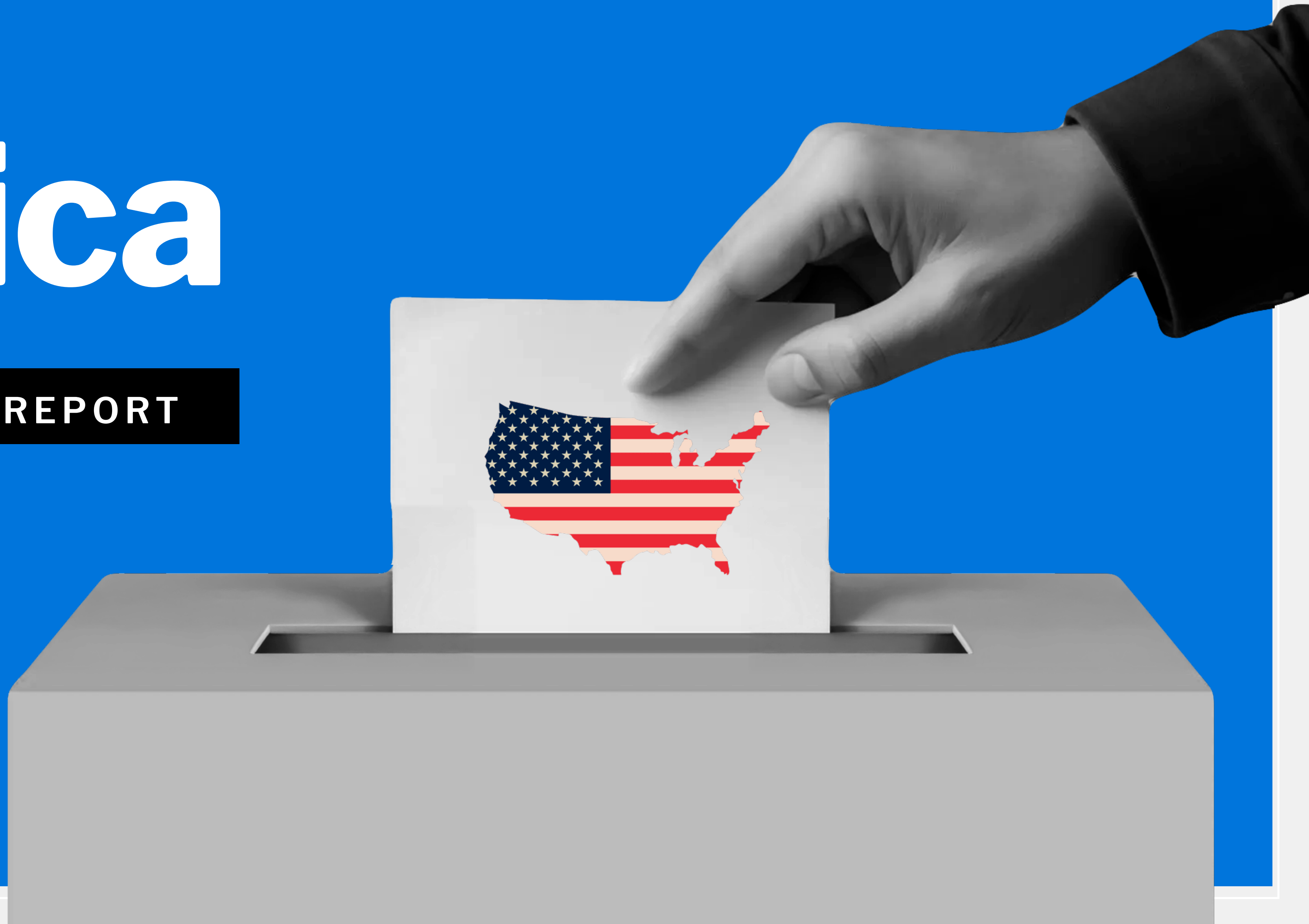


Vote America

2023 - 2024 BIENNIAL REPORT



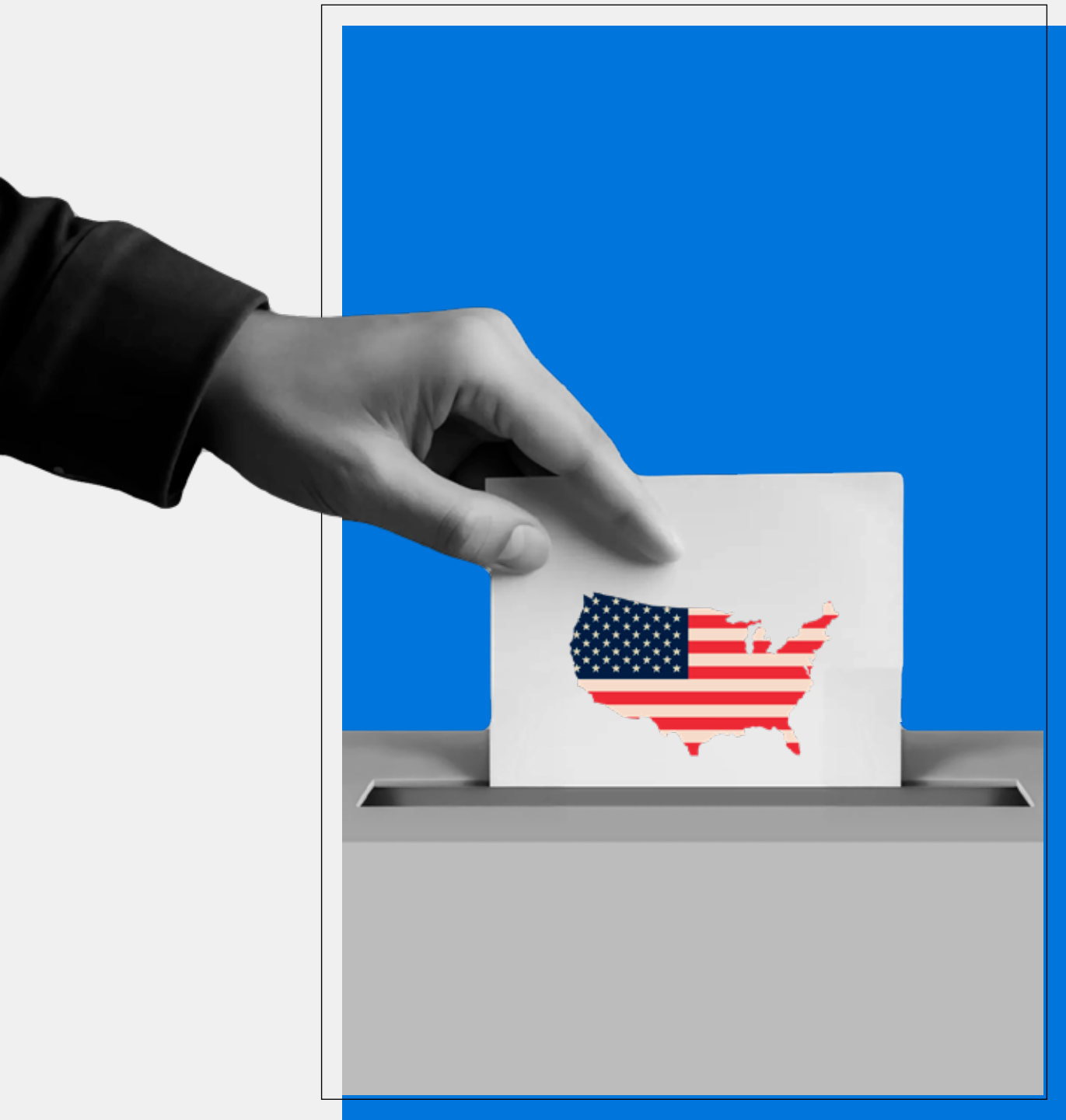


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A Letter From VoteAmerica's Founder

The 2023 and 2024 election cycles unfolded in an environment defined by disruption. Voting rules changed mid-cycle. Misinformation spread faster than facts. Courts, ballot measures, and administrative processes became frontline battlegrounds for everything from abortion access to fair representation.

That environment asked an excessive amount from voters. Participating in democracy meant navigating a system that had become even harder and more fragmented. Across states and elections, we saw the same tension again and again.

This report reflects how VoteAmerica responded to that reality in 2023 and 2024, by staying focused on one thing: reducing friction in the voting process when it mattered most.

Over those two years, VoteAmerica's civic infrastructure supported millions of voters navigating an increasingly complex system. From Wisconsin's high-stakes Supreme

Court election to Ohio's fight over reproductive freedom to national elections shaped by widespread misinformation, our work centered on delivering accurate, actionable election information, clearly and at scale.

That work sharpened a truth our research has shown for years: People don't need to be convinced to vote. They need to be able to vote.

That means knowing when to vote. Where to vote. What to bring. You will see this line repeated throughout our report, and across the programs, tools, and strategies that defined our work in 2023 and 2024.

The past two years also forced a clearer reckoning with where the field invests its resources. While billions were spent on broadcast media with uneven results, proven, lower-cost strategies that deliver trusted information directly to voters, including college media and other local channels, remained underfunded.



LETTER FROM OUR FOUNDER

We saw the consequences of that gap most clearly with young voters. When they were not reached early, locally, and through channels they trust, participation lagged, even in high-stakes elections. Conversely, the 2025 election results reflect how quickly the picture changes when outreach is focused on young people. More on that approach in our next report.

I'm proud of what we accomplished together, not because the work is finished, but because these two years deepened our understanding of what it takes to support voters in a strained system. We showed that evidence-based mobilization can shape outcomes in consequential elections. We demonstrated that simple, scalable tactics can reach tens of millions of people. And we confirmed that

investments in long term interventions are necessary to build participation that endures beyond a single cycle.

The challenges ahead are structural, not seasonal. One-off efforts can influence outcomes in the short term, but they cannot repair a system that asks voters to clear new hurdles in every election.

So, what follows is a clear account of how we showed up in 2023 and 2024, what worked and what we learned, all of which shapes how we're building what comes next.

Thank you for your support in building the democracy we deserve. It's going to take all of us.

Sincerely, Debra Cleaver



Targeting

Where can we reach the greatest number of voters who need our information the most?

For years, civic engagement organizations relied on the Rising American Electorate (RAE) — a broad category encompassing people of color, unmarried women, and young voters. It was once the gold standard. But voting behavior has evolved, and treating these groups as a monolith no longer reflects reality.

So VoteAmerica built a better model.

Our research identified a consistent “sweet spot” for impact: communities with roughly 3,000 people per square mile. This holds across urban centers, suburban corridors, and even rural towns with dense pockets of voters.

For our college media program, which already has a clearly defined footprint, we layer in

competitiveness: identifying where people can vote in the highest number of competitive elections. When we choose a college, we’re not just looking for competitive races — we’re looking for people who can vote in the greatest number of competitive races up and down the ballot. Our weighting system is anchored in the presidential election, and it also factors in down-ballot races, ballot measures, and state legislatures.

We assign points to each race based on whether it’s “safe,” “toss-up,” or somewhere in between, weighted by the type of race (gubernatorial, congressional, state house, etc.). We then stack-rank congressional districts by their total points, with the highest scorers being the most competitive and therefore highest priority.

By modernizing our targeting model, we’ve built a smarter way to answer the question that guides every VoteAmerica program: where will this investment have the highest impact?

[You can view our 2024 targeting here.](#)

| Congressional District | Total Points | Points for President | Points for Governor | Points for Senate | Points for House | Points for Secretary of State | Points for Attorney General | Points for Abortion Ballot Measure | Points for State Trifecta | Points for State Senate Chamber | Points for State House Chamber |
|------------------------|--------------|----------------------|---------------------|-------------------|------------------|-------------------------------|-----------------------------|------------------------------------|---------------------------|---------------------------------|--------------------------------|
| PA-07 | 111 | 40 | 0 | 32 | 20 | 0 | 8 | 0 | 5 | 2 | |
| PA-08 | 111 | 40 | 0 | 32 | 20 | 0 | 8 | 0 | 5 | 2 | |
| PA-10 | 111 | 40 | 0 | 32 | 20 | 0 | 8 | 0 | 5 | 2 | |
| MI-08 | 106 | 40 | 0 | 32 | 20 | 0 | 0 | 0 | 10 | 0 | |
| PA-17 | 101 | 40 | 0 | 32 | 10 | 0 | 8 | 0 | 5 | 2 | |

