

## *It's My Vote Campaign*

- Women wield great power in American politics. More than ever before, women are registering to vote and casting ballots in greater numbers and with more consistency than men. It's vital that we continue this achievement and ***engage millennial women***.
- ***There are as many millennials as there are baby boomers*** — and women ages 18–31 have enormous potential to be as potent a force in politics for years to come. The difference right now is that millennials have yet to establish a consistent pattern of voting.
- By engaging with millennial women, the *It's My Vote, I Will Be Heard* campaign will ***support an enormous generation of young women in establishing lifelong voting habits and to strengthen the voice of women in the 2012 elections***.
- The campaign is working with AAUW state organizations to host a series of nonpartisan voter education training events across the country. These [events](#) are open to friends and allies of the My Vote campaign.
- We are training outreach volunteers, who will collaborate on voter education and turnout campaigns targeting women in their states.
- We are distributing public service announcements, campaign materials, and other resources specifically designed to underscore the impact the upcoming elections will have on the issues women care about the most.
- We will use all the resources of the AAUW Action Fund — our social and traditional media reach, our mailing lists, and our relationships with AAUW's college/university partner members — to drive home this message: