

YOUTH DEMOCRACY ACADEMY

HOW TO.. GOTV CAMPAIGN

An unofficial guide on how to build an
effective Get-Out-The-Vote campaign
by young people, for young people





EUIISYOU



#EuropeanElections2019



DYPALL
DEVELOPING YOUTH PARTICIPATION
AT LOCAL LEVEL



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Las Niñas del Tul



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Youth Democracy Academy (YDA)

Summary

The project focused on engaging young people aged 17-21, from 12 different EU countries, in moving towards a Europe that is closer to its citizens. We aim at building dynamic and positive European societies by supporting the development of youth programs based on values such as solidarity, citizenship, democracy and respect for diversity, where young people can develop their sense of critical thinking and ownership to the European Project.

In light of the European elections in May 2019, YDA raised awareness among young people about the importance of being involved in policy-making at European level and prioritized the engagement of first-time voters in a dialogue about the future of Europe.

Objectives

The main objectives of the project are:

- Developing young people's understanding of how democracy works today with a special focus on the European level;
- Developing young people's understanding of representative and participatory democracy spaces and decision-making processes in the EU;
- Engaging young people in the process of rethinking existing democratic system and suggesting new and innovative forms of participation;
- Empowering a generation of young advocates for the European values and the European project;
- Increase young people's engagement in European elections and the turn-out of first voters;
- Creating space for dialogue between young people and decision-makers.



Project timeline

The project started in September 2018 and will last for 18 months. It is organized in three different phases: preparatory phase, implementation, evaluation & follow-up.

The implementation phase is divided into different project activities that will be developed with and for young people:

- **Campaign Coordination Meeting** - involving one project coordinator and two youth leaders from each participating country, it served as a base for the creation of the campaign for the European Elections 2019;
- **International Training Course for Multipliers** – involving two youth leaders from each participating country who were trained on the topics of participatory democracy, EU institutions, way to transform participation at local to European level and how to transfer this to their peers;
- **Local Trainings for Youth Leaders** – organised in each of the participating countries and led by the trained multipliers; the participants on one hand learnt about the EU and participation mechanisms and, on the other, developed local action plans;
- **Implementation of Local Action Plans and GOTV campaign “EU is YOU”** - initiatives, campaigns, workshops engaging youth to debate themes related to European elections;
- **International Youth Exchanges** – young people had a central role in implementing the youth exchanges with the organisational support of partner organisations. This was the space for sharing and getting inspired using different tools (digital tools, arts, sports, etc.), creating spaces and moments for reflection on European Union as seen through the eyes of young people nowadays and in the future. Participants engaged in creative moments with their peers from different countries to build, dream and propose new ways for citizens to participate in the democratic life of Europe;
- **International Seminar** – engaging one project coordinator and two youth leaders from each participating country, the International Seminar was a platform to discuss and analyze the results of the European Elections in terms of youth turnout, and the results of the “EU is YOU” campaign;
- **Final Conference** – presentation of project results and young people’s dream of new Europe including innovative ideas for citizens’ participation in decision-making processes with a special focus on young people.

EU is YOU: The Youth Democracy Academy Campaign

"EU IS YOU" is a campaign for engaging first-time voters (18-22 years old) in the European elections (May 2019) led by young people in 10 countries (Bulgaria, Greece, Hungary, Italy, Slovakia, Latvia, Romania, Sweden, Spain and Portugal).

The campaign was created in a Get-Out-The-Vote format, meaning that its main (and only) aim was to encourage young people to vote in the European Elections. The campaign was created by young people for young people, and it had a local scope: the actions of the campaign took place in 15 cities, in 10 European countries.

The structure of the campaign



The campaign started officially after the International Training for Multipliers, where two youth leaders from each participating country were trained on the topics of participatory democracy, EU institutions, ways to transform participation at local level, and how to transfer this to their peers.

The youth leaders then organized local trainings for multipliers in their own countries, where participants learnt about the EU and participation mechanisms and, on the other hand, developed local action plans.

The Get-Out-The-Vote campaign then kicked off with the implementation of local action plans (initiatives, campaigns, workshops, etc.) engaging youth to debate topics related to the European Elections.

The campaign slogan is "EU is YOU", and the official hashtag is #EuropeanElections2019; both of them are translated into the 10 languages of the partner organizations.

The campaign is supported by an official design and a common communication strategy, within the 10 participating countries. The design is available also on printed materials (bracelets, stickers, t-shirts, tote-bags, condoms, posters, roll-ups) to be used during the local actions.

EU is YOU: Analysis of the results

The campaign “EU is YOU”, developed through the project “Youth Democracy Academy”, saw its beginning in the Campaign Coordination Meeting (November 2018), that brought together project coordinators from all the participating countries and 24 youth leaders (future multipliers of the campaign). The campaign served as a platform to decide on the slogan and design of the campaign, and to better understand the best strategies to create Get-Out-The-Vote campaigns.

