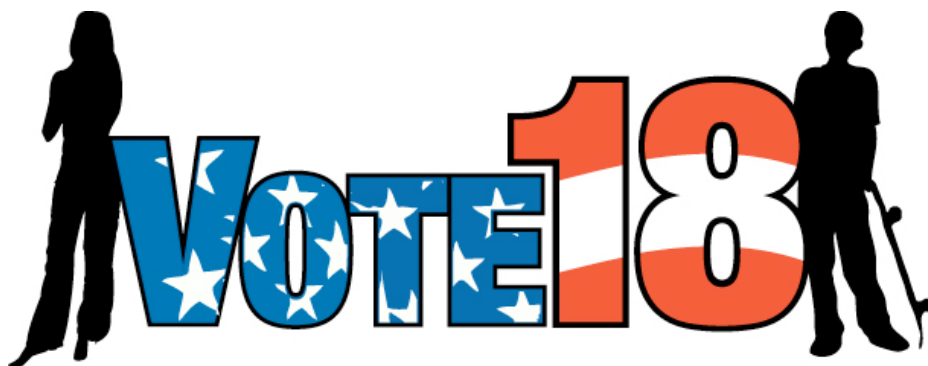


# ***Yes, You Can!***

The Official Do-It-Yourself Guide  
for Bringing *Vote 18*  
to Your School, District, State or Region



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Vote18.org  
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## Invitation and Introduction

Welcome! Thank you for your interest in Vote 18. We hope you will join our growing community committed to engaging our young people to become active citizens in the political process for a healthy and vibrant democracy.

What makes Vote 18 so effective is its unique teaching and roll playing technique. During one class period a facilitator takes the students through the history of voting, graphically illustrating voting laws and voting dynamics through student role-playing. While the facilitator leads the class, it is the students who drive the class. Through the dynamics of exclusion, frustration, mock elections, group interaction and rewards, students become emotionally invested in the political process, and learn how they can affect its outcome.

Vote 18 makes voting personal. The game creates intense feelings of inclusion and exclusion then leads participants to resolve their conflicts and issues through the political process. Emphasis is placed on the economic and social impacts of voting. The facilitator uses the student mock election to demonstrate why voting is important for both individuals and communities. The game concludes by taking students through the voter registration process and a discussing how their participation can benefit both themselves and their communities.

To find a chapter near you, visit <http://www.vote18.org/chapters>. You can also call us and invite us to come to your community and teach a course. We may have a local representative in your area or we may fly in to teach a course and help you seed a local chapter. To start a new chapter, please review this Do-It-Yourself Guide and contact Marco Ceglie, the Executive Director, via email at [Marco@Vote18.org](mailto:Marco@Vote18.org) or phone at (718) 483-6616 for more information.

While this guide is meant to help you in your initial outreach efforts, we encourage you to contribute your ideas and methods in order to bring the Vote 18 program to as many schools as possible.

We are currently focused our development funding in three U.S. cities: New York, Phoenix and Washington, D.C. In addition to these we are seeking energetic leaders to become Vote 18 Coordinators in local areas throughout the U.S.

We do hope you will join our growing Vote 18 family.

## Overview

### Who we are

Vote 18's objective is to energize the next generation of young Americans to be involved citizens, register them to vote and empower them with the tools they need to be active participants in the political process.

### What we do

Using a fun fast-paced interactive game that teaches students the history of voting, the program makes voting relevant in their lives, and engages them in the world of politics. The goal is to motivate students to register to vote when they turn eighteen, show them the value of their vote and motivate them to stay politically engaged over the long term.

Vote 18 is successful because instead of just telling students they should vote, the program creates a forum where the students show themselves **WHY** they should vote.

### Program Components

What makes Vote 18 so effective is its unique teaching and roll playing technique. During one class period a facilitator takes the students through the history of voting, graphically illustrating voting laws and voting dynamics through student role-playing. While the facilitator leads the class, it is the students who drive the class. Through the dynamics of exclusion, frustration, mock elections, group interaction and rewards, students become emotionally invested in the political process, and learn how they can affect its outcome.

