



October 9, 2019

I Voted Yard Signs to Sprout This Election Season

West Lafayette, IN - The League of Women Voters of Greater Lafayette announced the launch today of a new "I Voted" campaign to increase voter turnout for elections. The campaign focuses on posting yard signs and images on social media when voters go to the polls and vote.

"For each election voters are rewarded with a sticker, and they might even wear that sticker all day. But typically, stickers get lost or thrown away by the day's end. Our hope with the 'I Voted' yard sign is that it will be a consistent reminder to our friends and neighbors that there's an election happening right now, and not only did other community members already vote, but they should go out and vote too! In addition, we encourage voters to tag us on social media when they put their yard sign out so we can celebrate that every vote counts!" said Sara Tyner, League coordinator for the I Voted campaign.



Studies found that Facebook's "I'm Voting/I'm a Voter" button increased turnout in the 2010 Congressional elections by six tenths of a percentage point, and in the 2012 presidential election by a quarter of a percentage point. Research also indicates that when friends and neighbors talk to each other about voting, voter turnout goes up. Similar to the sticker that voters receive at the poll, the signs are intended to be a visible and durable way of letting the community know that an election is underway.

All members of the League will receive a free yard sign and be encouraged to display it once they vote. Made of durable plastic, they are intended to be reused for many elections. The signs are also available to the public for \$10 each. Signs may be ordered and delivered immediately by emailing Sara at info@leaguelafayette.org

The League of Women Voters, a nonpartisan political organization, encourages informed and active participation in government, works to increase understanding of major public policy issues, and influences public policy through education and advocacy. In 2020, the League will be celebrating its 100th Anniversary.

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