The 24 youth leaders then met again in the International Training for Multipliers a space to debate topics such as participatory democracy and EU institutions, and to share tips and strategies on how to promote and develop young voters’ understanding of the democratic process and how it impacts their day-to-day lives. In addition, the youth leaders gained skills on how to act as peer educators, leading local teams implementing a GOTV campaign aimed at first-time voters.

The multipliers then organized, in all of the participating countries, local trainings for multipliers, each one involving at least 25 participants. From this base of multipliers, the local actions took off and reached 15 municipalities in 10 European countries, for a total of 49 actions.



We can therefore say that the campaign involved more than 200 young people as direct multipliers, and more than 5000 thousand people as participants of the local actions.

The European Elections 2019 marked an historic moment not only in general turnout, but also in youth voters’ turnout: 42% for 18-24 years old (14% increase from 2014) and 47% for 25-39 years old (12% increase from 2014).

In particular, students’ turnout reached 51%, with an increase of 14% from 2014.

If these numbers surely reveal a change in the general trends of youth turnout, we are not so naïve to believe that they are the results of the “EU is YOU” campaign alone. Although, we believe that together with all of the other GOTV campaigns around the European Union we were able to make a change and that, even more importantly, we were able to impact local communities all around Europe, creating a legacy with a European-wide network of multipliers that we will not let fade out.

How to... GOTV campaign: An unofficial guide on how to build an effective Get-Out-The-Vote Campaign by young people, for young people

Building on the experience that all of the participating organisations gained during the Youth Democracy Academy project, this publication aims at suggesting ideas and best practices for the creation and the implementation of a Get-Out-The-Vote campaign, with a particular focus on peer-to-peer campaigns by and for young people (or first-time voters).

The guidelines were collected and discussed during the **International Seminar** that took place in Scilla (Reggio Calabria, Italy) from the 7th to the 12th of October 2019, where project coordinators and youth leaders from all of the participating countries met to discuss and analyse the results of the European Elections, in terms of turnout, and of the “*EU is YOU*” campaign.

Even though the campaign had a common design, materials, and communication strategy, it was developed by the youth leaders in their local realities in their home countries, and therefore the actions of the campaign varied greatly from country to country. This document reflects these differences, and considers them an added value within our GOTV campaign; through these differences, in fact, we were able to reach more effectively large numbers of youth at local level, raising awareness on the importance of voting and creating a “domino effect”, where the people reached with the campaign became themselves multipliers of “*EU is YOU*”.

The document is structured in the following way:

- A first part with a simple compilation of the best practices that, according to us as organisations’ consortium, makes a GOTV campaign successful;
- A descriptive section, where each practice is explored more in-depth and examples and tips are given to the reader/user.

HOW TO.. GOTV CAMPAIGN

BE NEUTRAL

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02

PLAN AHEAD

MASTER THE TOPIC

03

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CONSIDER THE CONTEXT

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USE NON-FORMAL EDUCATION

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MAKE IT VISIBLE!

BE NEUTRAL

01

A Get-Out-The-Vote campaign encompass a general encouragement to vote in the elections, whether European, national, or local. It is therefore committed to political neutrality in matters of party politics, which means that the campaign does not endorse, support, or promote any political parties, candidates, elected officials, or any party-related opinion.

Good practice from the “EU is YOU” campaign

On the 16th of May 2019, Las Niñas del Tul (Spain), in collaboration with Fenix Association, organized a structured debate with the youth sector of the following political parties: Spanish Socialist Workers Party, Popular Party, Ciudadanos, VOX.

The debate took place in the Hall of Degrees of the Faculty of Political Science and Sociology of the University of Granada had a closed structure of several blocks in which, each of the representatives, in changing order, were answering with a limitation of 3 minutes each per subject. At the end, there was a section of open questions from the public.

What makes it a good practice?

All the political parties were invited to the debate

All political sides were represented during the debate

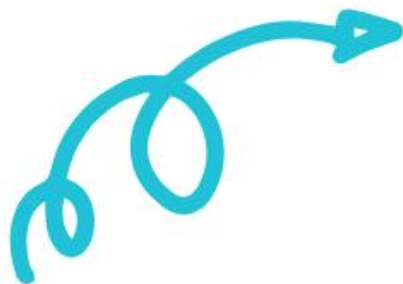
Each spokesperson had the same time to answer the questions, which were prepared and presented to them in advance, to facilitate efficiency

The open discussion was facilitated by an expert facilitator, to allow all opinions to be heard and avoid heated discussions

Tip from the campaign

You invited all the political parties, but just one side/party will participate? Prepare the speaker's table with the name of all the speakers, also the one you invited, and point out that you involved them. In this way, you will not be held responsible for partisanship.





¿ES NECESARIA LA UNIÓN EUROPEA?

Structured debate organized by Las Niñas del Tul,
in collaboration with Fenix Association

BONUS!

