

# BROADWAY FOR DEMOCRACY™

## WHO WE ARE

Broadway for Democracy is a registered 501(c)(3) **nonpartisan nonprofit** that uses the platform and public reach of Broadway to inspire voter engagement.

We bring together artists, audiences, and communities to **increase civic participation** in the democratic process.



[Visit the Website](http://www.broadway4democracy.org)

## 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, vote, or 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)

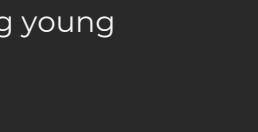
- Curtain speeches in Broadway & touring theatres.
- Nonpartisan lobby displays with QR code voter resources.
- #WhyIVote social media campaign.
- Media coverage amplifying messaging via Broadway spokespersons.

#### 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.
- Scholarship fund 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 leverage this platform to ignite civic participation and strengthen our democracy.

**250K**

audience members per week

## WHAT WE NEED

### Funding

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

### Partnerships

Collaboration with theatres, 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](http://www.broadway4democracy.org)

### Co-Founder/Executive Director:

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