Messaging

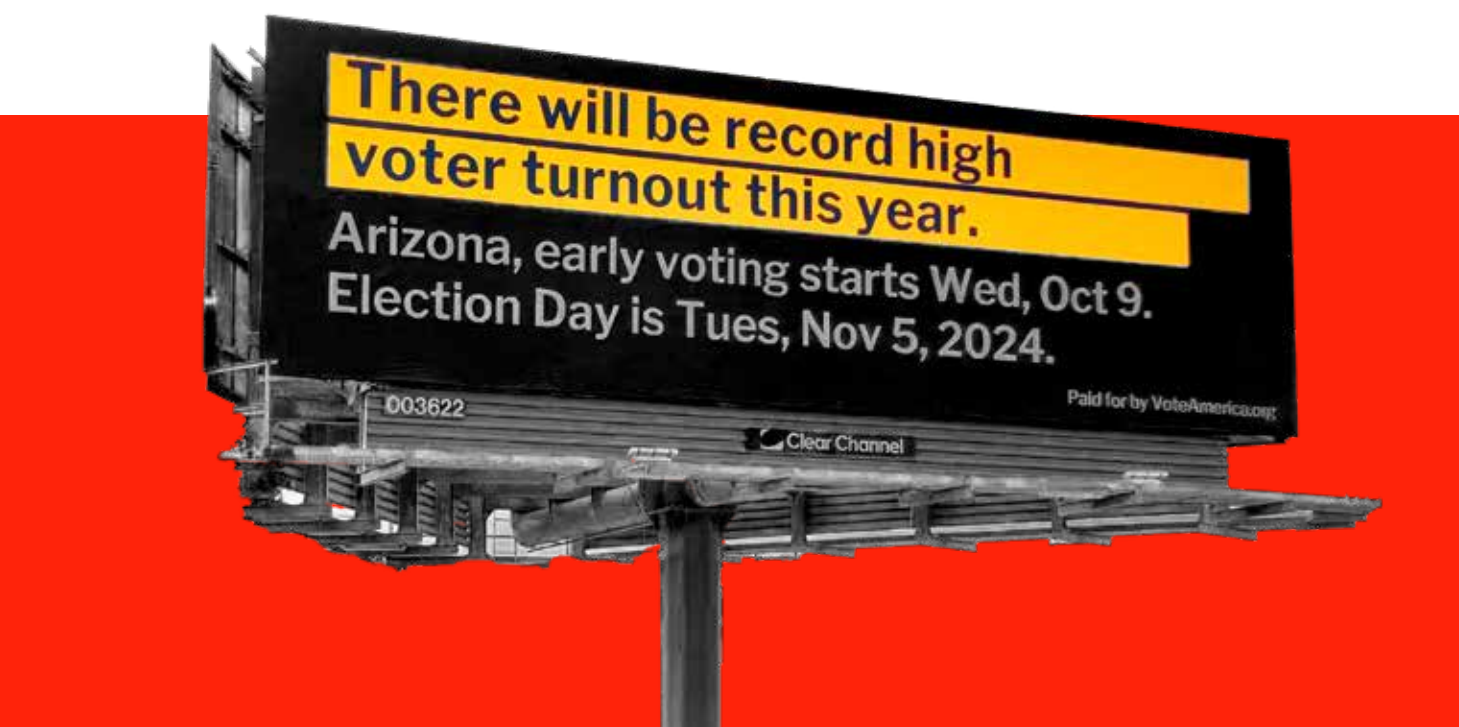
People don't need to be convinced to vote, **they need to be able to vote.**

In October 2016, 37% of Americans overall and 22% of college graduates couldn't correctly identify when Election Day was. That same year, 41% of Americans didn't vote. And yet, half of all political communications still fail to include the date. Too often, even engaged citizens don't have the most basic information they need to cast a ballot.

That's why our approach centers on the essential information. We promote same day registration (SDR) and early voting periods, share voter ID guidance for students, and make sure voters know where and how to vote. We pair the practical details with motivational cues like, "There will be record-high voter turnout this year" or "Tell your friends to vote." These positive social norms tap into the collective energy of an election season, helping people feel proud and connected when they vote. Many in the voter turnout field believe social pressure drives

the strongest results, while others prefer positive social norms that emphasize momentum and belonging. In 2024, we tested both approaches in our Election Reminders program. One group received a social pressure message, while another received a positive social norm (FOMO: fear of missing out) message.

The social pressure group voted at a slightly higher rate, though the difference wasn't statistically significant. We tested this because we suspected social pressure might not be the absolute best mobilization message, as it can sometimes be received negatively by voters. With results that weren't statistically significant, in future campaigns, we're likely to use a FOMO message as we want voters to be excited about casting their ballots. [Learn more about our election reminders.](#)





2023

Roe v. Wade was overturned on June 24, 2022, and the future of reproductive rights was thrown to the states — and the voters. From that moment on, one thing became clear: abortion access would be won or lost state by state, ballot by ballot.

In 2023, that reality shaped elections across the country. State Supreme Court races, special elections, and constitutional amendments became flashpoints in the national struggle around abortion access and reproductive health. These were urgent tests of whether voters would have the information they needed to cast their ballots, and a pillar of our voter mobilization work at VoteAmerica.

Driving College Turnout in Wisconsin

The Wisconsin Supreme Court election in 2023 wasn't a typical state-level race. It was one of the most consequential elections in the country. The outcome would directly determine the future of abortion access in Wisconsin, decide the fate of the state's heavily gerrymandered legislative maps, and potentially reshape the playing field for the 2024 presidential election. The candidates were Judge Janet Protasiewicz, who supported abortion access and redrawing Wisconsin's gerrymandered districts, and Judge Daniel Kelly, who did not. At a time when courts are being used as battlegrounds for human rights, democracy, and civil liberties, the future of Wisconsin's highest court had significant state and national implications.

Young Americans understood what was at stake. When young voters, especially college students, know when and where to vote, they show up. That's why VoteAmerica made Wisconsin's campuses a strategic priority. We saw a generational opportunity to engage tens of thousands of students in their democracy, and used college media (from digital ads to campus newspapers) to reach them.

Students had the conviction. What they needed was clear information. **So we got to work.**



OUR STRATEGY

Leveraging VoteAmerica’s **years of experience** with college media, and a lean infrastructure that allows us to move quickly, we:

- Promoted **same day registration (SDR)**, a crucial turnout tool in Wisconsin
- Named **candidates and their positions** on key issues, like abortion
- Drove students to our **nonpartisan voter guide** and digital election resources
- Used **trusted media channels** students actually engage with, from campus newsstands to digital signage and social media

When young voters know when to vote, where to vote, and what to bring, they show up — especially when they are **voting on an issue they care about.**

STRATEGY SNAPSHOT

Students Reached
233,238

Wisconsin Colleges
24

Campaign Duration
9 days



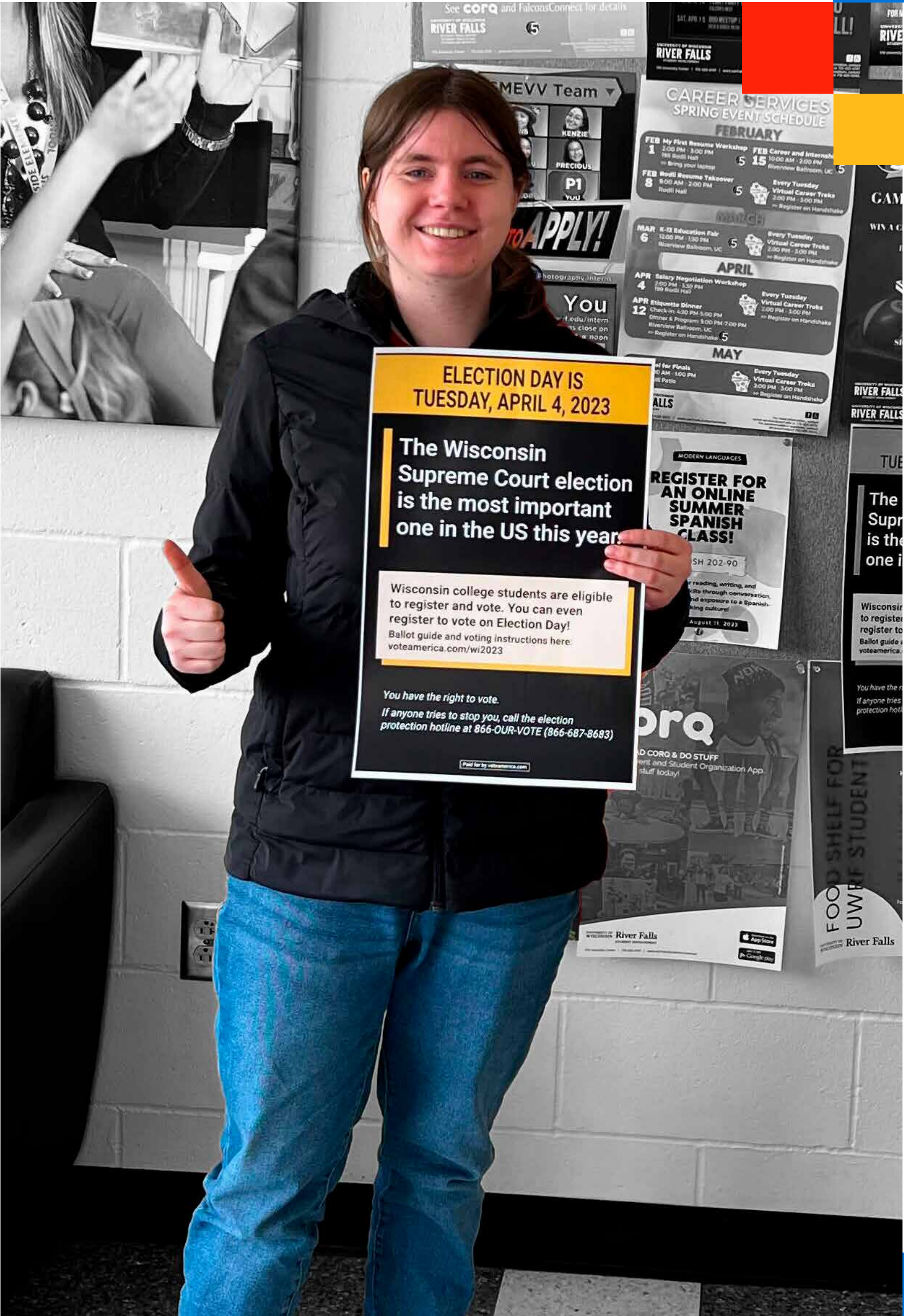
THE OUTCOME

Turnout for the election was significantly higher than in previous years, especially among college students.

- **Ward 20 in Eau Claire County**, which includes University of Wisconsin–Eau Claire, recorded the highest turnout in the county.
- At a **UW–Madison freshman dorm polling site**, more than **500 students voted**, compared to just **44 in 2019** — a **9x increase**.
- Across all 24 colleges we targeted, our campaign helped more than **230,000 students** access nonpartisan, actionable voting information.

This program proved what we’ve seen again and again: when students have access to clear, timely, and specific information, they turn out. By meeting students on their campuses, through the digital and physical channels they trust, we helped drive significant increases in student participation in one of the most high-stakes elections of the year.

The Wisconsin Supreme Court race carried national implications for abortion access, redistricting, and the rules of democracy itself. College media remains a cost-effective, high-impact tactic to ensure young people participate in democracy and make their voices heard.



Rapid Response To Ohio’s August Election

In August 2023, Ohio voters faced a special election they weren’t expecting. Just months earlier, lawmakers had eliminated nearly all August elections. Then, suddenly, one was back on the calendar.

On the ballot: Issue 1, a measure to raise the threshold for future constitutional amendments from a simple majority to 60%. On paper, it looked procedural. In practice, **it had the potential to shape how major policy decisions** would be made going forward.

If the August measure succeeded, abortion rights in Ohio would be on the line.

This surprise August election was a calculated move to catch voters off guard, so we mobilized quickly to deliver timely information. We partnered with **All Voting is Local** to run a rapid-response postcard campaign **targeting 40,000 mid-propensity Black voter households** in Cuyahoga and Franklin counties, two communities whose voices are essential in protecting democracy and advancing civil rights.



We cut through confusion with the basics: **when to vote, where to vote, and what to bring.**

STRATEGY SNAPSHOT

THE OUTCOME

Our postcards mirrored the look of official election mail and arrived just days before the vote, giving voters the credible, vital information they needed. Despite the short notice for this election, Ohio voters made sure their voices were heard:

- **Turnout was historic** for an August election: nearly **700,000 early ballots** were cast, **about 5x higher than in August 2022**.
- The Columbus Dispatch reported: “Tuesday’s 38% turnout represents nearly **double the turnout** of the May 2022 primaries, which had below 21% turnout.”

Ohio voters rejected Issue 1 with 57.11% of the vote, preserving the simple majority threshold for constitutional amendments. That victory directly enabled the success of November’s constitutional amendment protecting abortion access and became a critical turning point in the fight for reproductive rights not just in Ohio but nationwide.

While our experimental analysis showed no statistically significant treatment effect, we know that postcards remain a tactic that scales to reach voters with critical election information. Our postcard program was part of a broader mobilization effort that helped drive record-breaking turnout in an election many voters didn’t even know was happening. In a post-Roe America, this victory demonstrated the power of targeted, rapid-response outreach to ensure voters are shaping the future of their freedoms and our democracy.

Target audience:

40,000

Black voter households in Ohio

Tactic:

Postcards mailed 3–4 days before Election Day

Partner:

All Voting is Local

VoteAmerica.com

1819 Polk Ave #136
San Francisco, CA 94109

Non-Profit
U.S. Postage
PAID
Suburban
Mailing

IMPORTANT VOTING INFORMATION

Reaching Students Through Trusted College Media

After the last-minute special ballot measure election in August, Ohio voters went back to the ballot box in November 2023, to decide on one of the most consequential state ballot measures in the country: **Issue 1, the Right to Make Reproductive Decisions Including Abortion Initiative**. Yes, that's right, both elections had an Issue 1 on the ballot with different but very consequential outcomes. If passed, the November ballot measure would enshrine the right to abortion and other reproductive healthcare into the Ohio Constitution.