TALKING ABOUT THE ELECTIONS WITH ACTIVISTS AND POLITICIANS

On the 15th of May 2019, African Empowerment Centre (Sweden) organized an informative session about the European elections at Husby Folket Hus, with the support of Radda Barnen (Save the Children Sweden) and Folket Hus Husby/Jarva. The session was enriched by the participation of prominent activists, members of the Swedish parliament, local politicians and candidates. The discussion was strongly moderated and facilitated and all parties and sides were involved in the event.




02

PLAN AHEAD


A Get-Out-The-Vote campaign relies on a strategically developed plan, that calendarizes the activities in a way that maximizes their impact on the target group. Most GOTV campaigns take into consideration, for example, that the majority of voters decides whether to vote or not in the days right before elections, and therefore the campaign will see a spark in activities in that period of time.

Good practice from the “EU is YOU” campaign



On the 28th of April 2019, the Municipality of Pecsvarad celebrated the day of the city, and Gyermekek - és Ifjúsági Önkormányzati Társaság - GYÖT (Hungary) decided to join the local event setting up an information point on the European Elections. The point (an actual tent present at the event) had quiz materials (about the EU and the EU election), games, a drawing desk and promotional materials, and it was used to encourage people to engage in conversations about the Elections and its repercussions.

The place where the event took place allowed the organisation to reach also youth from rural areas.



What makes it a good practice?


The action coincided with a local event that already had potential to attract people

It involved people who are not normally in the "political bubble"

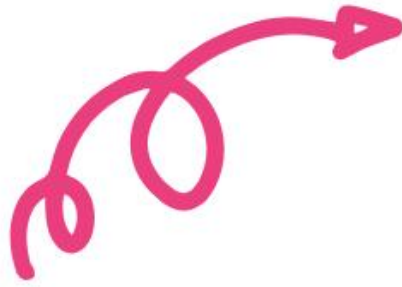
The action was organized enough time in advance to participate in a Municipality's scheduled event and to have materials such as a tent

The event took place a month before the Elections, which is usually when people start being interested in voting and in possible candidates.

Tip from the campaign



Look into the calendars of your Municipality, of the theatre, or of local organisations: in every city there are recurrent events where you can participate (often for free) and spread the message of your campaign.



AZ EU TE VAGY!

Stand of GYÖT at the event for the celebration of the Municipality of Pecsvarad.

BONUS!

#THISTIMEIMVOTING & #EUISYOU YOUTH STAND

On the 17th of May 2019, the Municipality of Rezekne (Latvia) held an education and career fair, where the "EU is YOU" team organised, together with the local EDIC centre, a stand where people could come along and receive information about the upcoming elections and take part in fun activities to earn small prizes.

The event took place just a week before the elections, a critical moment for "considered" (decided to abstain in the few months or weeks before the elections) and "impulsive" (decided to abstain from voting a few days before the elections or on the day of the elections) abstainers.

