

HOW DO YOU FEEL ABOUT DONALD TRUMP BECOMING PRESIDENT?

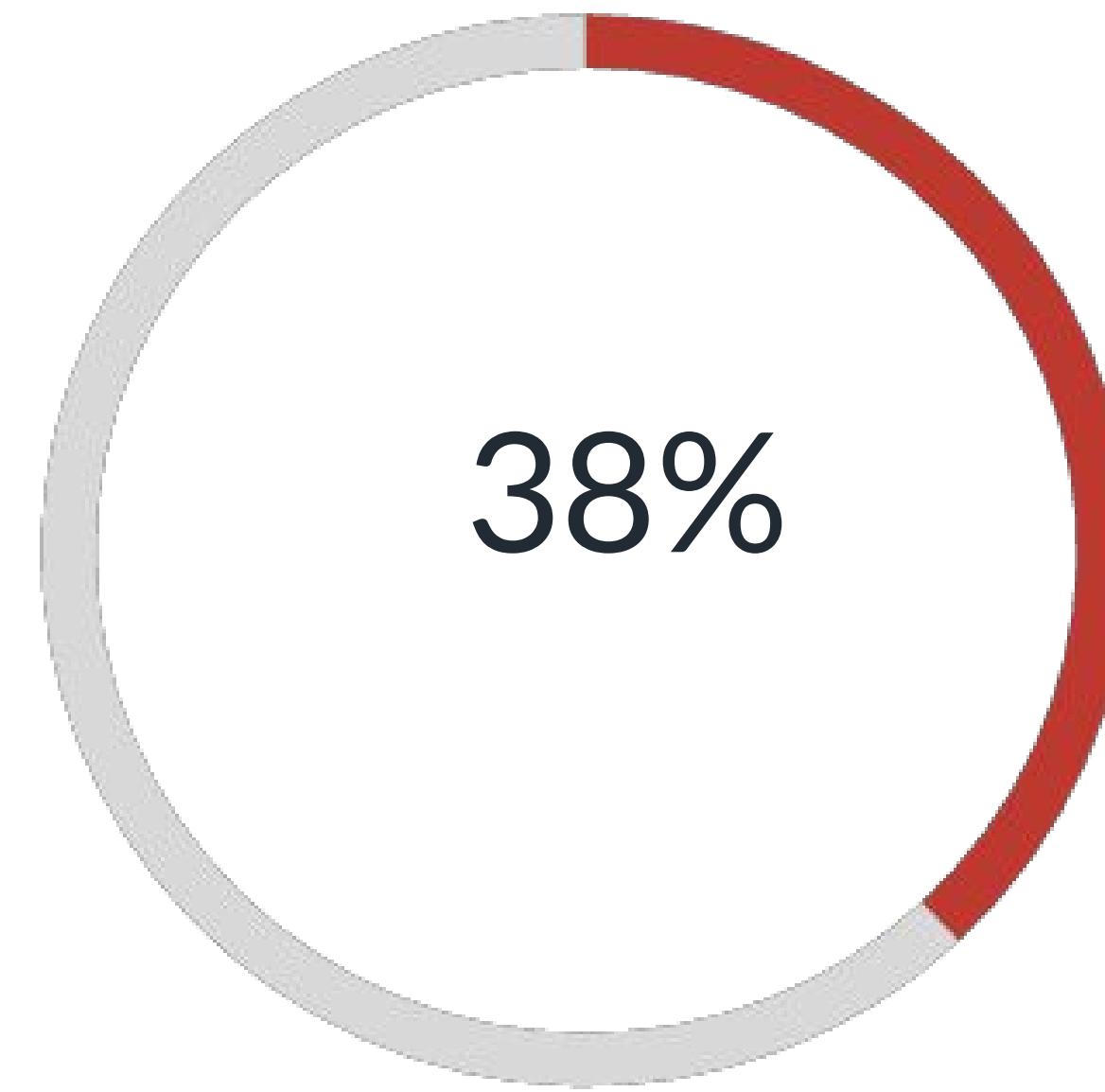
A YOUTH, CITIZENSHIP AND MEDIA PROJECT BY



GROUNDSWELL
educational films

PROPOSAL:

A media campaign that gives voice to college-age students and helps them to register and vote.



Percentage 18-24 Year Old Who Voted in 2012 Presidential Election



Percentage 18- to 24-year-olds who cast a ballot in the 2014 elections.

