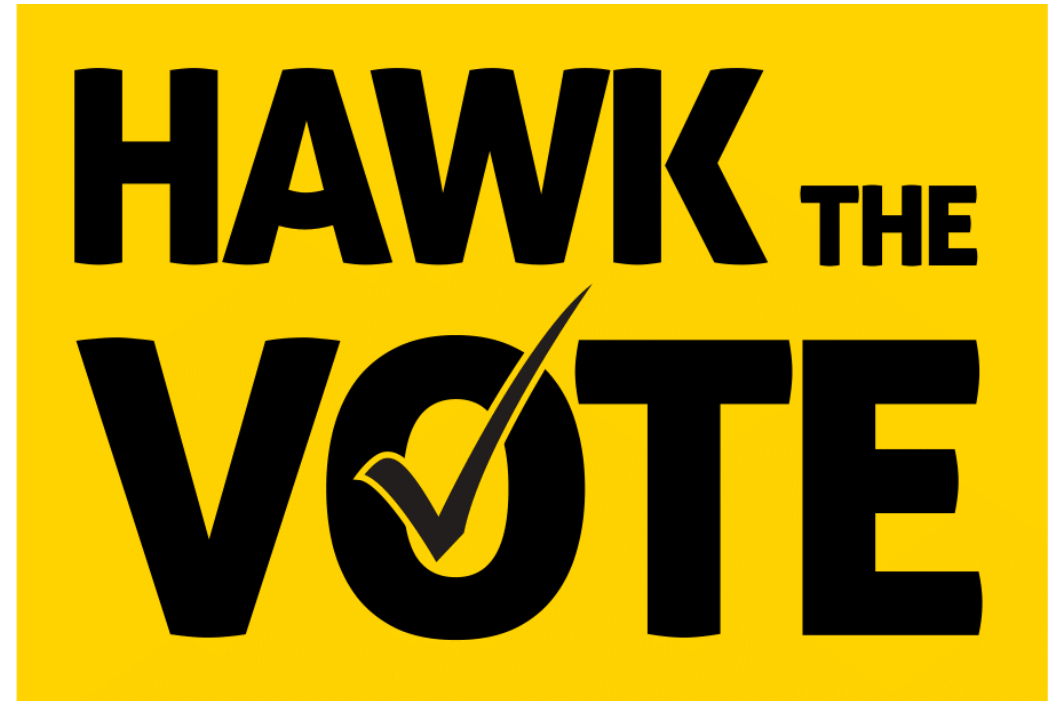


Hawk the Vote: Who We Are

- Hawk the Vote is a nonpartisan student-led initiative within the Division of Student Life which is focused on increasing student participation in local, state, and federal elections
- We do this by focusing on voter registration, education, and turnout.



The 90% Challenge

- Student group gets 90% of their members registered to vote & 50% to participate in a civic engagement workshop

Voting Ambassadors

- Student volunteers recruited from different areas of campus who are charged with contacting 50-100 of the peers in their networks.

Classroom Presentations

- Volunteers do a quick presentation/Q&A session for classes, or faculty can play 4-minute video and post a slide to ICON.

GOALS

- Achieve voter registration rate of 80% or higher for eligible students (^ 4.2% from 2016)
- Achieve voter participation rate of 70% or higher for eligible students (^12.0% from 2016)
- Recruit over 100 voting ambassadors from across campus
- Get 20 organizations to participate in the 90% Challenge



So far...

- Had over 1500 texting conversations with individual students.
- Delivered more than 30 presentations to student groups, FSL chapters, sports teams.
- Recruited over 100 volunteers.
- Doubled our social media following since August.

How can you help?

- Spread the word – we are still trying to build name recognition on campus.
- Invite us to do a presentation for students you work with, or your staff.
- Follow us on social media @votehawk, and share our content.
- Connect us with collaborators.
- Email dsl-hawkthevote@uiowa.edu with questions/comments.