



# You're the Youth: The Future of Democracy™

Presented By: Allison Nold





**Let's start at the beginning.**





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**What is a Democracy?**





# De·mo·cra·cy

A form of government to where power is vested in & exercised directly by the people or by their representative.





# Who is “The Youth”?





**The largest & most diverse  
demographic in the United States.**





**The largest & most diverse  
demographic in the United States.**

 **18-29**





**The largest & most diverse  
demographic in the United States.**

**★ 18-29**

**★ 44 Million**



**The largest & most diverse  
demographic in the United States.**

**★ 18-29**

**★ 21% of the Electorate**

**★ 44 Million**



# Multi-taskers,





# Multi-taskers, digital natives





# Multi-taskers, digital natives & super-communicators





**93% have cell phones**





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 **90% are consumers of content on the web**





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- ★ **88% are online regularly**





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- ★ **90% are consumers of content on the web**
- ★ **88% are online regularly**
- ★ **73% participate in social media**





“The youth incorporate **digital media** into their lives at a faster rate than *any other generation*.

All generations adopt devices and internet technologies, but the youth are **Net natives.**”





# So what's the problem?





**There is a generation gap  
between the youth & politics.**





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- ★ Civic education remains largely a textbook based experience.**





**There is a generation gap  
between the youth & politics.**

- ★ Civic education remains largely a textbook based experience. *Boring!***





## Political websites that do exist are often:

- ★ Not Interactive
- ★ Unattractive
- ★ Content Heavy
- ★ Inaccessible
- ★ Irrelevant
- ★ Unreliable
- ★ Biased



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## Their political beliefs are:

- ★ less defined
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# What does it all mean?





**This emphasizes the importance for:**





## **This emphasizes the importance for:**

- ★ The youth to receive factual, non-partisan information early on in their voting career.**





## **This emphasizes the importance for:**

- ★ The youth to receive factual, non-partisan information early on in their voting career.**
- ★ An organization to bridge the gap between the youth & politics.**





**How do we solve this problem?**





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**Introducing:**

**You're the Youth: The Future of Democracy™**





# You're the Youth™ aims to:





## **You're the Youth™ aims to:**

- ★ Educate, engage, & mobilize the youth by leveraging the potential of new media.**





## **You're the Youth™ aims to:**

- ★ Educate, engage, & mobilize the youth by leveraging the potential of new media.**
- ★ Build political power for young people by providing relevant, unbiased information.**





**and...**

**★ Help bridge the generation gap  
between the American youth & politics.**





# How will we close the gap?

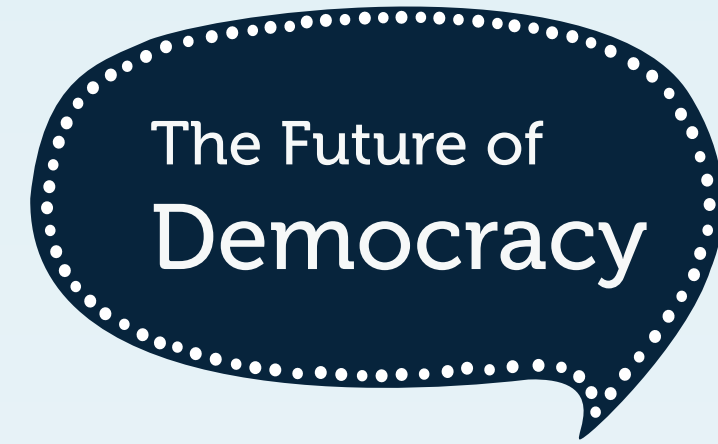




# How will we close the gap?

## Branding & Identity





# YOU'RE THE YOUTH™

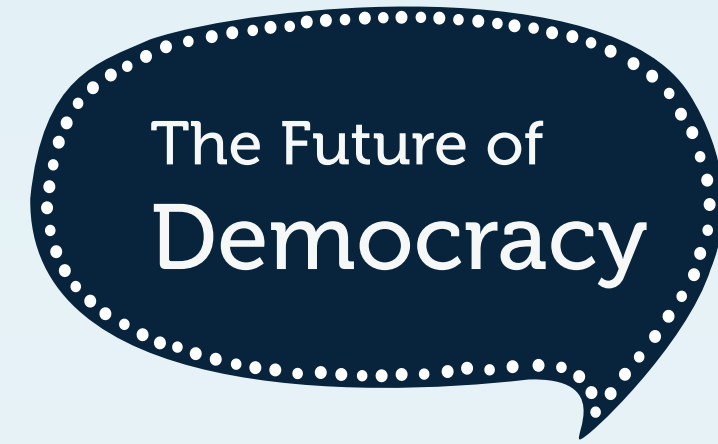
★ Brand Name

★ Color Palette

★ Brand Tagline

★ Typography





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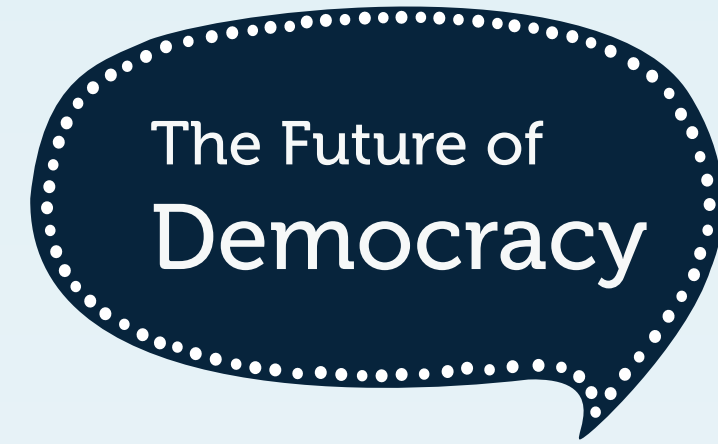
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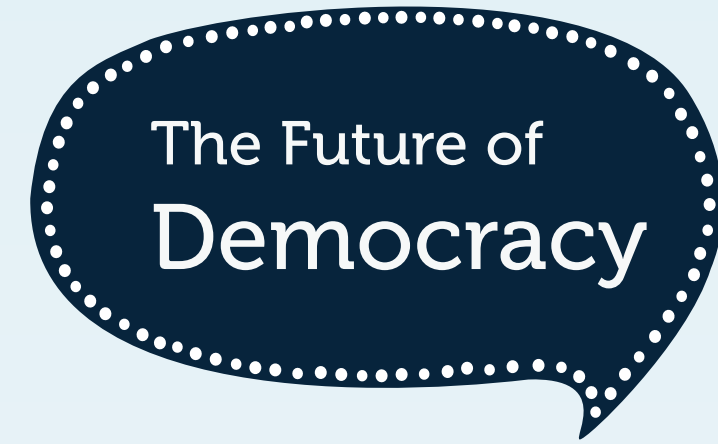
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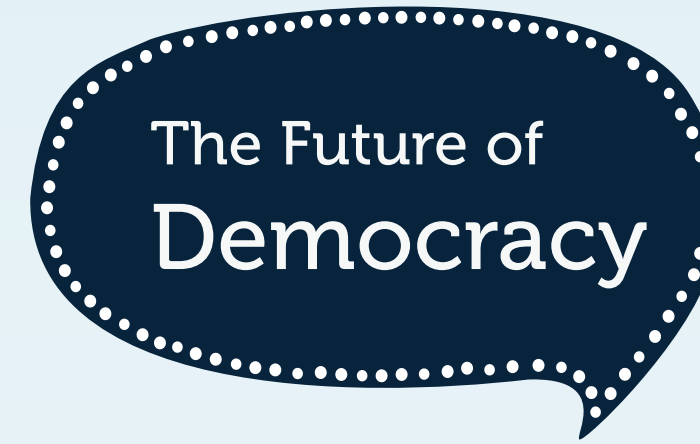
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# How will we close the gap?