Source: 2014 Study: <http://campusvoteproject.org/why-student-voters-matter/>
2012 Study: File, Thom. 2013. "Young-Adult Voting: An Analysis of Presidential Elections, 1964-2012." *Current Population Survey Reports*, P20- 572. U.S. Census Bureau, Washington, DC.

STATEMENT OF NEED

- ◆ STUDENTS WANT TO SHARE THEIR THOUGHTS AND FEELINGS ABOUT THE CONTROVERSIAL ELECTION THIS SUMMER IN A SAFE WAY THAT PROMOTES MEANINGFUL DIALOGUE AND UNDERSTANDING.
- ◆ THEY WANT TO USE THEIR SMARTPHONES AND ENGAGE ON THEIR FAVORITE SOCIAL MEDIA PLATFORMS.
- ◆ MANY SAY THEY WANT TO HEAR MULTIPLE POINTS OF VIEW AND SUBSTANTIVE DISCOURSE, NOT JUST ANGRY PARTISANSHIP.
- ◆ THEY ALSO ASK, “HOW CAN I REGISTER AND VOTE WHILE AWAY AT COLLEGE?”



VISION

HOW DO YOU FEEL ABOUT DONALD TRUMP BECOMING OUR NEXT PRESIDENT?



VIRAL VIDEO CHALLENGE

- ◆ VIDEO SELFIE ANSWERING THE QUESTION IN 60 SECONDS
- ◆ POST ON SOCIAL MEDIA
- ◆ NAME A FRIEND IN YOUR VIDEO
- ◆ TAG 10 FRIENDS



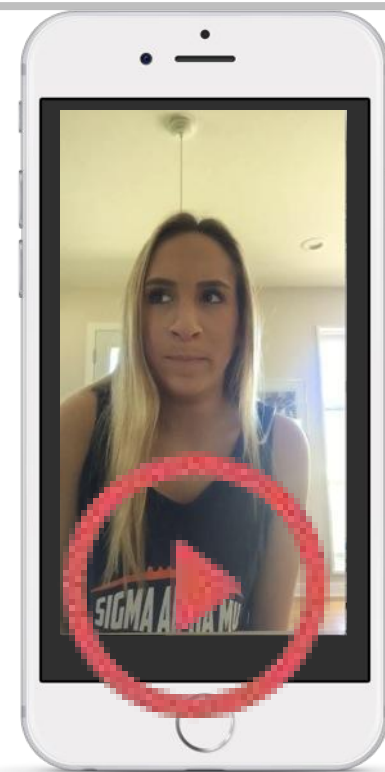
Target 18-24 year olds.

Student leaders collect responses from their friends and become point people for campaign.

When campaign launches, they activate their networks to post videos and recruit more leaders.

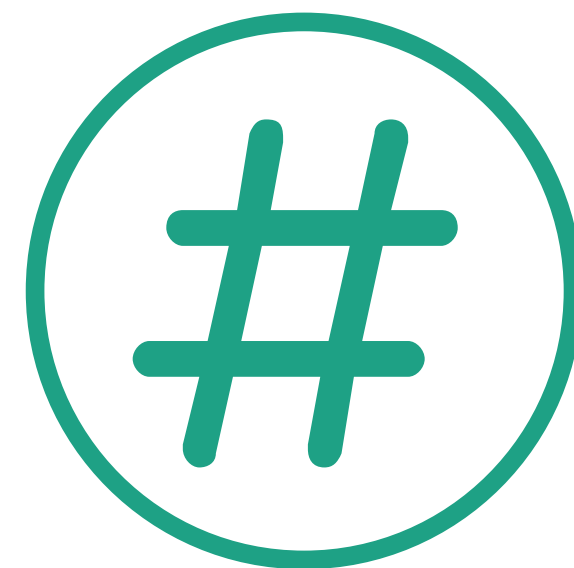
4-STEPS

HOW DO YOU FEEL ABOUT DONALD TRUMP BECOMING OUR NEXT PRESIDENT?