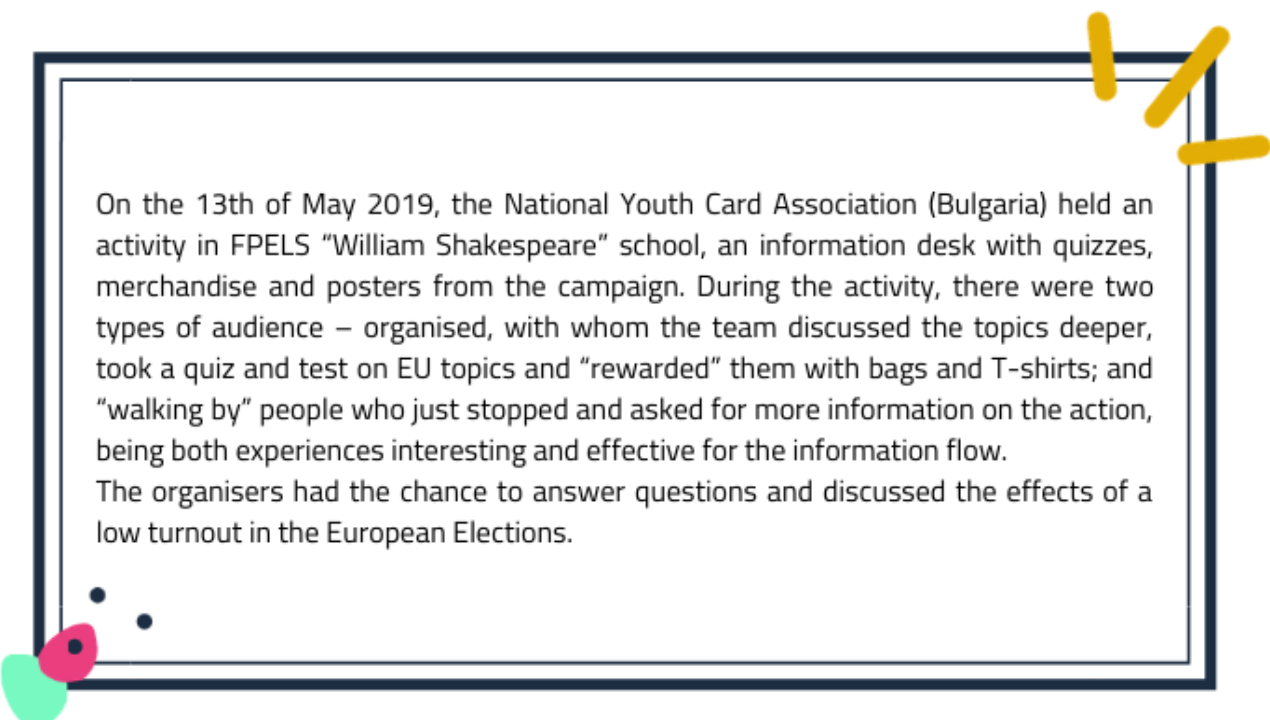


MASTER THE TOPIC

03

It is fundamental, when participating in an elections-related campaign, to understand how the elections work, what the body elected does and how it functions. In addition, it's always important to be prepared to ask questions from the public/participants and not to give out wrong or incorrect information: it's better to check and get back to the question later.

Good practice from the "EU is YOU" campaign



On the 13th of May 2019, the National Youth Card Association (Bulgaria) held an activity in FPELS "William Shakespeare" school, an information desk with quizzes, merchandise and posters from the campaign. During the activity, there were two types of audience – organised, with whom the team discussed the topics deeper, took a quiz and test on EU topics and "rewarded" them with bags and T-shirts; and "walking by" people who just stopped and asked for more information on the action, being both experiences interesting and effective for the information flow. The organisers had the chance to answer questions and discussed the effects of a low turnout in the European Elections.

What makes it a good practice?

The organisers prepared themselves beforehand on the topic (turn out, how the EU works, etc.)

The quiz included questions of which the organisers knew the answers and the context

Participants were able to solve their doubts at the desk, freely discussing the topic in different formats

The preparation of the organisers helped them in holding the activity in a school, showing their competence and the professionalism of the campaign

Tip from the campaign

Preparation can include many different things!

If you are trying to organise an action in a school or in an institution, try preparing some official documents, signed by your organisation or a leading individual within the project, that describe the campaign, highlighting the neutrality of it. It will help you with their trust.





DESK AT FPELS "William Shakespeare"

Desk at FPELS "William Shakespeare" school with quizzes and information on the EE19

BONUS!

DESK IN HANDLOVÁ

On the 1st of May 2019, Detská Organizácia FÉNIX, o.z. (Slovakia) organized a desk in the square of the city of Handlová with information about the European Union and a game, EUROHRU - a quiz of 10 questions regarding EU topics - that people passing by could participate in, winning merchandising. A lot of people and potential voters stopped by the desk, asking for information about the elections such as the date it is taking place and the advantages of being a European Union country for Slovakia.



04

BUILD LOCAL PARTNERSHIPS

A campaign has the potential of reaching many more people outside of the bubble of the “politically interested” if it builds partnerships at local level with, for example, local businesses, libraries, youth centres, etc. A partnership doesn’t necessarily involve direct fundraising, but can also consist in indirect fundraising (use of a room for free, for example) or in logistical support during an action (allowing to put posters, for example).

Good practice from the “EU is YOU” campaign

On the 19th of May 2019, in the Municipality of Karditsa (Greece), a local campaign activity was organized at a local café to inform young people about the importance of EU elections and why people should go out and vote.

The municipality of Karditsa is well known for thousands of take away coffees per day, and students (and generally youngsters), drink a lot of coffee during the day, so for two days a specific coffee shop was putting the EU is YOU stickers on the take away cups, in order for European elections to come on people’s minds when seeing the stamp while drinking their coffee.

What makes it a good practice?

The context was analyzed and it was used an already "viral action" (drinking coffee) as channel for the campaign

The organisers built a partnership with a local business, without involving fundraising

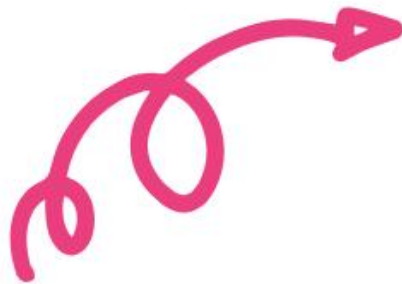
The activity built trust relationships with business owners in the city

The reach was impressive, without necessarily involving personal interaction

Tip from the campaign

If you don't know where to start from, ask you circle of friends and family. Most probably, you already know somebody who own a business that can support you. If not, ask the local library and the youth centre[s]: they will support you in spreading materials such as posters and stickers, and they might have useful connections.





COFFEE TIME WITH "EU is YOU"

Stickers of the "EU is YOU" campaign were put on take away cups in the Municipality of Karditsa

BONUS!

