

WHEN WE ALL **VOTE**

Civic Cities

When We All Vote is calling on mayors across the country to join Civic Cities, a new non-partisan initiative to increase voter participation through the recruitment of mayors, civic leaders, and local governments.

The Civic Cities initiative encourages and supports mayors in taking a leading role in closing the voting race and age gap and fundamentally shift the culture around voting in every election, from school board races to federal elections.

When We All Vote will recruit, engage, and support elected officials to implement comprehensive voter engagement strategies that harness their governing power to educate, engage, and mobilize people to safely register and vote. The program will identify and celebrate innovative engagement tactics and share best practices among mayors nationally. Together, we can work to ensure **safe and fair elections** for every eligible voter, while also protecting the integrity, accessibility, and security of the election process.

Join Civic Cities

By joining Civic Cities, mayors commit to increase voter registration and participation in their cities by:



- Mobilizing local civic leaders, business leaders, community members, and stakeholders around voter engagement efforts to safely register and get out the vote in their communities;
- Sharing promising practices with the Civic Cities network of mayors; and
- Acting as trusted messengers in their community to share information and resources for voters to safely make their voices heard.

Civic Cities Benefits



- Join a national network of mayors to learn from and share best practices and creative ideas for voter engagement strategies;
- Get access to resources, regular webinars, monthly actions, and ongoing support to coordinate efforts and increase voter engagement;
- Receive regular voter registration data to help set a city-wide goal for 2020 and track progress throughout the program; and
- Have an opportunity to be promoted WWAV's national platform through media, press releases, and social media channels.

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Ready to Get Work?

PHASE 1:

JOIN US: [WHENWEALLVOTE.ORG/CIVICCITIES](https://www.whenweallvote.org/civiccities)

PHASE 2: TAKE ACTION

Review our Civic Cities Resources Guide and complete our Commitment Form to let us know what strategies you will be implementing. Access data, resources, and guidance to set goals for 2020 and beyond. Cities will receive regular data updates to inform goals and capture progress; and participate in webinars, blogs, monthly actions or other events.

PHASE 3: SHARE SUCCESSES

Share promising practices with the Civic Cities network and provide updates to WWAV throughout the program so we can lift up successes and creative ideas for other cities to consider and implement.

PHASE 4: CELEBRATE

All participating cities will be recognized for committing to increase voter registration and participation in their cities. Special recognition will be given to cities for substantially increasing voter registration and turnout in 2020, and cities that demonstrate unique innovation and leadership to increase civic participation.

About When We All Vote

Co-Chaired by Michelle Obama and launched in July 2018, When We All Vote (WWAV) is on a mission to increase participation in every election and close the race and age voting gap by changing the culture around voting, harnessing grassroots energy, and through strategic partnerships to reach every American. When We All Vote has unprecedented reach as a 501(c)3 non-partisan, non-profit organization with an ability to engage it's over 400 celebrity, athlete and influencer ambassadors and co-chairs (including Mrs. Obama, Tom Hanks, Janelle Monae, and Lin Manuel Miranda) along with dozens of media, corporate and nonprofit partners.

In 2020 When We All Vote will expand its efforts to recruit, engage and empower Americans to help their friends, family, and communities get registered and ready to vote. When We All Vote will compliment its volunteer engagement with strategic partnerships to help register high school seniors, encourage civic leaders to develop and execute innovative voter engagement strategies, and leverage its celebrity, media and corporate partnerships to ultimately change the culture around voting.