

WHEN WE ALL VOTE

CULTURE OF DEMOCRACY TOUR



Objective

Reaching Young, Black, and Brown Voters

In the lead-up to the 2024 election, young, Black, and Brown voters felt overlooked and disengaged, with few political campaigns speaking directly to their experiences or culture. Traditional voter outreach often fails to resonate, reinforcing the perception that civic engagement is not designed for them.

When We All Vote set out to change that by embedding voter activation in spaces where our communities naturally gathered.



Strategy

Culture-Driven Voter Engagement

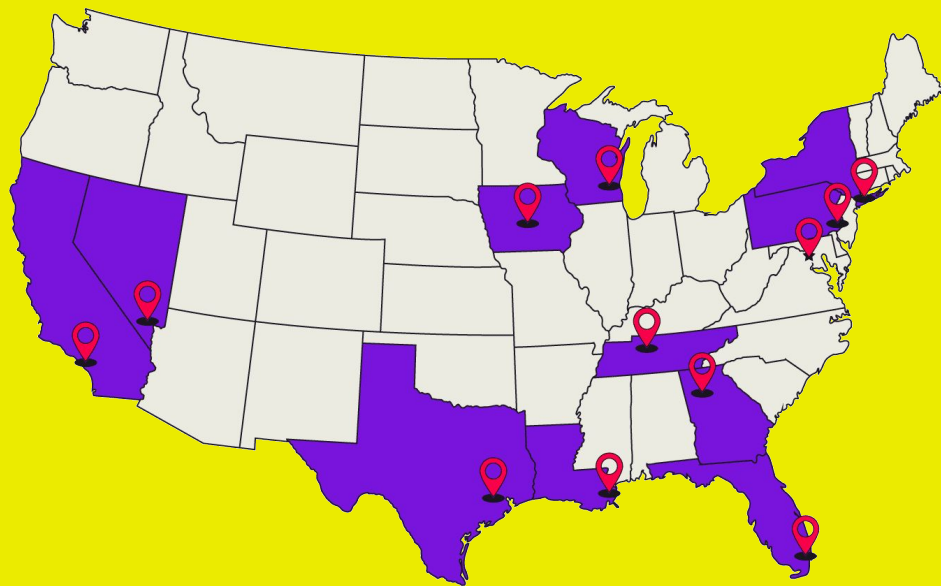
When We All Vote's strategy embedded voter activations into cultural moments like music festivals, sporting events, community celebrations, and events at Historically Black Colleges and Universities (HBCUs).

The Culture of Democracy Tour was designed for young voters and voters of color, meeting them on their terms with experiences made for their communities. Every moment was tailored to feel relevant, affirming, and joyful.



Tour Stops

The Culture of Democracy Tour included stops at music festivals, sporting events and community gatherings, culminating in the When We All Vote Rally in Atlanta.



Philadelphia, Pennsylvania
Roots Picnic

Milwaukee, Wisconsin
Milwaukee Bucks NBA Game

Nashville, Tennessee
Blavity House Party

New Orleans, Louisiana
Essence Festival of Culture

Las Vegas, Nevada
NBA Summer League

New York, New York
Fanatics Fan Fest, ZCON, CultureCon

Los Angeles, California
BET Experience

Miami, Florida
Orange Blossom Classic

Washington, D.C.
Sai Summer Cookout

Ames, Iowa
Iowa State Players Coalition

Houston, Texas
My School Votes at KIPP Houston

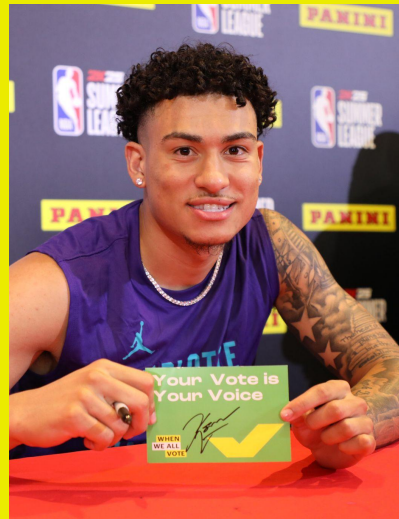
Atlanta, Georgia
When We All Vote Rally



Execution

We brought the concept to life through high-visibility activations across the country, anchored in culture and community:

