

Culpeper County “I VOTED” Sticker Contest

2019 VACo Annual Conference



Virginia Association of Counties

ACHIEVEMENT AWARDS



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 had never taken place in Virginia before.

Culpeper County was awarded a \$3,350 “Make it Happen” grant from the PATH Foundation. The funding included printing costs for the stickers and custom award plaques for the winners.

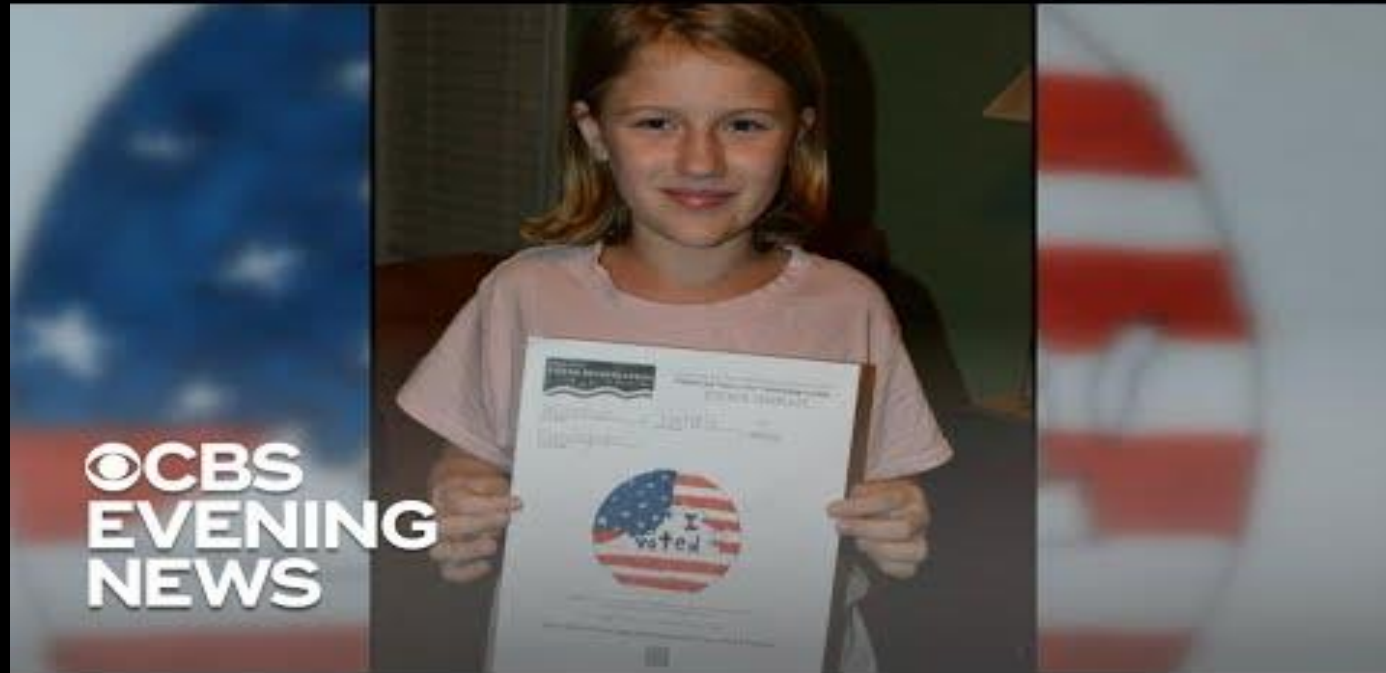
In September 2018, finalists were posted on the Voter Registration webpage (voteinculpeper.info) and the winners were determined by public vote.

Natalie Nicholson & Jeffrey Maldonado

Winning Artwork



NATIONAL NEWS COVERAGE



The contest winner, Natalie Nicholson and Culpeper Registrar, James Clements were interviewed on the CBS evening news and the coverage aired on Election Day 2018.

Outcomes

A number of news stories about the contest were published

CBS News

NACO

WJLA

WTOP

The original artwork was displayed at the Virginia Capital during the 2019 General Assembly Session.

The Culpeper County Registrar, James Clements, was 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

Outcomes

Voter turnout of approximately 15,000 was estimated using previous election data but the actual November 2018 turnout was 19,530.

Culpeper County intends to run the contest again for the 2020 Presidential Election.