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### Target Participation

High School Students age 15 to 18

**Reaching Non College Bound Youth.** Citizens in a democracy are not born they're taught. Vote 18 targets young people at a crucial time, reaching out to them just before they are eligible to vote and inviting their participation in the political process. For the estimated 40% of students who do not go on to college this is the last quality opportunity to reach them as a group in an educational environment. Without a tool like Vote 18 these young citizens may not understand the value of their vote or exercise their right to vote. Statistics show

those who do not attend college are much less likely to vote and are at a high risk to become disenfranchised voters. Vote 18 invites their participation in the political system and encourages them to see themselves as members of the community and involved participants in the political process.

### **Board of Education Learning Content Standards**

The content of Vote 18's curriculum directly applies to Board of Education content standards for students' grades nine through twelve in history, social sciences and analysis skills. Vote 18 takes only one 45-minute class period to play.

### **Benefits to the Community**

- Teaches students the evolution of voting in America combining US History, civics, and current events.
- Familiarizes students with the registration process and registers eligible voters.
- Creates links between the next generation of involved citizens and community organizations and political groups.
- Capitalizes on the last quality opportunity to teach non college bound students the importance of voting and civic involvement.
- Reaches out to underrepresented minority groups encouraging their participation in the political process.

### **2009-10 Projects**

**Arizona:** Vote 18 is developing partnerships with Secretary of State Ken Bennett's Voting Outreach Coordinator, Robert Flores, as well as district and charter schools in Phoenix, Yuma, Mesa, Tempe, Tucson and Douglas. Vote 18 is proud to call Arizona a flagship model for implementing our innovative and effective interactive voting game.

#### **PACE University: The Political Literacy Project New York City Campus**

Vote 18 was recently awarded \$10,000 from the **Thinkfinity Initiative for Innovative Teaching, Technology and Research Grant** to develop a robust interactive follow up program where PACE University students work with High School Vote 18 students to teach them how to become civically engaging using social networking tools. Our plans are to replicate this pilot program on other campuses around the country.

**Teach For America – DC:** We are piloting a partnership with **Teach for America** in the DC-Metro area that will recruit and train T4A alumni to become Vote 18 facilitators and in turn bring our program into T4A's CORE member classrooms throughout the year. Once expanded, this model will empower us to better offer a turnkey operation to educators and partners such as Secretaries of State.

## Accomplishments

Teachers, administrators and inspired volunteers have been bringing Vote 18 into classrooms across America since 2006. The program became an official part of the New York City Public School system in 2007 and has been featured in local newspapers and television media.

Our goals in 2008 are simple: Turn as many 18 and near 18 year-old students into active and engaged citizens who vote in each and every election both local and national. To do this we need your help to bring the program into more schools each and every semester. We're off to a great start. With your help we can do even more.

## Contribute!

Please help Vote 18 reach even more young people around the country by making a secure, tax-deductible donation through our web site at [www.Vote18.org](http://www.Vote18.org). Or mail us a check to:

Vote 18  
473 Warren St.  
Suite 1F  
Brooklyn, NY 11217

## The Legal Stuff

The game is strictly non-partisan:

The game does not endorse any political party nor support any positions on specific issues. The goal is to increase political awareness, promote dialog and encourage today's young people to become tomorrow's voters and political leaders. When facilitating the program, **please remember** not to suggest or voice your personal support for any one position vs another. Our mission is to engage students about the issues but not to convince them to think about it one way or another. The most effective facilitators play devil's advocate no matter what the position, engaging the students to think critically and become aware that process.

The objective of Vote 18's program is to show students that their voice is their vote. No matter where they stand on an issue, the only way their voice will be heard is if they vote in each and every election, both local and nationally.

Fundraising:

We encourage chapter leaders to fundraise locally in order to support Vote 18 program locally, regionally or nationally. Legally all efforts have to be coordinated with the national office, however, so please let us know of your intentions to raise money to support Vote 18 and we will give you the support you need for success.

# **I. Bringing Vote 18 to your area**

## **Creating a Chapter**

### **Start small, local:**

Starting a chapter is as easy as reaching out to your friends and family. Contact your local High School or ask friends and family to introduce you to teachers. Vote 18 can be taught in any class, but we've found that social studies, government courses and economic classes provide the best alignment with current curriculums.

