

APPENDIX A

Web Sites in the Youth Engagement Web Sphere

1. Rock the Vote

<http://www.rockthevote.com>

Mission/Purpose

Rock the Vote is a non-profit, non-partisan organization, founded in 1990 in response to a wave of attacks on freedom of speech and artistic expression.

Rock the Vote engages youth in the political process by incorporating the entertainment community and youth culture into its activities. From actors to musicians, comedians to athletes, Rock the Vote harnesses cutting-edge trends and pop culture to make political participation cool.

Rock the Vote mobilizes young people to create positive social and political change in their lives and communities. The goal of Rock the Vote's media campaigns and street team activities is to increase youth voter turnout. Rock the Vote coordinates voter registration drives, get-out-the-vote events, and voter education efforts, all with the intention of ensuring that young people take advantage of their right to vote.

Rock the Vote's work doesn't end when the polls close. We empower young people to create change in their communities and take action on the issues they care about. Regardless of whether youth are signing petitions, running for office, contacting their elected officials, or taking up a sign in protest, they are all rocking the vote.

Primary Funders

Rock the Vote Partners

NONPROFIT PARTNERS

[2030 Center](#)
[ACORN](#)
[Alliance for Justice](#)
[Black Youth Vote](#)
[Children's Defense Fund](#)
[Drug Policy Alliance](#)
[Freedom's Answer](#)
[GirlSite network](#)
[Head Start](#)
[League of Women Voters](#)
[NAACP](#)
[National Coalition for the Homeless](#)
[New Voters Project](#)
[People for the American Way](#)
[Project Vote Smart](#)
[Rolling Thunder](#)
[SEIU](#)
[Southwest Voter Registration Project](#)
[True Majority](#)
[Urban Campfire](#)
[Vote for America](#)

CORPORATE PARTNERS

[7up](#)
[Ben & Jerry's](#)
[Motorola](#)

[Alpha](#)
[AOL](#)
[BMG](#)
[dnL](#)
[Doritos](#)
[EMI](#)
[Energy Brands](#)
[Hot Topic](#)
[L'anza](#)
[MTV Choose or Lose](#)
[MTV Fight for Your Rights](#)
[MTV Films](#)
[NBC](#)
[OPI](#)
[Plantronics](#)
[Sony Music](#)
[The West Wing](#)

WWE Smackdown
Youth Vote Coalition

CREATIVE PARTNERS

Crispin Porter Bogusky
Public Interest Productions
Porter Novelli
Joe Pytko
TBWA/Chiat/Day

Toni & Guy (Bedhead)
Tony & Tina
Universal Music Group
Virgin Records
Warner Bros. Records
Warner Music Group
Winterfresh
Vox Productions

2. Youth Noise

<http://www.youthnoise.com>

Mission/Purpose

What's YouthNOISE about?

Gun violence. Curfews. Youth rights. Child exploitation. Hunger. Homelessness. HIV/AIDS. Child abuse. Hate Crimes and Intolerance.

Don't like it? Then sound off. Speak out. Take Action. MAKE SOME NOISE!

YouthNOISE is:

- ...about maximum volume. It's about the racket a bunch of young people can generate when they get together to make their voices heard.
- ...about being heard over the negative stereotypes about teens.
- ...a place where you can raise a RUCKUS about things you don't like, take ACTION and make a DIFFERENCE in issues that affect you.

Primary Funders

Our funders include the David and Lucile Packard, Surdna, and AOL Time Warner Foundations and individual donors. Our [partners](#) who have provided in-kind support include Ad Council, AOL Time Warner, Alloy, Bolt, Infopop, McCann-Erickson, NetIQ, Vignette, individuals formerly of US Interactive, and Yahoo.

3. Aarsalyn

<http://www.arsalyn.org>

Mission/Purpose

The Aarsalyn Program of Ludwick Family Foundation was created to encourage young Americans to become informed and active participants in the electoral process. The Aarsalyn Program views the civic and political engagement of young people as beneficial to country, community and character. The Aarsalyn Program is firmly committed to a non-partisan, non-issue-based and inclusive approach to ensure that voting becomes a lifetime commitment on the part of our nation's young adults.