OUR STRATEGY

Partnering closely with **OURR (Ohioans United for Reproductive Rights)**, **VoteAmerica** identified **priority campuses** and **executed a month-long, nonpartisan media program** to mobilize young voters across Ohio with essential election information.

College media is one of the most effective turnout strategies for young voters. Unlike traditional broadcast tactics that often miss younger voters, college-owned channels deliver essential election information directly into students’ trusted, daily environments. And a surround sound campaign across college emails, digital screens, posters, newspapers, and transit ads is **impossible to ignore**.

We created 31 days of consistent visibility. Our messaging was entirely nonpartisan, focused on the when, where, and what to bring of voting, while our coalition partners led with the “Vote YES” call to action.

Together we:

- Ran **digital ads and email newsletter** placements
- Deployed priority **out-of-home (OOH)** and transit signage
- Printed and posted **election reminder flyers and signage across campus**
- **Partnered with local coalitions** to ensure cultural and regional relevance

Target audience:
Students on 12 priority Ohio colleges

Channels:
Digital, email, print, posters, out-of-home, transit

Program duration:
31 days

Students reached:
272,052



THE OUTCOME

Through 31 days of sustained, college-based outreach, **we reached more than 270,000 students with clear, nonpartisan information** about when to vote, where to vote, and what to bring. Ohio voters passed Issue 1, adding the right to abortion and other reproductive healthcare to the state constitution. 18–29-year-olds made up 12% of the electorate.

This campaign worked because it was built on what we know moves young voters: visibility, repetition, and relevance. Students who remembered seeing our initiative were significantly more likely to vote. By partnering with OURR, we were able to focus on what we do best: nonpartisan mobilization rooted in behavioral insight and media strategy.

When young voters are equipped with the information they need, they turn out. That’s it. That’s the secret. It works, it scales, and it’s cost effective.



SEEING THE ADS MADE A REAL DIFFERENCE. STUDENTS WHO REMEMBERED OUR OUTREACH WERE MORE LIKELY TO VOTE BY 8 PERCENTAGE POINTS.

BY THE NUMBERS

Ohioans voted
3.96 Million

(44.2% of the voting-age population)

Demographic:
18–29-year-olds
made up 12% of the electorate

Impressions:
85%
of students on campuses we reached recalled seeing our ads

Outcome:
Issue 1 passed
with 56.78% of the vote



2024

In a 2016 national study, 37% of Americans — including 22% of college graduates — didn't know the date of the presidential election. That same year, 41% of eligible voters didn't cast a ballot. These facts are connected.

People don't need to be convinced to vote. They need to know when to vote, where to vote, and what to bring. This is the basis for all of VoteAmerica's voter mobilization programs. From out-of-home (OOH) advertising in densely populated areas, to ads in student newspapers, to our corporate partnerships and election reminders, we prioritize getting voters key election information through trusted channels. We've tested this work for years, and in 2024, we scaled it to reach more than 50 million people.

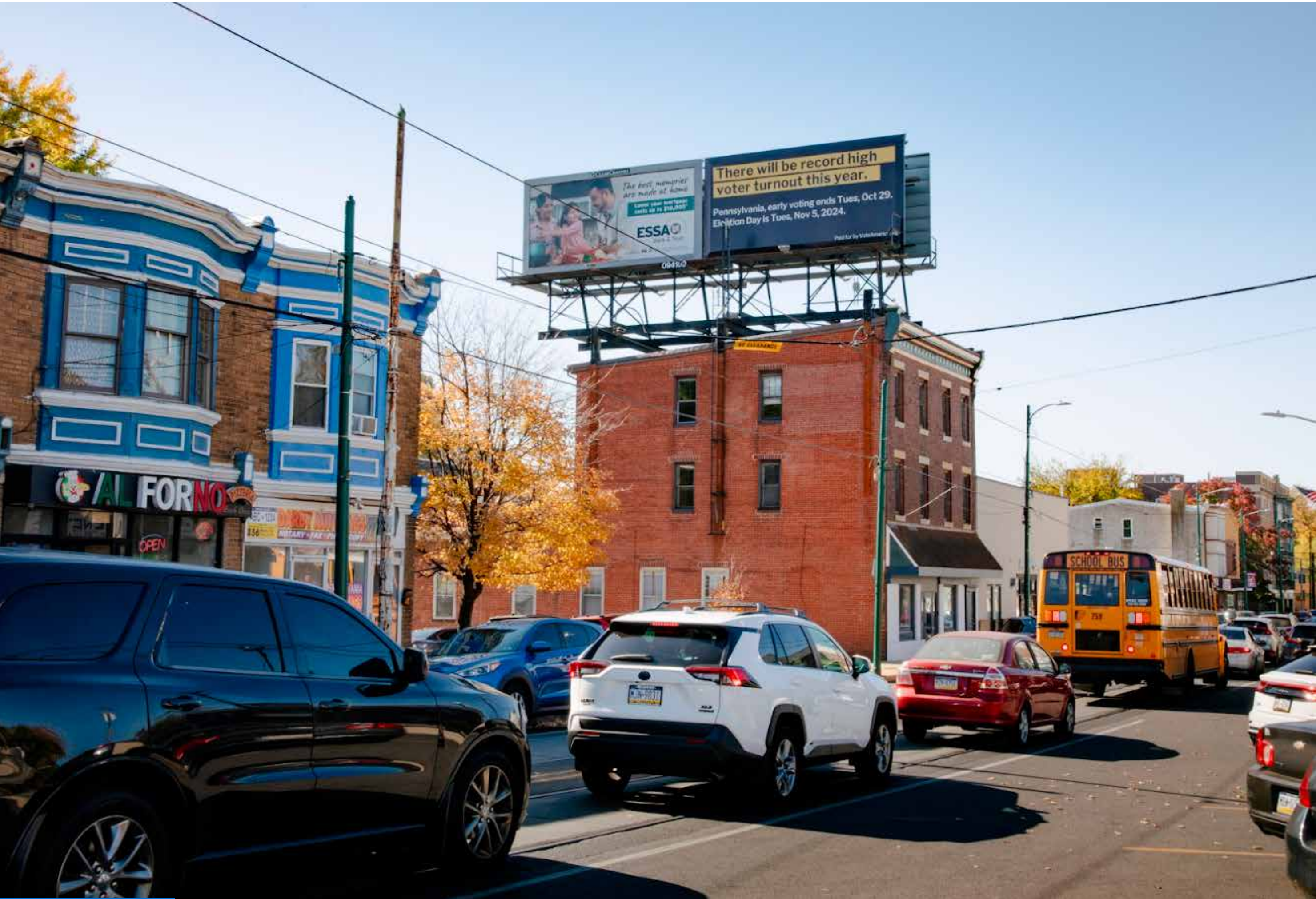


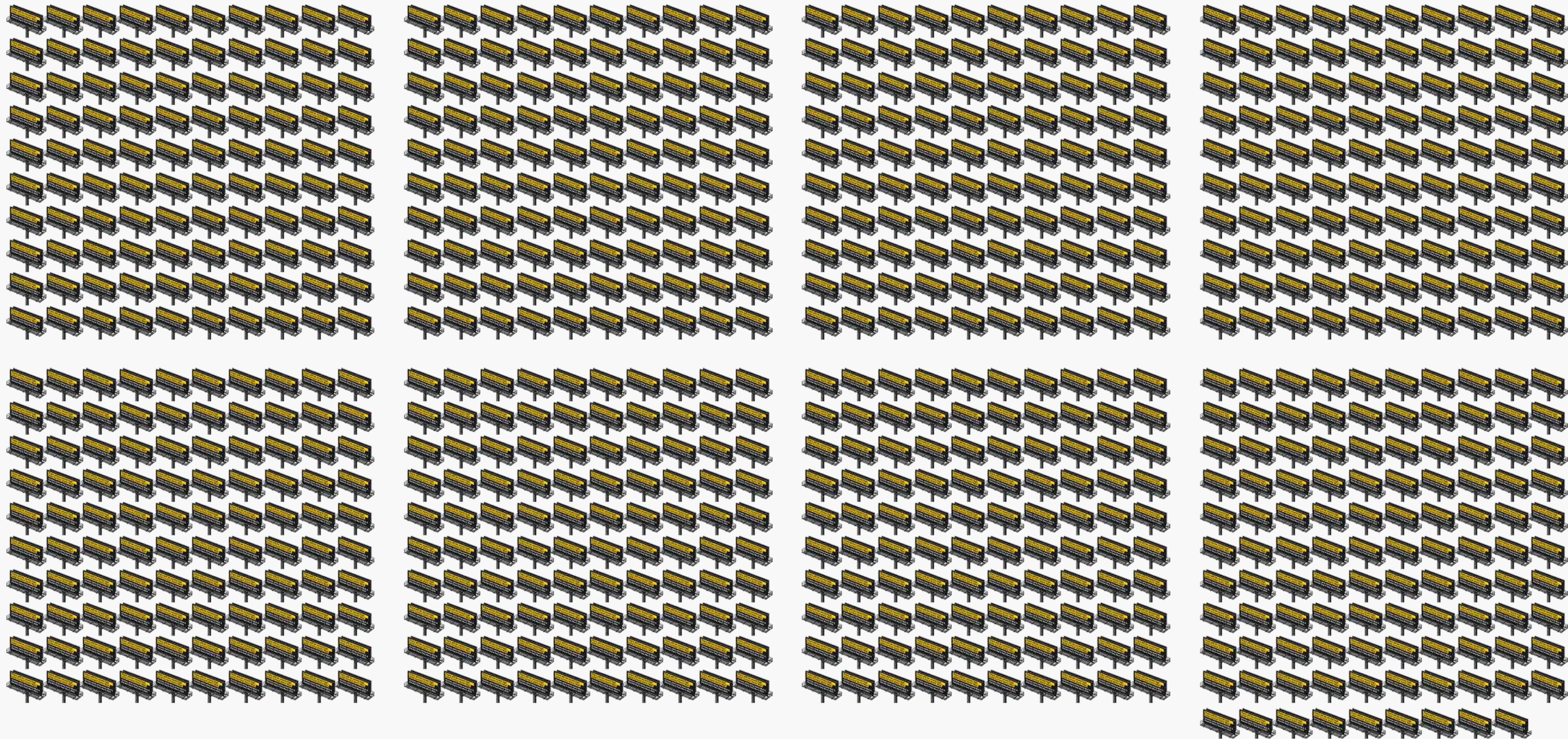
Information At Scale: Why Billboards Matter

Billboards have long been used to suppress votes, intimidating communities with misinformation or threatening legal consequences for participation. VoteAmerica does the opposite. Since 2017, we’ve used OOH media to fight voter suppression with truth and visibility. Billboards are a cost-efficient way to get voters to the polls and counter disinformation at scale.

OOH is simple, scalable, and proven to work. Our programs have shown that this tactic can boost turnout at a fraction of what’s spent on broadcast tv ads. The message is always clear and always focused:

“Election Day is coming. Here’s what to do.”



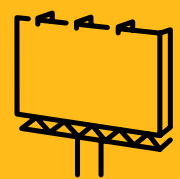
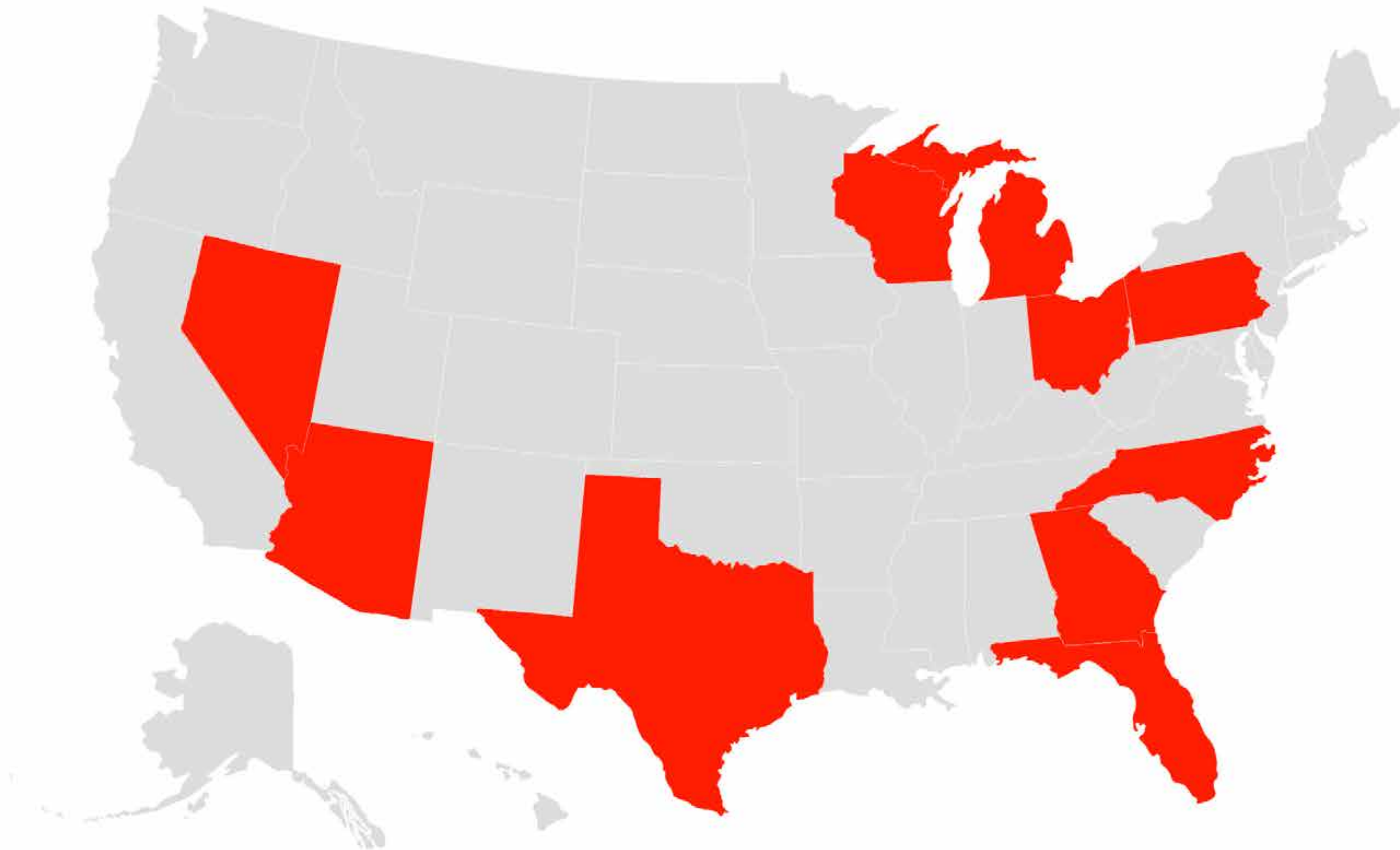


Targeting 10 Key States

In October 2024, we launched one of our largest out-of-home programs to date, spanning **809 billboard placements across 10 key states and 21 media markets**. The goal: ensure voters, especially those often left out of traditional outreach, had reliable, trusted, and unavoidable information about when and how to vote.

