



BLACK YOUTH VOTE! 2020

GOTV: Black Collegiate & Community Challenge

Overview and Criteria

OVERVIEW

The National Coalition on Black Civic Participation's (NCBCP) *Black Youth Vote! Get Out To Vote (GOTV): Black Collegiate and Community 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 **2020 Elections** on a national, state, and local level.

BYV! GOTV: Black Collegiate and Community Challenge Period: September 22nd - October 22nd, 2020.

The BYV! GOTV: Black Collegiate and Community Challenge partners include: NCBCP, NBCAHF, SEIU and HBCU Green Fund.

CRITERIA TO PARTICIPATE

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

To participate , please register your campus or community-based organization by September 30, 2020 by visiting <http://unitycampaign.org/voteforjustice>. If you need assistance, you can contact Darrell Coles, BYV Program Coordinator, NCBCP, or Acacia Newsome, BYV/BWR Program Assistant, NCBCP, at byv@ncbcp.org or (202) 659-4929 (office).

CHALLENGE WINNER REQUIREMENTS

The campus or community-based organization that signs up the most students 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 Black Collegiate and Community Challenge. **will receive the 2020 Black Youth Vote! Campus or Community-Based Organization of the Year Award.** There will be ten (3) national winners of the BYV! Black Collegiate and Community Challenge.

The National Coalition will announce the winners during the *Unity 2020 Campaign Post- Election Press Briefing* in November 2020. There will be three cash prizes available.

First Place	\$1500
Second Place	\$1000
Third Place	\$500

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.



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Black Youth Vote