say they're paying attention to the election and think it will have an impact in their communities.
- **28%** say they have recently participated in a march or demonstration, but that also differs by race and gender. Young women are much more likely to have protested (36%) than young men (20%). And youth of color are much more likely to have demonstrated than White youth (38% vs. 22%), with **young women of color the most likely to do so**.
- One-third (34%) said they did not know if their state has online voter registration. Just 25% have voted by mail before, and **more than a quarter said they wouldn't know where to get information about mail-in voting**.
- **Young people with no college experience are less likely to be contacted by campaigns and parties** and less likely to have information on casting an absentee ballot or to know where to get it, which both reflects and potentially perpetuates inequalities in political participation.



[Click here for source](#)

Okay but let's be real...

Could young people voting actually make a difference?

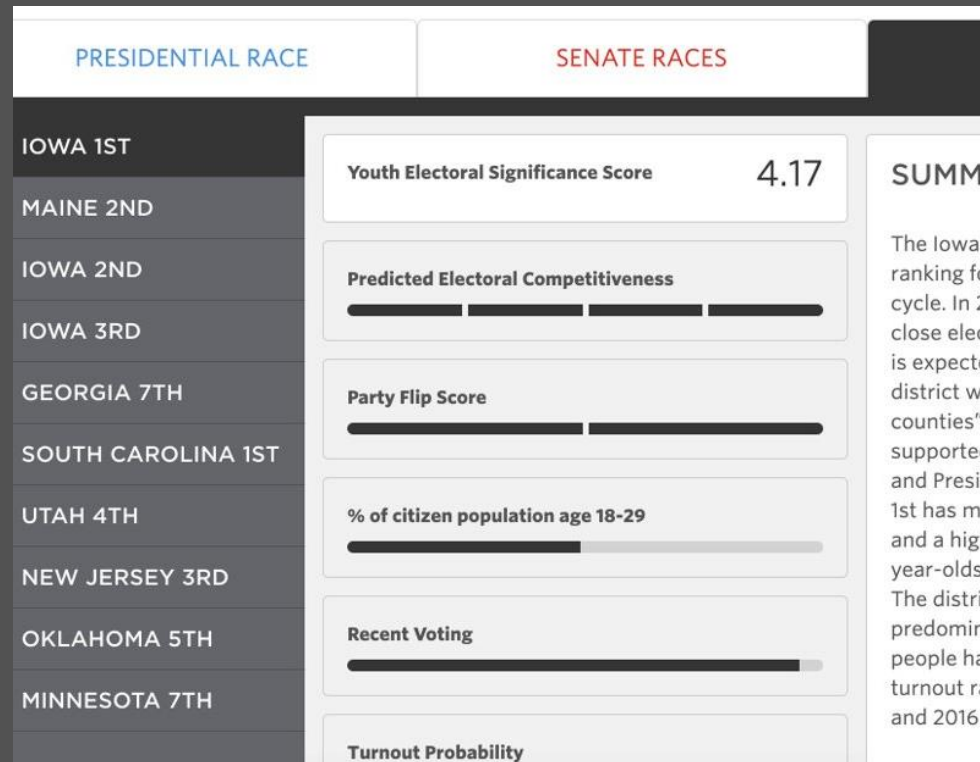


# YES(I) it Can!

Try it out yourself!



- CIRCLE's Youth Electoral Significance Index (YESI) measures the power of the youth vote in various states.
- In 2020 Iowa Youth Vote was:
- 5th most influential for presidential election
  - 6th most influential for senatorial election
  - 1st (IA-01), 3rd (IA-02), and 4th (IA-03) for house election



## Young People Hear about the Election Most From Friends and Family

The percentage of young people (ages 18-21) who said they have personally been spoken to about the 2020 election by each type of person