**How will we close the gap?**

**We'll start online.**





**How will we close the gap?**

**We'll start online.**

**Let's check it out!**





# What's under the hood?

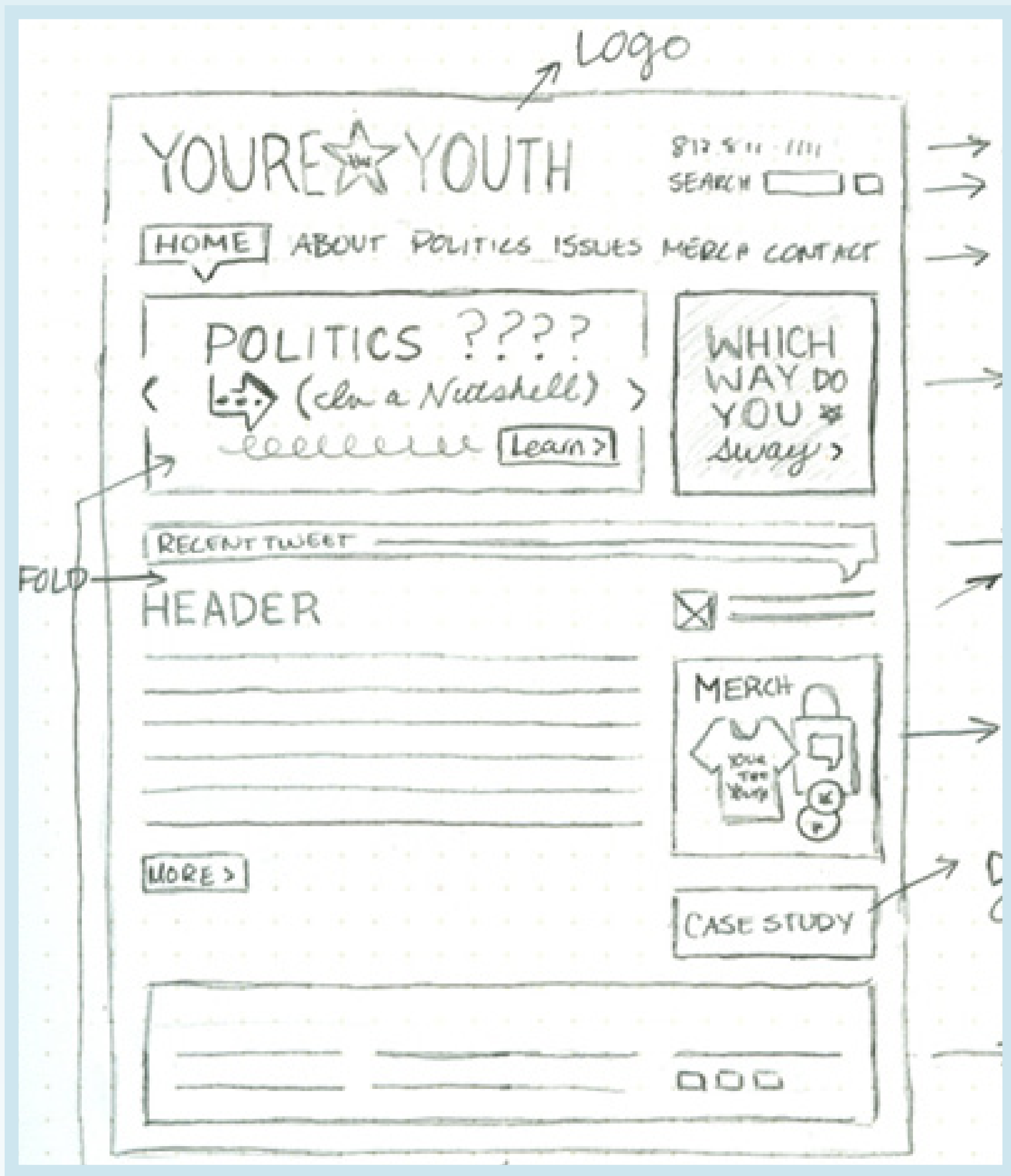


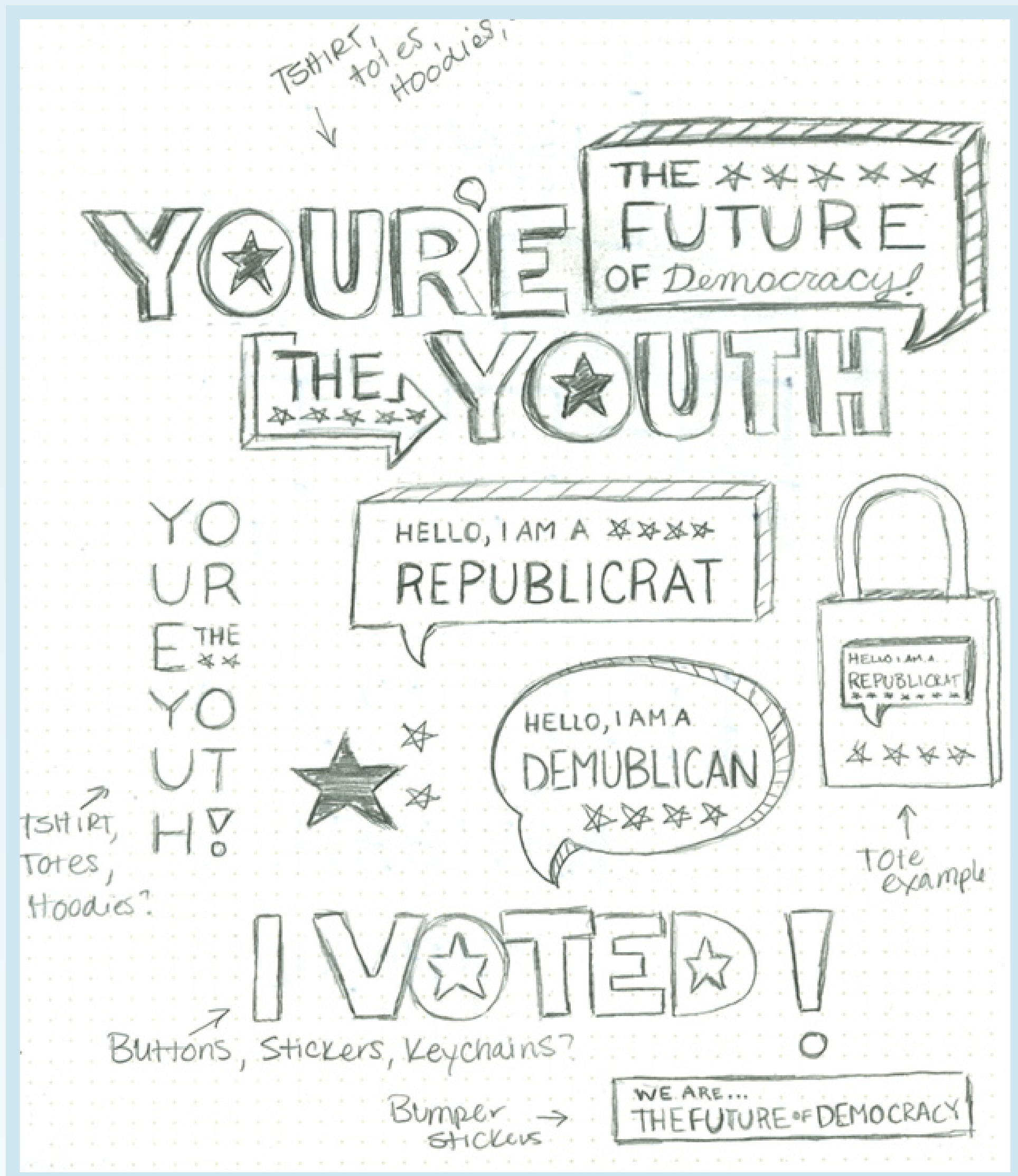
