

# 2020

# Vote America

2020 ANNUAL REPORT



# Table of Contents

<b>LETTER FROM OUR FOUNDER</b>	<b>4</b>
<b>BY THE NUMBERS</b>	<b>6</b>
<b>THE 2020 VISION</b>	<b>8</b>
<b>OUR TRACK RECORD</b>	<b>10</b>
<b>SCALE WHAT WORKS</b>	<b>12</b>
Peer-To-Peer Texting	14
Billboards	16
College Students	20
Social Media Influencers	22
The Toolset	24
<b>TARGET WITH DATA</b>	<b>26</b>
Mapping Competitive Districts	28
Georgia Runoff	30
<b>BUILD FOR THE FUTURE</b>	<b>32</b>
Helpline	34
Election Night Integrity Project	36
Complaint Mapping	38
Ballot Tracker	40
Movers	42
Auto Print & Mail	44
Native Relief	46
Students	48
Election Day Registration	50
<b>AMPLIFY THE MESSAGE</b>	<b>52</b>
Press	54
Events	56
Partnerships	58
<b>HOW WE DO IT</b>	<b>60</b>
Team	62
Donors	64
Contributions & Spending	66
Partners	68
Volunteers	70
<b>LOOKING FORWARD</b>	<b>72</b>

# From Our Founder

---

The 2020 election was one of the most important in our lifetime. The control of our government was at stake, but so was the democratic foundation of our country. That's what made it so consequential. Together—with your partnership—we registered, educated, and mobilized voters to turnout in record numbers.

The work we did ensured the true voice of the American people is represented in power. It protected the future of representation in our country, and nothing is more important than that.

Every two years, campaigns, non-profits, and independent expenditure committees deploy resources to help elect chosen candidates. We buy digital ads and billboards. We run voter registration and turnout campaigns. We do all of this because mobilizing Americans to vote and making sure every American citizen that wants to vote is able to vote, is critical to the survival of our democracy.

We achieved record high turnout in 2020 despite multiple challenges. But the forces in this country that are threatened by high voter participation - the insurrectionists and far-right anti-democracy extremists - have kicked into high gear and are aggressively attacking the foundation of our American

democracy: our free and fair elections. In state legislatures across the country, we've seen an onslaught of attacks on voting rights, with over 400 bills presented or passed in 48 states. These bills are the result of decades-long efforts to disenfranchise large swaths of the American public, muting them and blocking them from power. The ideas behind these bills didn't just pop up after the last election, they started generations ago. They were nurtured in million dollar think tanks and gained traction through white papers, speeches, and editorials in anti-democratic right-leaning publications, events, and networks. They took shape through multi-million dollar lobbying networks and were sold to a sympathetic audience through cable news and social media.

On June 1, 2021, a group of more than 100 scholars published a letter, a statement of concern, in response to these growing attacks on the foundations of our democracy. Reading their statement is a shock to the system. They laid out an alarming future and the very real consequences of the changes to election processes across the country. One passage in particular really struck me: "When democracy breaks down, it typically takes many years, often decades, to reverse the downward spiral. In the process, violence

and corruption typically flourish, and talent and wealth flee to more stable countries, undermining national prosperity. It is not just our venerated institutions and norms that are at risk—it is our future national standing, strength, and ability to compete globally." They are sounding the alarm, and so are we.

This is the real fight for democracy -- the long-term, comprehensive work of both protecting against these threats and building the pluralistic society to which we aspire. The attack on democracy has been a well-funded, coordinated effort. The defense of democracy has to meet the attack on the same level, with the same resources.

I've dedicated my life to this work, not because I love texting voters (which don't get me wrong, I do!), but because I believe democracy is the only form of power that can protect and advance the rights of everyone, no matter their race, gender, or socioeconomic status. I believe this vision of democracy is what anchors American greatness, and I know you do, too.

We worked overtime in 2020 to make sure that in an election year rife with disinformation—on top of being in the middle of a global pandemic—voters had the information and resources to turn out in record numbers in the most consequential election of our lifetime. Our goal was to avoid midterm-level turnout in a presidential election year. Our programs and investments were built around that specific, tactical goal. We achieved that goal. Now, we must turn our attention to the 2022 midterms and the larger, years-long effort to protect and advance our democracy. We must work to ensure presidential election year turnout in what will be the most consequential midterm elections of our lifetime—one in which the fate of our democracy is on the line. VoteAmerica is building a series of programs designed to not just win elections, but prevent the overall erosion of democracy.

