

APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](mailto:Gage.Harter@vaco.org).


PROGRAM INFORMATION

County: Culpeper County
Program Title: "I Voted" Sticker Contest
Program Category: Communications

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: John Egertson
Title: County Administrator
Signature: 

Virginia Association of Counties Achievement Award Application

The "I Voted" Sticker Contest, Culpeper County

Project Statement

In the spring of 2018, the Culpeper County Voter Registration Office conceptualized an innovative "I Voted" and "Future Voter" sticker design competition. The contest offered Culpeper County fourth grade students a creative opportunity to learn about voting in Virginia and to create a new design for the iconic stickers given out on Election Day. Middle school and high school students were also given the opportunity to design a special "Future Voter" sticker for Culpeper County. A competition such as this has taken place in New York City since 2016, but to our knowledge, had never taken place in Virginia before.

The cost to purchase custom printed stickers was \$3,200.00, costing more than what the Culpeper County Registrar had budgeted for traditional stickers. The PATH Foundation is a philanthropic charitable foundation serving Fauquier, Rappahannock and northern Culpeper Counties. Opportunities to educate children on voting and elections as well as promoting voter turnout and community collaboration are correlated with the PATH Foundation's goal to inspire and motivate the community. Because of this correlation, Culpeper County was awarded a \$3,350.00 "Make it Happen" grant in order to fund this innovative competition, including the award winners custom plaques and promotional expenses.

The "I VOTED! Culpeper County Sticker Design and Voter Education Program" formally began in August of 2018. Templates for the "I Voted" sticker were provided to 4th graders in Culpeper County, including homeschoolers and private school students. Posters promoting the program were given to art teachers in the elementary, middle, and high schools and posted at the schools themselves.

In September of 2018, the Culpeper Elections Board narrowed down the finalists and allowed the public to vote for the winning designs on the Voter Registration webpage www.voteinculpeper.info. Voting concluded in October of 2018. The contest winners had their artwork printed on the "I Voted" and "Future Voter" stickers that were given out on Election Day 2018.

"I Voted" stickers have become an icon of public participation and a source of pride for those who vote. Social media posts featuring "I Voted" stickers on Election Day are also an ever-increasing form of expression and civic pride. It was Culpeper's hope that the entire community would embrace this competition and be inspired by the artwork selected, but we could not have imagined that the contest would garner national news coverage. The contest winner was interviewed on the CBS evening news and the coverage aired on Election Day 2018.

The winner's artwork was also memorialized on a personalized award plaque and given to the winners on Election Day (11/6/2018). Our local television station hosted a live election night coverage show where the winners were interviewed. The original artwork is currently on display at the State House of Virginia.

The contest can be used as a model for voter participation and education in other localities. Voter turnout of approximately 15,000 was estimated using previous election data but the actual turnout was 19,530. Culpeper intends to run the contest again for the 2020 Presidential Elections. The Culpeper County Registrar, James Clements, has been invited to present a session called "How to Run Your Own 'I Voted' Sticker Contest" at the Voter Registrars Association of Virginia annual conference in August 2019. The contest was also featured in the November 12, 2018 NACO County News issue.

