

# Annex A. Matrix of Types of Initiative, with Problems Addressed and Methodes Used

The purpose of the following table is to summarize briefly how the approaches outlined in the text generally appear in practice. The columns present information as to: what general problems are being addressed

by each specific type of campaign; who the target audience tends to be; common methods devised to reach these groups; and the types of organizations spearheading the operations.

Approach	Main Problem Addressed	Target Audience	General Methods	Used By
1 Information Campaigns (how to)	Registration / vote facilitation	All potential voters Tend to be as inclusive as possible May target specific low-turnout groups	Mail-outs Advertising (TV, print, radio) Informational websites Leaflets Posters Workshops / seminars	Usually EMBs NGOs Citizen groups Youth organizations
2 Advertising Campaigns (why to)	Negativity Lack of interest—civic duty Meaninglessness—vote matters	All potential voters Tend to be as inclusive as possible May target specific low-turnout groups	Mail-outs Advertising (TV, print, radio) Informational websites	EMBs NGOs Citizen groups Political parties Youth organizations
3 Grassroots a) Specific purpose b) Social group activity	Registration / vote facilitation Negativity Lack of interest—civic duty Meaninglessness—vote matters Civic education	All potential voters May target specific low-turnout groups or certain communities, etc.	Door-to-door canvassing Leaflets Direct mail Telephone banks Email / informational websites Tabling Building local networks Public forums Transport Media support Give-aways / souvenirs Posters / graffiti	NGOs Citizen groups Youth organizations

<b>Approach</b>	<b>Main Problem Addressed</b>	<b>Target Audience</b>	<b>General Methods</b>	<b>Used By</b>
4 School / Mock Elections	Civic education Lack of interest—civic duty Lack of interest—civic duty	Students of all ages Future voters	Parallel elections School government elections Mock elections Classroom activities and games Online forums	NGOs EMBs
5 Entertainment	Registration / vote facilitation Negativity Lack of interest—civic duty Meaninglessness—vote matters Civic education Want to make voting 'cool'	Specific demographic groups—age, interest	Concerts Theatre Sporting events Comedy Face-to-face contact Educational activities Give-aways / souvenirs Media support Contests	NGOs Citizen groups Youth organizations
6 Inducements		Those requiring a material reason to vote	Qualification for prizes if voted Gifts for voters	EMBs Government