Our upcoming programs will focus on drop-off voters. Sadly, voters who are key to preventing the continued erosion of our democracy—the New American Majority of young people, BIPOC, and others—make up the bulk of drop-off voters. Our programs will target these voters in the ramp up to 2022. We will focus on engaging and registering high school students and college students to make sure they become regular voters. We'll grow our partnerships to make sure our voter registration tool is integrated with other key platforms that Americans are already familiar with and use regularly. And, yes, we will continue to run large, impactful registration and turnout campaigns.

These programs recognize the reality that protecting American democracy will require a comprehensive, future-focused investment. One where elections are important battle grounds, but are part of a larger strategy. We're excited to take on this new challenge, and we know it will require an evolution in how we structure our teams, programs, fundraising, and revenue.



Sincerely,  
Debra Cleaver

A handwritten signature in black ink that reads "Debra A. Cleaver".

Founder & CEO,  
VoteAmerica

# By The Numbers

**1 Million**

VOTERS REQUESTED AN ABSENTEE BALLOT

**500,000**

VOTERS LOOKED UP WHERE TO VOTE

**\$12 Million**

DOLLARS RAISED & SPENT

**101 Million**

PEER-TO-PEER TEXT MESSAGES SENT  
*to 28 million voters in 47 states + Washington D.C.*

**1,100**

BILLBOARDS PLACED IN AZ, GA, & NC

**241**

COLLEGES REACHED  
*including 94 HBCUs*

**4 Million**

VOTERS USED CORE TOOLSET

**3.5 Million**

VOTERS OPTED-IN  
*to election reminders via email & sms*

**3 Million**

TIKTOK VIEWS

**3.49 Million**

ESTIMATED MEDIA IMPRESSIONS  
*from 152 media pieces & 242k social shares*

**1.2 Million**

VOTERS USED REGISTER TO VOTE TOOL

**1.2 Million**

VOTERS USED VERIFY TOOL  
*to check their registration status*

**300+**

STRATEGIC PARTNERS  
*utilized our tech tools*

**29**

FULL-TIME EMPLOYEES  
*by Nov 2020*

# The 2020 Vision

VoteAmerica envisions an American electorate that fully reflects our dynamic and diverse population. We envision a strong democracy in which 100% of eligible voters are engaged, consistently turn out to vote, have confidence in the validity of our elections, and whose votes set the agenda for our elected leaders.

In 2020, VoteAmerica set about reaching a fuller spectrum of people to help make this vision a reality. We ran a \$12 million program focused on the so-called low-propensity voters that are often ignored by political parties. This includes young and student voters, BIPOC voters (Black, Indigenous, and People of Color) and, young, single women.

We flipped the script and decided these people are actually high propensity voters if we take the time to engage them. VoteAmerica did, and we spent every dollar we raised doing so. We left it all on the field, because the stakes in 2020 were just too high.



We expanded our impact by uplifting and supporting the work of boots on the ground groups in Arizona, Georgia, Missouri, and Mississippi.

As it turns out, if you target young & BIPOC voters, actively engage them, and reach them where they are, they will turn out and vote. We did just that in 2020, and they turned out to vote in record numbers.

**An estimated 52-56% of voting eligible 18-29 year olds cast a ballot in the 2020 presidential election compared to 42-44% estimated 2016 youth voter turnout.\***

We ran turnout programs with groups like **Four Directions Vote** in Arizona targeting Native American voters whose communities were hard hit by the pandemic

We made grants to the **New Georgia Project** to fund SMS voter outreach and billboards - both in the general election and in the January 5th runoff elections

We worked with organizations like **Show Me Integrity** & **MOVotes.org** in Missouri and gave them our voter tools at no cost

We supported the important voter registration and turnout work of small but mighty organizations like **Mississippi Votes**, because no state will ever be competitive if you don't spend money in them.