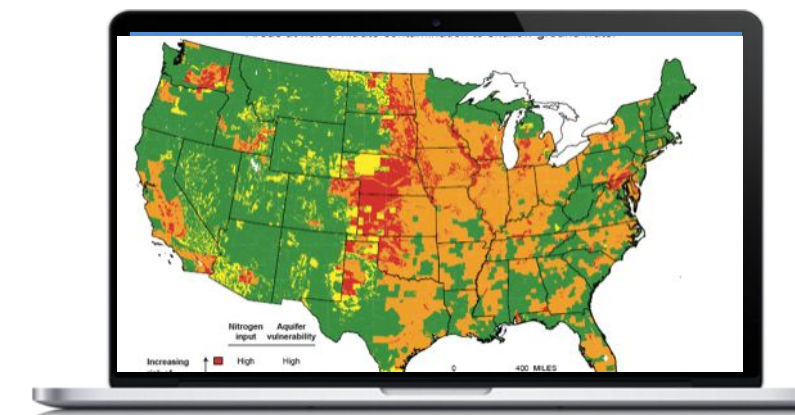
Record, Post, Tag

Like the Ice bucket challenge, young people will record their thoughts in 60 second selfie videos and post them on their favorite social media sites.



Hashtag Conversation

Aggregate videos on a [website](#) sorted by # for comments (moderated?). Partner with YouTube for speech recognition search capability on videos.



Register Voters

Register voters through partnership with Rock the Vote. Outreach through networks of college organizations and associations and faith groups working on voter registration.

<https://register.rockthevote.com/registrants/new>



Dominate Media

Amplify student voices and stats through media. Create sharable Info-graphics and generate media coverage of challenge.

BUILDING A GROUNDSWELL

107 DAYS UNTIL ELECTION DAY




July
QUIET TEST
\$3,000

- Proof of Video concept. 10 Videos. Initial planning.



August 15
PLANNING
Fund Raising Goal \$15,000

- Plan campaign and build fundraising capacity
- Identify and engage partners
- Engage Bernie networks
- 6 student leaders; 60 Videos.
- Design media assets
- Research & design tech plan and UX design for web



Aug/Sept
BUILDING
Fund Raising Goal July: \$75,000
Fund Raising Goal Aug.: \$132,000

- Build website and implement tech, subscribe to SaaS tools
- Engage media team, partner agencies and grow student leader team to 75
- Collect 100 videos
- Build Operations plan with partners.
- Create launch strategy, media plan, recruitment plan.
- Research, test message strategy
- Build advertising plan and test creative



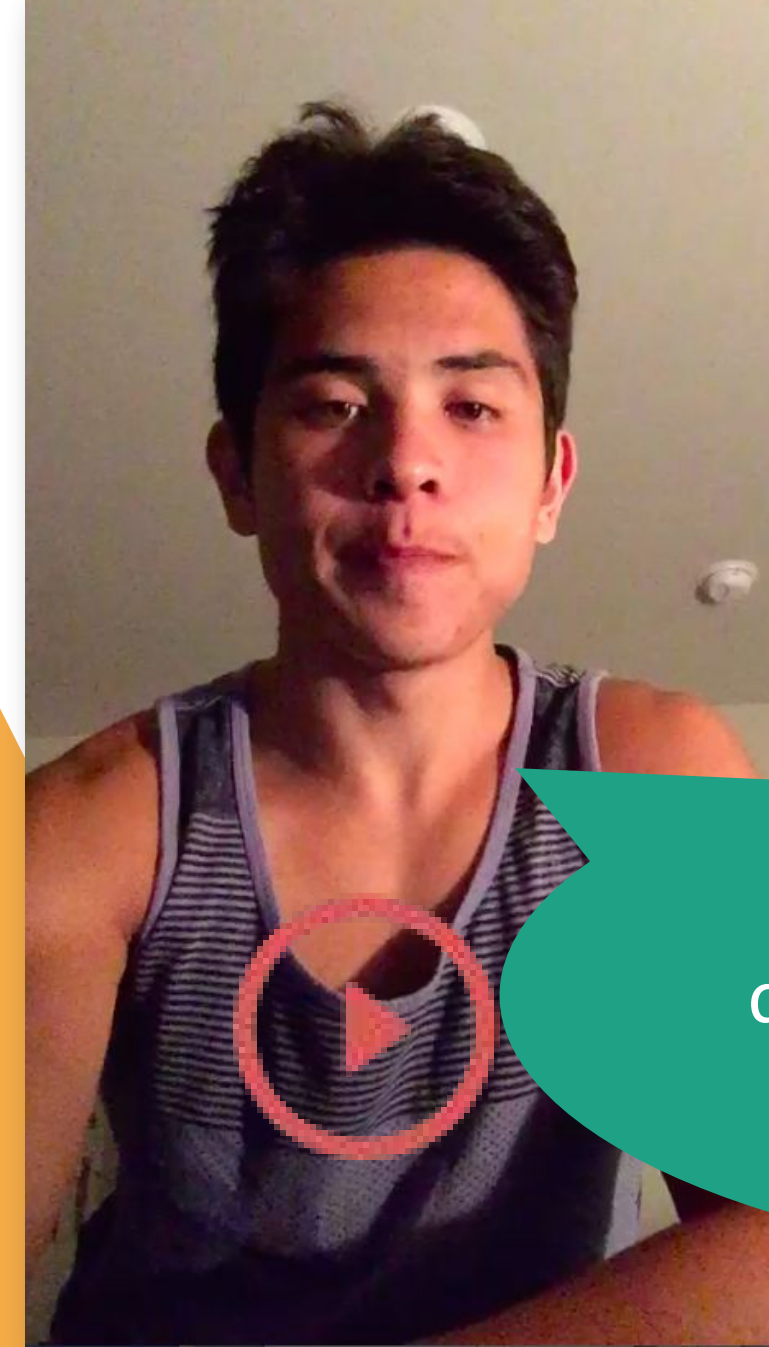
CAMPAIGN
Sept.– Nov. 8
Ad Fund Raising Goal Sept: \$100,000
Ad Fund Raising Goal Oct.: \$100,000

