

Votechella

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Project Summary

Votechella was a free music festival we hosted on October 11, 2024, through UC Berkeley's student government (ASUC) in partnership with SUPERB (a campus-chartered program) to reinvigorate civic engagement at UC Berkeley and register students to vote before the Fall 2024 election deadline. Building on our successful history of registering 2,000+ students in 2018, 1,530+ in 2020, and 3,000+ in 2022, this event aimed to combat the nationwide trend of low voter turnout among college-aged students through entertainment-driven civic engagement.

The festival featured headlining performances by The Dare and DJ Mandy (a UC Berkeley student who gained mainstream popularity on TikTok), strategically selected artists who resonate with our student demographic. The event was designed to be inclusive of all campus communities, welcoming international students, non-citizens, and others who may not be eligible to vote but can still engage in civic awareness. We had around 700 live attendees, and had help from Cal's Men & Women's Track and Field teams to register students throughout the event. Specialized merch, free sponsorship from Yerba Maté, and other perks associated with the event enabled us to achieve the highest overall number of students registered to vote across all UC campuses according to CA Secretary of State Shirley Weber's 2024 Ballot Bowl competition.

Impact

Votechella achieved exceptional impact by successfully registering the highest number of students to vote across all UC campuses, earning recognition in CA Secretary of State Shirley Weber's 2024 Ballot Bowl competition. With 700 live attendees, the event created a vibrant, inclusive space for civic engagement that reached students who might not typically participate in traditional voter registration efforts.

Our partnership with Cal's Men & Women's Track and Field teams proved instrumental in executing on-site voter registration throughout the event, creating multiple touchpoints for civic engagement beyond the main performances. The strategic selection of The Dare and DJ Mandy resonated strongly with our target demographic and demonstrated that civic engagement can be both locally relevant and culturally current.

The event successfully met and exceeded our primary objectives of increasing voter awareness and registration while fostering campus community spirit. Attendees represented a diverse cross-section of undergraduate students from various academic backgrounds and campus communities. The inclusive design meant that even non-voting eligible students could participate in meaningful civic conversations and learn about democratic processes, contributing to broader political literacy on campus. Votechella's success over the last decade has been incredible! We're going to keep doing it every 2 years (during midterms and presidential election cycles)!