We focused on densely populated areas (regions with 3,000+ people per square mile) and prioritized places where more than 50% of registered voters are people of color or more than 25% are unmarried women. These communities represent enormous political power and are often targets of misinformation.

Target states: AZ, FL, GA, MI, NC, NV, OH, PA, TX, WI



Billboards placed:
809 (483 static, 326 digital)



Reach estimate:
50 million people



Campaign duration:
Oct 7–Nov 4, 2024

Message Testing

Before launch, we tested 13 creative concepts with 28,000 participants across the country. Each participant answered three questions:

- 1. What is the date of the 2024 Presidential election?
- 2. How likely are you to vote in the 2024 Presidential election?
- 3. Do you think more people will vote in the 2024 Presidential election than in a typical election?

The winning message wasn’t the flashiest. It was clear:

There will be record high voter turnout this year. Election Day: Tues, Nov 5, 2024.

It looked like something an official government agency might post. That was the point. Voters trusted it and they remembered the date. We tested, found what worked, and put the strategy into action. In states with same day registration (SDR), we doubled down on reminders that voters could register and vote on Election Day. In states without SDR, we emphasized early voting and deadlines.

Our out-of-home campaign ultimately reached an estimated 50 million people across 10 key states. In an election season filled with confusion and disinformation, the clearest, most credible message cut through, helping millions of voters become better informed and ready to vote.

50
Million People

10
Key States



VoteAmerica Action Fund: Spotlight on Georgia

Georgia was a high-priority state in 2024, and a prime target for disinformation. In the months leading up to the election, concerns about voting machines and ballot tampering made headlines and threatened to depress turnout, especially in Atlanta.

With no time for legal challenges or large-scale vote-by-mail outreach, we focused on what worked: trusted resources with the facts and consistent reminders in places voters couldn’t miss. Complementing our national billboard program with Georgia-specific placements, we:

- Launched **GeorgiaBallot.org**, a nonpartisan resource on how to vote
- Added pop-up reminders and linked to partners at **PeachVote.com** for real-time or bilingual support
- Placed **15 digital billboards** in high-visibility locations across 3 key congressional districts in the Atlanta metro area

GeorgiaBallot.org

Find where to voteRequest a mail ballot

ELECTION
DAY IS
TUESDAY, NOV 5, 2024!

Georgia, get ready to vote.

There will be record high voter turnout in this election.

Here's everything you need to know to vote:

Double-check your voter registration

Before you vote, confirm you're registered to vote at your current address. You can check your voter registration [here](#).

Make a plan to vote

You can vote early, by mail, or on Election Day.
1. You can vote early in Georgia between Tuesday, October 15 - Friday, November 1.
2. Any registered voter can request an absentee ballot in Georgia. The last day to sign up to vote by mail is Friday, October 25, 2024.
3. Election Day is Tuesday November 5, 2024.

Voting in person? Find out where to vote

Find your early voting or Election Day polling locations [here](#).

Voting in person? Bring the right ID

Georgia requires ID to vote. Any valid state or federal government issued photo ID, including a free ID card issued by your county registrar's office or the Georgia Department of Driver Services.
1. A Georgia driver's license, even if expired
2. Student ID from a Georgia public college or university
3. Valid employee photo ID from any branch, department, agency, or entity of the U.S. Government, Georgia, or any county, municipality, board, authority or other entity of this state
4. Valid U.S. passport ID
5. Valid U.S. military photo ID containing a photograph of the voter
6. Valid tribal photo ID containing a photograph of the voter
7. A Georgia voter identification card issued at a county registrar's office or Department of Driver Services Office

Vote and double-check your ballot

1. After selecting your candidates on the voting machine or Ballot Marking Device (BMD), take a minute to review your choices on the screen. Make sure your preferred candidates are selected for each race.
2. When you're ready, go ahead and print your ballot. Your printed ballot will show all of your choices, so take your time to carefully check it. Make sure all your selections are correct for each race.
3. If you spot any mistakes, don't worry! Stay at the voting machine or BMD and ask a poll worker for help. They'll work with you to fix any issues, or you can contact the National Election Protection Hotline at 866-OUR-VOTE (866-687-8683).
Remember: This is your final chance to confirm everything before casting your ballot.

Outcome:

Voter turnout in Atlanta was higher in 2024 than in 2020

REACH & RESULTS

This campaign put our research into practice. People don’t need to be convinced to vote. They need to know when to vote, where to vote, and what to bring. Knowing the date of the election is the single biggest predictor of whether someone votes, so we made that information unavoidable.

From GeorgiaBallot.org to 15 high-visibility digital billboards, we delivered simple, actionable messages in trusted places. In a year when confusion and misinformation were running high, this strategy helped protect access to the ballot, and it paid off. Turnout in Atlanta outpaced 2020. That’s the impact of showing up early, clearly, and where it counts. Even in the face of doubt and disinformation, voters showed up.



The Power of College Media

Young people care deeply about the issues on the table in the 2024 election cycle, and they were anything but apathetic about the stakes. The idea that young people don't vote because they don't care is a myth. When young people don't vote, it's because voting is hard, especially for first-time voters or college students who may be navigating out-of-state systems. The research is clear: when young people know when to vote, where to vote, and what to bring — and when that information is delivered through channels they trust, they show up.

College media cuts through the noise. **It's the most effective tactic we've ever used to boost youth turnout in a single election, and we've tested quite a few.** VoteAmerica's college media campaigns have driven turnout boosts between 2 and 8 percentage points, depending on the investment per student. No other tactic comes close.

Why? Because we're reaching young voters through channels they actually engage with and that they trust. **Nearly 70% of students read college news weekly**, and nearly **half say it's their primary news source**. That's why we saturate student environments with high-impact messages across multiple college-owned channels, including:



Campaign duration:
Fall 2024

States:
AZ, MI, NE, NV, NC, PA, WI

Top media types:
Transit, OOH, college websites

Colleges:
127

Students reached:
1,439,806

The Power of College Media

While political groups spend more than \$5 billion on broadcast TV aimed at an audience with a median age of 65, **VoteAmerica** focused on the nation’s 15.4 million college students: a young, diverse, and often overlooked cohort. 80% are under 30, 57% are female, nearly half are people of color.



Full-page print ads in student newspapers



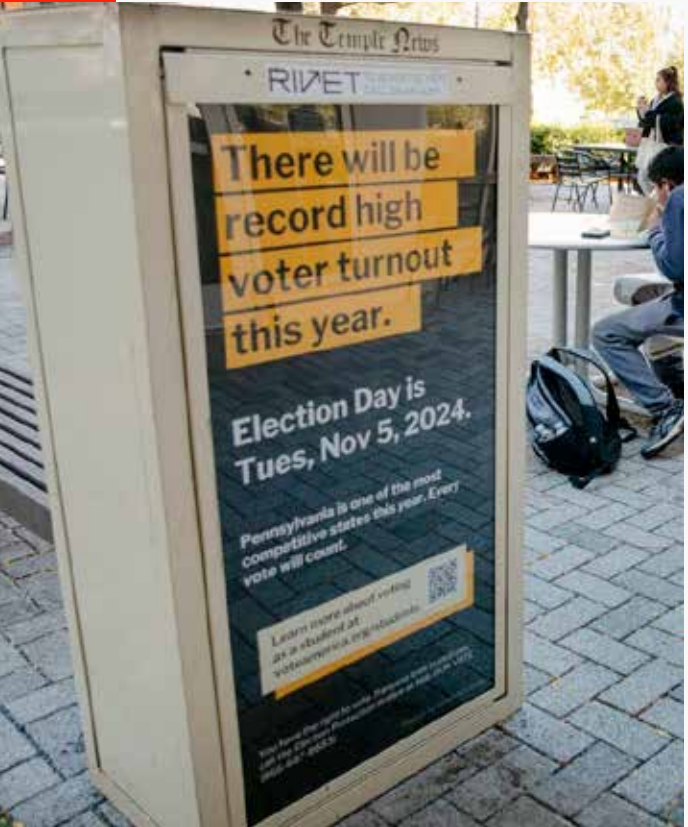
Targeted digital ads on college websites



Transit signage, posters, flyers, and A-frames



College email newsletters and SMS



Out-of-home ads right where students walk, study, and live

WHAT WE DID

Our 2024 college media campaign reached nearly 1.44 million students across 127 campuses in seven states.

VoteAmerica designed a campaign across digital and physical spaces to ensure students understood when to vote, where to vote, what to bring, and who to contact if they needed help.

This was especially crucial for first-time voters and out-of-state students, who often face barriers around registration, logistics, and deadlines. We executed a campaign across 127 campuses across seven states (AZ, MI, NE, NV, NC, PA, and WI), reaching nearly 1.44 million students through high-impact channels like campus transit, out-of-home (OOH) signage, and college websites. We even flew a banner with the date of the election over a Michigan State football game the Saturday before Election Day.

Because our program is battle-tested and our partnerships longstanding, we were able to expand rapidly and right up until the final days before the election, with the last wave of funding arriving at the end of October. You might’ve heard that “late money is dumb money,” but our infrastructure turns late dollars into high-impact deployment, scaling proven tactics like digital ads and SMS outreach into the final stretch and maximizing every dollar. Our long-term goal isn’t to increase turnout once; it’s to increase turnout long term. Research shows that young people who vote in 3 consecutive elections are far more likely to become a habitual voter. That’s why we prioritize colleges where students are eligible to vote in the greatest number of competitive races up and down the ballot.

We know this tactic works: college media is the most effective turnout tool we’ve ever used, consistently delivering a 2 to 8 percentage point boost.

Top 5 Colleges:



These campuses are not only large. They sit in competitive districts where student turnout moves elections.

