THE EXPANSION of VOTING RIGHTS

LESSON 1

1870 15TH AMENDMENT
Formally extends suffrage to African Americans

1920 19TH AMENDMENT
Extends suffrage to women

1964 24TH AMENDMENT
Outlaws poll taxes in national elections

1965 THE VOTING RIGHTS ACT OF 1965
African Americans achieve suffrage guaranteed under the 15th Amendment

1971 26TH AMENDMENT
Voting age lowered to 18

INFLUENCES ON VOTERS

LESSON 2

POLITICAL PARTY LOYALTY
CAMPAIGN ISSUES
RELIGIOUS BACKGROUND
AGE
EDUCATION
OCCUPATION & INCOME LEVEL
FAMILY

TARGETED CAMPAIGN ADVERTISING
Targeted Campaign Advertising (radio, print, television)

Strong Campaign Organization
Internet and Social Media

Use of Propaganda Techniques

FINANCING CAMPAIGNS

LESSON 3

direct funding, or hard money
indirect funding, or soft money

public financing

POSSIBLE REASONS FOR low voter turnout
• Complicated registration practices
• Ineffective registration and voter drives
• Too many elections
• Photo ID laws

PROPOSALS TO increase voter turnout
• Moving election day to Saturday or Sunday
• Open polls for several days or longer hours
• Early voting
• Making absentee balloting easier
• Create a national registration system

VOTING

LESSON 4

1 Register to Vote
2 Become Informed About the Issues and Candidates
3 Decide When and Where to Vote (in person, by absentee ballot, etc.)
4 Cast Your Ballot