

# Wisconsin Family Council: Launches “Commit to Vote” multi-media ad campaign to encourage voter participation

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**MADISON** - On Wednesday, Wisconsin Family Council (WFC) launched a \$225,000 educational, statewide multi-media campaign reaching nearly 600,000 Wisconsin voters, to encourage them with hope and a strong reminder that as American citizens, it is our responsibility to participate in the form of government God has given us - a representative Republic.

The stakes of Wisconsin's future are incredibly high as on April 4, voters decide the balance of our state's highest court by electing a new justice who will serve a 10-year term. According to the [Wisconsin Elections Commission](#), voter turnout percentages for spring elections since 2000 range from 12% to 34%, which is well below the fall general election turnout which ranged from nearly 44% to more than 73% of adults for that same time period.

“Issues that could come before the court range from protecting the life of the unborn, low bail/no bail policies that release criminals shortly after they are apprehended, parental rights, religious freedom, school choice, redistricting - basically everything that touches Wisconsin citizens,” said Julaine Appling, president of Wisconsin Family Council. “Our goal is to inform, inspire and involve Wisconsin citizens in our elections through our Commit to Vote campaign and help provide the positive nudge they need to vote in this Spring Election.”

The [ads](#) are a reinforcement that every vote matters because every vote can change the outcome of an election—and every election has very real consequences.

Citizens are encouraged to commit by signing a pledge, making sure they are registered, and adopting a plan to vote via absentee ballot if necessary, early in-person, or day-of at the polls. Educational resources for voters are available on the Commit to Vote [website](#).

“We the people,” as stewards of our Republic, elect leadership that represents us and our values. For this reason, it is not just our right, but our duty to vote in elections.