Friend

62%

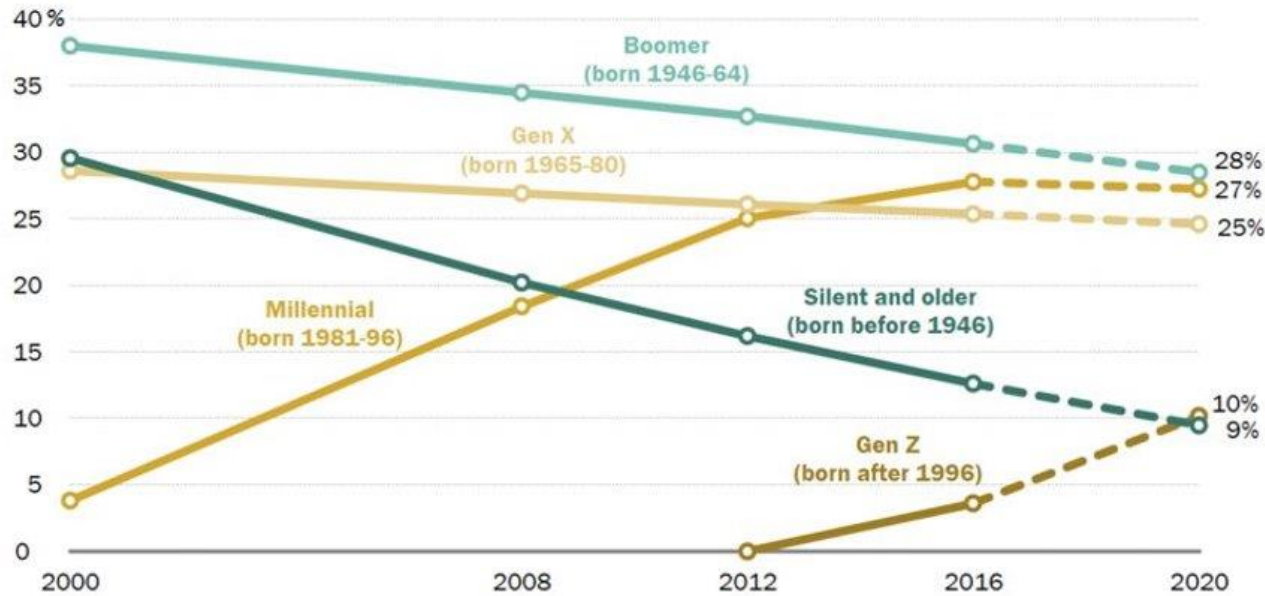


Hawk the Vote utilizes a friend-to-friend voter engagement strategy.

So far, our voting ambassadors have reached out to nearly 1000 students in one-on-one conversations about voter registration and creating a voting plan for the November election.

## In 2020, one-in-ten eligible voters will be members of Generation Z

% of eligible voters by generation



Note: Eligible voters are U.S. citizens ages 18 and older.

Source: Data from 2000 to 2016 from Pew Research Center analysis of 2000 decennial census and 2008 American Community Survey (IPUMS). Data for 2020 from Pew Research Center projections of the electorate based on population projections.

PEW RESEARCH CENTER



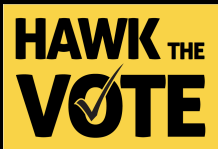




## Why is Youth Civic Engagement Important?

---

- Youth are the future leaders of our communities and will tackle the problems we face today
- Learning now how to vote leads to a habit of voting throughout one's lifetime
- Feeling like a part of a community increases a sense of belonging and self-worth
- The opinions of youth should be represented by individuals working in government





# What can you do to help?

---

Become	Become an expert on voting and help your friends prepare to vote
Consider	Consider how youth engagement can be incorporated into what you already do
Donate	Donate your time to political organizations or campaigns to reach young voters

# Questions?

Follow us [@votehawk](#) on Twitter and Instagram

Email us [dsl-hawkthevote@uiowa.edu](mailto:dsl-hawkthevote@uiowa.edu)

Visit our website [vote.uiowa.edu](http://vote.uiowa.edu)

