



Empowering America: A Partnership Proposal for Improving Voter Participation



July 2008

Agenda

- ☒ Vision
- ☒ Tangent Media LLC
- ☒ The **VoterSelect™** Program
- ☒ Benefits:
 - ✓ The Citizen
 - ✓ The States
 - ✓ NASS

Vision

Tangent Media is a **mission-centered** marketing solutions company committed to doing well by **doing good in the community**; building innovative **public-private partnerships** that engage and activate 18-24 year old Americans



Why?


NASS and the States are challenged to effectively register and activate millions of new voters **without raising taxes or reallocating resources**

The **Fortune 1000** must reach the 18-24 year old demographic to **replenish their brands** with **new customers**



The Solution: Public-Private Partnership

A public/private partnership will enable NASS to unlock their potential to:

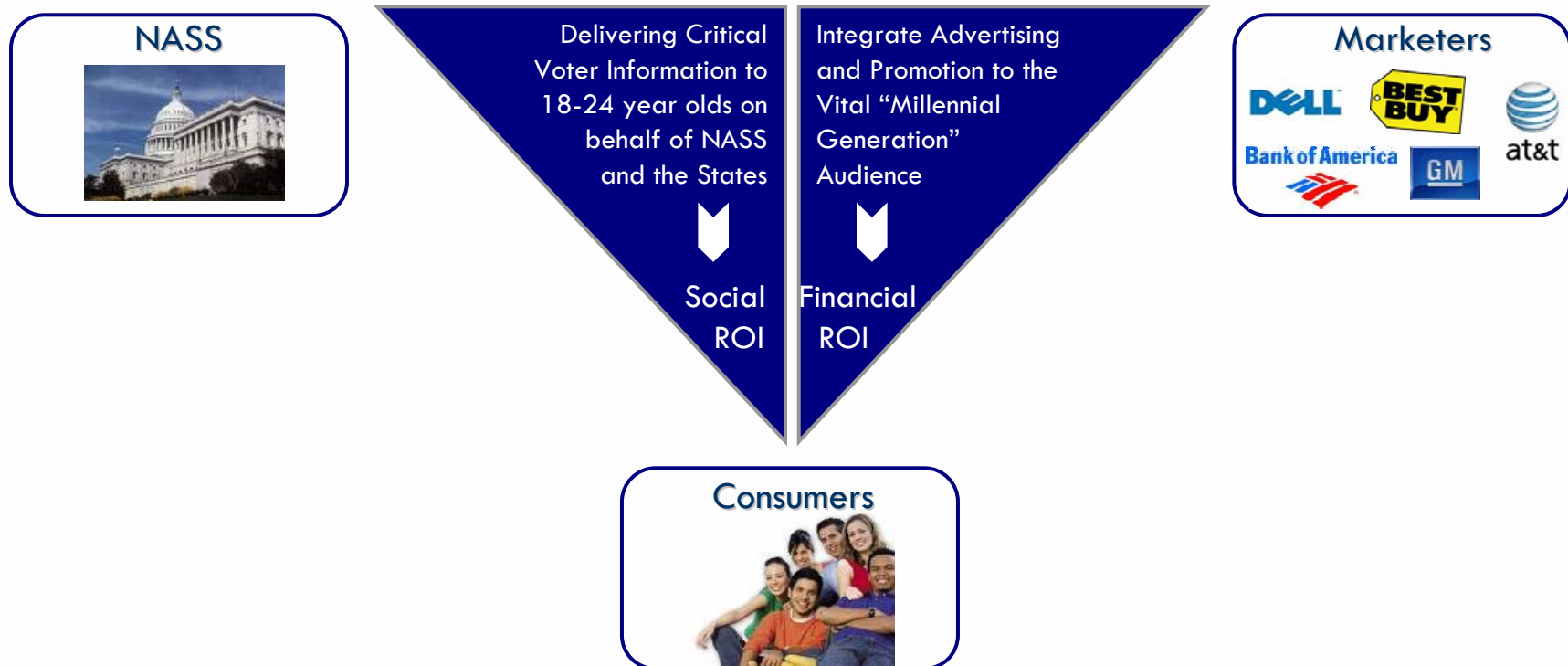
Create a national platform for voter awareness, information and education	
Increase qualified registration and improve actual voting rates	
Generate millions of dollars in incremental NASS operating funds	