Primary Funders

Ludwick Family Foundation

4. Youth Vote

<http://www.youthvote.org>

Mission/Purpose

The Youth Vote Coalition is a national nonpartisan coalition of diverse organizations dedicated to increasing political and civic participation among young people; building an inclusive, accountable, and responsive government; and increasing public awareness about the value of participation in democracy through the electoral process. The Youth Vote Coalition has over 100 national members who represent youth in the USA.

Primary Funders

Youth Vote Coalition Partners

- [Booz Allen Hamilton](#)
- [General Cinemas](#)
- [MTV "Choose or Lose 2000"](#)
- [Project Vote Smart](#)
- [SpeakOut.com](#)
- [Strive for Five](#)
- [WWE's "Smackdown Your Vote!"](#)

2000 Partners

- Aristotle International
- Aspen Institute "Young Voter Initiative"
- Carnegie Corporation of New York
- General Cinemas

- GovWorks.com
- Harvard University's Institute of Politics
- Highwheel Design Group
- Kids Voting USA
- MTV: "Choose or Lose 2000"
- National Association of Secretaries of State: "New Millennium Project"
- OneDemocracy.com
- Open Society Institute
- Pew Charitable Trusts
- PoliticallyBlack.com
- Premiere Sports and Entertainment
- Project Vote Smart
- Pseudo.com
- Schoolcity.com
- Speakout.com
- Visual Perspectives Internet
- VoteNet.com
- Web, White, and Blue
- Wego.com
- World Wrestling Federation Entertainment, Inc. "Smackdown Your Vote"
- Youth-e-Vote

5. Millennial Politics

<http://www.millennialpolitics.com>

Mission/Purpose

THE MISSION is to educate and motivate people about youth activism. To tell people about all the incredible activism that already exists among the Millennial Generation and also to encourage more people to get involved. Millennial Politics hosts discussion boards, organizes "Coffee and Politics" and Book Clubs all over the country. MP publishes a weekly newsletter about youth activism and organizes a clipping service for articles about youth activism. We are supporting a generational movement to make our peers participating citizens and make our country a better place to live.

Primary Funders

Scott Beale & Abeer Abdalla (Listed as founders and authors - no funding information on site)

6. Freedom's Answer

<http://www.freedomsanswer.org>

Mission/Purpose

Freedom's Answer is a non-partisan, non-profit voter turnout campaign led by our nation's youth. We have a HQ in DC, where adults like Pat Miller, Doug Bailey, Jim Jonas and Mike McCurry help us accomplish our goals – but the real HQ of Freedom's Answer is spread across the country in thousands of homes where its student leaders live.

We're tackling what we think is the biggest problem in the country: kids don't care about politics. Four times more people watched Monday Night Smackdown in 2000 than the Democratic Presidential debates. Kinda sad, huh? We think we know the reason. Politicians don't listen to young people... because young people don't vote... and young people don't vote because politicians don't listen... It's a vicious cycle and it's time to break it.

The Mission

The mission of the non-partisan, non-profit Youth e-Vote, Inc. 501(c)(3), founded by Mike McCurry and Doug Bailey, is to turn today's students into tomorrow's voters – by empowering them to see what a difference their participation can make.

The **Freedom's Answer** program was planned in 2002 as a way American high school students could be part of the response to the September 11, 2001, terrorist attack on their country. High Schools were encouraged to sign up for a web-based school-wide program that caused students (most too young to vote) each to seek ten voting pledges from their parents, grandparents, friends and neighbors.

With a goal of setting a new national voter turnout record for a non-presidential year, the **Freedom's Answer** students never asked people to vote for or against a particular party or candidate – but rather to vote to honor the servicemen and women (then in Afghanistan) risking their lives every day for our freedom, including the right to vote.

Primary Funders

Financial Donors

We wish to acknowledge our gratitude for the generosity of many, many donors, whose contributions have enabled the Freedom's Answer program to empower a new generation of American Dreamers. A partial list includes each of the following:

Advance America
AOL Time Warner Foundation
AT&T
BB&T Charitable Foundaton
Broyhill Family Foundation
Carnegie Corporation of New York

The Chubb Corporation
Consumer Trusts Fund
The Enfranchisement Foundation
Herff-Jones
Jewish Community Foundation
Joyce Foundation
John S. and James L. Knight Foundation
Lockheed Martin Corporation
Markle Foundation
National Association of Secondary School Principals
The Progress Energy Service Company
Rockwell Collins
SBC Corporation and United Way of the Bay Area
Schering-Plough Corporation
Julian Robertson
Todd Rokita Election Committee
Triangle Community Foundation
U.S. Department of Education
Wachovia Foundation
The Walton Family Foundation, Inc.