- At Essence Festival, attendees engaged with panels featuring basketball star **Flau'jae Johnson** and **Reyna Roberts**, an artist featured on Beyoncé's Cowboy Carter album.
- During the NBA Finals, we partnered with the league to **reach more than 715,000 fans** with a video message from **Jayson Tatum, Jrue Holiday, Dereck Lively II, and Daniel Gafford**.
- At **Roots Picnic, block parties, and college campuses**, we transformed voter registration into a celebration of identity and pride.
- The tour culminated in the When We All Vote Rally featuring **Michelle Obama**, co-hosts **Lynae Vanee** and **Kalen Allen**, and special guests including **Marsai Martin, Kerry Washington, Kelly Rowland, Liza Koshy, Shonda Rhimes, Ciara, Victoria Monét, Rita Wilson, Ari Lennox, DJ D-Nice, and Blanco Brown**.



Results

The When We All Vote Culture of Democracy Tour achieved remarkable success across multiple platforms.

66,000,000+

Social Media Impressions

Through our network of influencers, brands, and grassroots partners

700,000+

Event Attendees Reached

300,000+

Voter Registration Actions

2,000+

Media Hits

3,500,000+

Video Views

Across all social platforms

Press

The tour garnered **more than 2,000 press hits**, including The New York Times, The Washington Post, Essence, Deadline, and the Associated Press.

The New York Times

Michelle Obama, Rallying Young Voters Near Atlanta, Warns of 'Apathy'

With just a few days left to vote early in Georgia, the former first lady offered a bracing tutorial in the realities of political power, beseeching young people to reach out to the undecided voters in their lives.

The Washington Post

Democracy Dies in Darkness

1:57 p.m. EDT

Michelle Obama's When We All Vote launches summer tour to energize voters

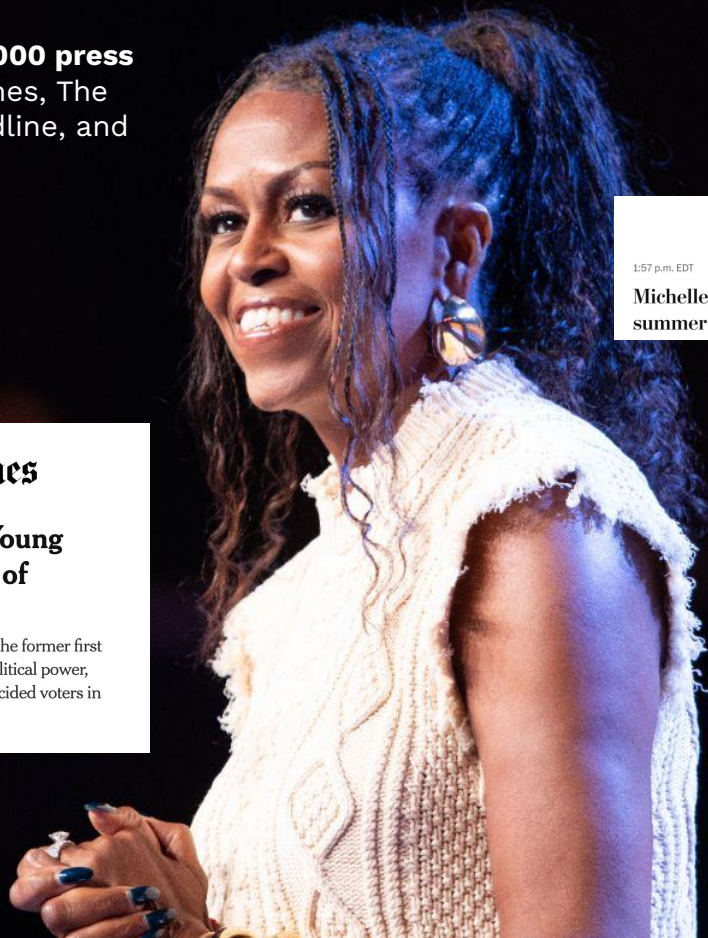


ESSENCE

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Essence Fest Will Be A Stop On Michelle Obama's "Culture Of Democracy Tour" To Boost Voter Engagement



Credits

Beth Lynk

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