# Ask Your College Overview




**The Ask Your College Campaign is a non-partisan effort to significantly increase the number of college students who vote.**

There are about 20 million college students in the U.S., and they historically have voted at lower rates than older cohorts. This election is an all-hands-on-deck moment. College students must be informed and vote on November 3rd, and they need the support of their colleges.

We can play an important role in influencing institutions of higher education to step up for democracy in 2020 and assist their students to register and vote.

This campaign builds on the work ALL IN Campus Democracy Challenge (AICDC), which has been shown to dramatically increase student voter registration and student voting. More than 600 colleges are currently enrolled in this program. Participating colleges that use the program's best practices have increased the percentage of their students registered to vote by 25% and more, and in many cases have more than doubled the number of students who vote.

The role of the Ask Your College Campaign is to connect with colleges, and ask their presidents to use the resources of AICDC in committing to a **goal of full student voter participation**.

We are asking you to throw your power – and that of your networks and organizations – behind the **ASK YOUR COLLEGE CAMPAIGN.**

While this time of COVID-19 presents unique challenges, it is particularly important for colleges to embed student voting into their current communications and school opening plans, whether virtual or in-person.

We can create a Wave of College Student Voting in 2020 if all activists, organizations, and networks contact colleges NOW – urging them to adopt best practices to pursue full student voter participation.

**So consider: which colleges do you have a strong connection to? Are you an alum, a faculty member, a parent of a student, a friend of a university professor or college administrator? If so, you have the power to persuade. This is the time to use that institutional influence to urge colleges to strive for 100% student voter participation this November and beyond.**

**You can learn more and sign up now at Ask Your College.** You will find step-by-step instructions and easy-to-use sample documents to assist you.