

BE THE DIFFERENCE. VOTE™

AARP
Real Possibilities

AARP®
Real Possibilities

2016

90.5%

50+ voters decided the 2016 presidential election.

90.5% of registered voters aged 50+ participated.

2014

75.2%

In the 2014 midterm elections, 75.2% of registered voters aged 50+ participated.



A Brief History of Our Voter Engagement



Increased the Political Power of AARP, AARP Members and the 50+

Informed
AARP
Members
and 50+
voters about
importance of
issues –
federal and
state issues

Compelled
candidates and
elected officials
to pay greater
attention to
concerns of
50+

Told the story
of the 50+
voter.

Boosted
AARP
members
and 50+
voter turn-
out in
midterm
election

AARP Bulletin

Real Possibilities

AARP.ORG/BULLETIN | APRIL 2018 | VOL. 59 | NO. 3 | \$2.50



Social Media

Email/Phone



Video Voter
Guides

Direct Mail



Advertising

aarp.org/vote provided 50+ voters with an online tool featuring information about voting.

**Voting
Information**

**Where AARP
Stands**

**Link to
Candidates'
Websites**

**Action
Opportunity**

Compelled Candidates to Address Our Issues **AARP** Real Possibilities



Social Security

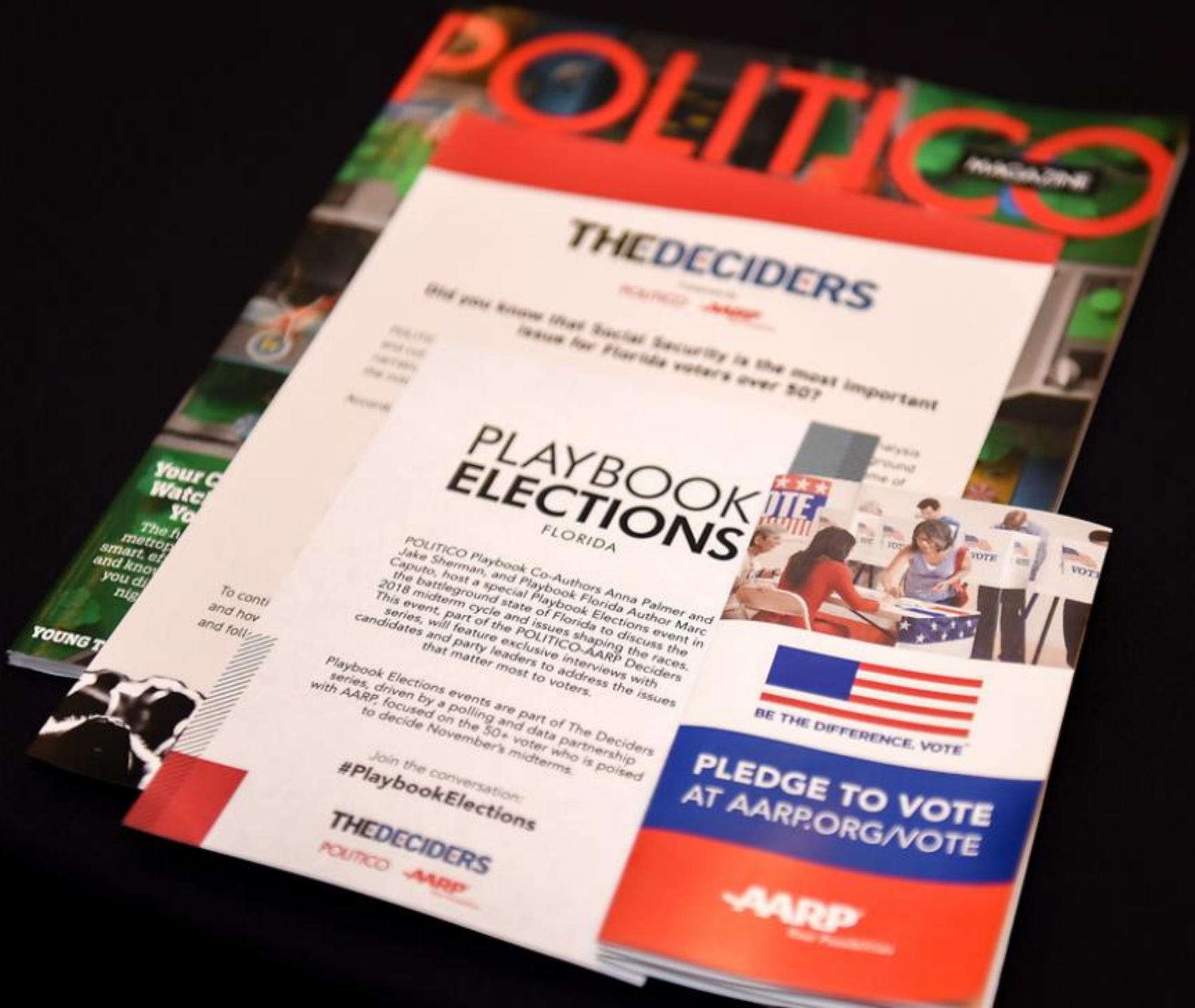
Caregiving

**Prescription
Drugs**

Medicare

Medicaid

Told the Story of the 50+ Through Media Partnerships



THE DECIDERS

Did you know that Social Security is the most important issue for Florida voters over 50?

PLAYBOOK ELECTIONS

FLORIDA

POLITICO Playbook Co-Authors Anna Palmer and Jake Sherman, and Playbook Florida Author Marc Caputo, host a special Playbook Elections event in the battleground state of Florida to discuss the 2018 midterm cycle and issues shaping the races. This event, part of the POLITICO-AARP Deciders series, will feature exclusive interviews with candidates and party leaders to address the issues that matter most to voters.