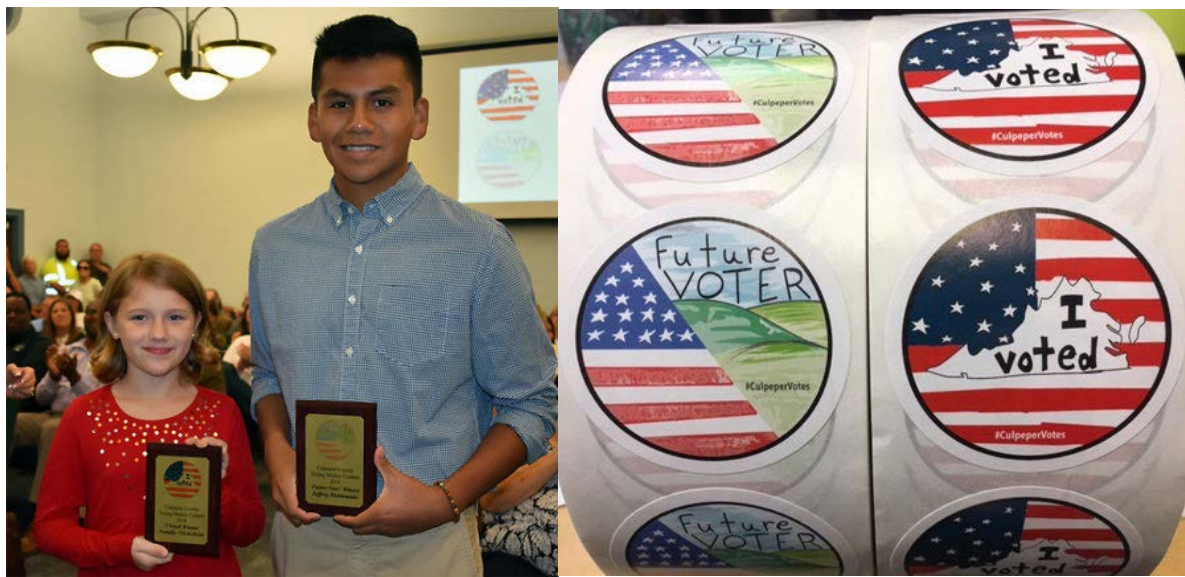
News Coverage:

<https://www.cbsnews.com/video/virginia-countys-i-voted-sticker-designed-by-9-year-old-girl/>

<https://wjla.com/features/spotlight-on-education/girl-designs-i-voted-sticker-culpeper-county-virginia-election-day>

<https://wtop.com/local-politics-elections-news/2018/11/culpeper-county-voters-will-leave-polling-places-with-unique-stickers/slide/1/>

https://www.naco.org/sites/default/files/documents/CN_11122018_lo_small.pdf



Fourth-grader Natalie Nicholson and Twelfth-grader Jeffrey Maldonado

Executive Summary

In the spring of 2018, the Culpeper County Voter Registration Office conceptualized an innovative "I Voted" and "Future Voter" sticker design competition. The contest offered Culpeper County fourth grade students a creative opportunity to learn about voting in Virginia and to create a new design for the iconic stickers given out on Election Day. Middle school and high school students were also given the opportunity to design a special "Future Voter" sticker for Culpeper County. A competition such as this has taken place in New York City since 2016, but to our knowledge, had never taken place in Virginia before.

Culpeper County was awarded a \$3,350.00 "Make it Happen" grant from the PATH Foundation in order to fund this innovative competition. The PATH Foundation is a philanthropic charitable foundation serving Fauquier, Rappahannock and northern Culpeper Counties. The "I VOTED! Culpeper County Sticker Design and Voter Education Program" formally began in August of 2018. Templates for the "I Voted" sticker were provided to 4th graders in Culpeper County, including homeschoolers and private school students.

In September of 2018, the Culpeper Elections Board narrowed down the finalists and allowed the public to vote for the winning designs on the Voter Registration webpage www.voteinculpeper.info. Voting concluded in October of 2018. It was Culpeper's hope that the entire community would embrace this competition and be inspired by the artwork selected, but we could not have imagined that the contest would garner national news coverage. The contest winner was interviewed on the CBS evening news and the coverage aired on Election Day 2018.

The contest can be used as a model for voter participation and education in other localities. Voter turnout of approximately 15,000 was estimated using previous election data but the actual turnout was 19,530.

Brief Overview

In August 2018 Culpeper County officially announced a contest to design the next “I Voted” and “Future Voter” stickers for the November 2018 Culpeper County Elections. The contest received national news coverage by the CBS evening news on Election Day 2018. The contest offered Culpeper County fourth grade students a creative opportunity to learn about voting in Virginia and to create a new design for the iconic stickers given out on Election Day. Middle school and high school students were also given the opportunity to design a special “Future Voter” sticker for Culpeper County. A competition such as this has taken place in New York City since 2016, but to our knowledge had never taken place in Virginia before. The contest was highly successful and voter turnout projected to be approximately 15,000 was a remarkable 19,530. The original artwork is currently on display at the State House of Virginia.