AIGA Get out the Vote
2016
Case Study + Impact Report
abridged version

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Overall, 30 chapters hosted 50+ GOTV events to reach 15,000 members in less than a year. (Not to mention millions of eyeballs via media partners.)
The GOTV campaign

AIGA designers use design as a tool to raise awareness, and engage citizens, including the latino community, into the democratic process.
AIGA’s oldest initiative

AIGA launched Get Out the Vote in 2000 as part of its Design for Democracy initiative. It’s a campaign held every general election year that invites designers to create nonpartisan posters to inspire Americans to vote in the upcoming election.

AIGA recognizes that good design makes choices clear. Design for Democracy works to enhance the entire voting process—from registration to the polling place experience—and the U.S. Elections Assistance Commission has endorsed AIGA’s recommendations for redesigning election ballots to optimize voter participation.

This year for the first time, AIGA partnered with the League of Women Voters, a respected leader in the voter engagement field for over 95 years, active in all 50 states and nearly 800 communities. League volunteers conduct nonpartisan voter registration, education, and mobilization year-round with the goal of engaging millions of voters.

Additional partners (civic, advocacy and media) enabled a greater impact for the program: Edward James Olmos, Estrella TV / LBI Media, Fox Sports, iKahan Media, KCET, the city of Los Angeles, Mi Familia Vota, Naleo, Neenah Paper and O’Neil Printing, the city of Phoenix, Standard Vision, Telemundo 52 / NBC Tu voto latino, TV Azteca, and Univision Communications.
Program challenge #1

How do we get designers to be more civic, and really activate the program at chapter level?

How do we particularly encourage student members to go vote?
Program challenge #2

How do designers raise awareness of the importance of voting for the Latino population, and engage that segment of the U.S. in the democratic process?

Overall, only 48% of eligible Hispanic voters turned out to vote in 2012, down from 49.9% in 2008 (Pew Research Center)
The GOTV poster gallery

727 posters submitted by AIGA members in 2016

Poster submissions:
- 89 Philadelphia (12%)
- 65 DC (8.94%)
- 60 New York (8.25%)
- 10 a small number of submissions from students

VS:

212 in 2012

319 in 2008
GOTV brand guidelines

The GOTV Branding & Promotional Assets Guidelines included sample social media posts, editable vector graphics, promotional posters and postcards, exhibition graphics, voting fact sheet and...
GOTV toolkit

The task force, led by Jenn Visocky O’Grady and a committee of chapter leaders and experts including Antionette Carroll, Karen Kurycki, Frances Yllana, and Lee Zelenek provided assistance to AIGA’s 70 chapters and 250+ student groups to facilitate local, non-partisan, engaging, and effective program ideas and activation models.

Facts and statistics were pulled from the most reliable expert sources and policy centers on best practices in election strategy and voter behavior (including youth and gender-based participation habits). Most of this information was folded into the animated GIF (see following page), the online toolkit, as well as exhibit graphics.
AIGA Atlanta produced “I’m Fixin’ to Vote” a social media campaign
Jenn Visocky O'Grady spearheaded a by-invitation exhibit concurrent with AIGA's general call for participation to members. The final collection of special edition posters featured national board members plus select Medalists and Fellows invited to submit their GOTV designs at larger scale (22x34”). The initial plan was to gather 45 posters, recognizing the 45th President election.

We ended up with 50 posters (and live files), which were sent to O’Neil Printing to be produced in 8 sets for exhibitions in Cleveland, Philadelphia, Phoenix and Las Vegas, as well as for our own AIGA Archives, the League and the Library of Congress.
The campaign kicked off this year with “To Vote is to Exist,” a poster from iconic designer Milton Glaser. Glaser, co-founder of New York magazine, creator of the famed “I ♥ NY” logo, and an AIGA Medalist, is one of the world’s most celebrated and prolific designers and a vocal leader and activist for using design as a tool for change.

“Full participation in the electoral process protects our ideals,” says Glaser. Glaser’s work joined a collection of posters from AIGA members and influencers from across the country, including: Sean Adams, Antionette Carroll, Drew Davies, Agustin Garza, Kit Hinrichs, Jenny Lam, Marcia Lausen, and Paula Scher to name a few.
Following the success of our inaugural online exhibition in collaboration with Google Art Project (“African American Culture and History: an AIGA Design Journey”), Google invited AIGA to create a new collection with the theme of elections. The selection presented 45 posters including medalists, various design leaders and members.

Google analytics since July 13, 2016:

- **1,104** unique page views on [http://www.aiga.org/get-out-the-vote-2016-google-art-project](http://www.aiga.org/get-out-the-vote-2016-google-art-project)
- **1,917** unique page views on [https://www.google.com/culturalinstitute/beta/exhibit/6QIC0UI0SaBaKQ](https://www.google.com/culturalinstitute/beta/exhibit/6QIC0UI0SaBaKQ)
AIGA’s national board member Agustín Garza brought his poster to life. Los Angeles-based Garza activated his poster, in collaboration with actor and activist Edward James Olmos and photographer Dennys Ilic, into a multimedia campaign reaching millions of Spanish-speaking households via Azteca global media group.