### **Find friends, contacts:**

Recruit your friends and professional network to get involved. Getting young people excited about voting is a win-win for everyone. Avoid volunteer burn out by clearly defining interest, time availability at the outset.

### **Create a Steering Committee**

A steering committee is the best way to introduce and launch the Vote 18 program in your area. Ideal candidates for a steering committee in your district or city include representatives from education, government administration, media and local legislative bodies. Reach out to your network and introduce the program to those who have an interest of working with students to engage them civically. A passion and history reaching out to young people is ideal, but not critical for success.

## **Organization Classes Sessions**

### **Contact local schools**

The best way to bring Vote 18 to your community is to have people see it in action. This is accomplished by scheduling a class session. Since the program only takes between 30 and 45 minutes to complete, depending on how much time you have per class. (Shortening or lengthening the discussion of issues during the mock election can adjust the session's length.) This is to make it easy for teachers and administrators to accommodate a Vote 18 presentation into their on going curriculums.

While the ultimate goal of Vote 18 is to become an active and recurring part of the school's curriculum for all juniors and seniors every semester, getting started is as easy as calling your local high school and introducing the program to a teacher or assistant principal.

Once a date and class period is set, reach out to local administrators, other educators, and government representatives to come and take part in the demonstration.

## **Recruit Facilitators**

Anyone can be a Vote 18 facilitator.

- Retired teachers
- League of Women Voters
- Kiwanis and other clubs.
- Education Dept at local university, community college, etc.
- “High Profile” Facilitators include local and state representatives, legislators, etc, who enjoy getting out into their districts to meet and interact with their future constituents. (\*\*Please note that these facilitators CANNOT use Vote 18 in order to campaign or otherwise directly influence students how to feel about any specific issue.)

## **Generating Interest**

Everywhere Vote 18 goes interest follows. Because of our unique interactive learning tool and easy to implement lesson plan, teachers can easily adopt the program. Media is also interested during an election season, be they national or local in scope.

## **Outreach: Top Down and Bottom Up**

Your outreach will be most effective if you engage and excite teachers about Vote 18 while at the same time bringing the program to the attention of administrators who have the authority to implement the program into the recurring curriculum.

### **Grassroots support for Vote 18 include:**

#### **Teachers**

Teachers are often the most excited about Vote 18 because it is so easy to implement and its impact so powerful and immediate. Teachers are encouraged to teach the game themselves or invite Vote 18 facilitators to come to their class. Teachers/Classes to reach out to include:

- Social Studies
- Government Classes
- Economics
- History

#### **Administrators**

Reach out to invite the following to learn more about the program. Invite them or their representatives to come and see the game played in a local school. Follow up with a thank you note and request for a short meeting to describe the program in greater details. Present our Organizational Information Packet <**download here:**

<http://vote18.org/download/Vote18InfoPacket.pdf>>.

Administrators include:

- **Schools:**
  - Principals
  - Assistant Principals
  - Social Studies Coordinators (Each district has one)
  - District Superintendent (and Assistant)
  - Board of Education members (for school, district and state)

### **Government**

Contact your local government offices to help drive wider adoption of the Vote 18 game. While teachers and local grassroots support are keys to building greater interest, administrative support will provide the critical support needed to implement the Vote 18 program into the recurring curriculum every semester. Government agencies with an interest in voting include:

- Secretary of State
  - Find your local SOS here:  
[http://nass.org/index.php?option=com\\_content&task=view&id=89&Itemid=223](http://nass.org/index.php?option=com_content&task=view&id=89&Itemid=223)
- S.O.S. Voter Outreach Coordinator
- Local and State Senators, Congresspersons and Legislators
  - Find Reps and Senators here:  
<https://forms.house.gov/wyr/welcome.shtml>  
<http://www.congress.org/congressorg/home/>

### **Media**

Media is also a great way to raise awareness and build support for wider adoption of the Vote 18 program. Contact your:

- Local television
- Radio
- Print media

Be sure to reach out to both local and national news bureaus and ask them to come and cover the Vote 18 game in action.