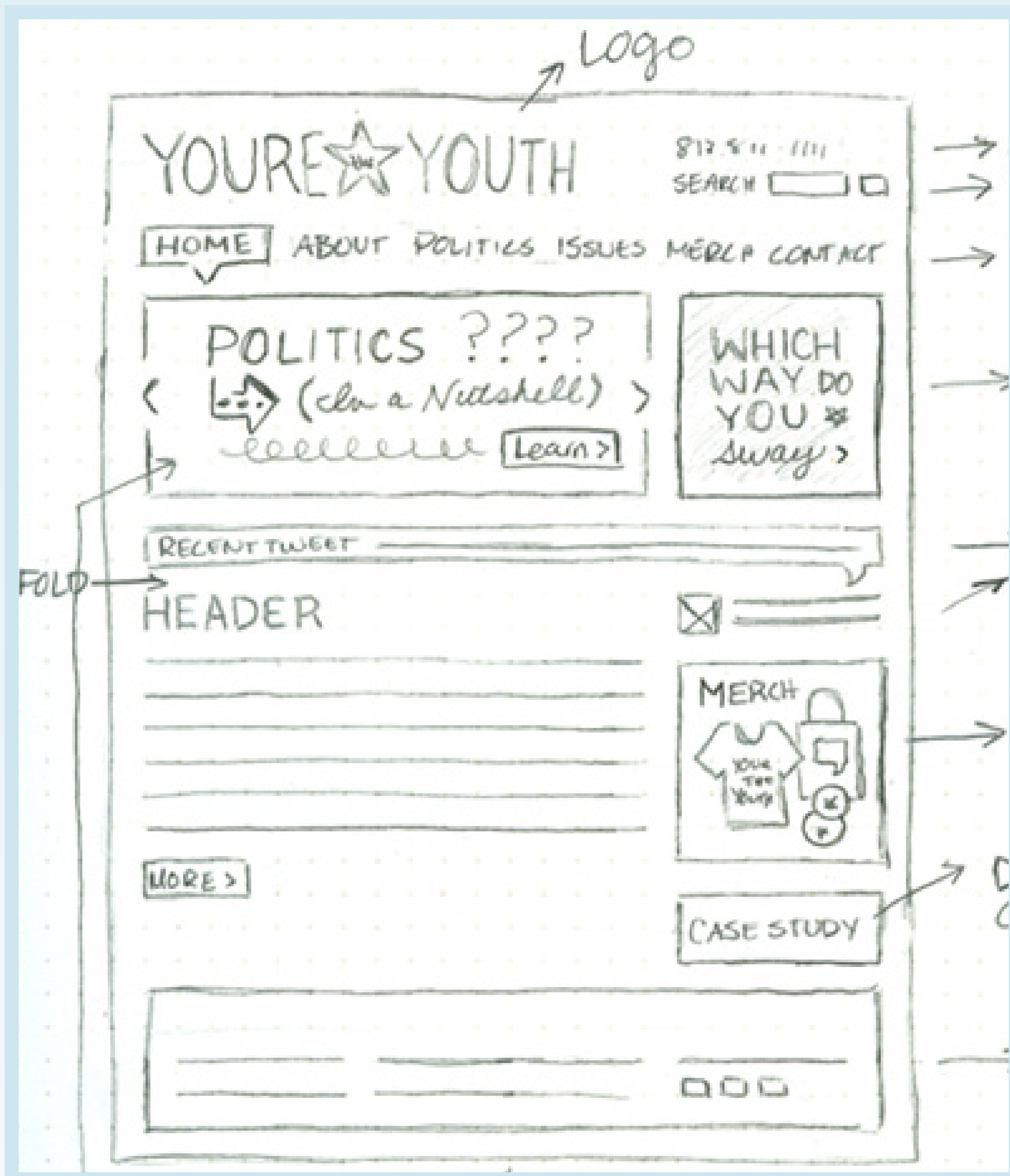


# What's under the hood?

## Initial Planning









# What's under the hood?

## Development





1. HTML & CSS

2. PHP

3. Javascript

4. SEO





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# Speaking of SEO...



