



Updated as of June 15, 2020

Chicago Campus Voting Challenge & Illinois Campus Voting Challenge –

Media Toolkit

Congratulations on joining the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge! Your institution will now compete against others across the city of Chicago and the State of Illinois. The Chicago Campus Voting Challenge is a collaboration between America's Urban Campus and the ALL IN Campus Democracy Challenge, a nonpartisan initiative of Civic Nation. The Illinois Campus Voting Challenge is a collaboration between Campus Compact Illinois and the ALL IN Campus Democracy Challenge. The partnerships will support and recognize Chicago and Illinois colleges and universities working to increase civic education and nonpartisan democratic engagement. Participating colleges and universities will be eligible for awards based on voter turnout and registration rates on their campuses for the November 2020 election.

Below, please find materials you can use to spread the word on campus and in your community. We hope you will share this information widely. Schools in Chicago will participate in both the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge. Those who are outside of Chicago will participate in only the Illinois Campus Voting Challenge. *Update the sample media language below, depending on your campus' participation in these challenges.*

You can use the hashtag #ILVotingChallenge and #ChicagoVotingChallenge and tag us on Twitter, Instagram, and Facebook at @AmericasCampus, @CampusCompactIL, and @allintovote.

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Sample press release

[INSTITUTION] JOINS CHICAGO & ILLINOIS CAMPUS VOTING CHALLENGES AND COMMITS TO INCREASING STUDENT DEMOCRATIC ENGAGEMENT

[DATE] —[INSTITUTION] announced today that it had joined the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge, a city and statewide campus voter turnout competition from America’s Urban Campus, Campus Compact Illinois, and the ALL IN Campus Democracy Challenge. By joining the Challenge, [INSTITUTION] joins campuses across the city and state in cultivating the next generation of informed and engaged citizens who are essential to a healthy democracy.

[INSTITUTIONAL REPRESENTATIVE QUOTE] [INFORMATION ABOUT INSTITUTIONAL PLAN/COMMITMENT]

“Voting is the most fundamental right and duty of citizens,” said David Baker, Executive Director of America’s Urban Campus. “We hope to engage young people across the city in exercising their right through encouragement from and friendly competition among our city’s higher education institutions.” America’s Urban Campus is the non-profit consortium of Chicago’s colleges and universities.

[INSTITUTION] will be eligible for awards based on voter turnout and registration rates on campus for the November 2020 election. America’s Urban Campus and Illinois Campus Compact will issue citywide and statewide awards for 2-year and 4-year institutions based on campuses’ National Study of Learning, Voting, and Engagement (NSLVE) reports generated by the Institute for Democracy & Higher Education at Tufts University in Mass. for the November 2020 elections.

By joining the Challenge, [INSTITUTION] has committed to convening a campus-wide committee to develop and implement an action plan that describes the Institution’s commitment to and strategy for advancing nonpartisan democratic engagement through civic learning, political engagement and increased voter participation. [INSTITUTION] will share its student voting rates from its National Study of Learning, Voting, and Engagement (NSLVE) campus report to earn a national seal and be eligible for awards.

The Challenges are a partnership among America’s Urban Campus, Campus Compact Illinois, and the [ALL IN Campus Democracy Challenge](#), a national, nonpartisan non-profit, to facilitate Chicago and Illinois’ competitions. Schools that sign up for the Chicago Campus Voting Challenge will also be automatic participants in the statewide Illinois Campus Voting Challenge and the nationwide ALL IN Challenge.

“Preparing students with the knowledge, skills, and experiences needed for their public lives as contributing members of our democracy and their professions has historically been a responsibility of higher education,” said Jennifer Domagal-Goldman, Ph.D., executive director of the ALL IN Challenge. “We are thrilled to welcome [INSTITUTION] to the Challenge and applaud its commitment to making informed engagement in our democracy a meaningful part of campus culture.”