THE VOTE GOES PARTYING

On the 25th of April 2019, Las Niñas del Tul organized an activity in Granada; they partnered up with some local pubs, and showed up with urn and ballots, highlighting everywhere information about the elections. The team approached people, and talked about the importance of the European Elections and the influence it has on their lives, in an informal, fun and entertaining way.

In addition, people could send their encouragement to participate in the elections to other people in the room through the ballot box, inviting them to vote with personalized messages.

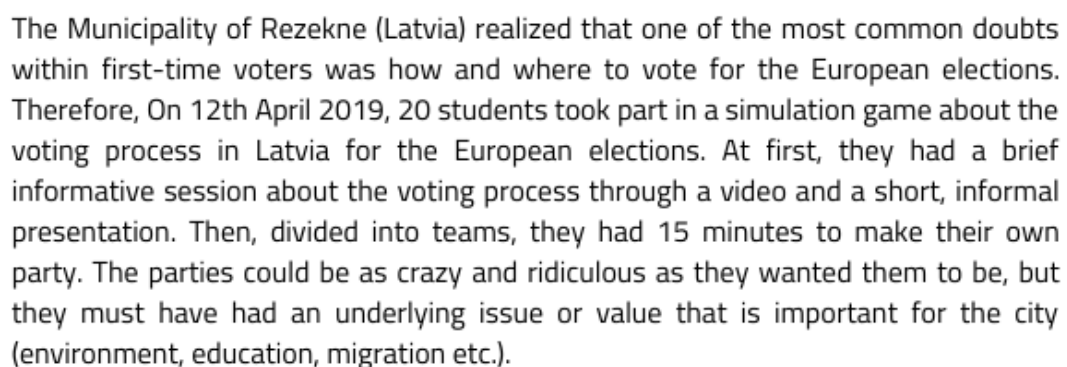


CONSIDER THE CONTEXT

05

A campaign with a national, or even international, coordination will need to be adapted to the local context in which the actions take place. This means that the cultural background, the socio-economic level of the population, the presence of certain school and of which level, the average age of the population and other factors have to be taken into consideration before planning the campaign.

Good practice from the “EU is YOU” campaign



The Municipality of Rezekne (Latvia) realized that one of the most common doubts within first-time voters was how and where to vote for the European elections. Therefore, On 12th April 2019, 20 students took part in a simulation game about the voting process in Latvia for the European elections. At first, they had a brief informative session about the voting process through a video and a short, informal presentation. Then, divided into teams, they had 15 minutes to make their own party. The parties could be as crazy and ridiculous as they wanted them to be, but they must have had an underlying issue or value that is important for the city (environment, education, migration etc.).

What makes it a good practice?

The team analysed the context and the needs of the target groups of the campaign

The event was held in a gamified way to attract more young people

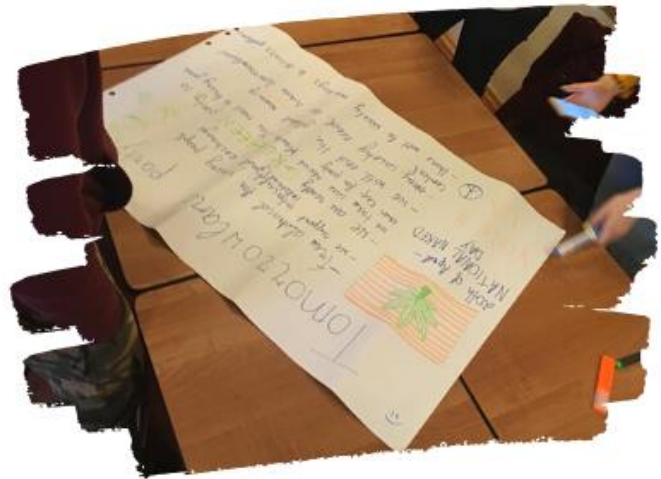
The simulation represented not a general voting process, but the voting process specifically in Latvia

It gave practical information (Ex.: people without their IDs were told that if that was the real election process, they wouldn't have been allowed to participate)

Tip from the campaign

Considering the context applies also to more practical arrangements, like the merchandising. If you are planning on having a local actions in the public square of the city, during the Saturday market, where families and elders go, it's better to avoid controversial items (like condoms).





EU VOTING SIMULATION

Simulation of the voting process in Latvia for the European elections 2019

BONUS!

EU is YOU! BUT WHY?

GYÖT (Hungary) held numerous actions in Eger because the city has one of the most active youth communities in Hungary. Therefore it was really easy for them to find interested participants and organise activities even in schools. On the 5th of May 2019, they also developed an informal but guided conversation about the EU, with a space for writing down some questions anonymously and that were answered at the end of the session.




06

ADAPT THE TOOLS


Every activity can not only take place in a different setting, but also have a different target group. It is vital to organise the activity in a way that catches the attention of the audience, considering the characteristics of the participants (students, people passing by, activists, etc.), of the place (public space, school, institution, etc.) and of the time and/or day it takes place (in the morning, on a national holiday, etc.).