Playbook Elections events are part of The Deciders series, driven by a polling and data partnership with AARP, focused on the 50+ voter who is poised to decide November's midterms.

Join the conversation:
#PlaybookElections

THE DECIDERS
POLITICO AARP



PLEDGE TO VOTE
AT AARP.ORG/VOTE



Boosted AARP Member Turnout

Be the Difference. Vote



Email

Public
Events

Debate
Forums

Video Voter
Guide

Petitions

Phone Calls

www.aarp.org/vote

AARP
Publications

Social
Media

Earned
Media

Advertising

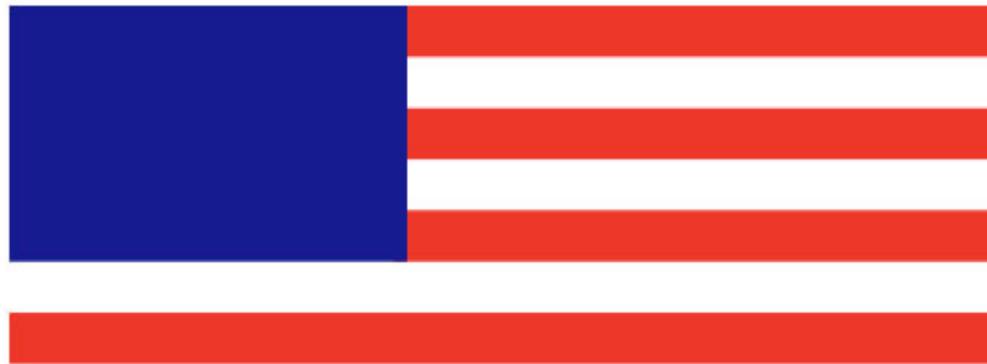
Direct Mail

- Voters Age 50+ cited healthcare, Social Security, or Medicare as their most important issue in deciding their vote for Congress
- Candidates used AARP messaging to validate their positions to the 50+
- More news media and political insiders covered our efforts than in any previous cycle
- Both Presidents Trump and Obama's pollsters stated that the 50+ will be a formidable swing vote in 2020
- The percentage of 50+ voters in 2018 was higher than it was in 2014. In the most competitive races, the share of the 50+ vote was even higher

- Know Your Value Proposition
- Set Concrete Goals and Outcomes
- Establish the Audience You're Trying to Reach
- Partner with an Entity That Can Reach Your Preferred Audience
- Know All of Your Communication Channels
- Be Aware That Candidates and Campaigns Have Finite Time
- Be Aware That There Is A Lot of Clutter During Elections
- Be Prepared to Build Your Election Program Slowly

THANK YOU

Q&A



BE THE DIFFERENCE. VOTE™

JARP
Just Ask Politics