Activate campaign:

- Campus leaders to launch videos and activate student chains
- Implement Media relations plan
- Engage networks and partnerships
- Seed social ads and promoted posts
- Fuel news cycle with stories from the campaign
- Activate website, voter registration and auto-responder reminders
- Monitor, evaluate & report based on data, course correct as needed

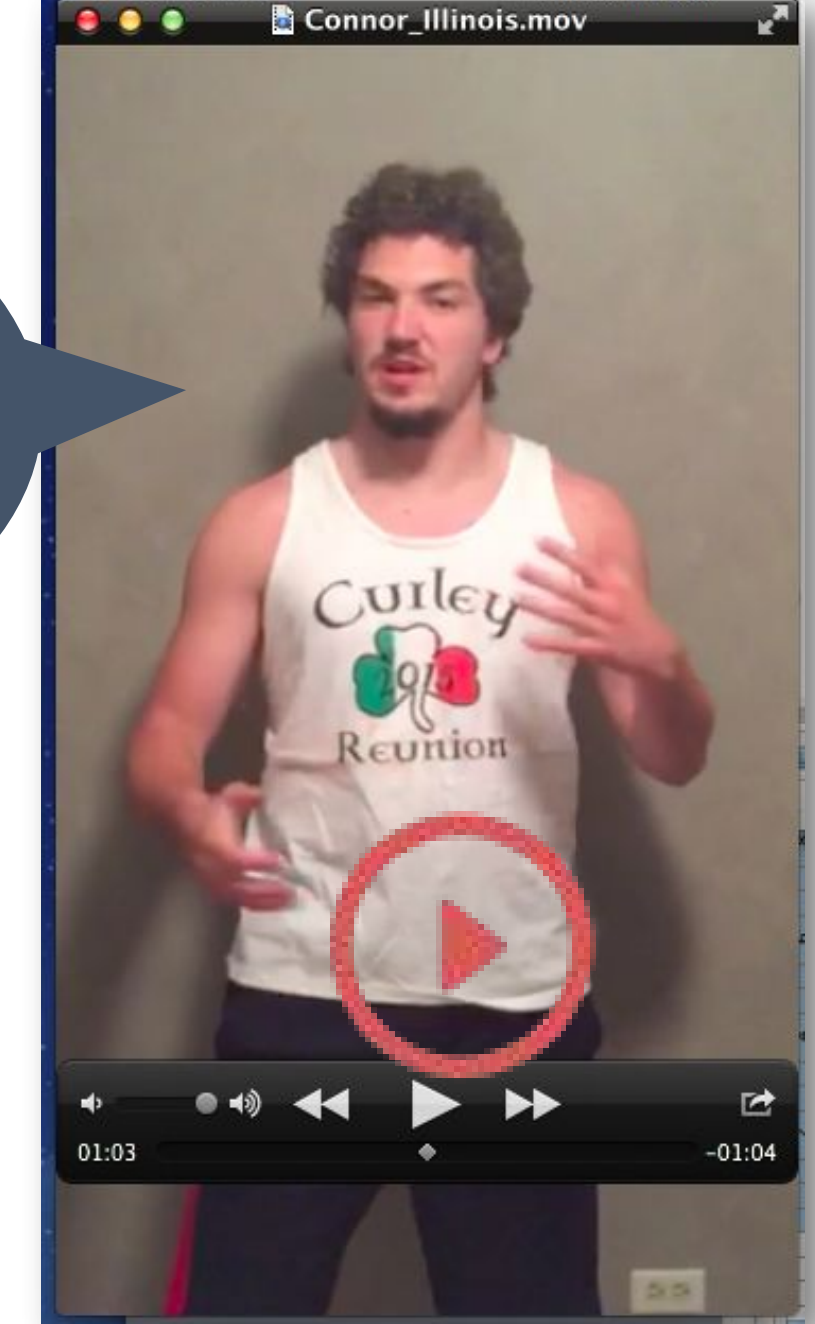
BUDGET

QUIET TEST	\$3000
PLANNING	\$15,000
BUILDING ASSETS	\$75,000
CAMPAIGN IMPLEMENTATION (shared with partners)	\$132,000
ADVERTISING	\$200,000
Total	\$425,000

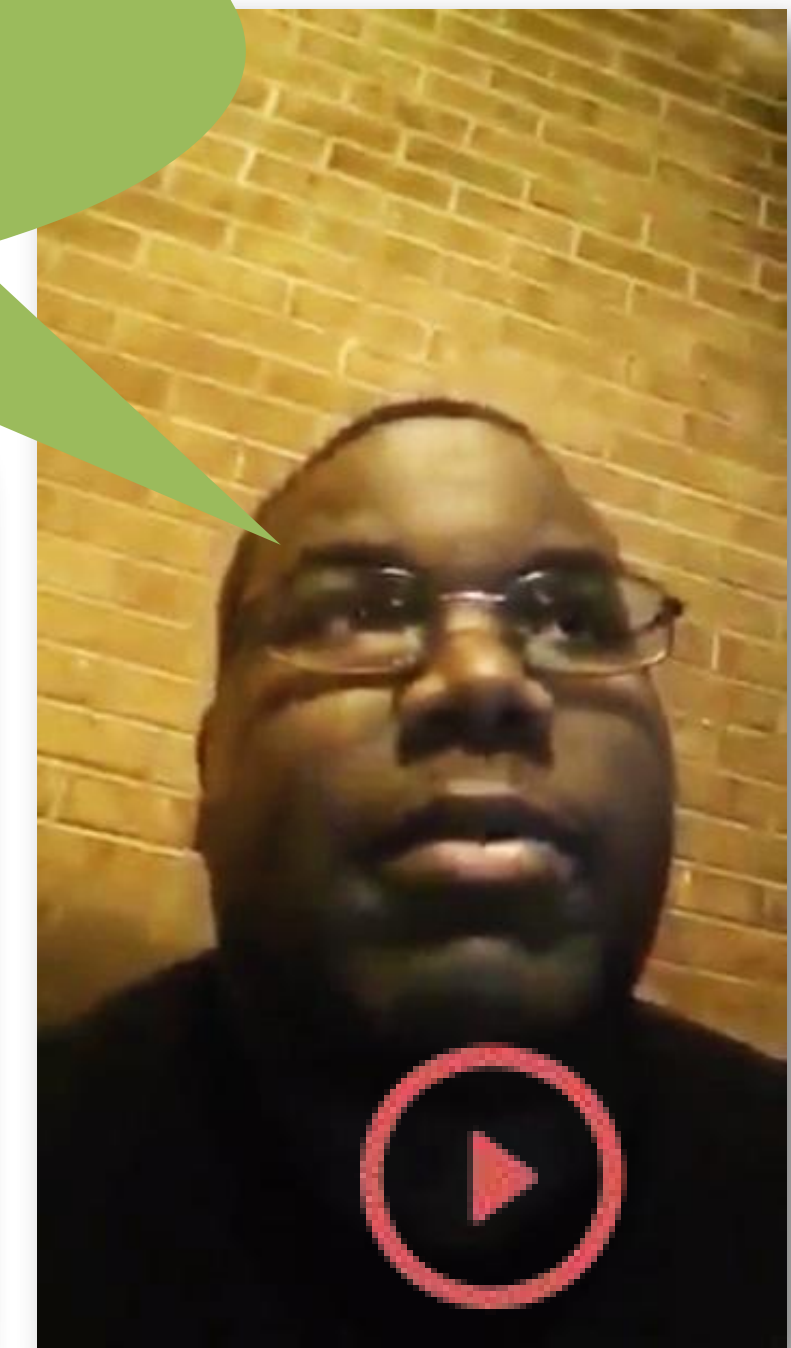


Johnny, CA, 21 Yrs. "He is a demagogue and should not be our leader."

