

BROADWAY FOR DEMOCRACY™

WHO WE ARE

Broadway for Democracy is a **nonpartisan nonprofit** that uses the platform and public reach of Broadway performers to drive voter engagement.

We bring together artists, audiences, and communities to increase **civic participation** and strengthen democratic values.



Visit the Website

WHY IT MATTERS

77%

of voting-eligible youth (ages 18–29) did NOT participate in the 2022 midterms.

Source: Tufts Circle

89
MILLION

eligible voters did NOT participate in the 2024 election.

Source: University of Florida Election Lab



Less than 30% of political leaders in the US are women.

Source: Reuters

Democracy is strongest when every voice is heard.

Yet millions of Americans don't register, don't vote, or don't feel connected to civic life.

Broadway is a cultural force with the power to educate, inspire, and mobilize. We are channeling that power to reach audiences nationwide to encourage civic participation on all sides.

Year One Plan (2026)

Democracy Week (Summer)

- Curtain speeches in Broadway & touring theaters.
- Nonpartisan lobby displays with QR code voter resources.
- #WhyIVote social media campaign.
- Media coverage amplifying messaging via Broadway spokespersons.

Broadway for Democracy Concert (Fall)

- Features prominent Broadway stars.
- Provides fundraising, education and awareness ahead of 2026 midterms.
- Amplifies brand, establishes nonprofit presence & mobilizes donors & partnerships.

Leading Ladies Initiative (Winter)

- Broadway actresses mentoring young women pursuing political careers.
- Skill-building workshops on public speaking, stage presence, confidence—led by Broadway actresses.
- Grant funding for young women pursuing careers in civic leadership.
- Mentorship network connecting young women with civic leaders.



OUR TIMELINE

- **Early 2026**
Seed funding secured
- **Spring 2026**
Industry & corporate partnerships in place
- **Summer 2026**
Democracy Week
Launch #WhyIVote
- **Fall 2026**
Broadway for Democracy Concert
- **Winter 2026**
Leading Ladies initiative kickoff

Each week, a quarter of a million people attend a Broadway show. Let's use this platform to ignite civic participation and strengthen our democracy.

250K
audience members
per week

WHAT WE NEED

Seed Funding

Support to launch our first year of programming, including the Broadway for Democracy Concert & other initiatives.

Partnerships

Collaboration with theaters, corporations & civic organizations to expand reach & amplify our impact nationwide.

Advocates

High-profile supporters & leaders who can help spread our message, open doors & inspire others to get involved.

www.broadway4democracy.org

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