

Original Work Proposal

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A theme that has persisted across a variety of my works is civic duty; I strongly feel that, in understanding the processes of and influences on public policy, constituents can become empowered to participate in the reformation of their community through political procedures and action. And while this information provides others with the capacity to fulfill their civic responsibility, there is little incentive for many to actively seek this material out. Because of this, I hope to provide a medium of motivation for potential voters in my local community in a campaign championing the values of voter registration. Through this campaign, I hope to initiate a reformation in voter culture in as many communities as possible and provide my audience with the knowledge and resources to formulate their own stances on hot-button domestic and foreign issues. From this additional need to educate the general public on how to get involved and why it is important, it is crucial to outline a cohesive and efficient structure of the campaign, along with its goals and mediums, to successfully carry out its intended purpose. As part of a larger project, I aim to create a proposal for a campaign that provides my peers and community members with both a physical and online presence in Frisco that will empower them to learn more of how to contribute to critical issues in the world today, including access to mediums that contribute to these issues first-hand.

In endeavoring to further American political participation, I feel that the most critical concept to address in the proposal is an appeal to potential voters; the campaign must work to promote civic engagement for not only those currently registered or who have yet to register, but also those who are unable to put forth their opinion on the ballot: rising youth and immigrants yet to obtain citizenship. In stressing the importance of a uniform political participation, it is crucial to also appeal to every member of the American community. In order to do so, I must first create a number of outlets to reach others; this will include but is not limited to an online presence through a website, a social media presence, flyers, an informational video, word-of-mouth communication, and a pledging system for those under 18. As I create each of these components, I aim to be able to evaluate the best method to incorporate my research on the influences on public policy in motivating others to participate in politics; I truly feel that it is beyond crucial to understand how the occupations we all will fulfill in the future will affect American legislation. In developing each of these components, I can then work towards promoting voter registration and understanding crucial policy issues to others by advertising or giving out these materials. After doing so, I hope to critically analyze these modes of communication and the success that resulted from the campaign as a whole. With that, I hope to be able to find aid from my mentor, Mrs. Dody Brigadier, in understanding how to best approach constituents about policy issues and apply that knowledge to this project; indeed, the most successful end product can only come from close collaboration with others. Each of elements are crucial to a cohesive proposal, and articulating their importance and mode of addressment will speed the process significantly.

The overarching goal of this campaign, through outreach, empowerment, and advocacy, is to reform the voting culture America lies witness to today. This goal demonstrates a solution to one of the greatest ailments to our society today; shocking voter turnouts, such as a staggering 6% of *registered voters* (only about $\frac{3}{4}$ of all Texans) in Texas' November of 2017 elections, can be a characterization of the past with a renewed interest in furthering the values of our community. Truly, by conveying this in the proposal, the campaign will work to relay the knowledge I have compiled on the influences on policy to further motivate the American constituency to utilize the right of speech granted to them. While no small undertaking, this campaign will strive to reform modern voter culture, requiring me to support a consistent effort to evaluate past movements for political engagement and incorporate successful methods to my own, while also understanding what could be improved in the campaign to connect with more members of the community. Success is the product of devout motivation to achieve an end goal - by its completion, this campaign, displaying a drive to promote the American community's well-being and exhibition of common rights to liberty and speech, will have further incentivized civic engagement in an attempt to reform injustices that plague our global society today.