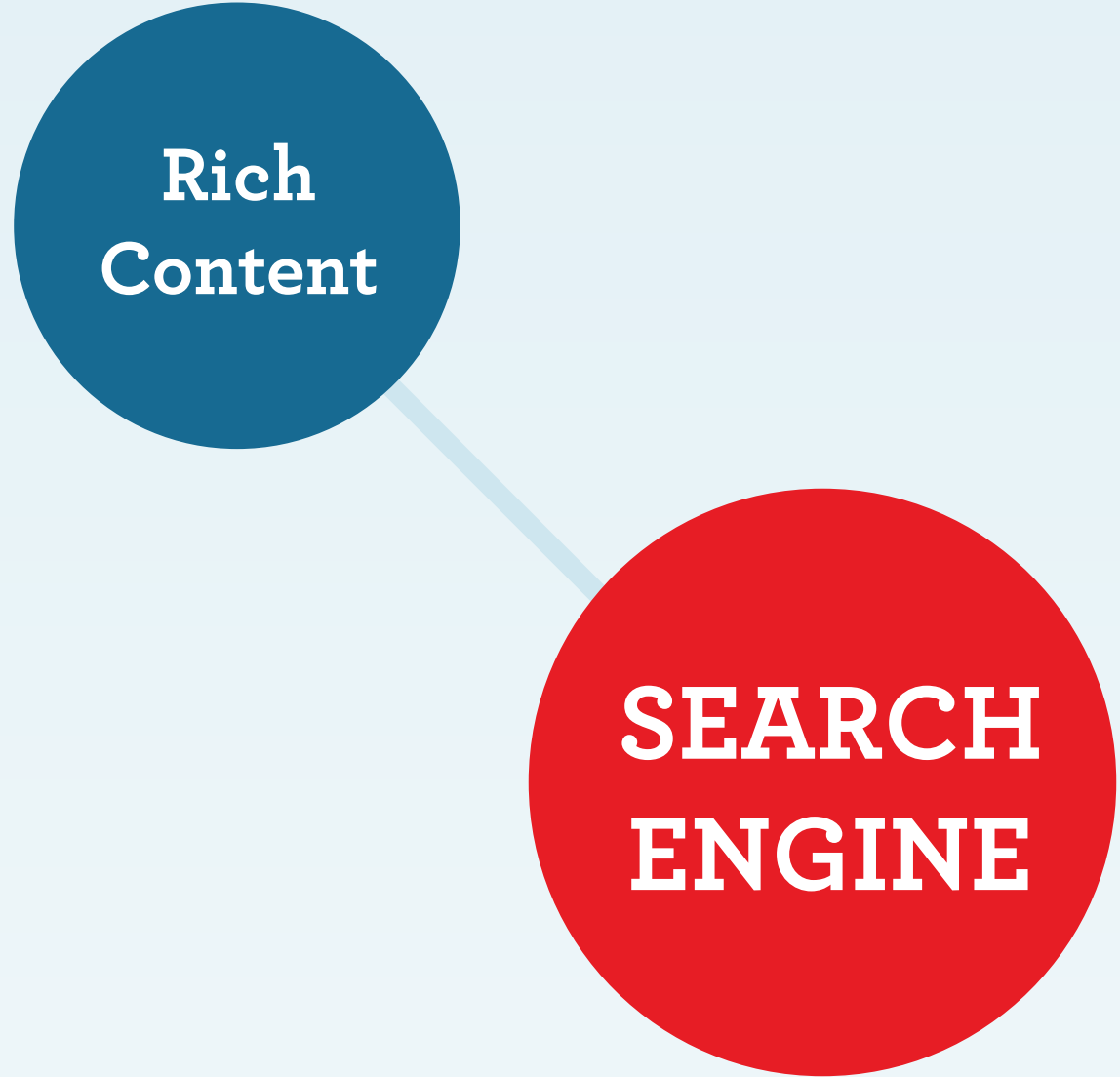


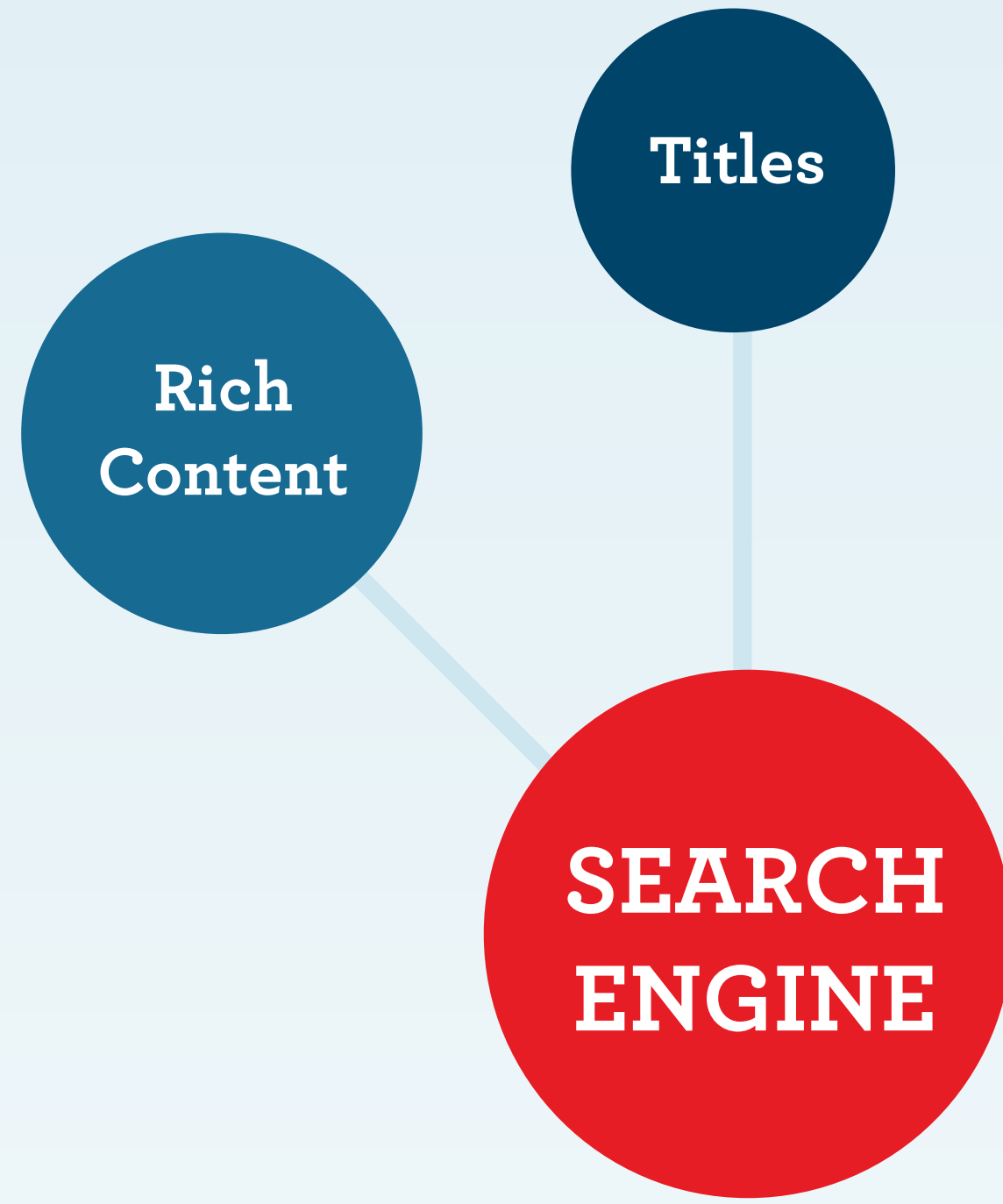
# Speaking of SEO...

