

Voto Latino - It's YOUR Country

Written by Robert ID3053
Friday, 06 October 2006 06:49 -

The Ed Rosa Group and Voto Latino have paired up to register our members to vote.

Did you know that according to Pew Hispanic Center, 17 million Latinos are eligible voters this election? That's an increase of well over 7% from 2004. Are you registered?

REGISTER TO VOTE NOW at: <http://www.votolatino.org/> www.votolatino.org

"It's never been more important than now. Our power is in our numbers! Saludos," says Ed Rosa of the Ed Rosa Group.

Did you know

67% of young people are likely to get involved in politics according to a Harvard U. study.

Voter turnout in 2004 among 18-24yr olds went up by 11% points nationally, while the overall population only went up 4 points.

2004 Success

Voto Latino registered upwards of 98,000 voters in 2004. With major media partners such as MTV, VH1 and Univision, Voto Latino launched the first ever bicultural Latino celebrity PSA campaign including Co-Founder Rosario Dawson, Cameron Diaz, John Leguizamo, & Wilmer Valderama. The campaign hit 120 million households. Leveraging the media buzz, Voto Latino worked with its Street Team to register young people on the ground.

Represent 2006 Campaign

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Voto Latino launched the Text2Represent, the first national mobile voter registration program concentrating in the Bay Area, Los Angeles, Miami & New York. Voto Latino's multi-prong campaign allows individuals to register to vote using text messaging and conduct their own peer-to-peer voter registration on-line. Voto Latino markets the campaign through concert touring musicians delivering the message during performances & their home pages, PSAs, DJs, on-line and tapping into existing youth social network of over 200,000 American Latino youth to create our Street Team.

An integral part of the 2006 registration drive is targeting over 140,000 registered American Latino voters who have moved but not updated their voter status. 70,000 of these eligible young voters are from California.

Voto Latino was founded in 2004, Voto Latino believes that American Latino youth have the power, voice and desire to participate in American politics. Voto Latino provides our members the tools to do it easily and seamlessly and the space to discuss politics openly.

Voto Latino enfranchises the next generation of Americans by leveraging the latest available technologies, celebrity voices, media and street teams to encourage civic participation. Voto Latino aims to build an overall virtual presence combining the latest technologies including blogging, podcasting, and video streamlining where our membership drives our site.

In a recent survey, 92% of unregistered students said that they would vote if the process of registering was easier.

TxtVoter makes registering as easy as calling a friend.

TxtVoter Basics

TxtVoter reduces the barriers to voter registration by making it possible to register anytime, from

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anywhere. Here's how:

Text the keyword 'voter' to 75444.

We'll send you back a text message: "Reply with your full name and address –or– email address to receive voter registration forms."

Then we get you registered, either online or with a pre-filled registration form you'll receive in the mail.

Run Your Own Campaign

TxtVoter gives you the power to run your own text-message voter registration campaign. Here's how you do it:

Sign up for an account and keyword of your own (e.g., "MyKeyword").

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Use the power of peer-to-peer advertising and/or traditional communications to get people to text "MyKeyword" to 75444 (just like they do on American Idol).

Then we get them registered (see TxtVoter Basics above) – it's that simple!

Why it's great:

Young people begin to participate politically using familiar text-message technology.

We track them every step of the way and send reminders if they fall out of the process. Just log into our site to see how many people have texted in. (You can even make it a competition by giving people their own keywords.)

Build your list! Strengthen your organization by adding new voters to your database. If you are a nonpartisan nonprofit, we can give you the data for free. Otherwise, we'll gladly sell it to you at market rate (about 10 cents per person).

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All registrants also receive a text-message reminder to vote on Election Day, complete with their polling place.

It's completely free!

Tell a Friend

TxtVoter's Tell-a-Friend allows you to use mass emails to register voters.

We give you a special link to put in your emails. That's it – just send it out!

Clicking on the link will take people to a page where they can enter their friends' cell phone numbers. Each friend will receive a text-message saying you thought they might be interested in registering. If they reply positively, we'll get them into our normal TxtVoter process.

To sign up or see a demo, go to www.txtvoter.com . Exercise your right to vote.