Why Leading Brands Choose VoteAmerica

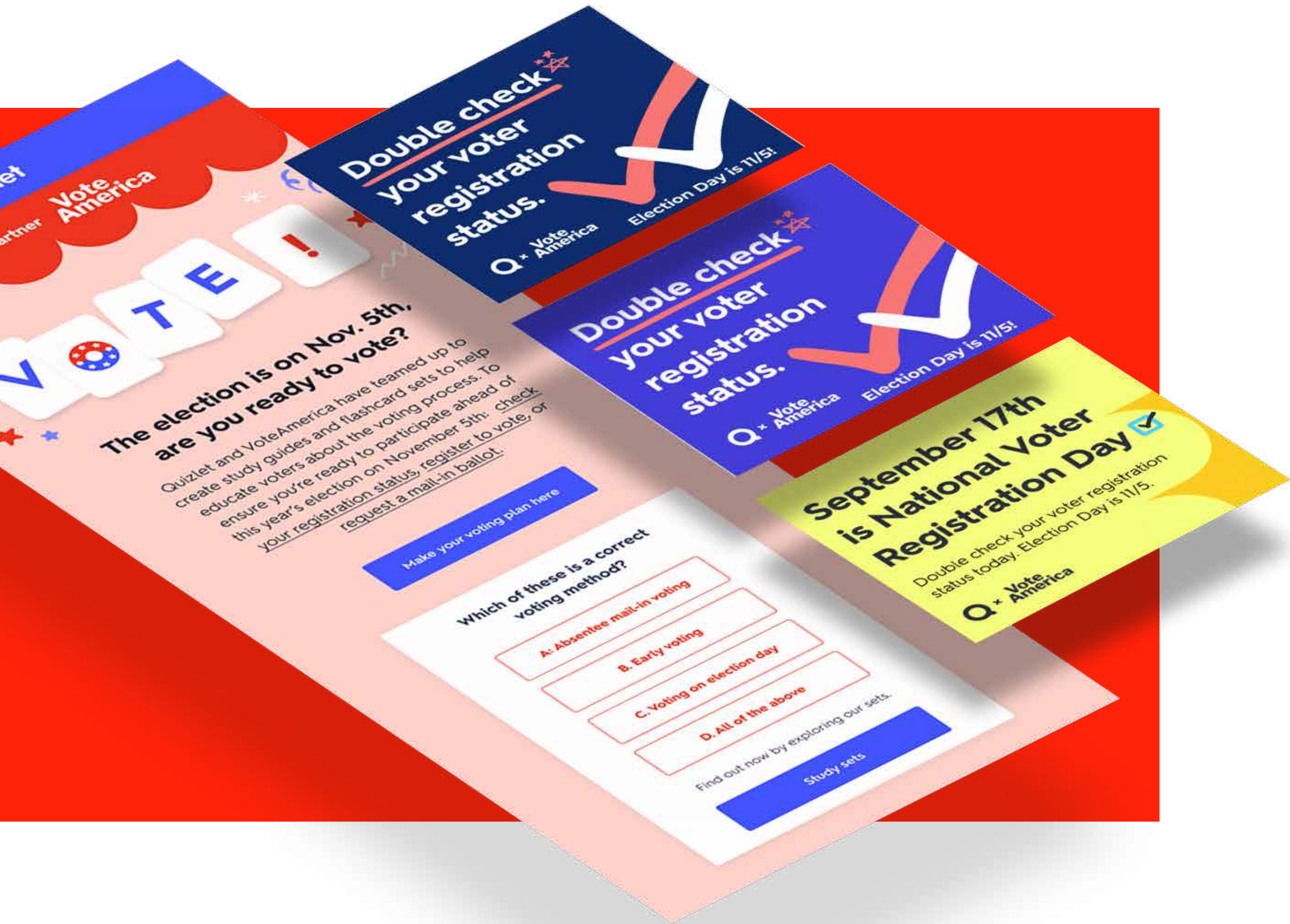
In 2024, VoteAmerica joined forces with 24 brands, community organizations, and even with a global pop icon to activate new audiences and mobilize millions more voters. We prioritized partners with broad reach and trusted relationships, whether that meant students studying on Quizlet, employees at Farmers Insurance, NBA fans, or the 124 million young people watching Billie Eilish’s Instagram stories.

Every partnership was powered by **VoteAmerica’s best-in-class civic tech** — ADA-accessible tools that make it easy for people to check their registration, request a ballot, or look up Election Day information. Email campaigns, display ads, social content, employee engagement, and voter education events all flowed through our technology, driving exponential reach at a fraction of the cost.

In 2024, collaborations with VoteAmerica drove 61,960 voter registration verifications, accounting for 65% of all actions taken in 2024. Turns out, the Verify tool often drives higher engagement than a register to vote call to action because checking your registration feels like a quick, low-effort double check.

When our tools appear in places voters already trust, participation becomes easier, faster, and more cost-effective. A single partner integration can reach millions of people at a fraction of the cost of stand-alone campaigns.





Quizlet

Quizlet is one of the most widely used study platforms in America — half of all college students and two-thirds of high school students use it monthly for digital flashcards, games, and interactive quizzes. That made it an ideal partner for reaching young, first-time voters.

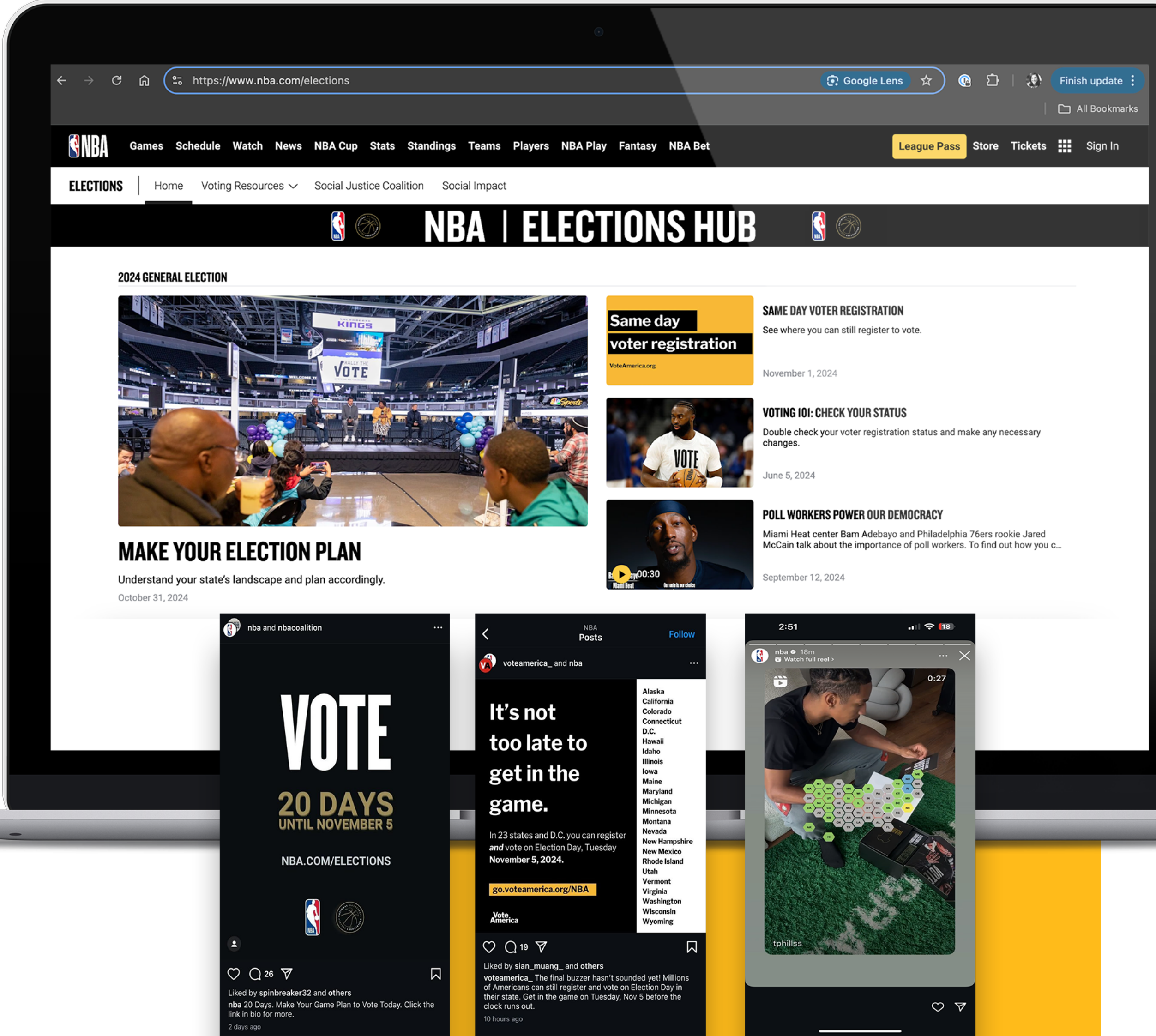
Together, we created accessible, student-friendly content, including election study guides, in-platform ads, and social posts in Quizlet’s trusted tone and style.

The result: over 30,000 young voters visited VoteAmerica.org from Quizlet’s channels, and nearly half used our Verify tool to check their registration.



The NBA has a long-standing commitment to civic engagement. In 2024, we teamed up to ensure that millions of fans received clear, actionable information about same day registration (SDR), a critical but often overlooked option for eligible voters.

- The week of the election, VoteAmerica’s SDR messaging was featured front and center on the NBA’s Election Hub.
- On social media, the NBA and its Social Justice Coalition partnered with VoteAmerica to spotlight our SDR map, helping fans understand how and where they could still register and vote.
- Our joint Instagram post received 1.5 million views and our SDR content was shared with 90.5 million Instagram followers.





Daily Harvest, a popular plant-based meal delivery service, is rooted in values of wellness, sustainability, and community, making them a natural partner in the movement for civic participation.

Through email campaigns, social media, and an innovative incentive (a discount code for anyone who used VoteAmerica’s tools), our partnership with Daily Harvest made civic action simple and rewarding. Between National Voter Registration Day and Election Day, users took over 1,200 actions, and 66% used our Verify tool. In total, more than 481,000 voters received a Daily Harvest code as a thank-you.

“

VoteAmerica is playing a crucial role by empowering citizens to participate fully in the democratic process. Daily Harvest is proud to partner with them to drive voter participation and mobilization. Their tools make it easy for people to get essential resources for voter registration, education, and engagement so that every eligible voter can make their voice heard and help shape the future of our country and their communities.”

Andrew Noyes, VP Communications & Corporate Affairs, Daily Harvest

BILLIE EILISH

In 2024, VoteAmerica partnered with nine-time Grammy winner and global music icon Billie Eilish to turn cultural influence into civic action. With 124 million Instagram followers — many of them young, first-time voters — Billie was a natural fit to amplify critical election messaging.

Across a two-part Instagram Story campaign, Billie, with her brother and collaborator Finneas, encouraged fans to make a voting plan and spotlighting same day registration. Their posts drove 72,000 visitors to VoteAmerica.org, including 25,000 to our SDR page. More than 6,000 people took direct action as a result of this partnership.



VoteAmericaPlus (Civic Tech)

VoteAmerica’s civic technology is the most trusted, most scalable voter mobilization tech stack in the country. It’s used by millions of individuals and hundreds of organizations to help Americans register to vote, request their ballots by mail, vote on Election Day, and more. Once a user takes any action, they’re also opted into ongoing, nonpartisan election reminders by SMS and email. And it’s entirely plug-and-play.

VoteAmerica’s technology platform, **VoteAmericaPlus**, powers the civic infrastructure behind our programs, along with hundreds of partners who want to provide the same simple, accessible, and nonpartisan experience for their members and audiences. These tools are the frontline engines of engagement, embedded directly into partner websites, social content, email campaigns, and more.

VoteAmericaPlus underpins the voter engagement work of a broad and diverse network of organizations, including national organizations like the League of Conservation Voters, Everytown for Gun Safety, and Feel Good Action. In 2024, we also powered the civic engagement work of many independent media outlets including AFRO American Newspapers, the Minnesota Spokesman-Recorder, and the Atlanta Voice.

In 2023–2024, voters took over **2 million actions** through VoteAmericaPlus, with **nearly 50% driven by our partner network**. Our most popular tool, **Verify**, accounted for over **1 million registration checks**, a clear signal that making the voting process easier drives meaningful civic behavior.

BUILDING BETTER TOOLS FOR 2024 AND BEYOND

VoteAmericaPlus is continually evolving. Recent enhancements include:

- **A redesigned customer portal**
- **An Upcoming Elections tool**
- **FutureVoter pre-registration for 15–17-year-olds**
- **Fully-integrated Permanent Absentee Voting in the 9 states where available**
- **Renewed SOC 2 and HIPAA certifications for safety and privacy**
- **Smarter email cadences for vote-by-mail follow-through**

The Tools Behind The Turnout

VoteAmericaPlus offers a suite of nonpartisan, user-friendly tools designed to remove barriers and make voting easier. Here’s what VoteAmericaPlus makes possible:

- Verify**
Check your registration status using data from TargetSmart, helping voters avoid being caught off guard by voter purges or outdated info.
- Verify Check** your registration status using data from TargetSmart, helping voters avoid being caught off guard by voter purges or outdated info.
- Absentee**
Request a vote-by-mail ballot using e-sign, fax, or printable forms in all 50 states and DC.

- Pre-registration**
Supports 15–17-year-olds in states where pre-registration is allowed, ensuring they’re ready to vote when they turn 18.
- Permanent absentee voting (PAV)**
Sign up once to automatically receive a ballot by mail for every election. Available in 9 states.
- Pledge**
Make a commitment to vote in the next election.

- Locate**
Find nearby polling places, early voting centers, and ballot drop boxes with data from Google’s Civic API.
- Reminders**
Get email and SMS reminders for key deadlines and election dates, automatically activated when using any other tool or as a standalone opt-in.
- Calendar**
Look up your next election, see what’s on your ballot, and add key dates directly to your personal calendar.

Spotlight: Permanent Absentee Voting (PAV)

Registering to vote is just the first step in the civic engagement process. Our goal is to get registered voters to the polls, and nothing drives turnout like receiving a ballot in the mail. Permanent absentee voting (PAV) is available to 46 million voters in nine states and can boost participation by **9–13 percentage points**. Yet too many eligible voters don’t even know it’s an option.

In 2024, VoteAmerica enhanced our Absentee workflow to support PAV in all nine states where it’s available (AZ, IL, MD, MI, MN, MT, NJ, NM, and VA). This was a strategic investment in long-term impact: once voters enroll, they receive a ballot automatically for every future election, turning one sign-up into a lasting habit.

Our analysis showed the power of this approach. In states like Montana and Arizona, voters who enrolled in PAV were **13 percentage points more likely to vote**, even after controlling for demographics and voting history. By building systems that make voting habitual — and partnering with trusted local organizations to help voters return their ballots — we’re proving that smart, scalable design leads to measurable results. Going forward, we’ll continue investing in PAV and building dedicated programs to help even more voters cast their ballots with confidence.

