Introducing: Elect Change

A new annual campaign to engage more students in elections.

February 2nd, 2022
Cole Evans, President
The Concept

Elect Change is designed to be an annual, organization-wide campaign to encourage people to vote in the AMS General Elections.

Structured as a fundraising campaign, Elect Change aims to create even more impact each time a voter submits their ballot.
Each year, the AMS selects a cause it wishes to support as well as a charity or similar organization that it can donate to.

The Society also determines how much money it wishes to commit to the cause.

During elections, every party involved can promote Elect Change as a collective cause. AMS Elections, candidates, referendum teams, and organization-wide comms can all be utilized to push the campaign.

Each vote cast in the election counts as a certain dollar value to be donated to the selected cause.

The AMS can also open up fundraising to non-student community members looking to contribute to the campaign.

At the conclusion of the general election, all the Society needs to do is just multiply the number of votes cast by the dollar value per vote.

After some simple math, you have your total to donate! No extra effort needed from voters.
The Strategy

Voters need to be incentivized to cast a ballot, even though it only takes a few minutes. For students who aren’t engaged with the AMS, it’s sometimes hard to find a reason to vote.

Elect Change solves this issue, giving all students (regardless of their level of interest) a reason to vote and feel good about doing it.

Bell’s Let’s Talk campaign is a great example of how tying small actions to an impactful outcome is successful at engaging massive swaths of an audience pool.
Elect Change 2022

- This year Elect Change will be donating to UNICEF Canada’s COVID-19 Fund, which supplies vaccines to low-income nations through COVAX.
- This year we plan on donating $2 per vote cast, up to a maximum of $30,000.
- If we hit our maximum, that would mean 15,000 votes cast (25% turnout) and vaccines for over 12,500 people.
- Money to come from the International Projects Fund.
- This year will be a key year to evaluate success and refine strategies moving forward.

UNICEF Canada was selected due to its prominence in Canada and its involvement as one of the four main agencies working on COVAX.