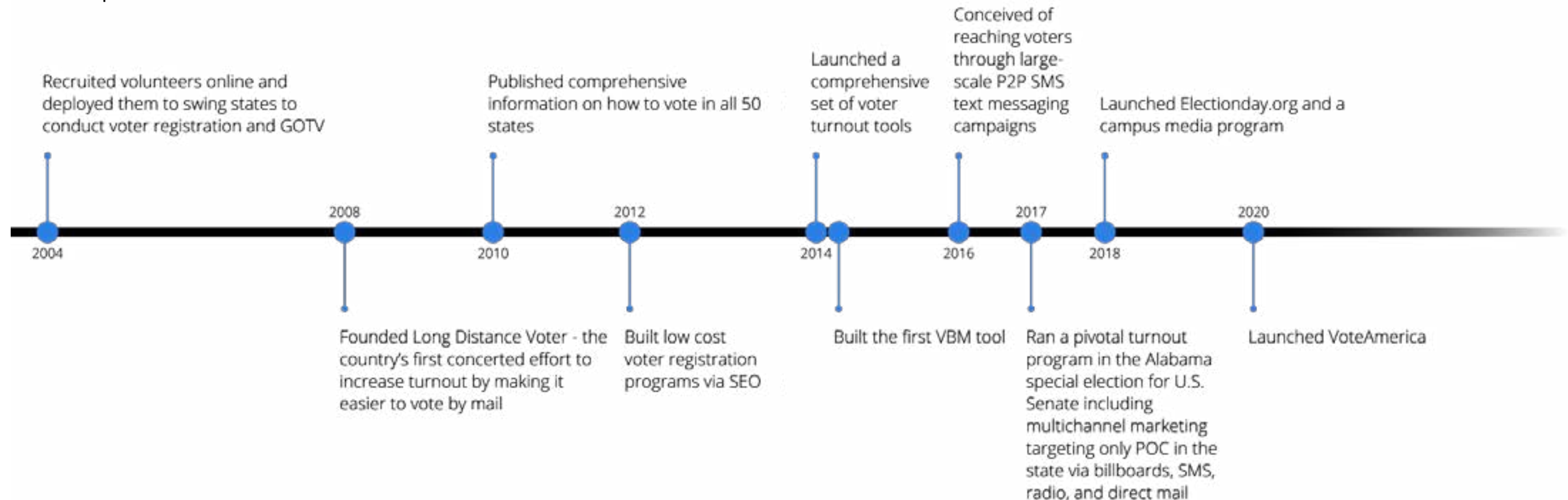
Targeted young voters on  
**241 Campuses**  
across the country with campus advertising and through student newspapers, digital ads, and social media.

Reached students on  
**94 HBCUs**  
*(Historically Black Colleges & Universities)*, a program for which we fought vigorously to raise money to fund.

Ran one of the largest influencer campaigns on TikTok reaching over  
**3 million voters**  
in all 50 states, including in Southern states who are rarely ever targeted.

# Our Track Record

VoteAmerica is a relatively new organization staffed by people with extensive experience in running large-scale voter registration and voter turnout campaigns. Our programs are built to be scalable and cost-efficient, allowing us to successfully reach more voters with less overhead and drive tangible results. We're goal oriented and tactic agnostic, which allows us to pivot when necessary. As a result, we are often on the cutting-edge of the intersection of democracy and technology creating tools and programs that become ubiquitous.



# Scale What Works

---

*Experience builds trust.*

As a team, we've been at this for more than 14 years - we know which voter turnout tactics work, and what hurdles we have to clear state by state to give Americans the best and most up-to-date information and resources to help them exercise their right to vote.

We're innovators that have personally pioneered SMS text messaging, billboards, and campus advertising tactics to reach unprecedented numbers of voters in 2020 and turn them out to vote. And we're election experts that have spent decades in the trenches.

**We're innovators.**

# PEER-TO-PEER TEXTING

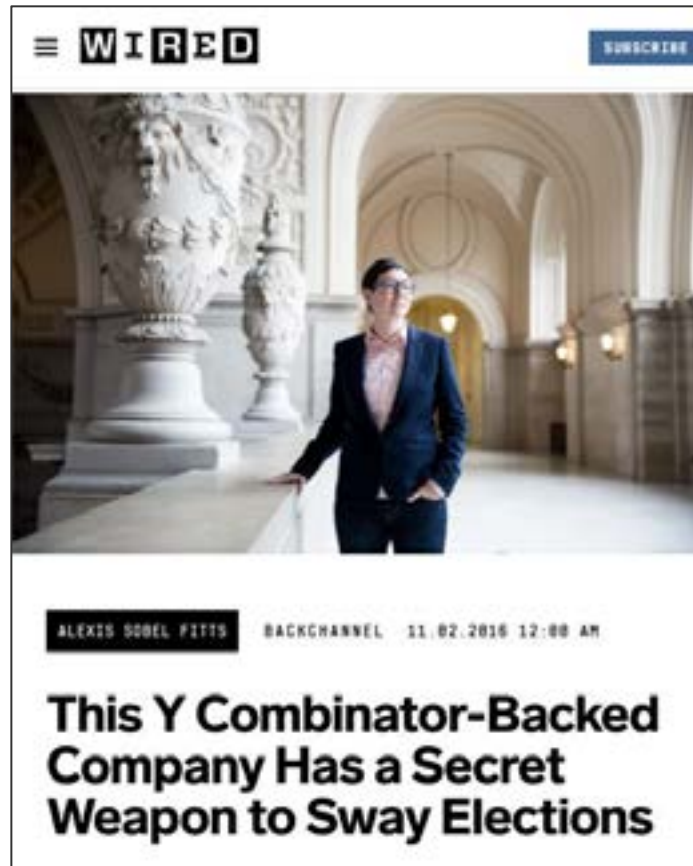
IN 2020, THE VOTEAMERICA TEAM SENT MORE THAN 101 MILLION PEER-TO-PEER (P2P) TEXT MESSAGES TO LOW & MID-PROPENSITY VOTERS OVER A SPAN OF 8 WEEKS, TARGETING 28 MILLION VOTERS IN 47 STATES + WASHINGTON, D.C. AND 428 CONGRESSIONAL DISTRICTS.

