



EARTH
GUARDIANS

2020 IMPACT REPORTS
REVOLUTIONIZE
THE VOTE
CAMPAIGN



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VOTER REGISTRATION CAMPAIGN

REVOLUTIONIZE THE VOTE

Revolutionize the Vote consisted of a coalition of partners including Earth Guardians, International Indigenous Youth Council (IIYC), Seeding Sovereignty, Seventh Generation Inc., March On, and Hip Hop Caucus. This campaign used many tactics to reach youth, specifically BIPOC youth, to encourage voting in the 2020 election.

Our strategy included livestreams with influencers and activists, social media content on Facebook, Instagram, and Tiktok as well as on-the-ground mobilizations to the polls, and videos and interviews.

CAMPAIGN GOALS

CONTRIBUTE TOWARD THE LARGEST YOUTH VOTER TURNOUT IN ANY PRESIDENTIAL ELECTION

CONTRIBUTE TO REGISTERING 2 MILLION BLACK AND INDIGENOUS YOUTH ELIGIBLE TO VOTE

SHARE WISDOM FROM BLACK AND NATIVE VOICES ON THE INTERSECTIONALITY OF SOCIAL JUSTICE AND CLIMATE JUSTICE

ENABLE PARTNERSHIP BUILDING WITH BLACK AND INDIGENOUS ORGANIZERS TO DIVERSIFY THE CLIMATE MOVEMENT

COMBINE MOVEMENTS, STANDING IN SOLIDARITY WITH THE MOVEMENT FOR BLACK LIVES

ENABLE BLACK AND INDIGENOUS ORGANIZERS TO ACCESS THE MANY RESOURCES AVAILABLE FROM THE CLIMATE MOVEMENT

ALLOW FOR PARTNERSHIPS WITH UNIVERSITIES AND ORGANIZATIONS TO REGISTER VOTERS

BUILD PARTNER ORGANIZATION MEMBERSHIP

The livestreams, videos, paid ads and social media content promoted the text in code

52565

leading users to register to vote and to receive pertinent information on polling places, dates for early voting and more.



KEY CAMPAIGN OUTCOMES BY THE NUMBERS

25,000+

NEW VOTERS REGISTERED

Through the Earth Guardians online voter registration portal, shared with Future Coalition and March On

265,000

VOTE WITH US LIVESTREAM VIEWS

On October 24 (Vote Early Saturday) EG partnered with Vote with Us to host a massive, star-studded virtual rally and 11-day on-the-ground mobilization to encourage voter turnout among young people and communities of color. The event streamed on the Vote with Us site, YouTube, and coalition partner social media channels with a focus on why, how, when, and where to vote, with an emphasis on safe, in-person and early voting.

116,323

YOUTUBE VIEWS

Between August 1 and November 3, 2020. This represents 775.27% increase in our normal viewing numbers.

110,000

KICKOFF LIVESTREAM VIEWS

Earth Guardians hosted a two-hour kickoff Livestream on August 17th that was live on Facebook, YouTube, Twitch and Twitter. The event featured Van Jones, Jasilyn Charger, Rev. Lennox Yearwood, UMI, AYONI, Supaman, and other BIPOC influencers and artists with hosts Leala Pourier and Xiuhtezcatl Martinez. We reached over 110,000 viewers, with 16,500 of those being Gen-Z.

13,500+

TIKTOK VIDEO VIEWS

Chrissy Sergeon (a Black youth Tiktok influencer from the Baltimore area) and Marika Sila (from the Navajo Nation) also created TikTok videos to support the BIPOC youth vote and encourage registration.

2,000+

STREET VIDEO STREAM VIEWS

EG worked directly with a filmmaker, Michael Kastenbaum, who traveled across the country producing live candid content from street interviews in various swing states showcasing people conversing about the importance of voting, which was aired on EG's social media outlets and livestreams.

EVENTS, INFLUENCERS, AND PARTNERSHIPS

This campaign involved many coordinated events across the country, most of which were virtual due to the ongoing COVID pandemic. Here are some of the key events we and our partner organizations hosted to get out the vote:

KICKOFF LIVESTREAM

Earth Guardians hosted a two-hour kickoff livestream on August 17 that was live on Facebook, YouTube, Twitch, and Twitter, featuring Van Jones, Jasilyn Charger, Rev. Lennox Yearwood, UMI, AYONI, Supaman and other BIPOC influencers and artists with hosts Leala Pourier and Xiuhtezcatl Martinez. Statistics from this event demonstrated we reached over 110,000 views with 16,500 of those being Gen-Z.

DRIVE-IN STAR WARS SHOWING

RevtheVote campaigners and Protect the Sacred organized an event on Navajo Nation in Arizona at a drive-in showing of the film Star Wars on September 26th.

Prior to the film showing EG youth, Leala Pourier and Jacilyn Charger, along with Mark Ruffalo, Mark Hamill, Paul Rudd, and Navajo Nation President Jonathan Nez joined forces in a streamed 30 minute segment to discuss the importance of voting in the 2020 elections and filling out the census. This segment was also streamed live online and received 11,000 views that day in addition to those who saw it in-person at the drive-in.