at *no additional cost* to taxpayers

Program Model

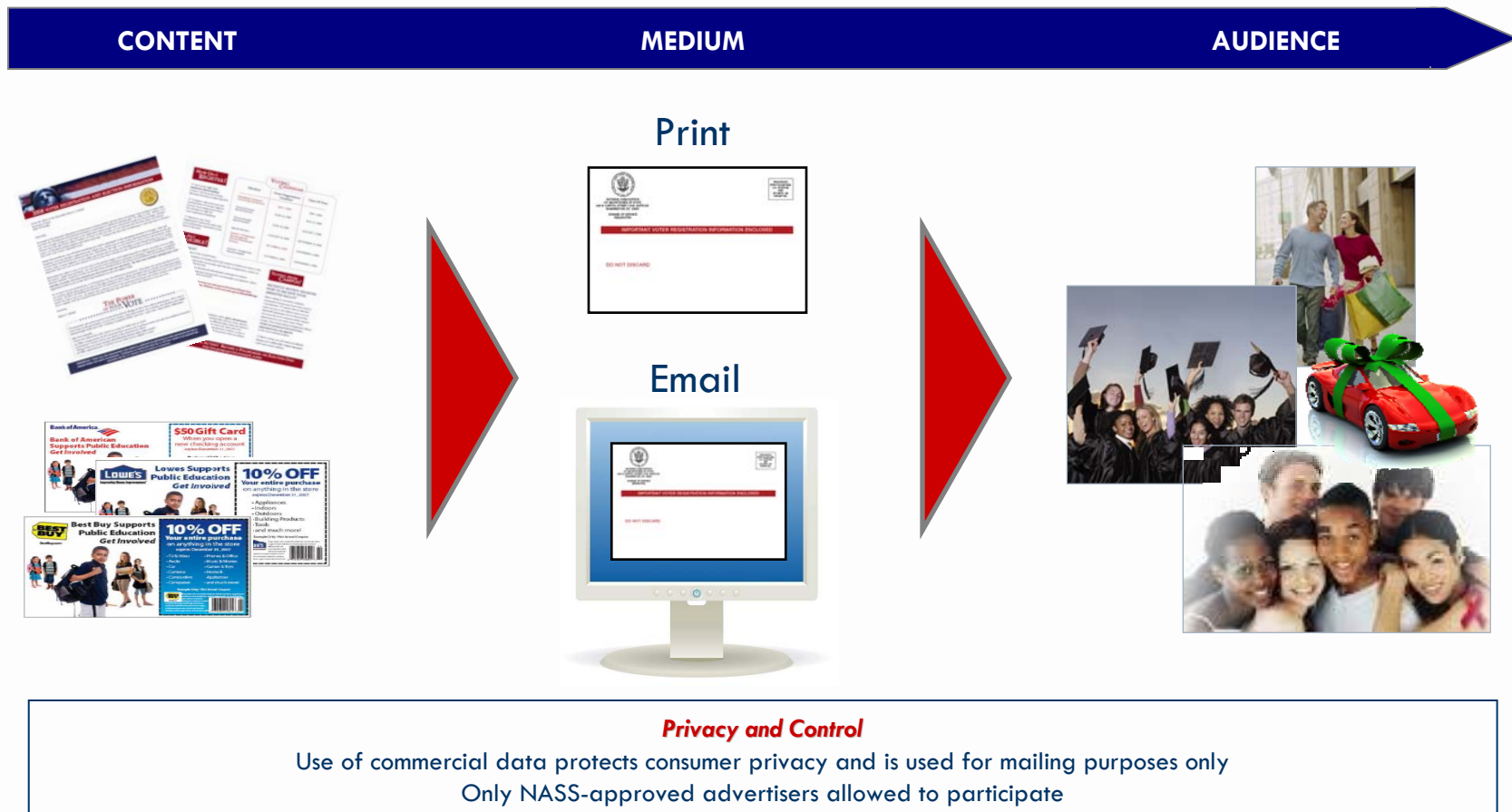


Activating Millennials through Mission-Centered Marketing

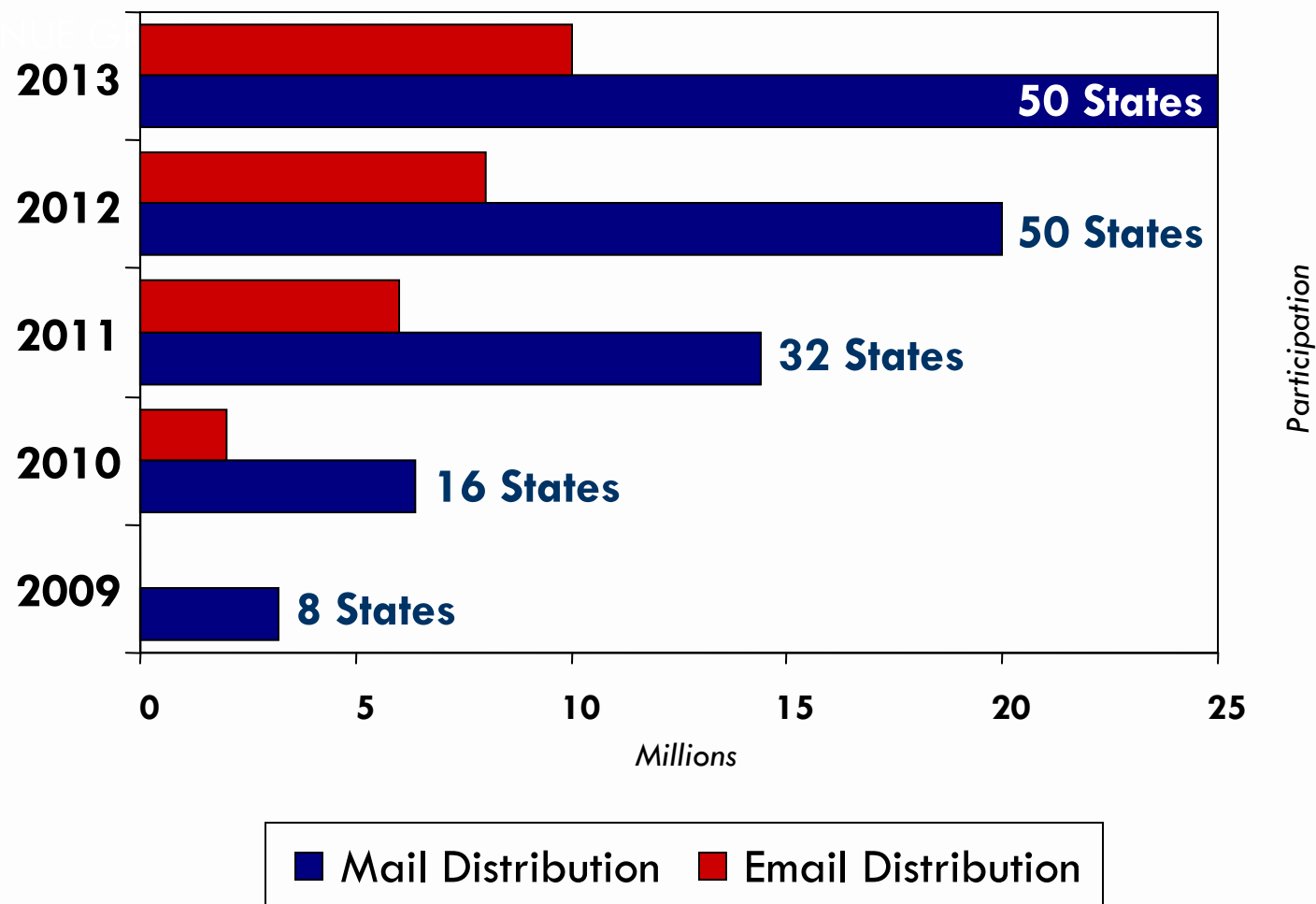


Execution Approach

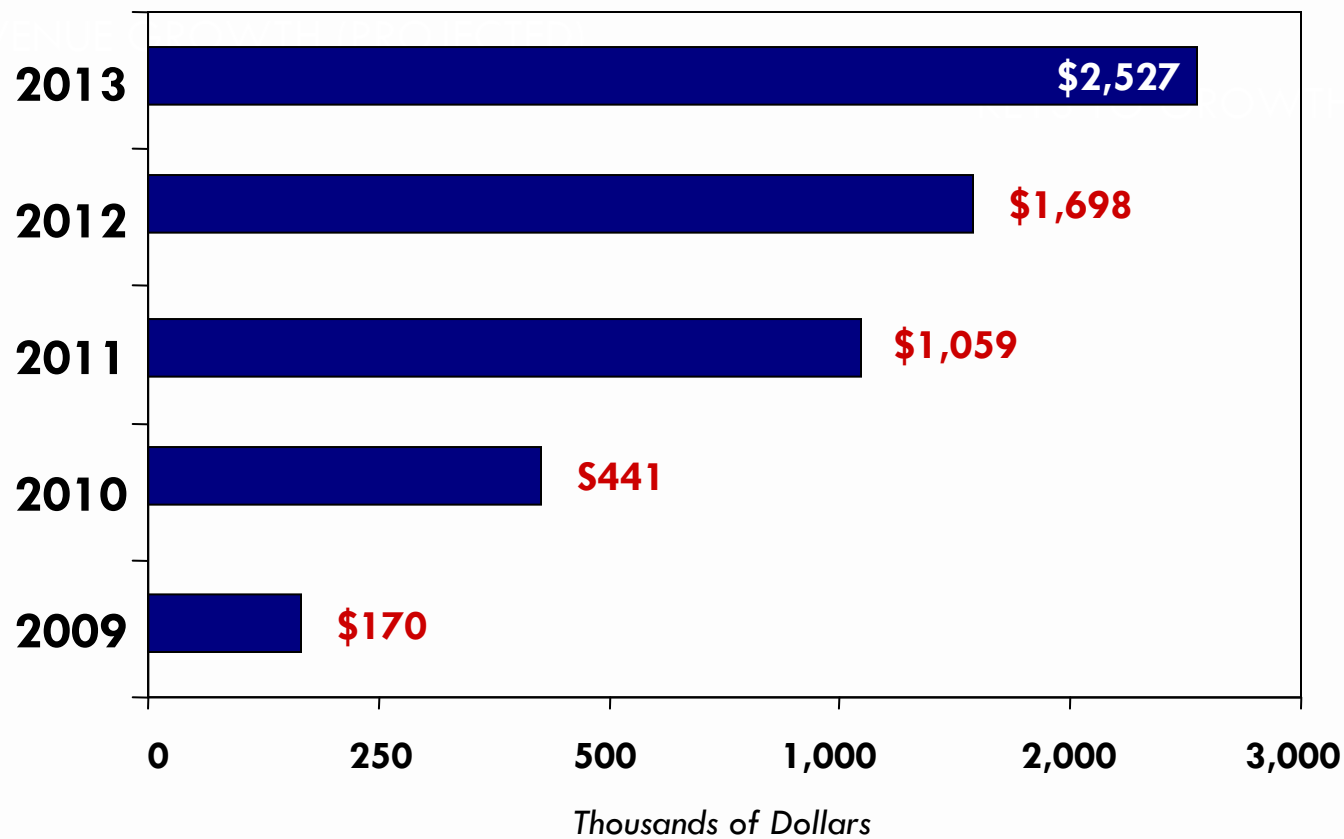
The Tangent Media LLC portfolio delivers vital state government content, along with targeted information and advertising, directly to the millennial generation



Distribution & State Growth



Potential Revenue Share



■ NASS Estimated Revenue Share

Tangible Results

- ❑ Build a national, proactive “voter participation” platform
 - Reach millions of new voters, 18-24 year old Americans, twice per year, every year
 - Build a culture of “election volunteerism” (registration drives, poll workers, etc.)

- ❑ Improve 18-24 year old voting performance every year
 - Increase voter registration percentage from the 50’s to the 60’s
 - Improve voting rate percentage from the 40’s to the 50’s

- ❑ Increase awareness and participation in “off-year” elections and for “downstream” ballot issues

- ❑ Generate real incremental operating funds
 - Create millions of dollars in recurring operating funds for NASS
 - Generate the revenue necessary to expand the NASS mission and/or potentially create a NASS “voter participation grant” program, distributing incremental funds back to the states for use on local initiatives

Next Steps

☐ Executive Board

- Resolve any additional questions and/or concerns and secure endorsement to create an alliance between Tangent and NASS

☐ Voter Participation Committee

- Present comprehensive program details and benefits to the Voter Participation Committee and secure committee approval on July 27th

☐ Business Meeting

- Acquire formal association approval for alliance authorization at the general business meeting on July 28th

☐ Alliance Agreement

- Create five-year, exclusive alliance agreement that allows Tangent Media to conduct the **VoterSelect™** program, beginning March 2009