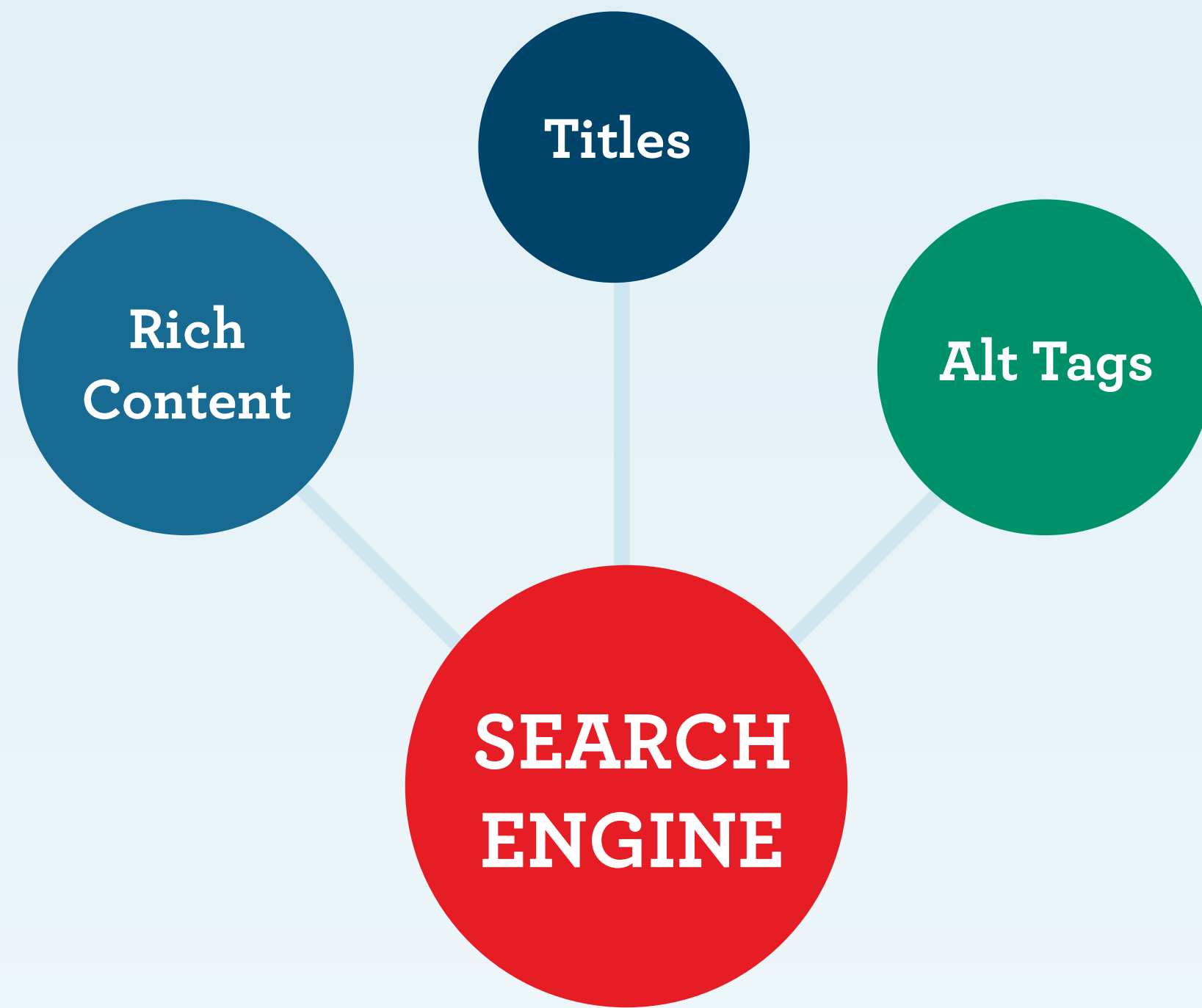
How does the youth find us?