7. Campaign for Young Voters

<http://www.campaignyoungvoters.org>

Mission/Purpose

1. The Campaign for Young Voters (CYV) takes a different approach to engaging young voters. By working to raise interest from and encourage action by candidates and political organizations, it provides an essential complement to the many organizations that work directly with young adults to encourage voting and civic participation. CYV uses its Candidate Toolkit (www.campaignyoungvoters.org), as well as workshops and other

techniques, to instruct candidates and campaign staff, political party officials, political consultants, and grassroots organizations on how to understand, communicate with and turn out younger voters on Election Day.

Primary Funders

A non-partisan, nonprofit effort funded by a grant from **The Pew Charitable Trusts**

8. Pop and Politics

<http://www.popandpolitics.com>

Mission/Purpose

Farai Chideya is a multi-media journalist who has worked in print, television, and online. Five years ago she founded PopandPolitics.com, an online journal of news and opinion for a diverse national and international audience. She and the site have won a MOBE IT Innovator award and been named one of Altnet's New Media Heroes. In 1997 Newsweek named her to its "Century Club" of 100 people to watch. She is currently a Knight Fellow at Stanford University.

Primary Funders

No funding information listed.

9. Generation Vote

<http://www.generationvote.com>

Mission/Purpose

GenerationVote.com is a non-partisan website that provides political information and resources for a new generation of voters. We believe it's time for our generation to speak out about issues that concern us in federal, state, and local elections.

Founded by a group of college students and young professionals, GenerationVote.com strives to educate our generation with issues related to the upcoming election. We provide information and original content written by college students for other students in order to spur interest in the political process.

Primary Funders

We have created a network of young people from around the country to contribute to the site and encourage political activism and political participation. This site is a 100% volunteer effort, all staff members of GenerationVote.com have donated their time and energy to make this site a reality.

10. New Millenium Young Voters Project

Mission/Purpose

New Millennium is a national campaign designed primarily to increase civic engagement levels among the nation's 18-24 year-olds. The 1998 NASS New Millennium study showed that traditional motivational strategies aren't working well with this age group. We're looking for creative and participatory solutions to provide our country's young people with the information and skills they need to become motivated, educated and informed citizens.

Primary Funders

National Association of Secretaries of State

11. Center for Information and Research on Civic Learning & Engagement (CIRCLE).

<http://www.civicyouth.org>

Mission/Purpose

CIRCLE (The Center for Information and Research on Civic Learning and Engagement) promotes research on the civic and political engagement of Americans between the ages of 15 and 25. Although CIRCLE conducts and funds research, not practice, the projects that we support have practical implications for those who work to increase young people's engagement in politics and civic life. CIRCLE is also a clearinghouse for relevant information and scholarship. CIRCLE was founded in 2001 with a generous grant from The Pew Charitable Trusts and is now also funded by Carnegie Corporation of New York. It is based in the University of Maryland's School of Public Policy.

Primary Funders

CIRCLE was founded in 2001 with a generous grant from The Pew Charitable Trusts and is now also funded by Carnegie Corporation of New York. It is based in the University of Maryland's School of Public Policy.

12. Institute of Politics at Harvard University

<http://www.iop.harvard.edu>

Mission/Purpose

The Institute of Politics began operation in 1966 with an endowment from the Kennedy Library Corporation. A living memorial to President John F. Kennedy, the Institute seeks to unite students, particularly undergraduates, with academics, politicians, activists, and policymakers on a non-partisan basis and to stimulate and nurture their interest in public service and leadership.

The Institute also strives to promote greater understanding and cooperation between the academic world and the world of politics and public affairs.

Students are offered a wide-ranging program including internships, Forum speakers, visiting and resident Fellows, study groups and conferences intended to provide opportunities for interaction with the men and women who shape politics and public policy. The Institute of Politics does not present formal courses or degree-granting programs; instead, it provides avenues for practical experience and encourages students to examine critically and think creatively about politics and public issues.

Primary Funders

The Institute began operation in 1966 with an endowment from the Kennedy Library Corporation.

