



## BLACK YOUTH VOTE! (BYV!)

### 2018 HBCU/Community VOTE Your Power 30-DAY GOTV Challenge Overview and Criteria

#### OVERVIEW

The National Coalition on Black Civic Participation's (NCBCP) **Black Youth Vote! 2018 HBCU Campus and Community Vote Your Power 30-DAY GOTV Challenge** (BYV! 30-DAY GOTV Challenge) goals are to: educate, motivate and mobilize your peers to vote at HBCU's, other colleges/universities and in the broader community; 2) help protect voters from voter suppression tactics, and 3) energize & create enthusiasm and excitement around the upcoming **2018 Mid-Term Election** on a national, state, and local level. The BYV! 30-DAY GOTV National Partners include: NCBCP, NBCAHF and HBCU Green Fund. **BYV 30-DAY GOTV Challenge Period: October 6 - November 6, 2018.**

#### CRITERIA TO PARTICIPATE

**You must be a college/university or a non-partisan community-based organization to be eligible to participate in the BYV 30-DAY GOTV Challenge and be approved to participate by NCBCP.** The BYV! 30-DAY GOTV Challenge is strictly non-partisan and cannot support a particular candidate, party, or partisan affiliation.

**To register your campus or community-based organization to be approved by NCBCP to participate in the BYV 30-DAY GOTV Challenge (BYV Challenge), please visit:** <http://unitycampaign.org/voteforjustice>. If you need assistance, you can contact Darrell Coles, BYV Fall Intern, NCBCP or Acacia Newsome, BYV/BWR Intern, NCBCP, at [byv@ncbc.org](mailto:byv@ncbc.org) or (202) 659-4929 (office).

#### CHALLENGE WINNER REQUIREMENTS

The campus or community-based organization that signs up the most students/youth and young adults (18 – 35) to pledge to vote (using the *official Black Youth Vote #Vote4Justice* Pledge Cards provided by NCBCP) and/or signs up the most volunteers to be poll monitors on your campus or in the broader community is eligible to win the 30-DAY GOTV Challenge. **The highest performing college/university or community-based organization will receive the 2018 Black Youth Vote! Campus or Community-Based Organization of the Year Award.** There will be ten (10) national winners of the BYV! 30-DAY GOTV Challenge. The NCBCP will make a contribution to the campus & community organization national challenge winners (Cash prizes of \$500, \$750 and \$1,000). In addition, BYV! 30-DAY Challenge winners will be recognized during the NCBCP Unity '18 Campaign Black Vote Post Election Media Briefing in Washington, DC in November 2018.

#### ABOUT US

**Black Youth Vote! (BYV) is the youth-led civic engagement arm of the National Coalition on Black Civic Participation. Black Youth Vote's mission is to train, invest and provide Black youth and young adults with civic engagement, organizing and civic leadership opportunities-----focused on Millennials, Generation Z and Returning Citizens (18 – 35 yrs. old). Black Youth Vote! is focused on leveraging the power of the black youth electorate to make positive social change and win on the issues they care about in their communities, including: racial & economic justice, college affordability, criminal justice/policing reform, affordable health care, workers' rights, voting rights, human rights and more! For more information visit:** [www.unitycampaign.org](http://www.unitycampaign.org).



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