

Voter
Engagement



Why is it important to vote?

- You have the power to decide on the quality of life you want for yourself and future generations. Voting is your chance to stand up for the issues you care about.
- Elections are decided by the people who go out and vote. Take some time and learn about the measures and the candidates. Your power is in your vote.
- Voting gives you the chance to make an impact-support the candidates and ballot measures that can help your community, state, and even the nation for the greater good.



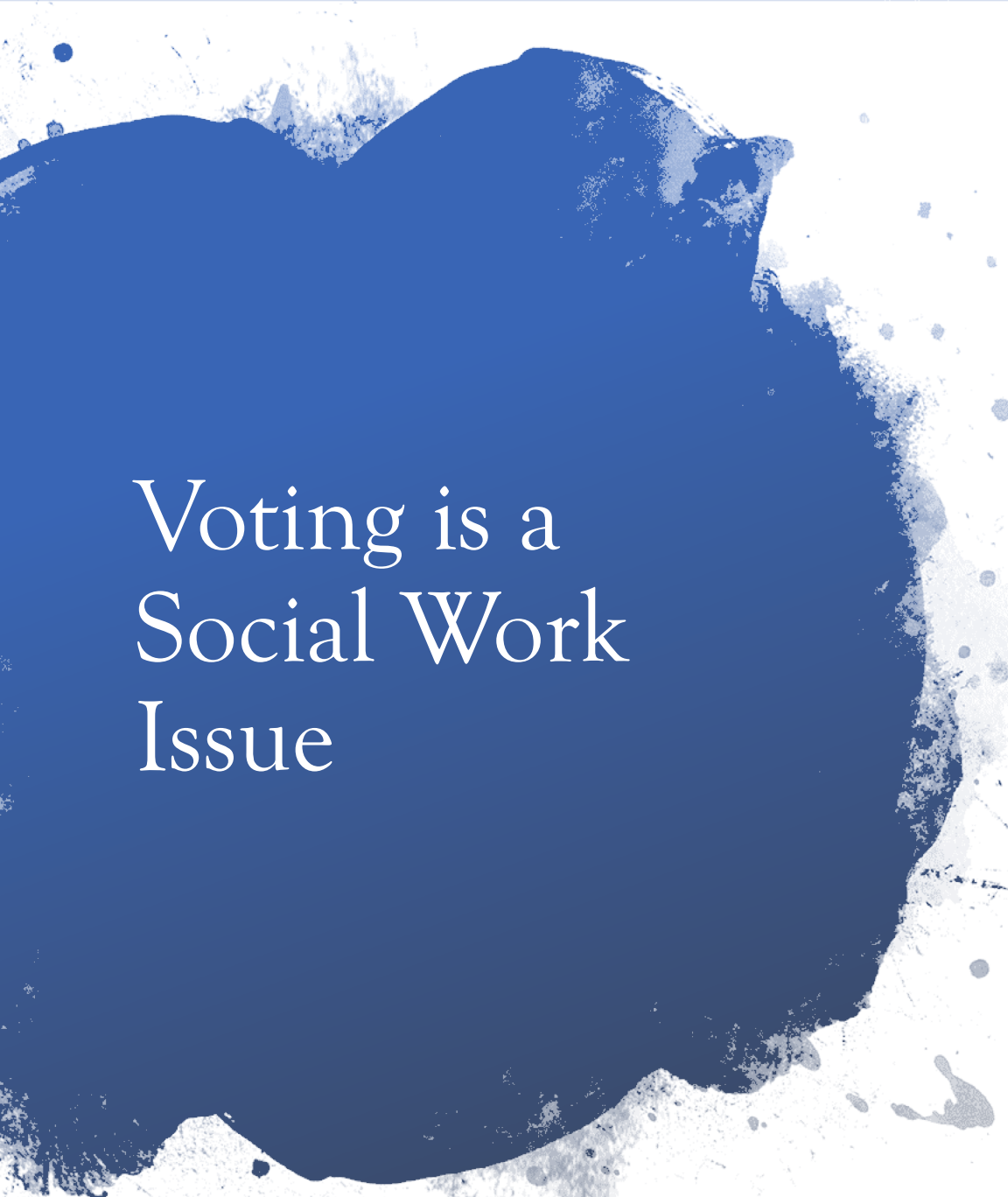
Why we need young voters:

- The youth vote has the potential to be extremely influential in this country. The voting population includes almost equal parts millennials and baby boomers.
- It is a matter of time before millennials become the largest and most powerful group driving future elections in the U.S.
- College debt and a lack of jobs dealt some of the most crippling blows to the financial futures of many young voters after the Great Recession in the late-2000s. Though unemployment rates have declined, policy change and reform in areas affecting college students, such as debt forgiveness and healthcare, is crucial.
- Your vote does matter, so much so that the collective "youth vote" could actually sway the election, as was made evident in the 2012 re-election of Obama.
- The current online climate allows young voters to form a fuller picture of the candidates and their platforms in a medium they're familiar with.



Voting is Social Work

- Nonpartisan voter engagement is legal, ethical and professional and central to social work values and mission.
- Correlation to Social Work Values: Service & Social Justice



Voting is a Social Work Issue

- The NASW Code of Ethics standard [6.02: Public Participation](#) states: Social workers should facilitate informed participation by the public in shaping social policies and institutions.
- The NASW Code of Ethics standard [6.04: Social and Political Action](#) states: Social workers should promote policies and practices that demonstrate respect for difference, support the expansion of cultural knowledge and resources, advocate for programs and institutions that demonstrate cultural competence, and promote policies that safeguard the rights and confirm equity and social justice for all people.



The Impact of Voter Empowerment

- Communities that vote receive more attention and more resources from legislators than communities with low voter turnout. Voting is also associated with higher levels of health and mental health, stronger social connections, better employment outcomes, and the opportunity to voice opinions and a greater sense of efficacy.