



## Civic Season 2023 Fact Sheet

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### ABOUT CIVIC SEASON

**TheCivicSeason.com | #CivicSeason | #MyCivicSeason | @HistoryMadeByUs**

400 cultural and civic institutions across the country are hosting the third annual Civic Season between Juneteenth and July 4th, a new summer tradition for learning and action co-designed with Gen Z, the future inheritors of our democracy. [Civic Season](#) unites our oldest federal holiday with our newest, going beyond hot dogs and fireworks to invite meaningful reflection on our country's past and our role in shaping its future. Civic Season builds momentum toward the nation's 250th anniversary in 2026.

### CIVIC SEASON STATS

- Juneteenth through July 4th
- Co-created by Gen Z and cultural institution leaders and staff
- 400 participating organizations in 50 states
- 30 communities will kick off Civic Season on June 17 with live events
- 1,000 programs, events and resources to discover at [TheCivicSeason.com](#)
- Projected reach of 10 million Americans



## CIVIC SEASON TAGLINES

- **Juneteenth to July 4th is Civic Season.**
  - Civic Season links our nation's oldest federal holiday with our newest.
  - The proximity of these dates highlights the gap between our nation's promises and practices.
  - Toward a more perfect union.
- **Who will you be this summer?**
  - Discover your story with Civic Season. It takes your [or, our local] story to tell the whole story.
  - There are so many ways to be civically engaged, from voting to running for office to fact-checking your news to helping a neighbor.
  - Everyone's invited to take part, and there's something for everyone.
  - Easy ways to get started, like quizzes, a guidebook and meme generator.
  - The Coachella of democracy, the Netflix of local history, the Match.com of making a difference - it's Civic Season!
- **The next chapter is up to the nation's future inheritors.**
  - Gen Z won't let democracy die. But do they have the tools to save it?
  - They're the "founders" of the next 250 years.
- **Knowing our history is the first building block of civic participation.**
  - "How we got here"
  - "The history we didn't get in school"
  - Museums and cultural institutions are valuable civic hubs for young adults in a moment when history and civics education is under attack.

## CIVIC SEASON PROGRAM COMPONENTS AND TALKING POINTS

- **Website Directory of 1,000 Activities**
  - Contributed by credible institutions across the USA, from walking tours to trivia nights, resource guides to podcasts
  - Find something for your interests and passions, online or offline, whether you have 5 minutes or a whole day
  - Curate your own Civic Season itinerary in our List Builder, and earn badges
  - Are you a connector, a nurturer, a defender or an amplifier? Find out with a short quiz and get recommended events just for you.
- **On June 17, Civic Season kicks off with local Slice of History Meet-Ups.**

# CIVIC SEASON

- A retro pizza party designed for Gen Z, by Gen Z
- Hosted by museums and community organizations
- From film screenings to picnics, these are social, in-person events about the history you didn't get in school – fueled by pizza
- Partnership with Pizza to the Polls
- **"The Story of You: A Guide to Navigating your Civic Season Journey"**
  - Print and Digital user's guide to getting started with civic engagement
  - Distributing 2500 copies at events
  - Interactive version online to level-up your civic superpowers
  - Co-created by multiple institutions, youth leaders and creators
- **A coast-to-coast campaign that comes to life locally**
  - From picnics to escape rooms, each community has designed its own unique way to celebrate Civic Season.
  - Civic Season looks different in Cheyenne, WY than in Boston, MA - it's a flexible, expansive movement with room for everyone's experiences.
  - But there's one common through-line: self-discovery, understanding YOUR story, interests and skills to fuel lifelong civic participation.

## ABOUT MADE BY US

Made By Us is a coalition of more than 150 history museums and historic sites joining forces to inform and ignite Gen Z civic participation, powered by history. We connect young people in every corner of the nation with our shared past, present and future. Made By Us is led by the Smithsonian's National Museum of American History, National Archives Foundation, First Americans Museum, Atlanta History Center, Senator John Heinz History Center, New-York Historical Society, and Charles H. Wright Museum of African American History.

*Note: Civic Season is supported by the Mellon Foundation, Rockefeller Brother Fund's Our Common Purpose Initiative, the Coca-Cola Company, the Arthur Blank Family Foundation, AMERICAN HERITAGE® Chocolate, the William G. Pomeroy Foundation, and other stewards of democracy and cultural institutions.*



## SUPPORTING STATS

By 2028, Gen Z and Millennials will outnumber all other generations as eligible voters. Gen Z, those born between 1997 and 2017, are already intensely tuned into politics and current events. They prioritize education, community and building a better future. Gen Z is looking for the information to make their own informed decisions - and history is an important part of that knowledge!

- 62% want to be more involved in social causes and issues, nationally and locally.<sup>1</sup>
- 53% of registered 18- to 29-year-olds voted in 2020, the highest ever recorded in the modern era.<sup>2</sup>
- 83% of 18-29 year-olds say young people can change the country.<sup>3</sup>
- Only 16% of Gen Z say they are proud to live in the United States.<sup>4</sup>
- 25% feel confident in U.S. democracy.<sup>5</sup>
- 48% have felt unsafe in the past month.<sup>6</sup>

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<sup>1</sup> Made By Us 2021

<sup>2</sup> Tufts CIRCLE 2021

<sup>3</sup> Made By Us 2021

<sup>4</sup> Morning Consult 2023

<sup>5</sup> Tufts CIRCLE 2023

<sup>6</sup> Harvard Institute of Politics 2023



## CIVIC SEASON STORY ANGLES

- **Angle 1:** As we near the 250th anniversary of the U.S., it is time to build new traditions.
  - We can keep the pomp and circumstance, enjoy our fireworks and hot dogs, but make room for a complex, sometimes contradictory, understanding of our shared history.
  - Young people today have the most at stake. Civic Season invites everyone to discover how their story is part of our history - and to be part of writing the next chapter.
- **Angle 2:** Gen Z is active and invested in making the world a better place - and historical knowledge is an important part of making informed decisions as an active citizen.
  - Higher voter turnout among youth has been a pattern since 2018 - but engaging in our democracy is more than voting.
  - Civic Season helps connect Gen Z to the keepers of our history AND see the many ways they can be part of shaping our future. It builds community, connection and pride alongside avenues for education.

## SPOKESPEOPLE

Contact [Kate@historymadebyus.org](mailto:Kate@historymadebyus.org) to get connected or set up an interview.

- Made By Us team leading Civic Season
  - Located in Atlanta; Miami; DC; London
- Made By Us Board of Directors - directors of major history museums
  - Located in New York; Atlanta; DC; Detroit; Pittsburgh; Oklahoma City; Indianapolis
- Gen Z Civic Season Design Fellows
  - Located in Cheyenne, WY; Newton, MA; Oneonta, AL; Lawrenceville GA; Austin, TX; Westport, CT; Grand Rapids, MI
- Hundreds of host institutions across the United States