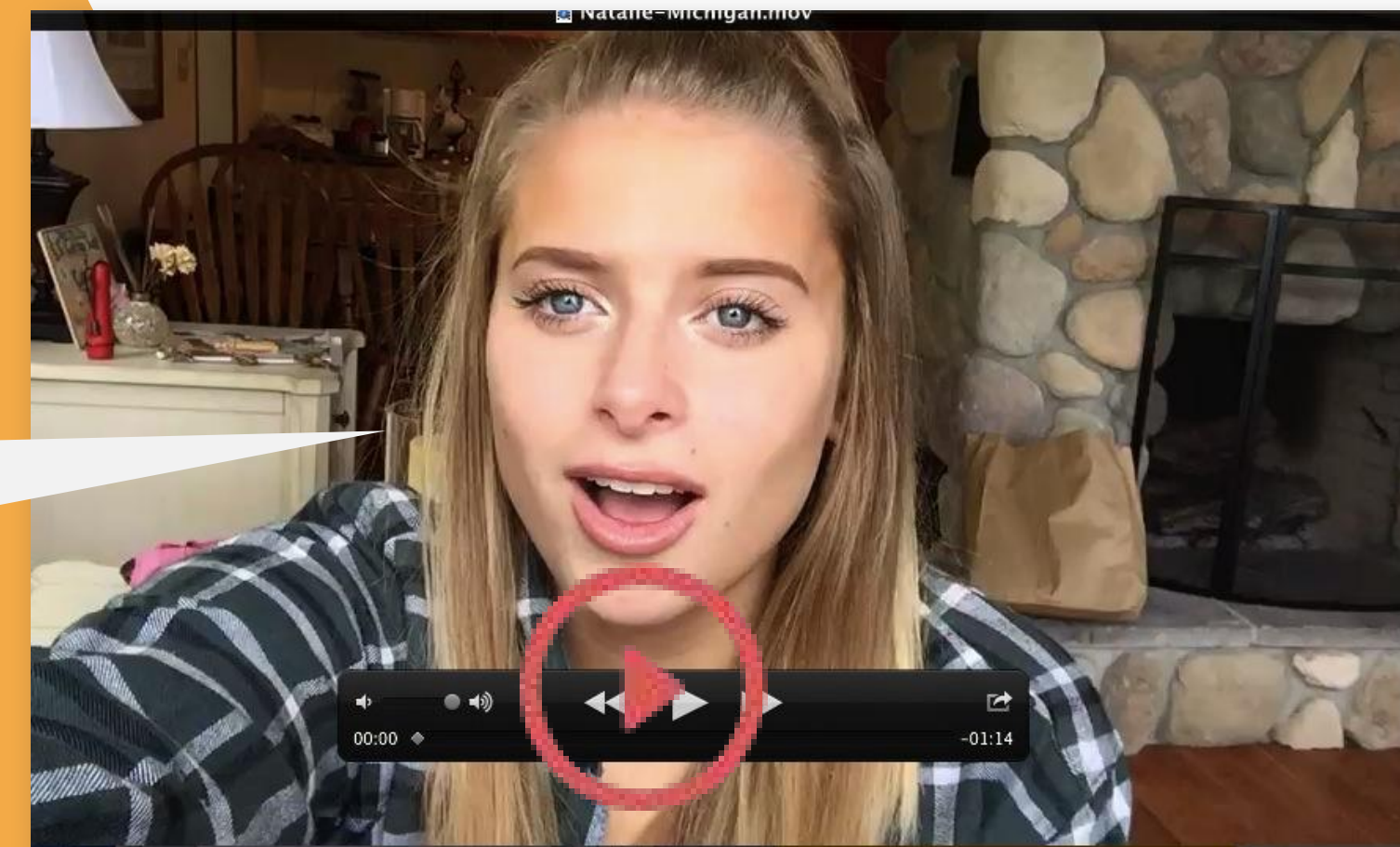
Connor, IL, 20 Yrs., "I don't like him, but I am a Republican so I'll vote Trump."



James, VA, 19 Yrs., "Trump fuels hatred."



Natalie, MI, 20 yrs, "I'm a registered Republican, but I cannot support him."



WHO WE ARE:

Groundswell Educational Films is a non-profit 501 C-3 organization, founded in 2000, with a mission to give ordinary people a voice in society. We create award-winning documentary films and multi-channel impact campaigns that lead to tangible and verifiable social change.