Good practice from the “EU is YOU” campaign



Detská Organizácia FÉNIX, o.z. (Slovakia) created a comic video that shows, in a dramatic way, a young person that votes for the first time. The video, very catchy and auto-ironical, was shown during an activity called “Tea at 16h00”. In fact, it became a tradition for the team of activists in Handlová to have tea all together at 16h00, and they decided to invite also members of the youth parliament, students, and youth representatives from the town to join them.

The video served as kick off for the discussion on the numbers of turn out in Slovakia, while the activity included as well a quiz on the European Union.



What makes it a good practice?

The tools (video and quiz) were adapted to the target group and the participants of the event (youth)

An "informal" tradition was used as a channel to involve more people

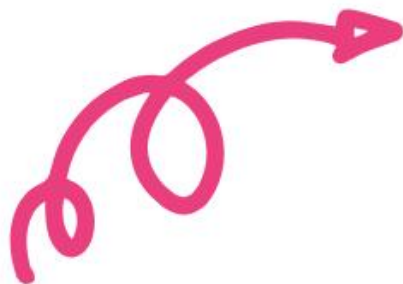
Different formats were used within the same activity, to keep up the attention of the participants

The activity was timed in a way that students could easily participate

Tip from the campaign

Online gamified tools such as Kahoot! and Mentimeter are great to engage the public and build knowledge on the topic. In addition, they can be used to create competition between the different participants (for example, politicians vs. students) to spark interest.





TEA AT 16h00

Initiative by Detská Organizácia FÉNIX, o.z. to share a cup of tea and discuss EU-related topics

BONUS!

YOUTH WEEK IN COVILHÃ

On the 24th May 2019, the team of the “EU is YOU” campaign from the Municipality of Fundão participated in the celebrations for the European Youth Week and it held an activity with young people from their area, from schools, political parties, youth organizations and university (UBI) about the YDA project and the role of young people for the outcomes of the European elections.

The session lasted about 45 minutes and it included videos, pictures, ideas from the previous local actions and their outcomes, and a Kahoot! quiz, showcasing the various tools that can be used in such settings.



BE INCLUSIVE

07

When we talk about turn out in the elections, we also have to consider the inequalities within societies that influence such numbers. Therefore, a good Get-Out-The-Vote campaign would consider equity and inclusion as core values by facilitating the access to participants with disadvantaged backgrounds and fewer opportunities compared to their peers whenever disadvantage limits or prevents participation in the democratic life and voting mechanisms.

Good practice from the “EU is YOU” campaign

In Sweden, African Empowerment Centre focused their local actions in areas with a majority of young people with migrant background, which meant that the topics relating to the European elections were stirred by the context the actions took place in.

On the 20th of May 2019, they held a debate with politicians, where young people could ask directly questions to them; the topics that were tackled were refugee crisis, racism, education, climate emergency and Islamophobia. In addition, they also discussed the impact of the EU elections, and how it can help in fostering solutions to issues like human rights, job opportunities and cooperation.

What makes it a good practice?

The debate had as main focus the inclusion of disadvantaged groups such as youth with migrant background

The organisers made sure that the target group was present and involved

The debate focused on topics valuable for the daily life of said target group

Groups usually disengaged and unheard were able to confront themselves with politicians and activists

Tip from the campaign

Inclusion covers many areas, groups, ideas and values!

In some events like debates and roundtables, try setting out some common rules for the group to respect, for example on certain vocabulary or attitudes. This will contribute in creating a safe space where everybody's voice is heard.





TALKING ABOUT YOUNG PEOPLE'S CONCERNS

Debate organised by AER on topics such as inclusion, diversity, and racism in the EU

BONUS!

CIVIC ENGAGEMENT IN SOFIA HIGH SCHOOL OF MATHEMATICS

On the 22nd of May 2019, the National Youth Card Association (Bulgaria) organized a campaign action in Sofia High School of Mathematics. The campaign took place during the breaks of school classes, where the team went among their peers and spoke up about civic engagement, inclusion and responsibility young people have being equal part of the society. In addition, the team discussed with the students about what the European Union does for us and how it tries to benefit all sections of the population, and they tried to spark their interest in active democratic participation.



08

CATCH THEIR ATTENTION

A Get-Out-The-Vote campaign is inherently a very visible campaign that can be composed by both big or small actions, at local, regional, national or international level. These actions have to be innovative, creative and catchy to attract the attention of the target group, in this case first-time voters. Therefore, it is vital to consider not only the context and the tools, but also how the campaign is being spread and with which actions.

Good practice from the “EU is YOU” campaign

On the 27th of March 2019, the team of the “EU is YOU” campaign of DYPALL Network (Portugal) organized a flashmob in Portimão for spreading the word about the European Elections 2019.

The flashmob consisted in a performance by the Grupo de Dança Contemporânea do Município de Portimão in the main center of the city, and it was followed by an explanation of the campaign, the overall project and how young people can get involved. The activity was also supported by the European Voluntary Service volunteers based in Portimão, who went around the main square to involve people and talk with them about the European Elections 2019.

