



Ballot Z: an Online Youth Voting Initiative

- **Goal:**

- Increase turnout among Generation Z voters in the Chicago suburbs by making election information as accessible as possible online
- Special focus on vote by mail because of the COVID-19 crisis

- **Rationale:**

- Illinois has a strong voting infrastructure (online applications and flexible options for voting), but not enough young people take advantage of it
- Gen Z voters will make up [10% of the electorate in 2020](#), are invested in their communities, and care about their futures, but many need to be prompted to actually exercise their power and vote
- A consolidated source for election information combined with repeated reminders will make voting much more accessible

- **Online infrastructure:**

- Website to provide information about voting procedures and links to relevant voter registration and absentee ballot applications for each county
- Email and text reminders for upcoming deadlines
- Facebook, Instagram, and Twitter pages to engage with voters on multiple platforms and make the information easy to reach

Contact Information	Links
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