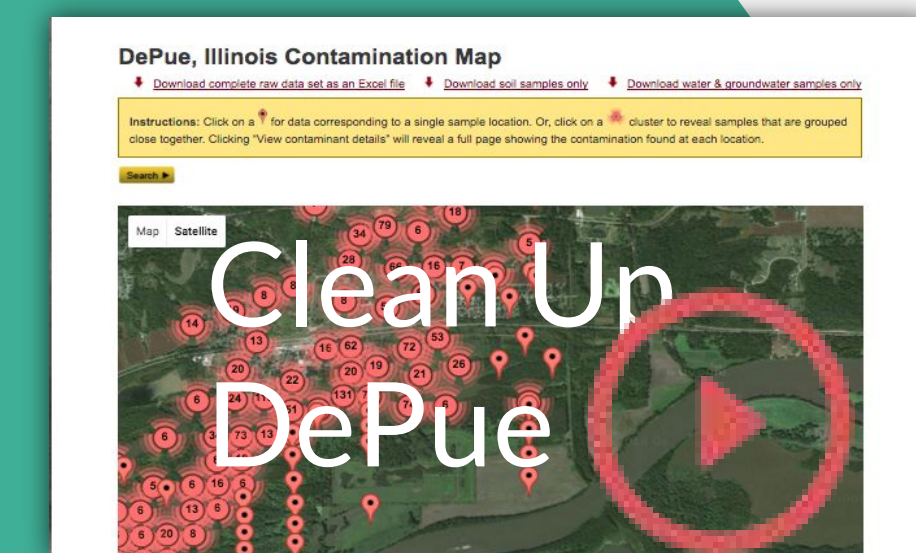
MEDIA ARTS, ADVOCACY AND SOCIAL IMPACTS



\$1 Billion Settlement to clean up Uranium Contamination on Navajo Lands



Fueling the Consumer Movement towards healthier food. Antibiotics out of animal agriculture.



EPA will enforce consent decree to remediate home sites in this town that sits inside a Super Fund

PLANNING TEAM

THIS IS A COLLABORATIVE INITIATIVE THAT WILL WORK WITH AND THROUGH A CONTINUALLY EVOLVING AND EXPANDING LIST OF ORGANIZATIONS AND STAKEHOLDERS



Groundswell Educational Films mission is to give ordinary people a voice in society by producing award-winning documentary films and social impact campaigns. It is a 501 c-3 non-profit organization. All donations are tax deductible. See www.groundswellfilms.org)



Patricia Jones Blessman, PhD

Dr. Jones is a licensed clinical psychologist with over two decades of experience as a clinician and administrator of mental health programs. She specializes in psychological assessment, Program planning and development, developing multi-cultural competence consultation, political and non-profit fundraising



Josh Knauer

Josh has been a social entrepreneur for the past 20 years, creating and leading successful organizations in both the non-profit and for-profit sectors. His ability to spot emerging trends in technology and how they can be used for the betterment of society and the environment have caused him to be considered a leading expert in the field. Josh is currently the President & CEO of Rhiza, a VC-backed software company that has created web-based advertising research and sales tools that make Big Data actionable for the media industry.



Jeff Spitz

Producer Jeff Spitz is a Chicago-based Emmy Award-winning documentary maker whose films have premiered at Sundance Film Festival, aired nationwide on PBS and won acclaim for their stories and social impact. He is a tenured professor in documentary film at Columbia College Chicago where he oversees a student production company and curricula combining documentary inquiry, first-person voiced stories and civic engagement.

PLANNING TEAM (in formation)



**Jennifer Amdur
Spitz**

Jennifer is a communications and engagement strategy consultant. She has led dozens of initiatives, many of which have resulted in new organizations, programs and social enterprise businesses. She designs and implements social impact campaigns that shape opinions and influence public policies.

CASE STATEMENT

HOW DO YOU FEEL ABOUT DONALD TRUMP BECOMING OUR NEXT PRESIDENT?

This is the driving question behind a non-partisan peer-to-peer social media project to engage college-age voters ages 18-24 in conversation about the presidency and register them to vote. The prompt is framed “How Do You Feel”, because there is no right or wrong answer. Peers ask peers to answer the question in a selfie video. They then post it to social media, tag their friends, and ask them to answer too. Like the Ice Bucket Challenge which raised awareness for ALS, **“How Do You Feel” raises awareness and prompts discussion about the presidency among the 83% of voters in this age group who chose NOT TO VOTE in 2014.**

Given that Donald Trump represents a monumental departure from the status quo in Washington this question opens the door for dialogue. It offers a non-threatening way for 83% of young voters who are not interested or involved in politics to engage in meaningful discussion without the vitriol and partisanship that turned them off in the first place.