13. Youth in Action

Mission/Purpose

The mission of the GYAN is to increase collaboration among youth organizations, to provide resources and recognition for positive youth action and to facilitate intergenerational partnership in global decision-making. GYAN also enables communication and resource-sharing among youth organizations to maximize the impact of their work for a better future.

Primary Funders

Hewlett Packard, RBC Financial Group, Microsoft, Department of Foreign Affairs Canada

14. World Wrestling Entertainment (WWE) Smackdown Your Vote!

<http://www.smackdownyourvote.com>

Mission/Purpose

WWE's Smackdown Your Vote! is an "apartisan" campaign to encourage young people to become active participants in their democracy and vote. Working with several non-partisan partners and the major political parties, WWE and its Superstars have the sole focus of encouraging more young people to register and vote, and to have more candidates for political office address the credible issues of Americans under 30.

Primary Funders

World Wrestling Entertainment

15. Third Millennium

Mission/Purpose

Third Millennium is a national, non-partisan, non-profit organization launched by young adults to offer solutions to long-term problems facing the United States. Our goal is to promote sustainable reform of Social Security and Medicare by informing and mobilizing the nation's opinion leaders.

Primary Funders

Advocates for the Future, Inc., is a 501(c) (3) organization supported by a wide variety of individuals, foundations and corporations from across the political spectrum. No one funder has provided anywhere near a majority of our funding, let alone dictate our political positions IN ANY WAY. As we like to say, we established our positions on issues before they became popular. Now that others are arriving at the same conclusions, we're happy to have their support. Third Millennium's budget for the year ended June 30, 2000, was in excess of \$500,000.

16. Democracy Matters

<http://www.democracymatters.org>

Mission/Purpose

Democracy Matters informs and engages college students and communities in efforts to strengthen our democracy. With campus-based chapters throughout the country, we focus on the issue of private money in politics and other pro-democracy reforms. Democracy Matters in this way encourages the emergence of a new generation of reform-minded leaders.

Student activism is essential to achieving the political reform that our country so badly needs. Our national network of Campus Coordinators mobilizes student ideas and enthusiasm to energize the national movement for campaign finance and democratic reform.

Democracy Matters emphasizes the importance of community activism. Socially conscious students and concerned citizens can create a powerful force for deepening democracy. See Community Resources.

Democracy Matters works with faculty and students to bring issues of democracy into the classroom. We offer service learning models, course components, and an extensive list of resources for students and faculty interested in addressing issues of democracy in the classroom. See Faculty Resources.

The organizing experience that students derive from participating in Democracy Matters programs nurtures a lifelong commitment to civic action and social change. It prepares students for political involvement and leadership in a wide range of movements—from campaign finance reform, to social justice, civil rights, workers rights, and environmental reform.

Primary Funders

Educational programs of the Democracy Matters Institute are supported in part by a grant from the Governance and Public Policy Program of the Open Society Institute, the Carnegie Corporation of New York, and the Ford Foundation. We would also like to thank Adonal Foyle for his generous support of Democracy Matters and the Democracy Matters Institute.

17. University of Virginia Center for Youth Leadership Initiative

<http://www.youthleadership.net>

Mission/Purpose

We are a nonprofit, nonpartisan organization based at the University of Virginia Center for Politics. Our mission is to combat apathy and cynicism toward government by renewing student interest and participation in the American political process.

Primary Funders

The Center for Politics receives financial support from individual donors, foundations, corporations, the Commonwealth of Virginia, and the federal government. The Center for Politics gratefully acknowledges all donors for their continued support of the Center's mission and programs.

18. College Republicans National Committee

<http://www.crtc.org>

Mission/Purpose

The **College Republican National Committee** is the nationwide coordinating organization for the Republican youth movement. With over 120,000 members on 1,148 college campuses, the College Republican National Committee plays an integral role in the election of Republican candidates as well as the communication of a conservative message to college students.

Primary Funders

No funding information listed.

19. Republican Youth Majority

<http://www.rym.org/>

Mission/Purpose

The Republican Youth Majority is a national network of socially moderate, fiscally conservative students and young professionals who are working to build a broader, more inclusive Republican party.

Primary Funders

No funding information listed.