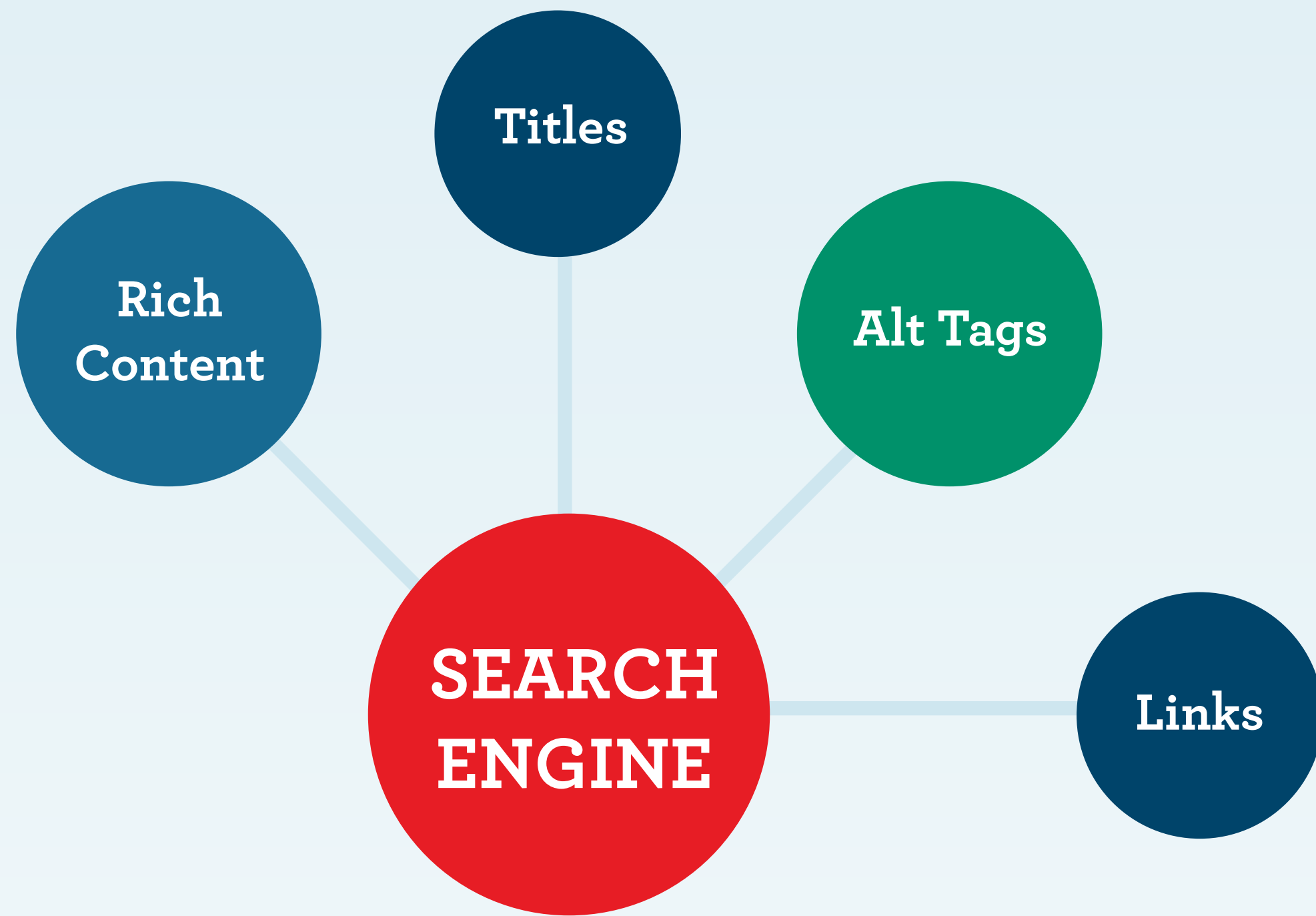


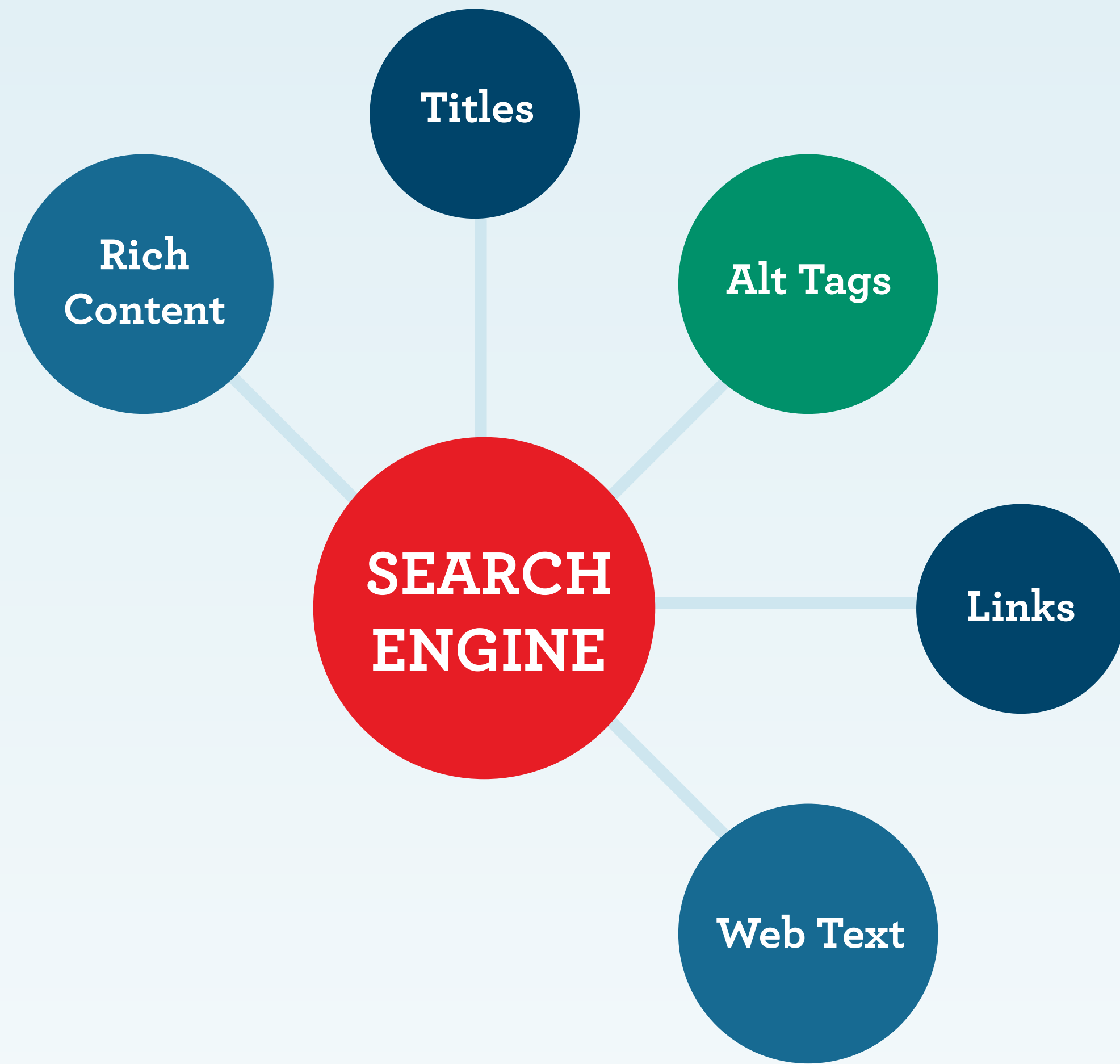


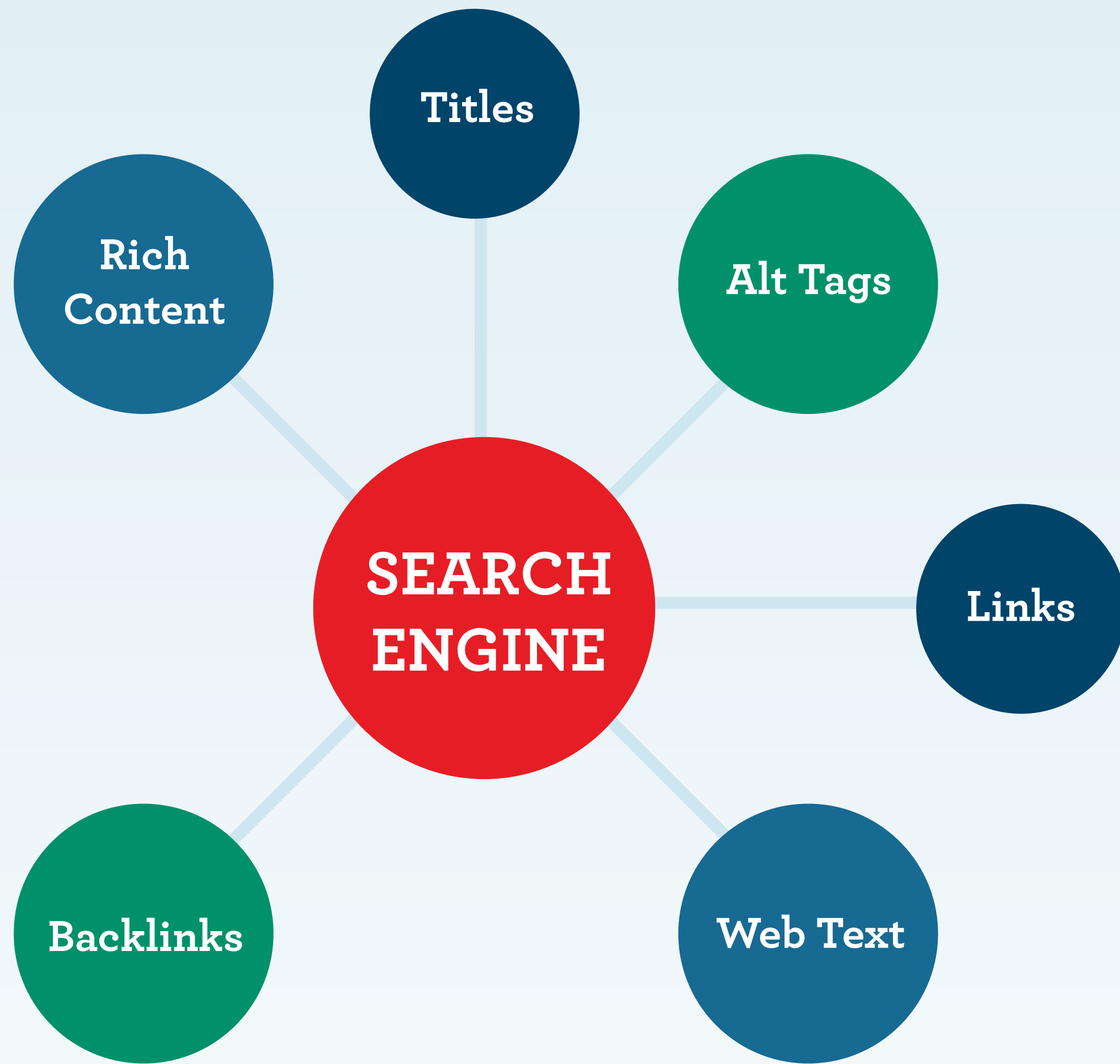


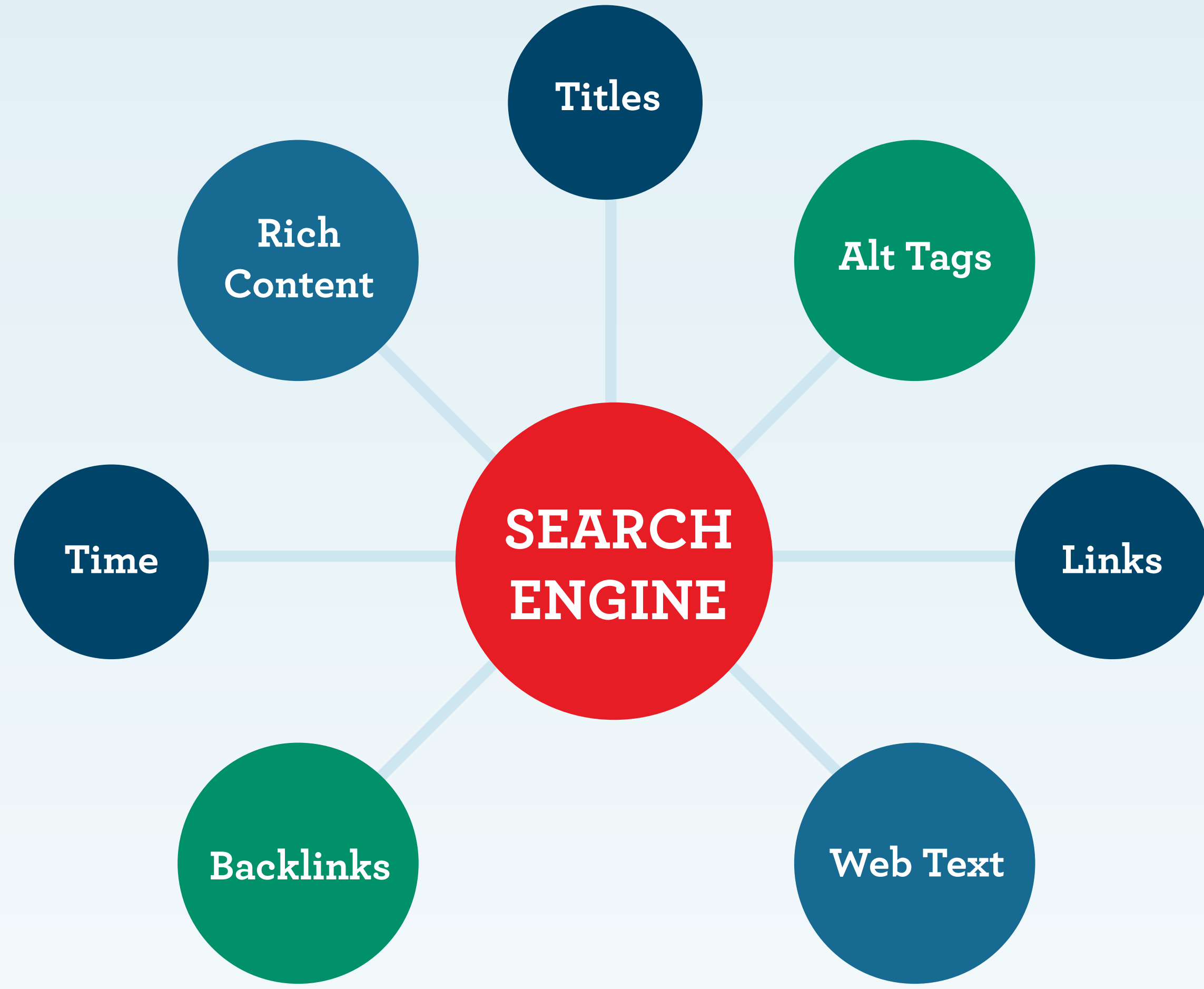














**And is it working?**





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**Absolutely!**





★ **5,462 Pageviews**

★ 3:51 Avg Time

★ 38.51% Bounce Rate

★ 49.32% Return

★ 110 Countries

★ 44 U.S. States





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*and these numbers are increasing daily..*