[INSTITUTIONAL BOILERPLATE]

Sample newsletter or website blurb

(to be included in the newsletter or posted on the website)

[INSTITUTION] Joins Chicago Campus Voting Challenge

[INSTITUTION] has joined the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge, a nonpartisan competition between higher education institutions across Chicago and Illinois with a commitment to increasing student voter participation and engagement on campuses across the state.

Participation in this voting challenge underscores [INSTITUTION's] support for students to engage in our democracy and make their voices heard. It signals a commitment to ensuring students are both informed and engaged participants in the 2020 election and beyond.

There will be three award categories for both to 4-year institutions and 2-year institutions—highest voter turnout, most improved voter turnout, and the highest rate of voter registration—and awards will be given based on student participation in the November 2020 election. Data from the National Study of Learning, Voting, and Engagement (NSLVE) will be used to determine award winners.

The Challenge is a partnership among America's Urban Campus, Campus Compact Illinois, and the [ALL IN Campus Democracy Challenge](#), a national, nonpartisan non-profit, to facilitate the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge. Using campus voter turnout data, The Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge will issue city and state awards from America's Urban Campus and Illinois Campus Compact to eligible colleges and universities. Additionally, the ALL IN Challenge will issue national awards and seals to participating institutions.

For more information on the Chicago Campus Voting Challenge, visit: [_](#) and for more details on the Illinois Campus Voting Challenge, visit: [and](#) to learn more about the ALL IN Campus Democracy Challenge, visit [ALLINChallenge.org](#).

Sample social media posts

Twitter

[Institution] joined the Chicago Campus Voting Challenge and Illinois Campus Voting Challenge, citywide and statewide campus voter turnout competitions. It. Is. On. #ChicagoVotingChallenge @AmericasCampus @CampusCompactIL @ALLINtoVote

[MASCOT/NICKNAME]s VOTE! [Institution] has joined the Chicago Campus Voting Challenge, a citywide campus voter turnout competition. Do your part and [register to] vote TODAY! #ChicagoVotingChallenge @AmericasCampus @CampusCompactIL @ALLINtoVote

[Institution] is now a part of the Chicago and Illinois Campus Voting Challenges and will compete against campuses across the city and state to increase student voter turnout in 2020. #ChicagoVotingChallenge #ILVotingChallenge @AmericasCampus @CampusCompactIL @ALLINtoVote

Have you registered to vote? [Institution] is competing against colleges and universities across the city and state as part of the #ChicagoVotingChallenge #ILVotingChallenge. Help the [Mascot/ Nickname] win by registering today! @AmericasCampus @CampusCompactIL @ALLINtoVote

Facebook

[Institution] has joined the Chicago and Illinois Campus Voting Challenges, citywide and statewide, nonpartisan, campus voter turnout competitions organized by America's Urban Campus, Illinois Campus Compact, and the national ALL IN Challenge. City, state, and national awards will be issued to participating campuses based on voter turnout. Show your [Institution/ Nickname] pride at the polls by voting in 2020. Register to vote today to participate in the #ChicagoVotingChallenge #ILVotingChallenge @AmericasCampus @CampusCompactIL @ALLINtoVote

For more information on the Chicago Campus Voting Challenge, visit or to learn more about the ALL IN Campus Democracy Challenge, visit ALLINChallenge.org.

[MASCOT/NICKNAME]s VOTE! [Institution] has joined the Chicago Campus Voting Challenge and the Illinois Campus Voting Challenge, citywide and statewide, nonpartisan, campus voter turnout competition organized by America's Urban Campus, Illinois Campus Compact and the national ALL IN Challenge. Help the [Mascot/ Nickname] win and participate in the #MIVotingChallenge by registering to vote and voting in the 2020 election! #ChicagoVotingChallenge #ILVotingChallenge @AmericasCampus @CampusCompactIL @ALLINtoVote

For more information on the Chicago Campus Voting Challenge, visit new links [O2], or to learn more about the ALL IN Campus Democracy Challenge, visit [ALLINChallenge.org](https://www.allinchallenge.org).