A voter outreach program of this scale, executed in this time frame, has never been done before, and probably won't be done again. We pushed existing technology well past the accepted limits, and reached millions of voters per day.

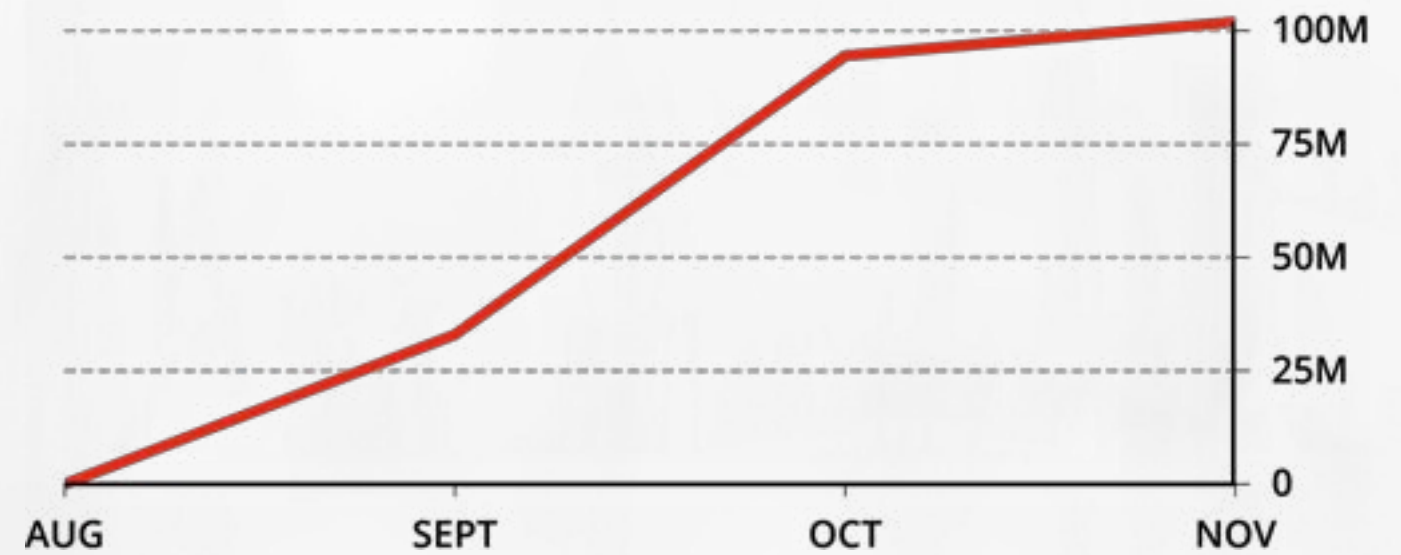
When our Founder & CEO Debra Cleaver stood onstage at Y Combinator 2016's 'Demo Day' to pitch the idea of hiring people to send text messages directly to unregistered voters, it seemed radical.

Since then, she and her teams have built P2P programs from the ground up, developed best practices around cadence & language, employed rigorous academic study to understand effectiveness, and published the research so others could learn from our work.

P2P texting is now the norm and in 2020, we utilized it to drive record-shattering voter turnout.