What makes it a good practice?

The action was creative and artistic (flashmob)

It was held in the main centre of the city, a high visibility space

It involved different target groups, from first-time voters of the Dance School, to first-time voters from other schools directly invited, to people passing by

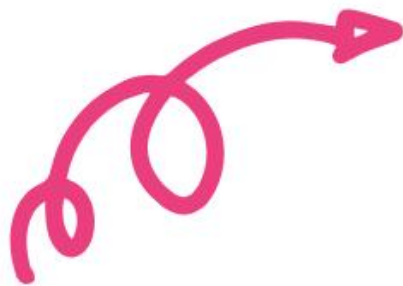
The method of the action also attracted people into sharing it live on social media, amplifying the reach

Tip from the campaign

The best way of catching the attention of young people? Go where they are!

Instead of inviting them in structured and formal activities, organize an action during a university party, in a pub, or in a local club: the difference in their interest will be striking.





DANCING AROUND THE EUROPEAN ELECTIONS

Flashmob organised by the "EU is YOU" team of DYPALL Network in the city centre of Portimão

BONUS!

WHAT IS THE EU FOR YOU?

On the 21st of May 2019, the Municipality of Karditsa (Greece) held an action in the city's main park, in order to inform first-time voters about the importance of EU elections and why people should go out and vote. In this action, the team was inviting people, and especially youngsters, passing by to write some of their "dreams" as European citizens about the future of the European Union, and their perspectives on what needs to be changed. The action sparked a conversation on the role of the EU in our life and how we can influence decision-making at European level.



USE NON-FORMAL EDUCATION

09

Non-formal education refers to planned, structured programmes and processes of personal and social education for young people designed to improve a range of skills and competences. Non-formal education methods contribute in using engaging and interesting tools to reach a common objective and therefore is an important ally when trying to reach young people through a Get-Out-The-Vote campaign.

Good practice from the “EU is YOU” campaign

On the 3rd of May 2019, EuroDemos Youth Mobility NGO (Italy) organised an informative session on the European elections in the “Cicognini – Rodari” high school in Prato.

The conference was moderated through the use of non-formal activities, which led the whole development of the event. Starting from an interactive quiz (that gave participants the chance to face in a funny and competitive way what first-time voters should know about the EU), it has been possible to shift towards deeper focuses on topics and issues raised from both students and teachers and to clarify several doubts on EU institutions and EU elections.

What makes it a good practice?

An interactive tool was used at the beginning of the session to catch the attention of the participants

The team used non-formal education methods such as silent floor, facilitated discussions, and energizers

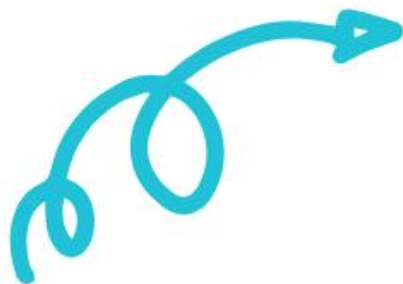
The session was focused on peer-to-peer and learner-centered education

The event was focused on involving both individual and group learning, with a collective approach

Tip from the campaign

Non-formal education is still an "unknown" methodology in many settings, for example in schools. Therefore, it is always advisable to start the session with an explanation of what is non-formal education and in what kind of activities it consists. It will help participants feeling more comfortable in participating actively.





"EU VOTE"

Informative session in "Cicognini - Rodari" high school in Prato on the EE19

BONUS!

LOCAL TRAININGS IN 10 EUROPEAN COUNTRIES

In every participating country, the "EU is YOU" teams, with the support of the partner organisations, organised a local training to start off the GOTV campaign and involve even more activists (or multipliers) in the local actions.

Such trainings focused on how the EU works, what it does for us and how to organise a GOTV campaign at local level, and they were solely built on non-formal education methodology, in which the new multipliers were trained to carry out the local actions.