Engaged citizens are more likely to vote. The “How Do You Feel” Question gives young voters a voice and platform to express themselves and links them to **Rock the Vote’s** robust voter registration tool.

To jump-start the campaign, Captains will organize teams of peers across the nation and spread out onto campuses and places where young people congregate. They will record 60-second videos of respondents, hand out instruction cards for DIY posts, and work with local partner organizations to offer on-the-spot voter registration. Celebrity responses will add to the excitement and intrigue.

Young voter responses to the “How do you feel” question will be amplified through a PR campaign. The campaign will use data collected from hashtags, Google transcript, social media monitoring, and search tools to analyze trends and fuel the news cycle so young voters see themselves reflected in the national dialogue.

A companion website offers a catalogue of all the videos, commentary, and the voter registration interface. Promoted social media posts, and re-targeting ads reach participants and encourage them to register to vote. Once they begin the voter registration process, Rock the Vote’s sends email reminders with geo-specific instructions to nudge voters to finish registering, and sends notifications leading up to Election Day.

F.A.Q.

HOW DO YOU FEEL ABOUT DONALD TRUMP BECOMING OUR NEXT PRESIDENT?

Is this a non-partisan Initiative?

Yes. Groundswell is a 501 c-3 organization. This project is aligned with its mission to give ordinary people a voice in society.

What’s going to happen if it gets co-opted?

The “How Do You Feel” Strategy Committee members include three women who have founded and run PR firms, as well other media savvy professionals. These experts will regularly review campaign strategy, message and responses to make sure the campaign maintains a safe and neutral space for young voters to discuss presidential politics.

We will use some of our ad budget ‘promote’ thoughtful posts on social media. In addition, we will have an aggressive PR campaign promoting the How Do You Feel question and the sentiments of young voters. We can count on the campaigns picking up pieces of the How Do You Feel Campaign. In fact, as part of our vetting research, we met with and introduced the project to about 20 members of the Democratic Congressional Campaign Committee. We will be building a library of data about young voters. We will make this information available to campaigns that request it.

Why is This Urgent?

America is at the precipice of one of the most important elections in its history. Several Supreme Court Justices will be appointed by the next president, so this vote is not a 4-year vote, it has potential to change the course of the country for decades. In recent years, young people have opted out of exercising their right to vote, yet these citizens have the most at stake. This campaign is a tool to engage them.

Many states have voter registration deadlines up to a month out of the general election. It will take time to build out the website and media assets, to purchase and configure the SAAS tools, to form cooperative agreements with other non-profit agencies, and to organize. Fundraising is critical to meeting our goal to launch at the beginning of the school year.

How Can I Get Involved?

1. **Donate** – Make a tax deductible donation, and help to raise funds from others
2. **Join Our Team** – Roll up your sleeves and join the fundraising and strategy committee, development team, data analytics team, event planning team, or PR committee.
3. **Volunteer** – Be a connector. Help us connect to Celebrities, media outlets, donors, local voter registration organizations, and pro bono services and advertising
4. **Peer Captains** – Recruit young voters to be peer captains. These leaders will meet and plan via conference call, and are responsible organizing local events, building their team, connecting with local voter registration organizations, collecting videos from their peers, and pushing “The How Do You Feel” Question out to their campuses, communities and friends to jump-start the campaign.

Who is behind this campaign?

Groundswell Educational Films is the lead organizer. It is a non-profit 501 C-3 organization, founded in 2000, with a mission to give ordinary people a voice in society. We create award-winning documentary films and multi-channel impact campaigns that lead to tangible and verifiable social change.

This campaign is a collaboration between Groundswell Educational Films, Rock the Vote, State Voices, Chicago Votes, Mikva Challenge, and a growing list of voter engagement organizations, corporate sponsors, campus organizations, and individuals. *Will you join us?*

[Open this PDF](#) for more info and links to examples of Groundswell’s work

Can I see some of the videos collected already?

Yes. Check out [this dropbox folder](#) to view videos collected by Brady, a Peer Captain on the Michigan State campus.

ADDENDUM

Figure 1.
Voting Rates Over Time for the Voting-Age Population: 1964–2012

(In percent)



Source: U.S. Census Bureau, Current Population Survey, Select Years.