# How do we know these statistics?

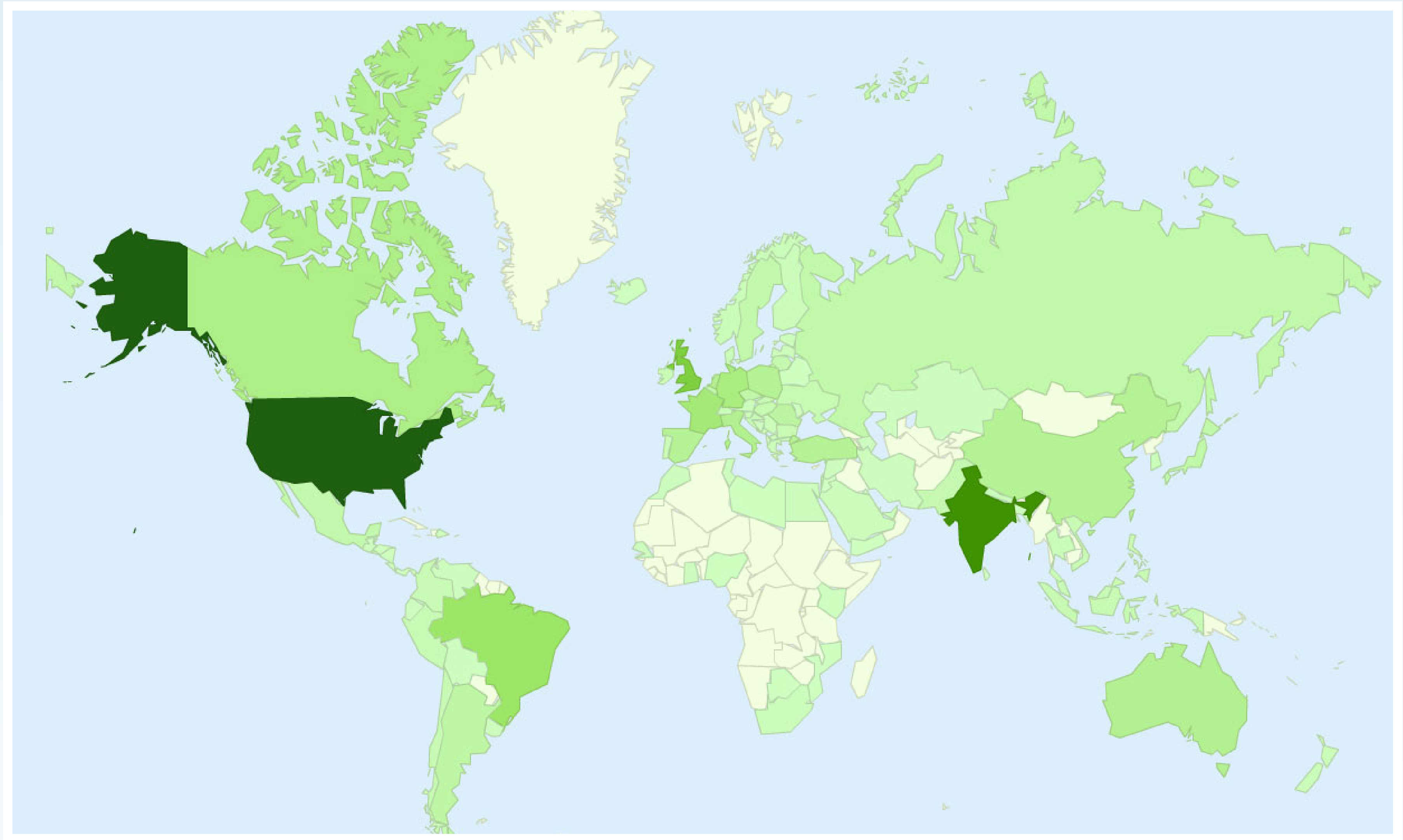




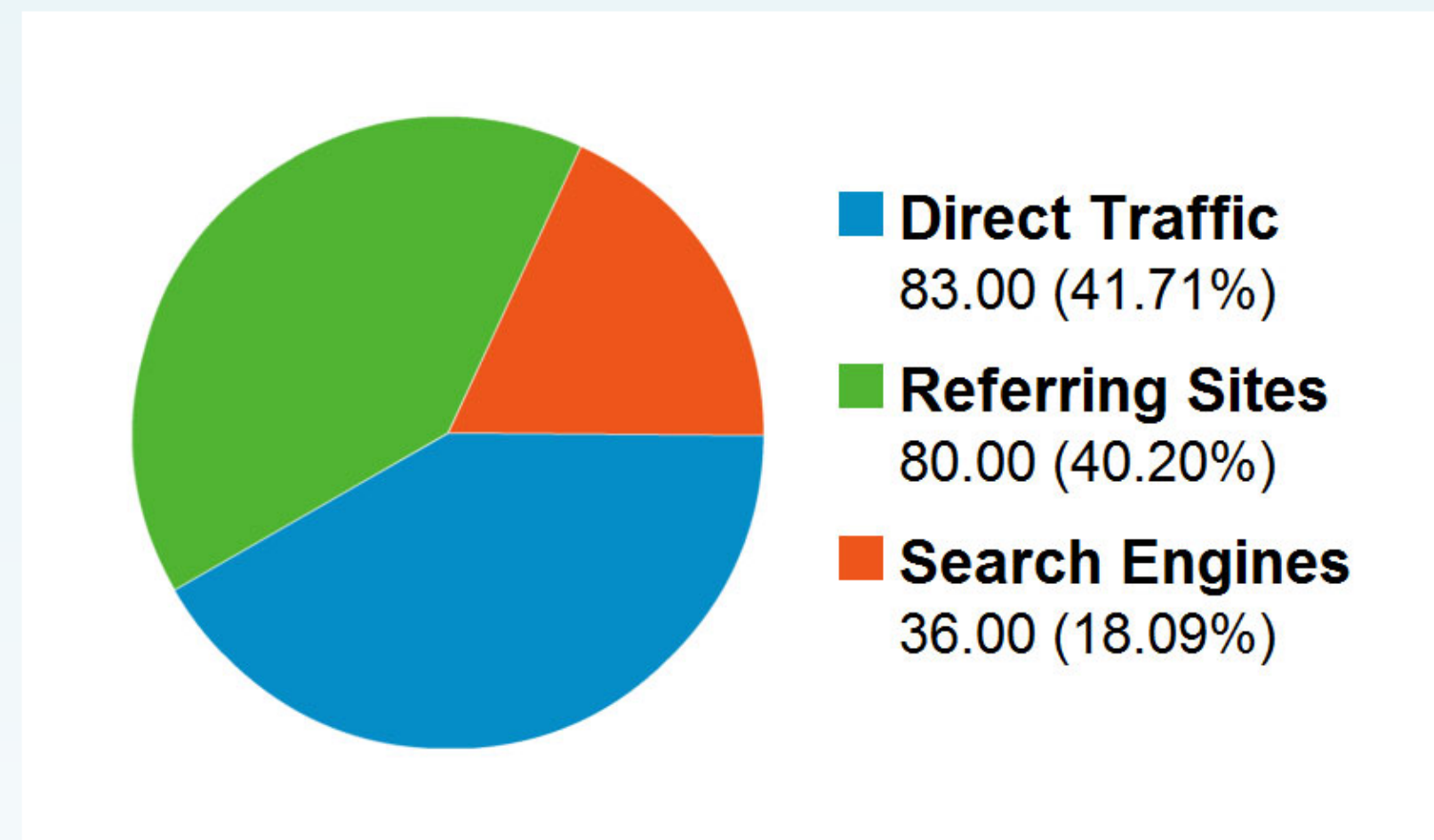
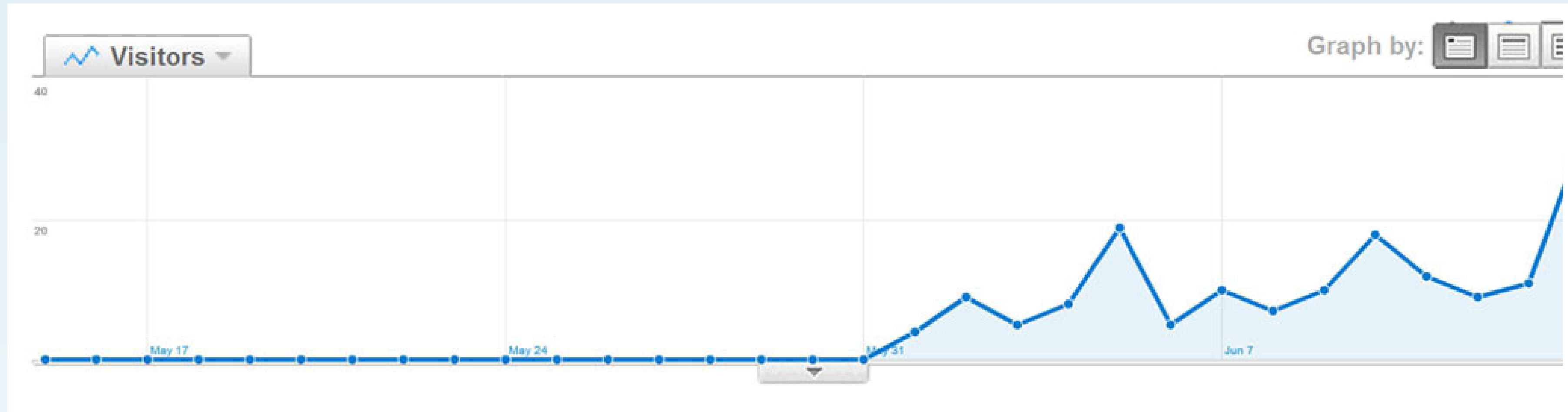
# How do we know these statistics?

## Google Analytics











# Future Plans





# Future Plans

What's next for You're the Youth™?





- 1. Endorsements & Sponsorships**
2. Offline Marketing
3. Mobile Website
4. E-Commerce





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# Quick Recap





# Quick Recap

What we want you to walk away with





## Problem

- ★ Not enough unbiased, reliable references online for the youth that are attractive and interactive.

## Solution

- ★ You're the Youth: The Future of Democracy™  
[www.youreyouth.org](http://www.youreyouth.org)





**Thank you!**

[www.youretheyouth.org](http://www.youretheyouth.org)

