



Communicating the Votes at 16 campaign  
Information for Votes at 16 Coalition members

[votesat16.org.uk](http://votesat16.org.uk)

## Votes at 16 Coalition: Key messages

### About Us

The Votes at 16 coalition campaigns for 16 and 17 year olds to be able to vote in all UK public elections. Launched in 2003, the coalition is made up of young people, organisations and politicians who believe the voting age should be lowered to 16.

### Our Vision

A country where young people aged 16 and 17 are able to vote in all public elections in the UK.

### Our Mission

The Votes at 16 coalition aims to connect with young people, member organisations and networks of elected representatives to achieve legislative change to allow 16 and 17 year olds to vote in all public elections in the UK.

### Our beliefs

We believe in votes at 16 because:

- Young people are passionate about political issues, and the world in which they live.
- Denying the vote to a section of society who are subject to taxation, who can leave school and enter work or training, become a member of a trade union, political party or co-operative, serve in the armed forces and give medical and sexual consent is unjust and outdated.
- 16 and 17 year olds have the knowledge and information to vote and are as capable of engaging in the democratic system as any other citizen.
- Lowering the voting age to 16 is vital for young people's inclusion and empowerment within their local communities and within the national sphere.
- Young people should have the chance to change the world through active citizenship, they should have the opportunity to influence decisions that will define their future.
- Lowering the voting age, combined with strong citizenship education, can help energise young people to better engage in society.

## Our brand and logos

### Proud supporters of Votes at 16 logo

proud supporters of



Votes at 16 coalition members can all demonstrate their membership by displaying a 'proud supporters' logo in their communications. This reiterates the Votes at 16 brand. Communications should link through to existing [www.votesat16.org](http://www.votesat16.org) web pages rather than replicating existing content to drive a centrally measured web traffic and encourage supporters to sign up to the campaign.



## Brand guidelines – Votes at 16 logo and colours

### logo



CMYK versions of the colour and B&W logo have been created for print work. We have also created a white text version for use on certain backgrounds. These are in EPS format.

Please ensure the logo is not obscured in any way, and should be given plenty of space to ensure legibility. The logo can be sized accordingly for each piece of work, but there is a minimum size as shown below.



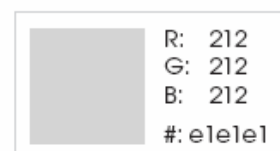
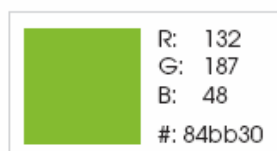
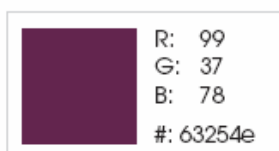
**X** Avoid placing the logo onto a busy background



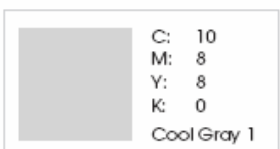
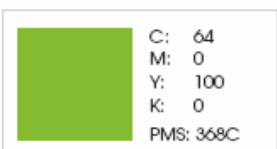
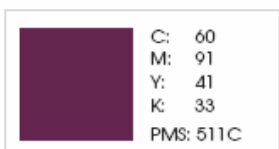
**✓** Logo given good clear space to be seen



### colour swatches for online work



### colour swatches for print work



## 16 ways to communicate Votes at 16

The Votes at 16 Coalition have compiled 16 ways that we can help you to communicate our campaign in your work:

### 1. We can promote your organisation and link to your website

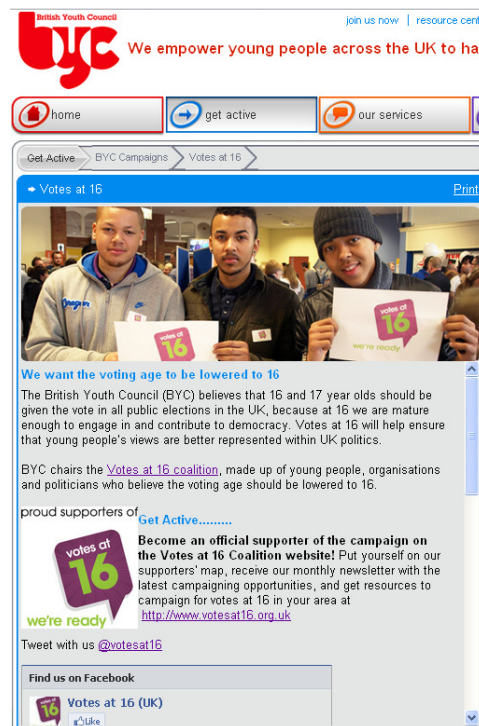


It is important to the Votes at 16 Coalition that we display the diverse range of organisations and groups across the UK that back the Votes at 16 campaign.