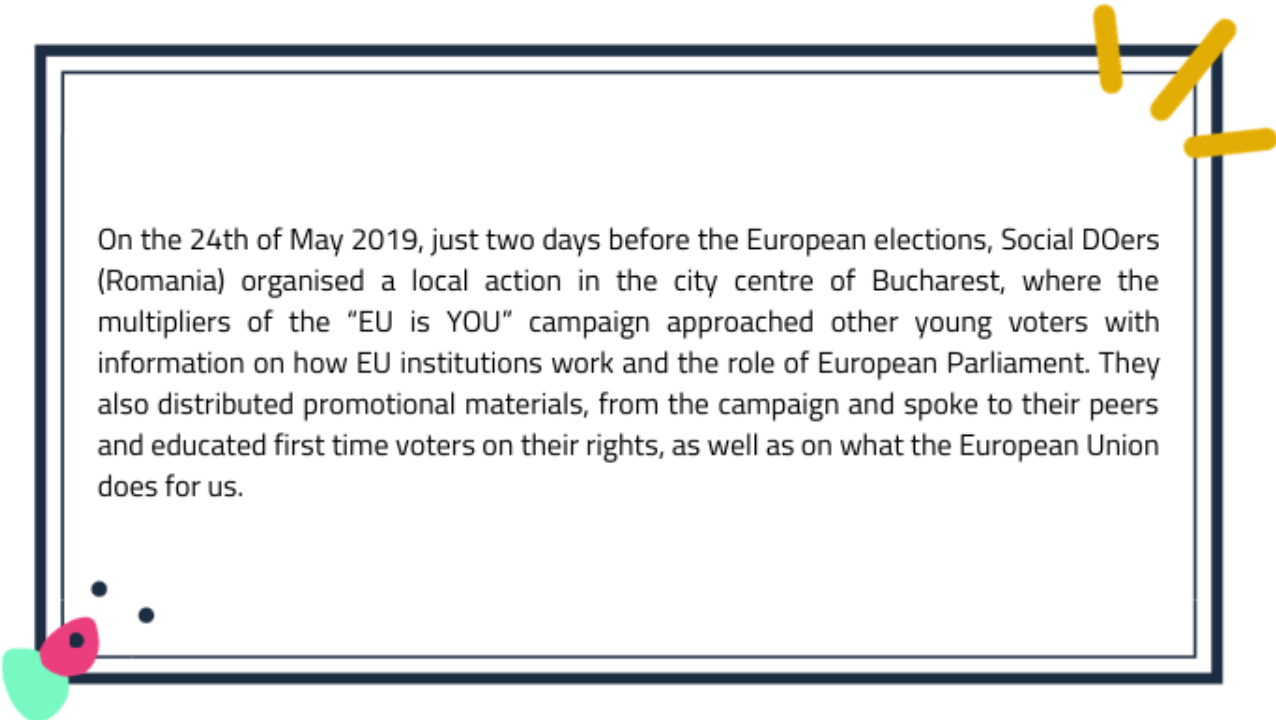


10

MAKE IT VISIBLE!

Any campaign has to be very visible, to reach as many people as possible and to stir behaviors. This is even more true for Get-Out-The-Vote campaigns that, not having a partisan ideal to promote and not being able to grasp on people's emotions, have to be very strategic in their implementation, to reach their target groups with memorable and appealing messages.

Good practice from the "EU is YOU" campaign



On the 24th of May 2019, just two days before the European elections, Social DOers (Romania) organised a local action in the city centre of Bucharest, where the multipliers of the "EU is YOU" campaign approached other young voters with information on how EU institutions work and the role of European Parliament. They also distributed promotional materials, from the campaign and spoke to their peers and educated first time voters on their rights, as well as on what the European Union does for us.

What makes it a good practice?

There was a massive spread of promotional materials, like bracelets and bags, concentrated in one day

Organising the action just two days before the elections gave it more visibility

The action took place in the city centre of a European capital

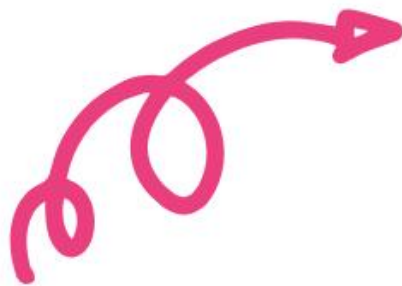
Many multipliers were involved, and they engaged with tens of different people

Tip from the campaign

Visibility can differ from context to context. Are many small actions better than one big event?

In any case, try to surprise your target group! In this way, you will be able to engage them and they will help you in spreading the message (for example, through sharing your action on social media).





"EU is YOU" IN BUCHAREST

Visibility action organised in the city centre of Bucharest by the multipliers of Social DOers

BONUS!

A HUG FOR THE EU

On the 15th of May 2019, the "EU is YOU" team of EuroDemos Youth Mobility NGO organised in Prato (Italy) a "Free Hugs" action to raise awareness of high school students and youngsters about the upcoming European Elections, the importance of EU elections and why people should go out and vote. The multipliers waited in front of their high school with a poster in their hands saying "A hug for the EU" ("Un abbraccio per l'UE" in Italian), in order to be very visible for the students coming out of school. The action lasted about 2 hours, and it attracted the attention of tens of students, who also received merchandising when stopping by.



Final remarks

The “EU is YOU” campaign showed how young people actually can engage their peers in something like voting for the European Elections but, most importantly, it showed that they have the skills to create and manage innovative and surprising campaign actions that had an impact in 15 local communities around Europe.

Even though we cannot quantify in numbers the effect that such creative multipliers had on their communities, the outcomes of the International Seminar and of the campaign itself show that when young people are given space and support, they can be empowering leaders for their peers, innovating the concept of youth participation itself.

Finally, we want to conclude this publication with the sincere acknowledgement and gratitude for our partners, the Institutions that financially supported the development of the activities, and for all the people that have been engaged in the different project activities.





EUISYOU

#EuropeanElections2019