Sign up for permanent absentee voting

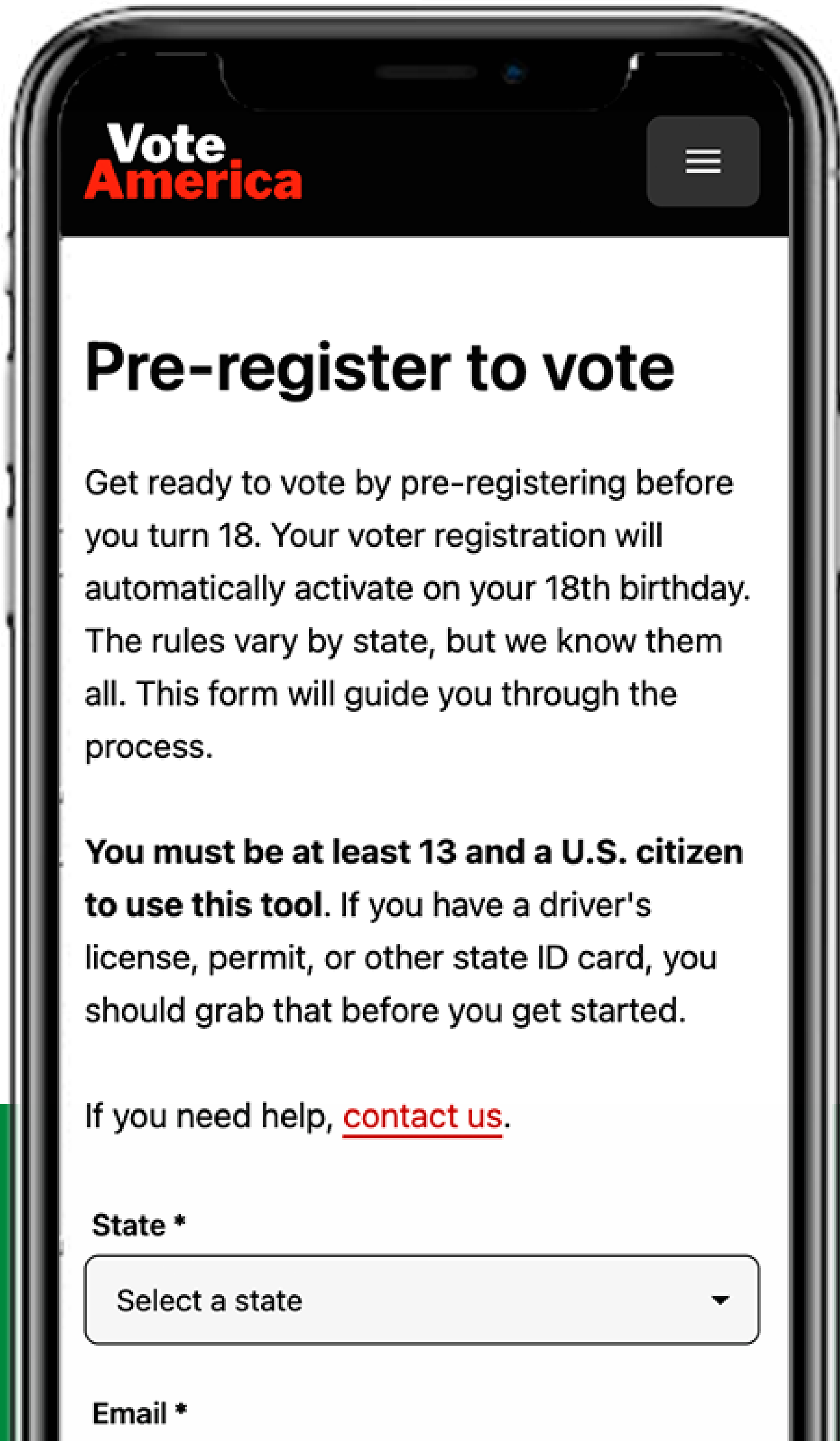
With permanent absentee voting, you can sign up once to receive a ballot in the mail every election for at least the next 4 years.

Nine states offer permanent absentee voting: **Arizona, Illinois, Maryland, Michigan, Minnesota, Montana, New Jersey, New Mexico, and Virginia.**

If your state doesn't have permanent absentee voting, you can still [request a one-time absentee ballot](#).

First name *

Last name *



Spotlight: Pre-Registration

Launched through our **FutureVoter.com** initiative, VoteAmerica’s pre-registration tool helps 15–17-year-olds get ready to vote before they’re eligible. The tool walks young people through their state’s requirements and automatically follows up when they turn 18 with a personalized text confirming they’re ready to cast their first ballot.

This early engagement matters. **Voter turnout among 18–24-year-olds is consistently the lowest of any age group, but the most effective way to change that is to reach them before they turn 18, not after.** Voting is habit-forming: research shows that young people who vote in their first three elections are far more likely to become lifelong voters.

That’s why we’re investing in tools and initiatives that make voting a natural next step in a young person’s life. Through permanent platform integrations, we can meet future voters where they already are — like applying to college or opening a bank account — and keep them engaged year after year.

VoteAmerica will expand this work, investing more heavily in these tools, building new programs around them, and using what we’ve learned to bring even more first-time voters into the process early.

Spotlight: Election Reminders

People don't need to be convinced to vote. They need to know when to vote, where to vote, and what to bring. VoteAmericaPlus gives voters the information they need through our election reminders program. Timely, targeted reminders are a cornerstone of our civic tech strategy, ensuring that tools like Verify, Absentee, and Locate are paired with nudges that actually get voters to the polls.



WHAT WE DID

Built on research showing that well-timed SMS messages boost turnout by 0.68 percentage points, our election reminders program gives voters vital information at the right moment. From October 5 to November 4, 2024, **we sent 2.3 million election reminder text messages to 1.45 million subscribers** across all 50 states who opted in through our tools and partner platforms. These texts included voter registration deadline reminders, ballot request and return guidance, early voting details, and Election Day polling location information when available.

We tested two motivational strategies: social pressure vs. FOMO (fear of missing out) across 770,000 recipients. Social pressure is a popular messaging strategy used by many in the voter turnout space, highlighting that while who you vote for is private, whether a person votes is public record. On the other hand, FOMO messaging creates a positive social norm and sense of urgency to encourage voters to cast a ballot. Ultimately, our test showed the social pressure message drove slightly higher turnout, though the difference wasn't statistically significant.

Movers are more likely to be renters, lower income, and in their twenties, a demographic that relocates frequently, averaging 7 moves during that decade alone.

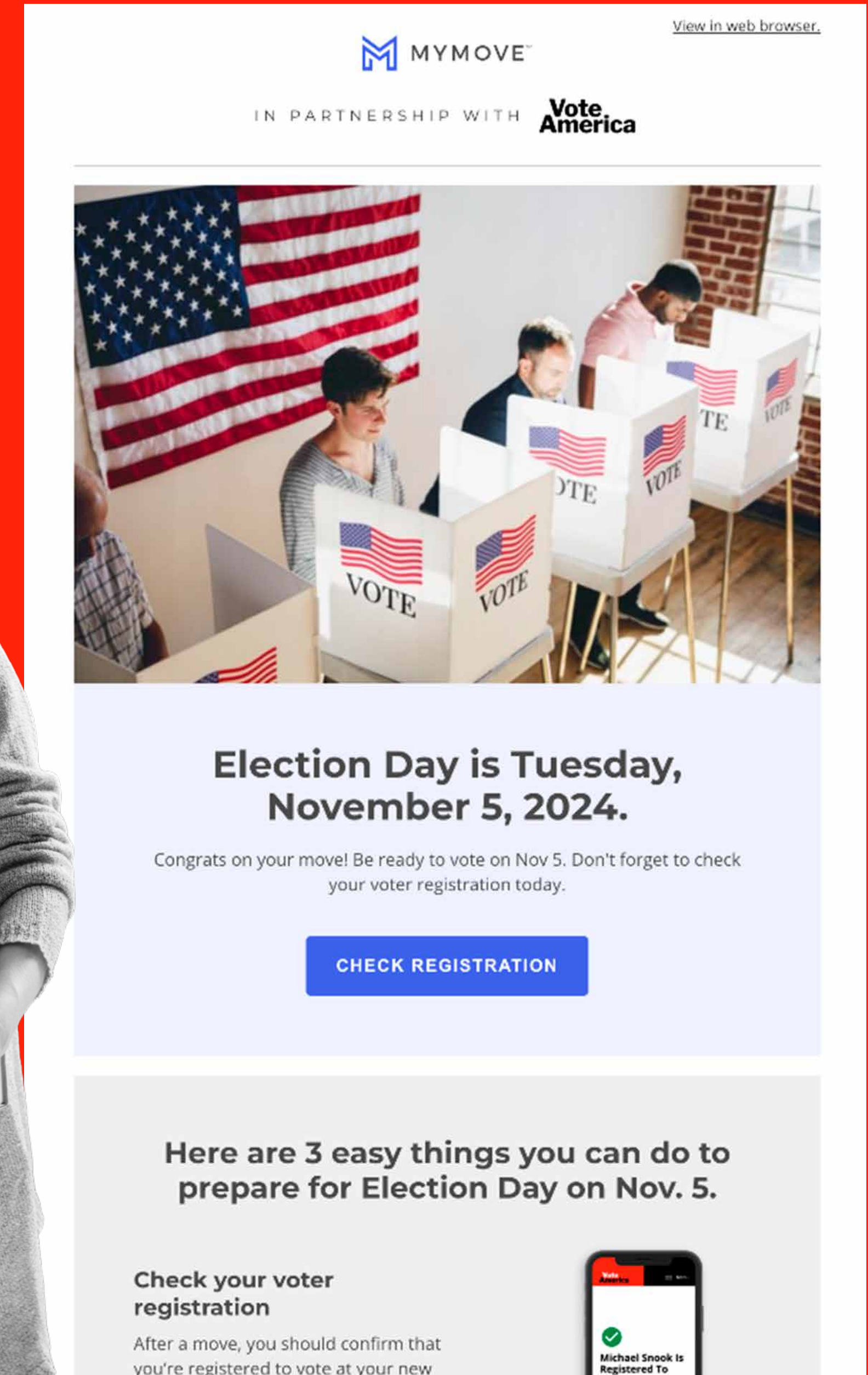
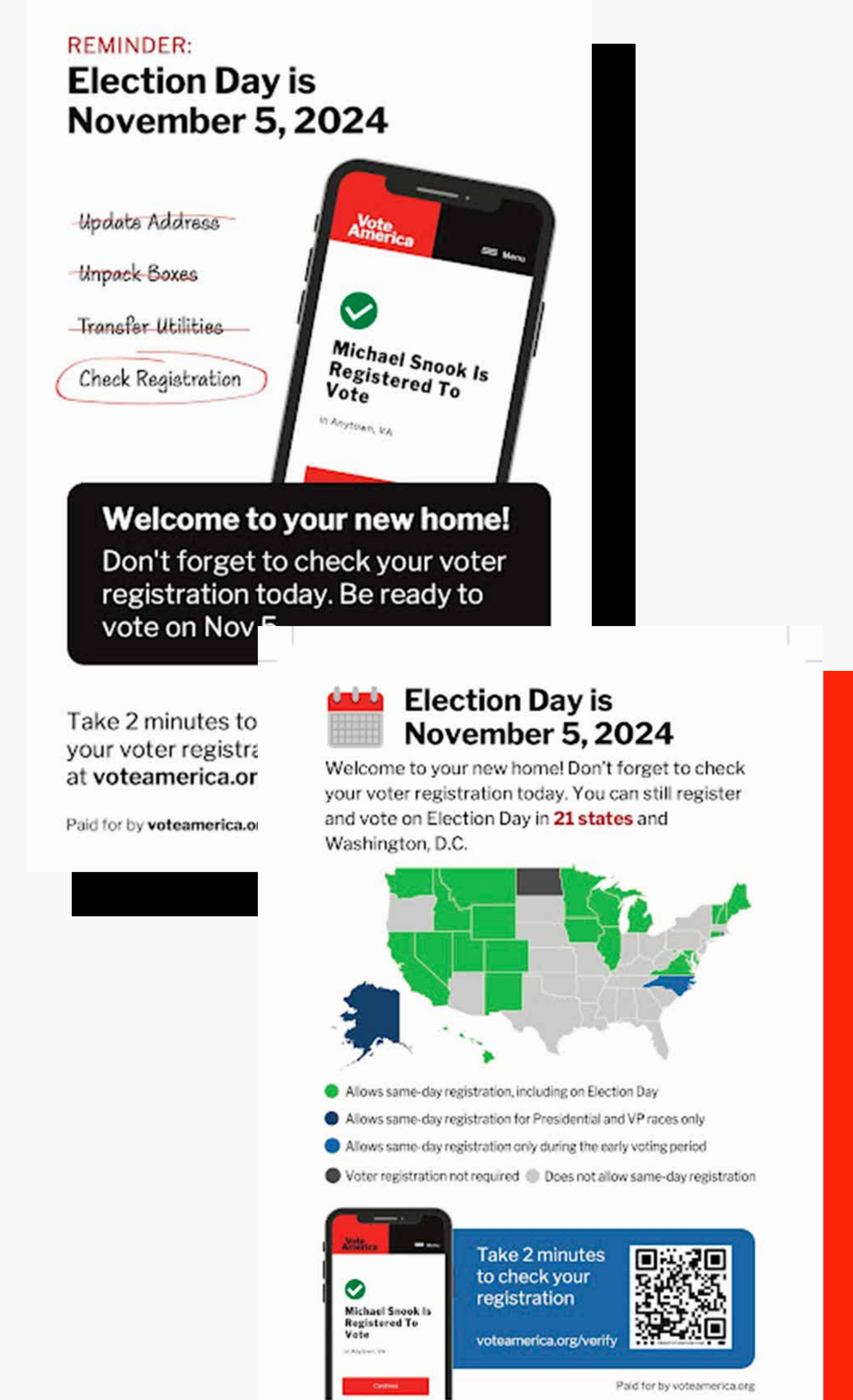


Figure 1. Schematic representation of the experimental design. The subjects were divided into two groups: the control group and the experimental group. The control group received a standard diet, while the experimental group received a diet supplemented with 0.5% of the active ingredient. The subjects were then subjected to a series of tests, including a baseline test, a test with the active ingredient, and a test with a placebo. The results of the tests were then compared between the two groups.