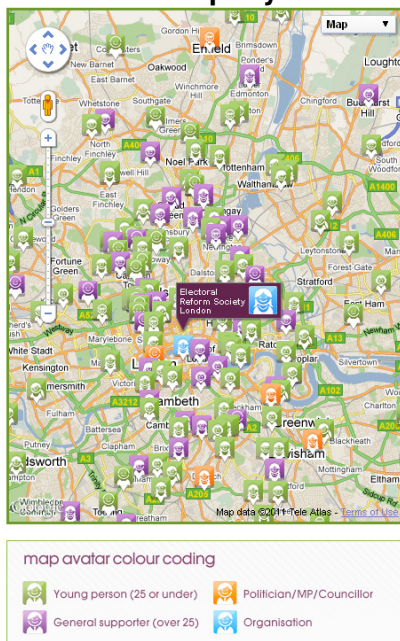
Our supporters' logos are displayed on <http://www.votesat16.org/about/who-are-we/>. Each logo links through to each organisation's own website.

It would boost the campaign and our website hits if each Votes at 16 Coalition member organisation could provide the coalition with a link to a specific page where they detail their membership of the Votes at 16 Coalition. Please email these to [votesat16@byc.org.uk](mailto:votesat16@byc.org.uk).

Ideally this page should outline that you are a member of the Votes at 16 Coalition, display the 'Proud Supporters of Votes at 16' logo, give content outlining the key messages of the campaign, link through to [www.votesat16.org](http://www.votesat16.org) and encourage your supporters to sign up to the campaign via <http://www.votesat16.org/sign-up/>.



### 2. We can put you on our supporters map



As well as being displayed as a Coalition member we can display your organisation as an avatar on our supporters map at <http://www.votesat16.org/our-supporters/>. This lets young people, general supporters and local politicians know where you are and that you too back the campaign.

### 3. We can feature supporters from your membership

The Votes at 16 Coalition want our website to tell our supporters' stories of why they believe the voting age in their own words.

Our website can feature your supporters as case studies here: <http://www.votesat16.org/supporter-stories/>

As you will see, you don't have to be 16 to take part. Up and down the country, people of all ages, in all walks of life are joining in by



telling their stories – from MPs and local councillors to parents and teachers. It would be very useful if coalition members can ask their Chairs, Chief Executives and general supporters to take part at: <http://www.votesat16.org/supporter-stories/tell-us-your-story/>

#### 4. We can feature your achievements as Votes at 16 news



The Votes at 16 Coalition is committed to producing news stories each month to keep our campaigners updated and celebrate our successes.

We would love to feature relevant news from our Coalition members. So if you have any stories related to 16 and 17 year olds doing great work in their communities, demonstrating their passion for campaign issues, or lobbying for votes at 16 and greater youth involvement in politics, please let us know. Add [votesat16@byc.org.uk](mailto:votesat16@byc.org.uk) to your press distribution list.

#### 5. We can support your press work on votes at 16 stories

The Votes at 16 coalition is available to provide comment on your news stories for press releases and also has access to young media spokespeople who can speak about the campaign. Please add our details to your media spokespeople databases.

#### 6. We can feature your videos/vox pops on votes at 16

We are always looking for interactive content to share on our website and social media. If you have any related videos, or short vox pops on why people support votes at 16, which we can share please email [votesat16@byc.org.uk](mailto:votesat16@byc.org.uk).

#### 7. We can give you video content on votes at 16

We also have votes at 16 videos explaining the campaign and its aims:

For the video on [www.votesat16.org](http://www.votesat16.org): `<embed src="http://content.bitsontherun.com/players/PU8Dm9B-y06UhzVa.swf" width="480" height="270" allowfullscreen="true" allowscriptaccess="always">`

For the video on [www.votesat16.org/about](http://www.votesat16.org/about): `<embed src="http://content.bitsontherun.com/players/v1gil9zF-y06UhzVa.swf" width="480" height="270" allowfullscreen="true" allowscriptaccess="always">`

#### 8. We can share Votes at 16 related posts on our Facebook

The Votes at 16 Coalition has a Facebook page <http://www.facebook.com/votesat16> which has over 6000 fans. We can feature your organisation's page as a featured 'Like' and also share any votes at



16 related posts.

## 9. We can help your supporters get campaigning on Facebook

Our Facebook page is one of our key communication outlets for campaigning opportunities for votes at 16, interactive polls and video content. We also often have other charities and group posting opportunities on our wall so it's a great space for your supporters to get campaigning through social media.



