



High School Voter Education Toolkit

Dear High School Administrative Team,

My name is Lauren Crane and I am a high school student at the Academy of Our Lady of Peace. In pursuit of my Girl Scout Gold Award, I worked with the San Diego County Registrar of Voters to create a Voter Education Toolkit designed for high school students.

This toolkit features social media posts and flyers to encourage students to pre-register and register to vote as well as teaching them why this process is important. We created these toolkits for high schools in San Diego County to utilize by posting the produced materials on social media and around campus.

The reason that the San Diego Registrar of Voters and I decided to create these toolkits was to address the issue of low voter turnout among young people. The High School Voter Education Toolkit will serve as a way to boost voter registration and turnout among young people by encouraging teens ages 16-17 to pre-register to vote so that they will be prepared to vote in elections by the time they turn 18.

To produce social media posts that would resonate with high school students, I held a focus group with high school students in San Diego to evaluate what attracts them on social media. I then used this feedback to create social media posts with the help of graphic designer, Stephanie Hoyle.

By posting one of our social media designs along with a suggested caption, students will become motivated to pre-register/register to vote because this information is coming to them from a trusted source.

Another great way to spread the word about pre-registering/registering to vote, is to enlist the help of a student run club that might be interested in taking this on as a project.

Thank you for your consideration and for valuing your students' right to vote.

Sincerely,
Lauren Crane