

Election Day Campaign Idea

Yes We Can: Tumba Cocos for Barack

Issue

A high turnout among young voters is critical to Obama's success, but will they show up at the ballot box? Recent polls have shown the percentage of "highly likely" youth voters dropping from the primary season levels as we get closer to the general election. One reason might be that the surge of hope and idealism has waned as people become fatigued with the grinding nature of the general election campaign.

Proposal

The pinnacle of idealistic hope for Obama peaked around the time Will I Am's video surfaced: "Yes We Can." The goal is to reignite those deep feelings of young idealism from that time. The proposal is to sign up volunteers online in every precinct to drive around their neighborhoods with handmade "Yes We Can" signs on their cars and trucks while the "Yes We Can" soundtrack plays from the sound system.



The goal would be to drive around wherever young people may happen to be. College campuses, coffee shops, music events, etc. There may also be local news value as TV crews look for interesting visuals on election day and even before.

Method

Instructions, mp3 links, etc. would be available online. A contest could also be incorporated sending in photos for the best-looking "Tumba-Coco." The event would begin the weekend before and all day on election day. The goal would be to get a Tumba_Coco in every neighborhood.

Background

At election time in the Caribbean, citizens are used to seeing Tumba-Cocos campaigning through the neighborhoods. Tumba-Cocos are sound trucks which are named *tumba* (fall) and *cocos* (coconuts) i.e. they are so loud, the coconuts fall from the palm trees.

Read more: <http://my.barackobama.com/page/community/blog/andreaupnam>