Social Platforms Join Civic Alliance to Help Push Voting in U.S.

It was formed by Democracy Works and the CAA Foundation

By David Cohen  |  20 hours ago

The initial members of the Civic Alliance

Nonpartisan nonprofit Democracy Works and the CAA Foundation, the philanthropic arm of entertainment and sports agency Creative Artists Agency, teamed up to form the Civic Alliance, which they described as a “nonpartisan
coalition of businesses working together to build a future where everyone can vote, volunteer and take action to shape our country.”

Social platforms and applications that are part of the Civic Alliance include Facebook, Instagram, Reddit, Snapchat, Spotify, Tumblr and Twitter.

The Civic Alliance said Snapchat will help invest in the next generation of voters by giving them tools to register to vote prior to the 2020 presidential election in the U.S., while Spotify is creating a movement around civic engagement for fans, artists, podcasters and employees.


The Civic Alliance said it will provide tailored support for those member companies via a “civic concierge” service, providing best practices and connecting them with nonpartisan agencies, organizations and initiatives including the Ad Council, All In Together, BallotReady, Circle at Tufts University, Civic Responsibility Project, The Civics Center, Countable, DoSomething.org, Fair Elections Center, HeadCount, Motivate, My Faith Votes, National Conference on Citizenship, National Voter Registration Day, Nonprofit Vote, Students Learn Students Vote Coalition, Time to Vote, VoteRiders and the U.S. Census Bureau.

Democracy Works CEO Seth Flaxman said in a release, “Companies have the ability to drive voter turnout rates to historic levels in 2020. Americans interact with brands nearly every moment of their day—on their phones, at work and at home. Through the Civic Alliance, we will provide strategic guidance so that
companies transform each of those interactions into reminders to be civically active at the moment it counts and deliver trusted information that voters need about how to participate.”

CAA president Richard Lovett added, “We are lucky to live in a country where people can participate and make a difference, whether it’s through voting, volunteering or participating in a Census or townhall. We have commitments from dozens of leading companies like Amazon, Facebook and Starbucks, who will work together to support the strength of our communities and democracy, particularly in an election year where we can encourage first-time voters, promote online registration efforts and create digital campaigns to help people find their nearest polling station. We hope more companies and citizens will join us in this effort to shape a more optimistic future.”
CAA Foundation, Democracy Works Unveil Civic Alliance

CAA Foundation, Democracy Works Launch Civic Alliance to Boost Voter Engagement

1/30/2020 by Ashley Cullins

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Now the Civic Alliance is encouraging other companies to step up their efforts. For example, CMT is offering fans the opportunity to register to vote on tour stops and at events like the CMT Awards; MTV is hosting workshops with content creators to help them integrate storylines about voting into their shows and is working toward creating polling sites on college campuses to make voting easier; and Univision is working to promote civic engagement in the Latino community through its Vota Conmigo campaign.

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By Democracy Works; CAA Foundation; Civic Alliance; Jan 29, 2020

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Commitments that Civic Alliance members are making in 2020 include:

MTV's +1thevote is a year-long voter turnout campaign that invites first-time voters to make voting a part of their identity, a social experience to be shared with friends, and easier and more accessible to do. MTV is hosting workshops with content creators across the industry to integrate storylines on voting within shows and help normalize civic engagement in culture.

Spotify is creating a movement around civic engagement for fans, artists, podcasters, and employees. Following the blueprint of Get Vocal, its 2018 Midterms campaign, in 2020 Spotify will be supporting artists and podcasters in fostering a climate of civic engagement for their fans, and finding new ways to support voting-eligible consumers and employees in registration and voting.

To join or learn more about the Civic Alliance, go here or email join@civicalliance.com.
CAA FOUNDATION, DEMOCRACY WORKS LAUNCH CIVIC ALLIANCE TO BOOST VOTER ENGAGEMENT

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CAA's philanthropy arm is partnering with Democracy Works in launching the Civic Alliance, a nonpartisan group through which dozens of businesses will work with to increase voter turnout ahead of the 2020 election.

“We are lucky to live in a country where people can participate and make a difference, whether it’s through voting, volunteering or participating in a Census or town hall,” said CAA president Richard Lovett in a statement. “We have commitments from dozens of leading companies like Amazon, Facebook and Starbucks, who will work together to support the strength of our communities and democracy, particularly in an election year where we can encourage first time voters, promote online registration efforts, and create digital campaigns to help people find their nearest polling station. We hope more companies and citizens will join us in this effort to shape a more optimistic future.”

Both Democracy Works and the CAA Foundation have led civic engagement initiatives and boosted voter turnout. According to their joint announcement, in 2018 alone, the two organizations and their partners helped 2.7 million people register to vote and 4.9 million people find their polling places.

Now the Civic Alliance is encouraging other companies to step up their efforts. For example, CMT is offering fans the opportunity to register to vote on tour stops and at events like the CMT Awards; MTV is hosting workshops with content creators to help them integrate storylines about voting into their shows and is working toward creating polling sites on college campuses to make voting easier; and Univision is working to promote civic engagement in the Latino community through its Vota Conmigo campaign.

“Companies have the ability to drive voter turnout rates to historic levels in 2020,” said Democracy Works CEO Seth Flaxman. “Americans interact with brands nearly every moment of their day — on their phones, at work, and at home. Through the Civic Alliance, we will provide strategic guidance so that companies transform each of those interactions into reminders to be civically active at the moment it counts and deliver trusted information that voters need about how to participate.”

Civic Alliance’s other Hollywood members include AMC Theatres, Anonymous Content, Bad Robot, BET, Comedy Central, Entertainment Industry Foundation, Paramount Network, Studio71, TV Land, Verizon Media and VHI. They join mega-partners outside the entertainment industry such as Target, Twitter, Microsoft and Lyft.