



# Stories of Civic Encounters

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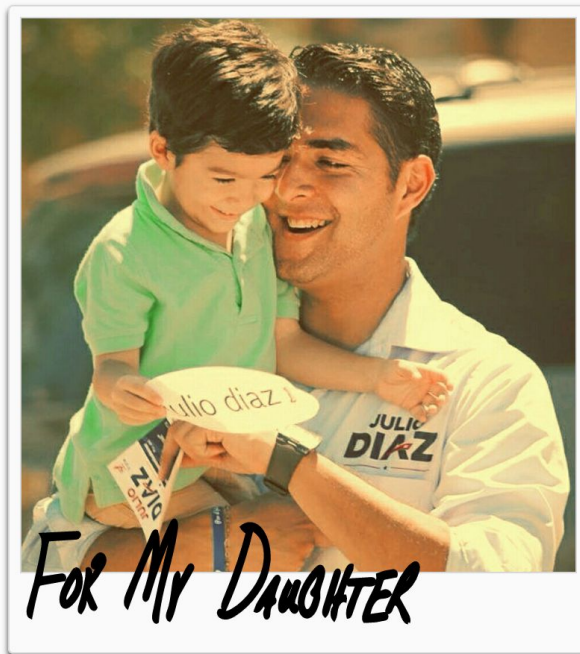
# WHAT/WHO/HOW

The Spark is a social media campaign to personalize the political and civic experience for those who are unengaged, feel disaffected, or otherwise powerless to make an impact.

Short stories of civic engagement will be shared through social media leading to our website, where readers can engage with these real encounters and learn important information specific to those stories.

## On the web:

- Calls to action to participate
- Stories in a newsfeed like experience
- Data-driven call to amplify voices like these by getting involved



When I looked at my daughter's eyes, I thought about her future and the lack of opportunities for her in my community. I decided to get involved in the political process, because I wanted to make an impact in her life and the lives of those around us. I ran for student council in college, enlisted in the U.S. ARMY, got a college degree, voted in local elections, and ran for for public office.



 1 in 3 latino texans are registered to vote

The story  
connecting  
the  
personal  
to the  
political

I vote to invest in my child's future. When I was a young girl my parents always took me to the voting polls to instill the notion voting is essential for the progress of our country. I have lived with that lesson ever since and hope to instill this same belief for my son Henry. Building voting ethic in our children is the best way to ensure our future generation will continue this great democratic tradition.



Compelling  
visual  
invitation to  
the story

Data to illustrate  
the capacity to  
amplify this  
political voice

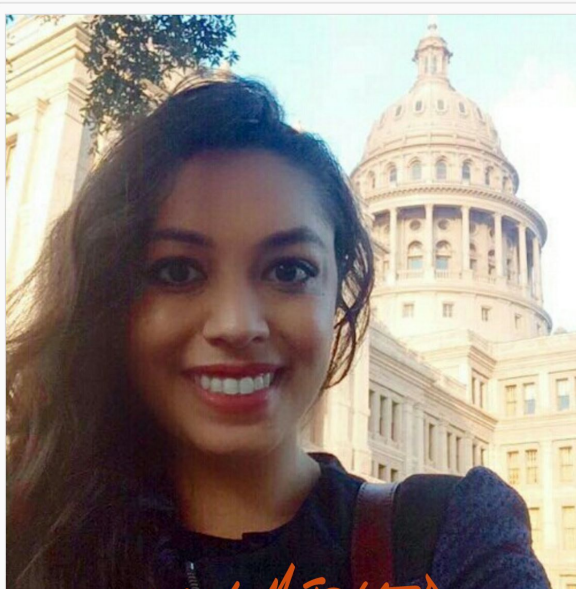


**26%** of texans discuss politics with family or friends



FOR MY DAUGHTER

When I looked at my daughter's eyes, I thought about her future and the lack of opportunities for her in my community. I decided to get involved in the political process, because I wanted to make an impact in her life and the lives of those around us. I ran for student council in college, enlisted in the U.S. ARMY, got a college degree, voted in local elections, and ran for public office.



POLITICALLY MOTIVATED

My interest in politics began at a young age. My first real political experience came when I campaigned for my classmate's dad for the Plano Mayoral race back in 1996. It was such an awesome feeling to know the impact I was able to make even at such a young age. Today I run a political blog/podcast called [WiseUp](#), focusing on the South Asian community to motivate them to become involved in the political process and go vote!



# WHAT'S NEXT

Here is what we would need to do to finish:

- Attain a name that will compel people to check it out.
- Get a better logo.
- Make the social media accounts (Twitter, Instagram, Facebook & Tumblr).
- Be able to get more stories for our site.
  - A guideline for the questions we will ask people.
  - A general outline for how each story will be.
- We need more time to mine the data.
- We need a more sophisticated strategy.
- A business plan or a funding strategy.



# Team South Congress...

- **Julio,**
- **Azra, [WiseUpTX.com](http://WiseUpTX.com)**
- **Marcos**
- **Cynthia**
- **Shellee, [Politicolor.com](http://Politicolor.com),**  
**Center for Civic Education's National  
Academy for Civics and Government**