“I feel enormous empathy and respect for people who leave their country, their family, their language, their food, their home in search of a better life. Latinos are among these extraordinary people who make up nearly 20% of the U.S. population. It is imperative that such a significant number of citizens show up to vote, regardless of their political preference,” says Garza.

This national, non-partisan Spanish-language voter education campaign that ran from August through Election Day on multiple hispanic TV channels, bus shelters, benches, billboards, in sports arenas and kiosks.
Three different versions of the PSA campaign “Este Año !Tu Voto Es Cosa Seria” (5, 10 and 15 seconds) were scheduled and shown on average **36 times daily**, non stop **for 4 months**. That is over **4,300 times**, mainly on prime time.
From LA to Miami at the urban scale

The AIGA Miami chapter activation featured guerilla-style wild posting, collaborations with small businesses to encourage them to place the Garza poster in their shop windows, and billboards at heavily trafficked urban streets, (pictured above, SW 27th Ave, Miami).

With the support of the City of Los Angeles’ media planning department, Agustín Garza featured the Este año campaign on bus cards, and on outdoor media, bus shelters, and public benches.
GOTV in the press

Overall, AIGA GOTV campaign was listed in a dozen design publications and general press titles, online and print, reaching millions of impressions, including interviews of Milton Glaser in *Bloomberg Business Week* and Bloomberg TV; and interviews of Agustín Garza and James Edward Olmos on TV Azteca.

**Other publications included:**

- Cynopsis
- Design Observer
- Design Week, UK
- Dexigner
- Dezeen
- Eye on Design
- GDUSA (print and digital version)
- Los Angeles Daily News
- Marie-Claire
- Media Life Magazine
- mediapost.com
- PRINT
- Quartz
- Slate
- Takepart
- TED
- ideas.com
Social media engagement

Engagement on social media, as conceived by the task force, was a critical strategy to amplify the campaign. Visual assets were provided in the toolkit and shared with all chapters who often developed their own campaigns on their respective channels. AIGA’s social media coverage included poster highlights on Twitter, special features on Instagram, and a Facebook Live event.
GOTV: Chapter engagement case study

AIGA Cleveland launched a special campaign, the “Get Out the Vote: Design + Community Project,” wherein outstanding local organizations worked in collaboration with designers towards creating social progress within their communities and bringing voter awareness to their audiences. Two videos documented the engagement that addressed populations at risk or not civically literate, such as homeless and new migrants.

Designers collaborated with three different Cleveland-based organizations:
- **The Northeast Ohio Coalition for the Homeless (NEOCH)**, a non-profit coalition of service providers, housing activists, members, and homeless people working together under the common goal of finding solutions to homelessness.
- **OCA of Greater Cleveland**, a membership-driven, non-profit, non-partisan civil rights and educational organization dedicated to the social, political, and economic well-being of Asian Pacific Americans in the United States.
- **The League of Women Voters**, a nonpartisan organization that works to increase understanding of major public policy issues, and influences public policy through education and advocacy.
GOTV solution to challenge #1: The chapter experience

Get Out The Vote had a record-breaking participation and engagement level throughout chapters. 30 chapters (43% of our network at the time) hosted GOTV events. In total these chapters reached close to 15,000 AIGA members, out of our 25,000. A qualitative survey was sent to the 30 chapters who actively participated, and 19 provided responses. Overall the feedback is enthusiastic and engaged. 83% of them are interested in being part of the next Design for Democracy project.

https://docs.google.com/a/mail.aiga.org/forms/d/1Jb4ngOo8H-vJLOQ7FoArVNLH5aeuicCnuGM-4JBjWtl/edit#responses
GOTV solution to challenge #2: GOTV on TV Azteca

Three different versions (5, 10, and 15 seconds) of the produced PSA were scheduled and shown on average **36 times daily** on the network (between 7 p.m. and 12 a.m.) **nonstop for 4 months**, i.e. **over 4,300 times**, as well as on multiple outdoor and social media channels throughout the U.S.

There is no Spanish-speaking television network in the country that has demonstrated such commitment on the subject. By broadcasting the PSA in prime time and with such substantial rotation, Azteca America has raised awareness about the importance of this essential civic engagement.
GOTV key outcomes

On the chapter level, AIGA produced:
- Enthusiastic and meaningful civic engagement by design and collaborations across the AIGA network
- Learn-by-doing leadership skills acquired in planning new partnerships with local community activists, grassroots organizations, city governments, and advocacy groups
- Fundraising skills with every local money raising efforts

With the Latino campaign, AIGA generated:
- Activation tactics for other Latino-centric communities
- Media coverage galore
- Visibility of design to non-traditional design audiences
- Design to new venues, public spaces and arenas, multimedia platforms
- Inclusive Spanish-language civic messaging using design
- a Peabody award nomination
GOTV postcards from 70+ AIGA chapters