Asking a local legislator or Secretary of State to facilitate the program creates a “win/win” news event that benefits the students and the school and will strengthen and grow your chapter.

### **Invite us!**

Have an interest in starting a chapter but don't know where to begin? Call us and invite us to come to your community and teach a course. We may have a local representative in your area or we may fly in to teach a course and help you seed a local chapter. Email [Marco@Vote18.org](mailto:Marco@Vote18.org) for more information.

### **Who to Contact:**

If you have any questions, please contact the Marco Ceglie, Executive Director via email at [Marco@Vote18.org](mailto:Marco@Vote18.org) or phone, (718) 483-6616.

## II. Materials

Here are the few items you'll need to facilitate the Vote 18 game:

- Lesson Plan (**Download it here:**  
<http://vote18.org/download/Vote18LessonPlan.pdf>)
- King's Crown (Optional)
- Presidential candidate winner reward: recommended \$5 cash
  - Other options: extra credit, gift certificates etc.
- Voter rewards: 10 mini size candy bars for every 30 students
- Ballots for Voting (we suggest using mini-Post-It Notes)
- Print or write on the board Debate Questions and Candidate
  - Responses Chart (see chart in Lesson Plan)
- Optional – homework assignment or a class discussion on the debate questions chart
- Voter registration forms

# Vote 18 Sign up Form

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone (     ) \_\_\_\_\_

School \_\_\_\_\_

Grades \_\_\_\_\_

Address \_\_\_\_\_

City                      State                      Zip \_\_\_\_\_

Name \_\_\_\_\_

Email \_\_\_\_\_

Phone (     ) \_\_\_\_\_

School \_\_\_\_\_

Grades \_\_\_\_\_

City                      State                      Zip \_\_\_\_\_

### **III. Budget**

In addition to being easy to implement, Vote 18 is very inexpensive to execute.

- Prize money for candidates need not be more than \$5 cash or extra credit for the winner.
- Purchasing an inexpensive crown to wear in Part I of the program is a great way to dramatize your role as “King George”. Crowns can be found at any costume shop.
- A bag of mini-candy bars can last more than one session. Depending on the size of the class, each candidate is given about 5 – 7 candy bars to hand out.

### **IV. History and Incorporation of Vote 18**

Vote 18 was incorporated as a not for profit organization in June, 2007. The game was developed by Walt Townes and inspired by an interactive learning tool created at Yale University. The Yale program was developed by Vote 18 board member Elizabeth Addonizio. Her subsequent research has found that students who participate in such interactive learning methods are up to 60% more likely to vote more than four years after taking part in the program.

#### **Executive Team**

##### **Executive Director - Marco Ceglie**

Marco Ceglie is an outspoken voice for democracy. Formerly the National Co-Chair and Campaign Coordinator of a national issue-advocacy organization that used humor and satire to raise awareness of political and economic issues, Mr. Ceglie is an ardent believer in the power of positive messaging to both inspire and empower young people to become engaged in the political process.

Mr. Ceglie is also a successful entrepreneur, the coauthor of the novel *Surveillance*, and is currently working on the non-fiction book *Democracy is a Joke*, highlighting the use of humor to affect change in politics.

##### **Founder – Walt Townes**

Walt Townes is a successful entrepreneur who is passionate about democracy and the importance of voting. While working as a volunteer on the 2004 presidential campaign he received numerous requests from educators to come to their schools and talk to the students about the political process. Mr. Townes visited many schools and realized the majority of young people did not understand the voting process nor grasp its impact on themselves and their communities. In response, Mr. Townes developed Vote 18 to educate students about the history of democracy in America engage them in a way that makes it fun to learn and relevant to their lives.