INSTAGRAM LIVE VIDEOS

Instagram live videos focused on the BIPOC youth vote for the 2020 elections and included:

- On October 12th, Adrian Stevens and Thomas Lopez, Partnerships Coordinator for Future Coalition and Co-founder of the International Indigenous Youth Council, went live with 1,437 views.
- On October 22nd, Leala Pourier, EG Social Media Manager and member of EG Youth Council, and Mark Ruffalo joined forces in a video that reached over 7,000 views.

CELEBRITIES + INFLUENCERS WHO JOINED US

- MARK RUFFALO
- MARK HAMILL
- PAUL RUDD
- JONATHAN NEZ (NAVAJO NATION PRESIDENT)
- JUSTIN BIEBER
- DEMI LOVATO
- JASILYN CHARGER
- REV. LENNOX YEARWOOD
- VAN JONES
- XIUHTEZCATL MARTINEZ
- UMI
- AYONI
- SUPAMAN
- CHRISSY SERGEON
- MARIKA SILA
- MICHAEL KASTENBAUM

ORGANIZATIONS WE PARTNERED WITH

- INTERNATIONAL INDIGENOUS YOUTH COUNCIL (IIYC)
- SEEDING SOVEREIGNTY
- SEVENTH GENERATION
- MARCH ON
- HIP HOP CAUCUS
- FUTURE COALITION
- PROTECT THE SACRED
- VOTE COMMON GOOD
- PIEDMONT ENVIRONMENTAL ALLIANCE (PEA)
- ROLLING STONE (FRIDAYS FOR UNITY)

EVENTS, INFLUENCERS, AND PARTNERSHIPS (CONT.)

VIDEO CREATION WITH MICHAEL KASTENBAUM

EG also focused efforts on creating video content with BIPOC youth in the streets. EG worked directly with a filmmaker, Michael Kastenbaum, who traveled across the country producing live candid content from street interviews in various swing states showcasing people conversing about the importance of voting, which was aired on EG's social media outlets and livestreams.

VOTE WITH US LIVESTREAM

EG partnered with Vote with Us to host a Livestream with partners and contributors like Justin Bieber, Demi Lovato, Mark Ruffalo and more to encourage early voting in the presidential election.

On October 24th, Vote Early Saturday, a star-studded list of celebrities, influencers, activists and generational leaders came together to host Vote with Us, a massive virtual rally and 11-day on-the-ground mobilization to encourage voter turnout among young people and communities of color. The event streamed on the Vote with Us site, YouTube and coalition partner social media channels with a focus on the four essential pillars of voting: why, how, when and where to vote, with an emphasis on safe, in-person and early voting.

PHOTO + PERSONAL STATEMENT CALL TO ACTION

Earth Guardians and Seventh Generation partnered to elevate the voice of young people under the age of 18 years (those who are unable to vote in this election). The call to action was for those who have the right to vote in the United States to exercise their right for climate justice in the name of those who are underage and to protect the future. Earth Guardians youth members sent photos and personal statements to contribute content for this campaign.

MARCH ON THE POLLS

EG worked with March on the Polls, a campaign lead by Future Coalition and March On, to mobilize EG on-the-ground crews and partners across the country in a socially distanced way to get people out in the streets, to the polls, and increase the number of people registered to vote with a focus on young people and communities of color. Many events happened across the country in October, from parades and marches to virtual events, and EG was directly involved with promoting four of these events including:

- **Arizona Ride to the Polls (Navajo Nation)**

The ride took place on October 20th in Kayenta, AZ and was hosted by Allie Young and Protect the Sacred. The event encouraged Diné youth and people to rock their mocs and traditional clothes or cowboy up with their hats and spurs, and ride to the polls for one hour to cast their ballots just like the elders and ancestors did to protect us, our future, and the sacred. Navajo Nation was attributed to the state of AZ swinging blue for the presidential seat this election.

EVENTS, INFLUENCERS, AND PARTNERSHIPS (CONT.)

- **Vote for the Future/Vote Common Good**

EG partnered with North Carolina-based Vote Common Good in their efforts to focus on young climate voters. EG provided Vote Common Good with video content and speakers for phone banking events to motivate ambivalent youth voters in the state.

- **#Earlyvotews with Piedmont Environmental Alliance (PEA) in Winston-Salem, NC**

This event encouraged voting and non-partisan civic participation among citizens of Winston-Salem, North Carolina by providing a fun and interactive way to vote together. PEA partnered with Reynolds High School Civic Engagement Institute to host a table at Brown Douglass Community Center, one of the city's early voting locations, on October 23rd from 10:00AM-2:00PM.

During this time period, PEA volunteers staffed a table with fun signs for photo ops, free Village Juice and Sunshine Energy Drinks, #VoteForThePlanet stickers, and an opportunity to sign a PEA petition to be entered in a raffle for exciting prizes like gift cards to popular local restaurants and stores.

ROLLING STONE FRIDAYS FOR UNITY

On two Fridays in October, these [nationwide Get Out the Vote online events](#) targeted swing states, featuring musical performances and issues-based conversations. EG provided video content, made direct connections with youth speakers for their livestreams, and Xiuhtezcatl Martinez produced a piece.

Timed to take place during the lead-up to the presidential election, the event was designed to strengthen voter engagement and motivate viewers to help GOTV in their own communities. The two events had over 500,000 views.