Election Day is



Party To The Polls

In the final weeks before the 2024 election, VoteAmerica partnered with the Party to the Polls Purple Tour, a nonpartisan initiative designed to boost youth voter turnout by meeting young people at the intersection of joy and civic action.


Organized by Daybreaker and the Civic Responsibility Project, the Purple Tour brought music, movement, and celebration to polling places across the country. From Madison to Miami, free concerts featuring artists like Yung Gravy, Lil Jon, and Cordae drew thousands of young attendees, and then marched them straight to the polls. **One of the most memorable events in Madison drew 750 people, with 400 voting on the spot.**

Behind the scenes, VoteAmerica mobilized quickly. Within 24 hours of joining the social impact agency Impactual to support the campaign, we launched a rapid-fire SMS program to mobilize voters to join the events. Our strategy included sending recruitment text messages to young, low-propensity voters, inviting them to their local Purple Tour events, followed by GOTV reminders to anyone who RSVPd. Our plan involved three waves of outreach (72, 24, and 3 hours before each event), designed to build momentum and drive turnout.

Programs like Party to the Polls can support voter turnout, especially when events provide clarity around when to vote, where to vote, and what to bring.

Over the course of the campaign (Oct 18–Nov 4), we:

- Sent more than 1.8 million text messages
- Reached 659,162 low-propensity voters under 45
- Targeted 19 cities in 9 key states

Victor Shi 
@Victorshi2020

Holy cow. This is University of Wisconsin, Madison, where hundreds of young people are marching to polls with Yung Gravy, a hugely popular rapper among young people. This is huge. Gen Z are alright & turning out like never before. Amazing.



From Ben Wikler 

2:44 PM · Oct 23, 2024 · 4.1M Views

11.4K Reposts 389 Quotes 72.8K Likes 1,216 Bookmarks

Voterbowl: Testing Incentives

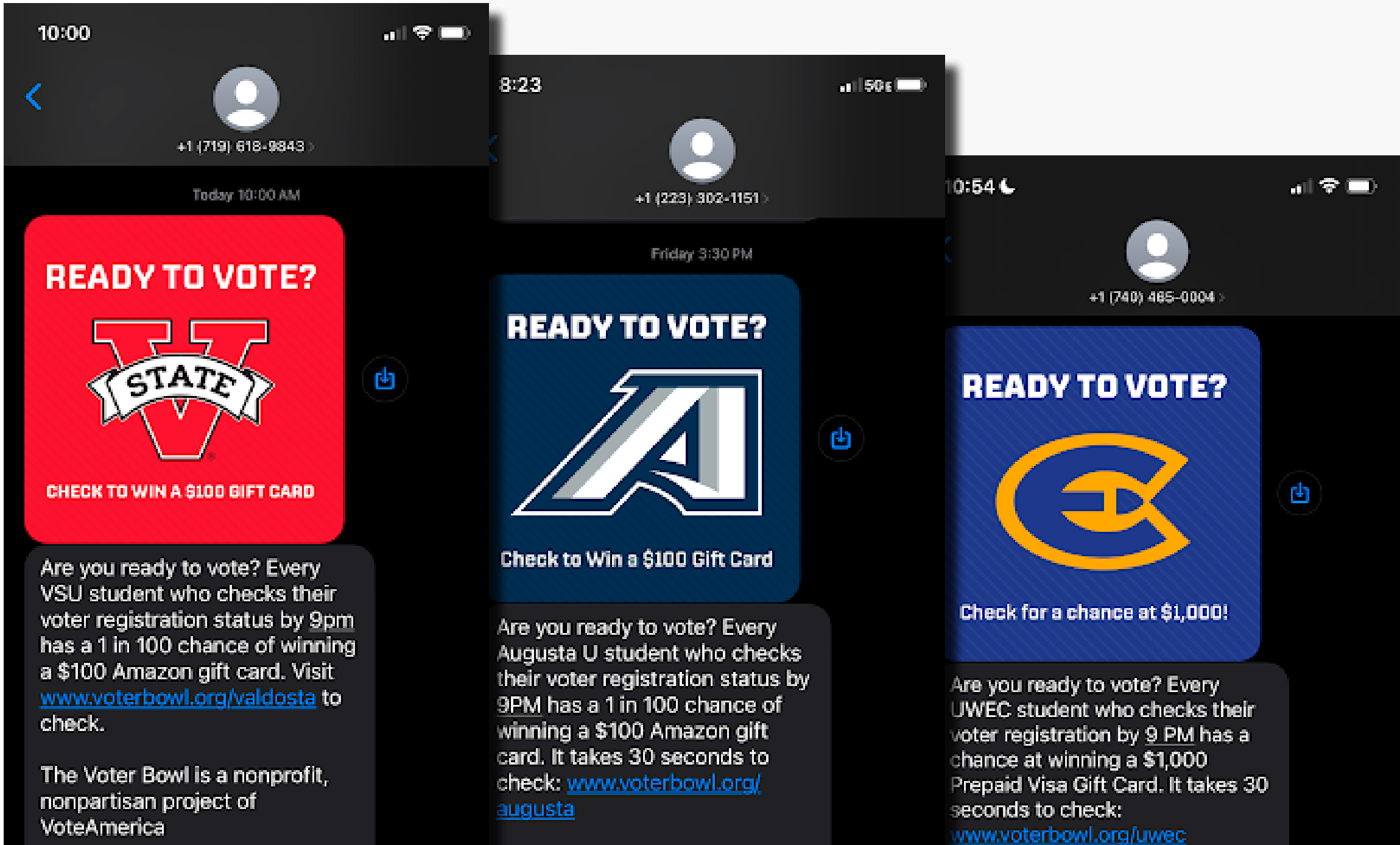
Do contests and giveaways motivate young people to check their voter registration? That’s the question VoteAmerica set out to answer through a pilot initiative called Voterbowl. Partnering with tech-for-good innovators Front Seat, we designed a series of SMS outreach tests across six universities to better understand the impact of financial and non-financial incentives on voter engagement.

Over the course of four testing rounds in spring 2024, we messaged 10,000 college students and offered a range of prizes (from \$5 Amazon gift cards to \$1,000 sweepstakes entries) in exchange for verifying their voter registration status. While the program didn’t produce higher completion rates than our standard outreach, it generated important insights for future efforts.

At VoteAmerica, we test because learning what doesn’t work is just as important as learning what does. Voterbowl shaped our understanding of incentive-based mobilization and the nuances of this tactic. Those insights will strengthen the evidence base of our work, and the broader sector’s.

WHAT WE LEARNED

- Modest, guaranteed incentives (\$5 gift cards) drove the strongest response rates
- Sweepstakes-style offers were less effective
- Timing matters — running the tests close to final exams likely impacted engagement
- Incentive-based strategies are not the most cost-effective way to reach young voters at scale



VoteAmerica Research Center

At VoteAmerica, we don’t do anything we can’t measure. Every tactic, from billboards to nationwide SMS, is tracked, analyzed, and evaluated for real-world impact. Over the years, we’ve produced hundreds of pages of evaluation write-ups, helping us refine our own work and elevate standards across the entire voter engagement field.

In 2023 we took the commitment further and launched the [VoteAmerica Research Center](#), an initiative designed to make evidence-based mobilization the norm rather than the exception.

In 2023–2024, we also launched the VoteAmerica Democracy Fellowship, designed to make significant progress on long-term, comprehensive solutions to protect and strengthen American democracy. Fellows are academic scholars who study democracy in depth and work directly with our team to create actionable roadmaps we can execute in the field.

Our first fellow, Professor Scott Minkoff of SUNY New Paltz, was a natural fit. We’ve partnered with Prof. Minkoff for years on program evaluations, and in 2023 he was able to dedicate an entire academic year to voter turnout research. His fellowship focused on two of the most impactful structural reforms in the country: universal vote by mail (UVBM) and permanent absentee Voting (PAV). Both reduce friction by bringing the polling place to the voter.

In universal vote by mail (UVBM) states, all registered voters are sent a ballot in the mail without needing to proactively request one. In permanent absentee voting (PAV) states, voters can sign up once to receive ballots in the mail for all subsequent elections.

[Prof. Minkoff found](#) that, in 2020, turnout in UVBM states was **0.6 percentage points higher** than turnout in battleground states, where battleground states are defined as those where partisan groups spent at least \$90 million on broadcast TV. Turnout in UVBM states was higher across all age cohorts. Notably, turnout among younger voters (18 to 24) in UVBM states was about **3.7 percentage points higher** than in battleground states.

When we talk about voter mobilization, we often mean external interventions that make someone more likely to vote. But some of the strongest turnout gains come from the government itself. Automatic mail voting — whether universal (UVBM) or permanent absentee (PAV) — brings the polls to the people and produces turnout lifts far beyond what standard outreach can achieve.

While UVBM can’t be directly tested within states, and PAV effects are partly influenced by already-engaged voters opting in, the evidence is clear: receiving a ballot automatically is a powerful mobilization tool. The ballot itself becomes the intervention — and an enduring one. Expanding UVBM or PAV requires policy change, but in states that already offer PAV, the next challenge is adoption. Many eligible voters don’t even know these systems exist.

That’s why our civic tech and outreach programs now integrate PAV enrollment wherever possible. Encouraging voters to opt in will require traditional outreach tactics, but once a voter signs up, they continue receiving ballots for every future election — often for years — without additional outreach.

Spotlight: Arizona & Montana PAV

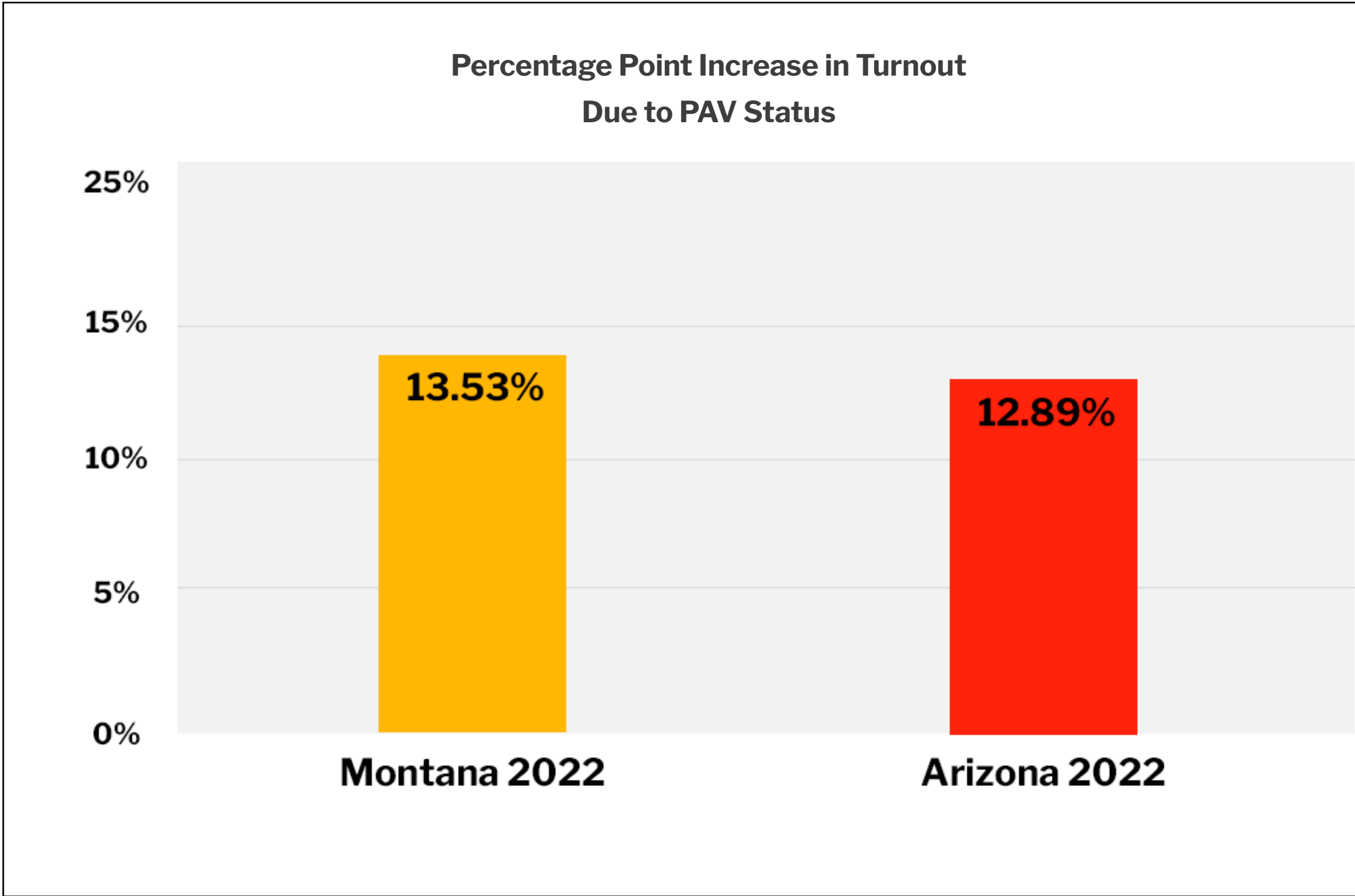
People don’t need to be convinced to vote. They need to know when to vote, where to vote, and what to bring. VoteAmericaPlus gives voters the information they need through our election reminders program. Timely, targeted reminders are a cornerstone of our civic tech strategy, ensuring that tools like Verify, Absentee, and Locate are paired with nudges that actually get voters to the polls.

