



strategy + support for  
**musicians** creating change



Air Traffic Control

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## Artist Election Messaging

The 2008 presidential election had the highest voter turnout in history for Americans age 25 and under. These voters provided the decisive margin in multiple congressional races and presidential primaries. This happened in part because musicians and entertainers got involved and encouraged their fan bases to register and get out and vote.

In this November's Midterm Elections, one third of the U.S. Senate and all of the House of Representatives will be up for re-election, as will state legislatures that determine congressional re-districting once every ten years.

If musicians send a message that this election is of critical importance, the midterms will be at the cultural forefront and remind fans that these elections are as crucial as the Presidential.

With that in mind, HeadCount and Air Traffic Control have created this simple list of suggestions for how you can easily encourage your fans to "Vote Again 2010".

## Top 5 Easy Ways to Get Out the Vote

### 1. Place a "Register to Vote" widget on your website, or create a Register to Vote link.

A Register to Vote widget can be found at: <http://www.headcount.org/promotional-toolkit/>

Or link directly to <http://www.headcount.org/register-to-vote/>

**SUGGESTED TIMING: IMMEDIATE**

### 2. Send a dedicated "Register to Vote" message to your email list.

This is THE single most effective means of registering voters. In 2008, a single email sent by one artist led to 8,000 registrations in one day. To be effective, these messages must be:

- very direct
- have a clear "call to action" in the subject line or headline
- include a link directly to the voter registration web page

**SUGGESTED TIMING: SEPTEMBER 28 OR EARLIER.** *Sample text provided on page 2.*

### 3. Send a dedicated "Register to Vote" message to your Facebook friends and Twitter followers.

If you have social media accounts on Facebook and Twitter to communicate with your fans, please use them to encourage voter registration.

**SUGGESTED TIMING: SEPTEMBER 26 OR EARLIER.** *Sample text provided on page 2.*

### 4. Send a message to fans asking them to vote early.

Many states allow people to vote early (at specific locations) or through absentee ballots. This is very important for busy people who might not be able to get away from school, work or travel on an election day.

**SUGGESTED TIMING: OCTOBER 18.** *Sample text provided on page 2.*

### 5. Send a reminder before Election Day

On the day before the election send a dedicated message by email, Facebook and Twitter reminding your fans to vote.

**SUGGESTED TIMING: NOVEMBER 1.** *Sample text provided on page 3.*



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## Suggested Copy

### REGISTER TO VOTE (Send between now and September 28, 2010)



#### Email/Web

Subject/Headline: Register to Vote

Body: A major national election will occur in November, and the deadlines to register to vote are approaching. Have you moved since the last time you voted? Or are you still unregistered? If so, click [here](#) to register online.

Relevant Links: <http://www.headcount.org/register-to-vote/>



#### Facebook (Copy and paste onto your Wall)

Register to Vote: Have you moved since the last time you voted? Or are you unregistered? You can register to vote today at <http://bit.ly/reg2vte>



#### Twitter

Voter registration deadlines are approaching. If you've moved or never registered, register online at <http://bit.ly/reg2vte>

### EARLY VOTING REMINDER (Send on October 18, 2010)



#### Email/Web

Subject/Headline: You Can Vote Early

Body: Waiting is never fun. So why wait to vote? A full 32 states now offer in-person early voting. For more information please visit the [HeadCount Election Center](#).

Relevant link <http://www.headcount.org/election-center/>



#### Facebook

Waiting is never fun. So why wait to vote? A full 32 states now offer in-person early voting. To find your polling place or get more information please visit <http://www.headcount.org/election-center/>.



#### Twitter

Want to vote early? You can in 32 states <http://bit.ly/voterinfo>



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## Suggested Copy

### ELECTION REMINDER (Send on November 1st, 2010)



#### Email/Web

Subject/Headline: Big Election

Body: This year, every American has the chance to make a statement by voting in the midterm election. We encourage you to make your voice heard. To find your polling place or get more information please visit the [HeadCount Election Center](http://www.headcount.org/election-center).

Relevant link <http://www.headcount.org/election-center/>



#### Facebook

Voting on Election Day? Good! Tell us why! (To find your polling place or get more information visit <http://www.headcount.org/election-center/>).



#### Twitter

The election is upon us. Get the info you need in order to vote at <http://bit.ly/voterinfo>

We also encourage you to Tweet from your polling place and let your fans know you just voted

### ADDITIONAL OPPORTUNITY

Promote your music and drive voter turnout by providing a free track for download. HeadCount has created a platform where fans can get free music by making a "Pledge to Vote". Your download will be placed on a page featuring dozens of artists, sharing your music with fans of diverse tastes. When fans make the pledge to vote they will also receive election information and reminders by email, phone and text message. Request more information or send MP3s and clearance to [AndyB@headcount.org](mailto:AndyB@headcount.org)

To view the Pledge to Vote, please visit <http://www.headcount.org>.