For information on scheduling a Vote 18 class or teacher training at your school contact:

Marco Ceglie  
473 Warren St.  
Suite 1F  
Brooklyn, NY 11217

Phone (718) 483-6616  
Email [Marco@Vote18.org](mailto:Marco@Vote18.org)

## **Board of Directors**

### **Walt Townes - President, Founder**

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### **Judi Roth - Vice President**

Judi Roth is the Executive Vice President of the League of Women Voters of the Hamptons and Chair of its Education Committee. She moved full-time to Southampton in 2000 after a career in health care and higher-education administration. As Assistant Dean for Administration at Fordham Law School, she managed renovations, faculty relations and personnel. At Columbia University College of Physicians and Surgeons, Judi was the Administrator of Anesthesiology for 13 years running a department of over 200 staff with a budget exceeding \$15 million dollars. She served on many University committees and was the editor of the Academic Practice Assembly newsletter and the founder of the Anesthesiology Assembly newsletter, "Awakenings".

In addition to her volunteer work with the League in the Hamptons, Judi wrote for the Independent newspaper, assists in the second grade reading program at the John Marshall K-6 School in East Hampton and is on the Board of the Peconic Community Council, a not-for profit agency that helps to network organizations committed to providing access to health and human services.

She is an active tennis player, swimmer, and hiker and is a member of both the Southampton and East Hampton Trails Preservation Societies.

### **Dr. Chris Malone - Development Leader for NYC-based Facilitator Corps**

Dr. Christopher Malone is the Associate Professor of political science at Pace University in New York and Director of the Pforzheimer Honors College on the New York City campus. He teaches courses in American Politics and Political Theory. He was also the founding director the newly created American Studies Program at Pace.

A nationally recognized teacher of civic engagement and public values, Dr. Malone brings a lifetime of experience, knowledge and passion about democracy to Vote 18. During the 2000 presidential campaign, he helped produce and appeared in the PBS show for teens *In the Mix*, which taught young voters about analyzing campaign ads. In January 2004 the *Washington Post* identified him as one of the nation's most innovative professors. Christopher has also been quoted in dozens of news articles on presidential elections and has appeared on local New York City television news shows analyzing presidential politics.

He is also the author of *Between Freedom and Bondage: Race and Voting Rights in the Antebellum North* (Routledge Press, 2007), and holds bachelor's degrees from Louisiana State University and Suffolk University, an M.A. from Fordham University, and a Ph.D. from The Graduate School and University Center, The City University of New York.

Understanding of the vital importance that young people play in the health and strength of our democracy, Christopher is a fundamental part of Vote 18's mission to excite and inspire America's youth to vote and engage in civics.

### **Elizabeth Addonizio - Youth Voter Strategies Specialist**

Elizabeth Addonizio works at Morgan Stanley in the Investment Banking Division. She is also a Ph.D. candidate in political science at Yale University, researching behavioral approaches to voter turnout, and a Lieutenant JG in the United States Naval Reserve. Previously, she served as the 9th Ward Alderwoman in New Haven, CT.

As a Henry Luce Scholar, she worked in the China Center for Economic Research at Peking University and in the Economics Unit of the World Bank Resident Mission in Beijing, China. She has worked in the Inter-American Affairs Directorate of the National Security Council and in the Latin American Affairs Division of the Office of the U.S. Trade Representative. She is a former Fulbright Scholar, and holds a M.P.A. from the Woodrow Wilson School at Princeton University and a B.A. from Bucknell University.

## **Kristen Boilini - Southwest Regional Director**

Kristen Boilini is the President of KRB Consulting, Inc, a Legislative and Government Relations Firm serving the Arizona area. Prior to managing the legislative practices for two prominent lobbying firms, Kristen worked for two gubernatorial administrations. She opened her own lobbying firm in 2000.

Kristen has developed a successful bi-partisan lobbying practice and worked on a number of ballot initiatives and assisted in the management of several political campaigns. Kristen serves as Vote 18's Southwest Regional Director and is working to bring the program to school districts throughout Arizona, Utah, New Mexico and Texas. She also plays a vital support role in Vote 18's high profile facilitator development program training community leaders to teach the Vote 18 program in their local schools and districts.

Kristen has a Bachelor's Degree in Business/Finance, and a Master of Science Degree in Economics from Arizona State University. She currently represents clients before the Arizona State Legislature, Arizona Corporation Commission, administrative agencies, local governments and the Arizona Congressional Delegation providing her with a unique ability to help establish Vote 18 throughout Arizona as a flagship development model for other states.