Permanent absentee voting (PAV) allows voters to sign up once to receive ballots for all future elections. The system reduces friction, builds habitual voting, and ensures ballots reach voters without requiring repeated requests.

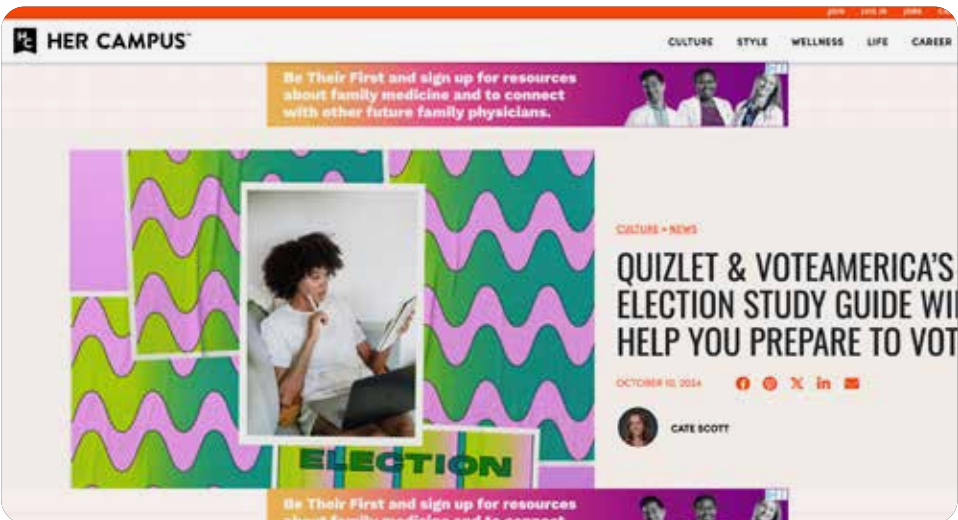
Prof. Minkoff’s analysis found especially striking results in Arizona and Montana, where adoption rates were high:

- In Arizona, PAV turnout was 30 percentage points higher than for non-PAV voters.
- Regression analysis showed that PAV boosted turnout by 13.5 points in Montana and 12.9 in Arizona during the 2022 elections.

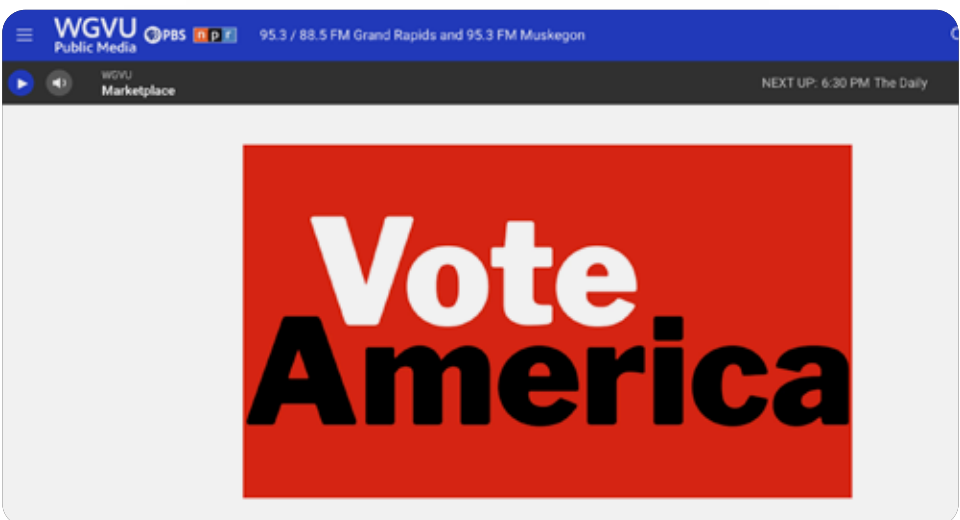
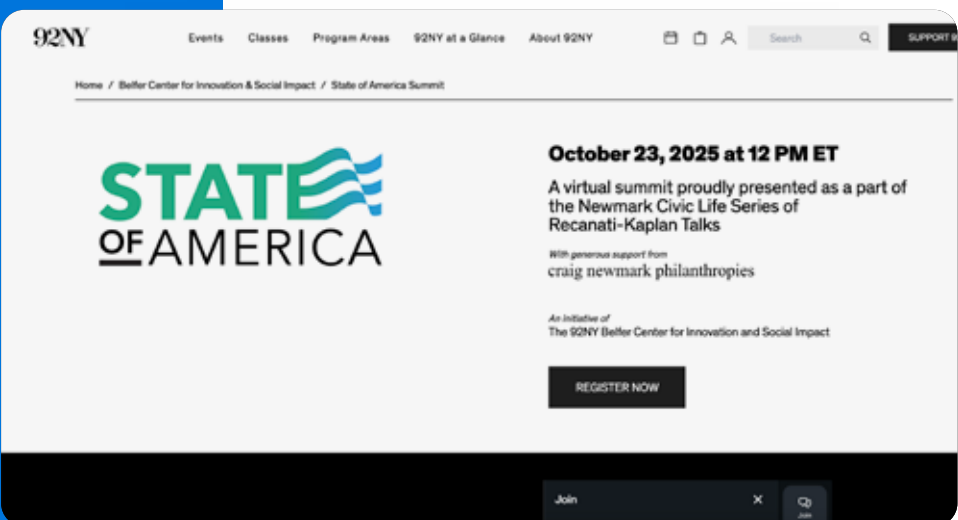
These long-term gains outperformed any other tactic we’ve measured, suggesting that investing in PAV is one of the most impactful structural reforms for sustained voter participation.



VoteAmerica Press Coverage



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Our Team

Debra Cleaver *Founder & CEO*

Debra Cleaver has been working at the intersection of technology and democracy since 2004. She is the founder of VoteAmerica, Vote.org, ElectionDay.org, FutureVoter.com, and Long Distance Voter.

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Director of VoteAmericaPlus

Brenna Cully
Director of Mobilization

Callie Buruchara ^C
Software Engineer

Colette Kessler ^C
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Daniela Dusk
Jr Software Engineer

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Director of Partnerships

Emma Kraus
Program & Operations Manager

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Heather Gardner-Madres ^C
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Data Engineer

Kim Springston ^C
Researcher

Marianne Dhenin ^C
Researcher

Nancy Mandowa ^C
Researcher

Rebecca Coffman
Fractional CFO

Dr. Scott Minkoff
Democracy Fellow & Academic Advisor

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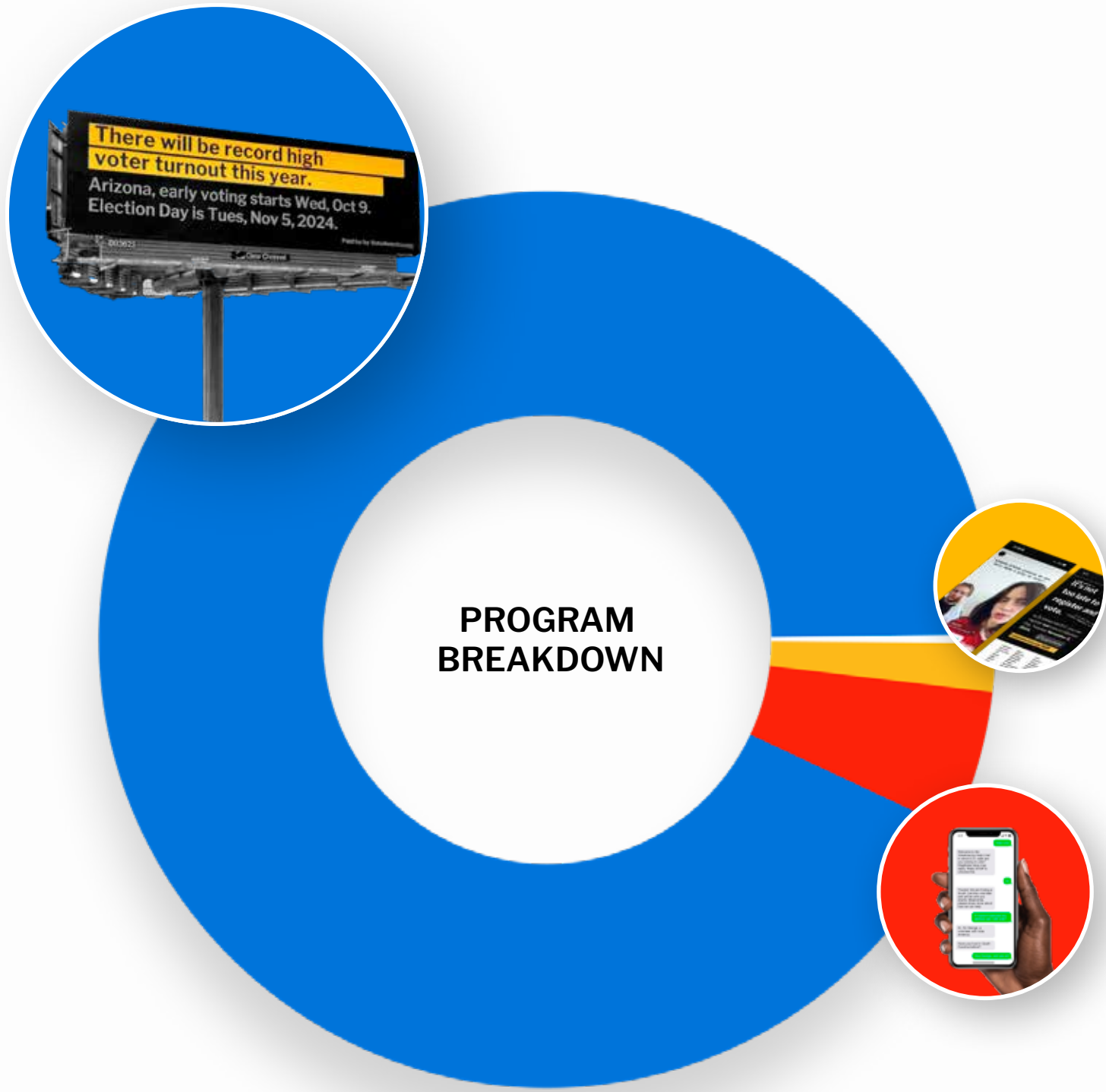
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| | | |
|-------------|------------------|--------|
| <div></div> | GOTV | 92.99% |
| <div></div> | Civic Technology | 5.07% |
| <div></div> | Partnerships | 1.74% |
| <div></div> | Other | 0.19% |

Contributions & Spending

REVENUE

| | |
|---------------------|--------------|
| Total Contributions | \$11,483,621 |
|---------------------|--------------|

EXPENSES

| | |
|-------------------|-------------|
| Admin Total | \$241,318 |
| Fundraising Total | \$413,015 |
| Program Total | \$9,207,754 |
| | \$9,862,087 |

PROGRAM BREAKDOWN

| | |
|------------------|-------------|
| GOTV | \$8,562,957 |
| Civic Technology | \$466,874 |
| Partnerships | \$160,612 |
| Other | \$17,311 |

LEARN MORE: <https://about.voteamerica.org/financials>

The Work Ahead

The enormous challenges of the past two years confirmed what our research has shown for years: when people have access to clear, trusted election information, they are more likely to participate.

From Wisconsin to Ohio to Georgia, we met voters on their campuses, in their communities, on the platforms they trust, and via the billboards they pass every day. Because of that work, millions were able to cast their ballots with confidence. I am deeply grateful to our partners, supporters, and the entire VoteAmerica community who made this work possible.

However, the lessons of this cycle are clear: Cycle-specific interventions move numbers in the moment, but they cannot solve chronic problems. We cannot sustain a democracy where every election is framed as the most important of our lifetime.

The road ahead demands bigger thinking and longer horizons. It requires continued innovation, careful measurement, and a commitment to sharing what works. Most of all, it requires sustained investment in long term interventions that will create lifelong voters.

VoteAmerica is committed to strengthening the health of our democracy. This is generational work.

With your partnership, we can continue building a democracy strong enough to withstand whatever comes next.

With gratitude,



Debra Cleaver Founder & CEO, VoteAmerica



Vote
America