It would be great if you could encourage more people to join our Facebook page by embedding the following code on a relevant page of your website. This produces a 'Find us on Facebook' box (as pictured).

```
<p><iframe scrolling="no" frameborder="0"
src="http://www.facebook.com/plugins/likebox.php?href=http%3A%2F%2Fwww.facebook.com%2Fvotesat16&width=400&colorscheme=light&connections=10&stream=true&header=true&height=587" style="border: medium none; overflow: hidden; width: 400px; height: 587px;" allowtransparency="true"></iframe></p>
<p>&nbsp;</p>
```

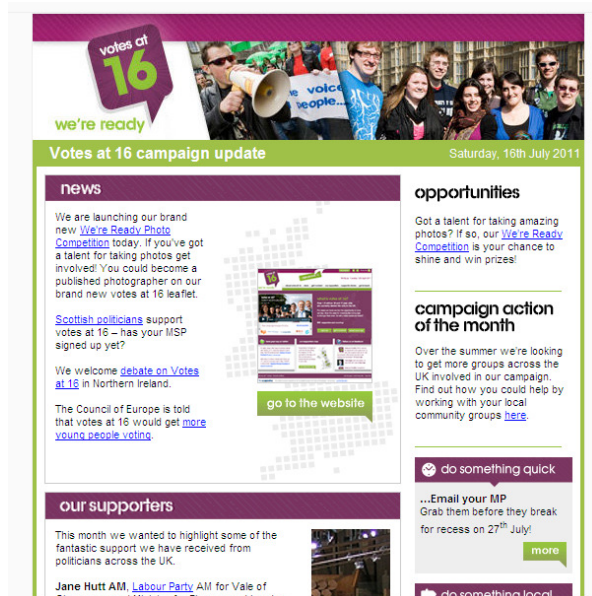
## 10. We can follow you on Twitter

The Votes at 16 Coalition has a Twitter account <http://twitter.com/votesat16> or @votesat16. We use this to share news and opportunities and link up with our member organisations, supporters and politicians.

We have a list of our supportive politicians: <http://twitter.com/#!/votesat16/supportive-politicians> and a list featuring our coalition members: <http://twitter.com/#!/votesat16/votes-at-16-coalition>. Please let us know if you have a twitter account so we can feature you in our list and retweet your posts.

The hashtag we use to refer to the campaign in our tweets is #votesat16.

## 11. We can share your Votes at 16 opportunities/events in our newsletter



The Votes at 16 Coalition issues a newsletter on the 16<sup>th</sup> of each month (pictured). We are happy to promote related opportunities, competitions or events from coalition members.

## 12. We can share your votes at 16 related resources

Our website has a 'Get involved' section where supporters can download resources that help them do something quick, local or big for the campaign. This could be signing up to be a supporter, emailing their MP or organising a debate in your school or college.



It would be really helpful if you have any campaigning guides or related information which we can share on the site.

### **13. We can send materials for your events**

The Votes at 16 Coalition is happy to send materials such as stickers and supporter sign up sheets for your events. Please send an email to [votesat16@byc.org.uk](mailto:votesat16@byc.org.uk) giving details about the quantities you require and where to send it to.

### **14. We can give your supporters an easy way to contact their MP about an issue they care about**

Only 16% of men and 15% of women in the UK have presented their views to local politicians (Hansard, 2011, Audit of Political Engagement). The Votes at 16 campaign can give the members of your organisation to change that statistic by emailing their MP!

The support of MPs is crucial to the Votes at 16 campaign. The UK Parliament has the power to change the law to reduce the voting age, so it's really important for us to lobby MPs. This is why we've made it as easy as possible for our supporters to contact their local MPs so they can make sure they know how their constituents feel before they make decisions about Votes at 16. Our website enables supporters to send a fully personalised email to their MP about votes at 16 with a few clicks of their mouse at: <http://www.votesat16.org/getinvolved/email-your-mp>

### **15. We can provide you with speakers for events**

The Votes at 16 Campaigns Officer can come to present about the campaign or organise young speakers for your event. Please email [votesat16@byc.org.uk](mailto:votesat16@byc.org.uk) for a Speaker Request form.

### **16. We can provide you with workshop session plan for events**

Interested in getting more of your supporters thinking about the issue of votes at 16? You can download a workshop session plan here: <http://www.votesat16.org/votesat16/wp-content/uploads/2011/07/Votes-at-16-workshop.pdf>

We are also happy to give advice on how to tailor this session to the audience you are working with.

## **Our communication targets**

We are working hard to reach the following campaign targets by December 2011:

- 10,000 fans on Facebook
- 4000 campaigners on our website map
- 3000 followers on Twitter

In our email updates to Votes at 16 Coalition members we will provide updates on how we are progressing with these targets and celebrate when members have helped us on our way!