20. Young Democrats of America

<http://www.yda.org>

Mission/Purpose

The Young Democrats of America (YDA) has been the official youth arm of the Democratic Party since 1932. Open to anyone under the age of 36 who affiliates with the Democratic Party, YDA is a nationwide grassroots organization with 42 chartered states and 780 local chapters. Our 43,000 plus membership reflects the broad diversity of our nation and the Democratic Party. This includes high school students, college students, young workers, young professionals and young families. All of the members have the interest of their community at heart and work hard to affect the democratic process. YDA works hard to:

- Elect Democratic Candidates
- Encourage youth involvement in the Democratic Party
- Support the ideals of the Democratic Party at all levels of government
- Instill young people with the values for which the Democratic Party stands
- Provide young people with the skills and experiences they will need to lead our nation

Primary Funders

No funding information listed.

21. Kids Voting USA

<http://www.kidsvotingusa.org/>

Mission/Purpose

Kids Voting USA Works

The Kids Voting USA program combines innovative classroom activities with an authentic voting experience to enable students to practice all the skills necessary for taking part in our representative democracy. What makes the program truly unique is the authentic voting experience that mirrors the official voting process.

Primary Funders

Primary Funders

Kids Voting USA is deeply grateful for the leadership and generous contributions of corporations, foundations and individuals. Through their support, Kids Voting USA is fulfilling its mission to educate and involve students in the election process.

National Sponsors:

John S. and James L. Knight Foundation
U.S. Department of Education
State Farm Insurance Companies
New Profit, Inc.
Home Depot
Brown & Bain, P.A.

Partners:

Commission on Presidential Debates
Council for Excellence in Government
Declaration of Independence Road Trip
Participate America
Public Agenda
YMCA of the USA
Youth Vote Coalition

22. Student Voices

<http://student-voices.org/>

Mission/Purpose

The Student Voices Project encourages the civic engagement of young people by bringing the study of local government, policy issues, and political campaigns into the classroom. Working with school systems throughout the country, Student Voices makes the study of government relevant and exciting for high school students by helping them examine how issues they consider important are played out in their own governments and local election campaigns. Each class formulates a Youth Issues Agenda, reflecting the issues that are of most concern to students and their communities. Students use their city's Student Voices website to find information on issues and candidates and discuss policy issues online. Through classroom visits and forums, students raise their concerns directly to political candidates and local officials and hear what can be done to address them. Finally, students communicate their concerns to the general public by making their voices heard in the local news media.

Primary Funders

Annenberg Foundation

23. Youth Voice

Mission/Purpose

This website is designed as a **tool for youth** to use to inform government of their views on issues and to advocate for policies. The site itself will be a tool for change, but it will not have a partisan agenda. YouthVoice.Net wants to magnify the voices of ALL young people not just a few specific voices.

Primary Funders

Indiana University (Trustees of Indiana University)

24. NAACP Youth and College Voter Empowerment Program

<http://www.naacp.org/work/voter/ycvoter.shtml>

Mission/Purpose

Mission: Working with youth leaders, organizers and activists from all segments of the community, established national grassroots organizations, and individuals committed to community empowerment, NAACP Youth and College Division Voter Empowerment Program seeks to channel the energy of young African Americans between the ages of 18-25 in a positive direction to impact public policy affecting Black youth.

Objectives: Registration, Education, Mobilization

Primary Funders

N.A.A.C.P.

25. The National Coalition on Black Civic Participation - Black Youth Vote

<http://www.bigvote.org/byv.htm>

Mission/Purpose

Mission

Working with youth leaders, organizers and activist, from all segments of the community, established national, grassroots, organizations, and individuals committed to community empowerment, **Black Youth Vote!** seeks to channel energy in a positive direction impacting public policy affecting Black youth.

Objectives

- Educating Black youth on the connection between voting and public policy affecting their lives and future opportunities.
- Aggressively mounting a national media campaign that communicates the value of participation through voter registration, education, turnout and accountability along

with the importance of the Black youth vote in local, county, congressional, senate and presidential elections.

- Working with existing youth organizations to implement long range voter education and mobilization initiatives.
- Black Youth Voter Network to keep youth informed of policy initiatives affecting their life.

Primary Funders

BLACK YOUTH VOTE LEADERSHIP CONFERENCE

SPONSORS & PARTNERS

American Urban Radio Networks
National Education Association
State Farm Insurance Companies