

Being a Voter!

We've grown used to the idea that Americans don't vote, even when they're registered. We seem comfortable with that, even though we're near the bottom of the list of democratic countries ([26th out of 32](#)). A sad story for a country founded on the democratic ideal of a "government of the people, by the people, and for the people." We must do better!

Our failure is telling and the results significant. In Philadelphia, for example, [4%](#) of those voting in 2008 didn't bother to vote in 2016. That's a difference of about 42,828 votes with about 37,475 probable blue votes. And what a difference that would have made: Trump carried Pennsylvania by 44,292 and took all 20 Electoral College votes.

The challenge is to get those lost voters to the polls.

Shaping the Message

Let's follow the science. Articles in [Scientific American](#) in [Fast Company](#), and [other studies](#), based in the social sciences, provide the basis for a strategy. The [basic premise](#): "What we think others are doing [social identity], how voting makes us feel about ourselves [personal identity], and what we need to do to vote [commitment to a plan] all affect whether or not we participate on Election Day."

Essentially, the argument is: people vote based on their "identity," not their "ideology." **We vote because [being a voter](#) is important to our sense of self. It confirms our sense of citizenship. And our identity as a voter is even more important than whom we vote for or the political positions of the candidates.**

It's a team sport: we wear the jersey and team colors, even when our team is likely to lose or even when we don't like the athletic prowess of the team or its coach, or, yes, are embarrassed by the team. The [argument](#) is that our sense of "identity" – confirmed by the badges we wear – is more important than our behavior.

A 5% Solution

We need to get registered voters to wear the jersey. They are Voter!s, and come what may, voters vote. If you don't see yourself as a Voter!, you may (or may not) show up. But a "Voter!" will always show up!

Wear the Merch! Flaunt Your Identity

To build the team, we have designed a badge – as a backdrop to a Zoom, to be printed as posters, worn on a T-Shirts, Hoodies, etc. It announces our team membership. We're not on the Biden/Harris Team, nor on the Trump/Pence Team. That comes later. We are (or should be) on the Voter! Team. That identity comes before partisanship. Display it when you're out, when you're online, on your emails right after your name, and you'll make clear who you are. And it will inspire you to vote! – no matter what obstacle you face.

But wearing it will do more. True: **what others do will affect what we do.** But also: **what we do will affect others.**

If you'd like to know more about how we created a system that led to suppressed votes and increased voter apathy, read **Part 3 - Secret Ballots**