CUMULATIVE TOTAL TEXTS SENT BY MONTH



**101 Million**  
MESSAGES SENT

**28 Million**  
VOTERS TARGETED

**47**  
STATES REACHED

**428**  
CONGRESSIONAL DISTRICTS

**8**  
WEEK PROGRAM





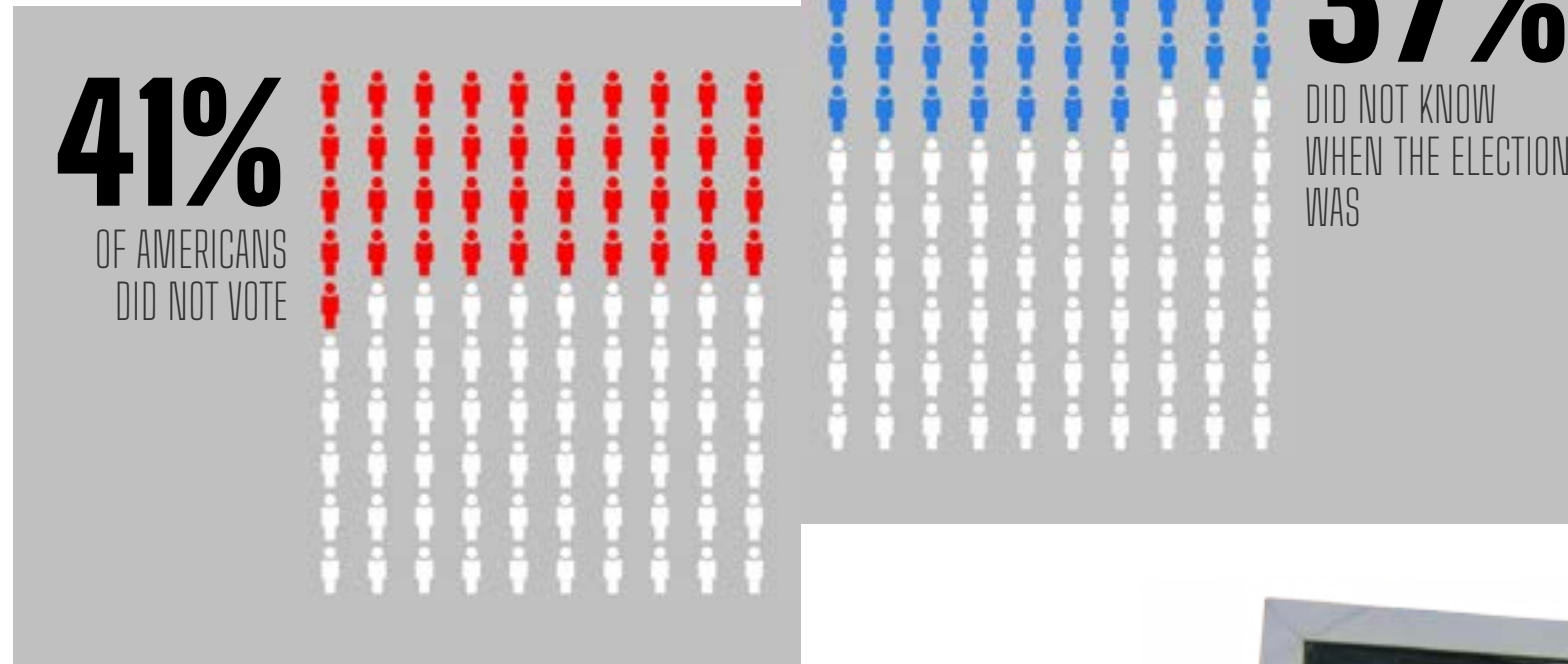
# BILLBOARDS

IN OCTOBER 2020, VOTEAMERICA LAUNCHED TARGETED BILLBOARD PROGRAMS THROUGHOUT CRUCIAL STATES SUCH AS ARIZONA, GEORGIA, AND NORTH CAROLINA TO DRIVE TURNOUT.

We purchased more than 1,100 placements near gas stations, grocery stores, and highways for less than \$800,000.00 in diverse census tracts (comprising at least 40% people of color).

VoteAmerica's billboards are simple. They instruct viewers to vote & provide the date of the election. And it works because in 2016, 41% of Americans didn't vote, 37% didn't even know when the election was\*.

If citizens aren't voting because they don't know when to vote, we can easily increase turnout by providing that information to Americans.



We can't take full credit for the idea of using billboards to reach voters.

Conservative groups beat us to the punch almost a decade ago, when they put up voter intimidation billboards advertising that "Voter fraud is a felony punishable by up to 10 years in prison" in majority black & brown neighborhoods. These had an extremely chilling effect on turnout.

Rather than suppressing voter turnout, we utilize factual & informative billboards to increase it.



\*Source: [American Council of Trustees & Alumni](#)



Phoenix Area Billboard & Gas Station Advertisement Locations  
(Grocery Stores Not Included)

## ARIZONA

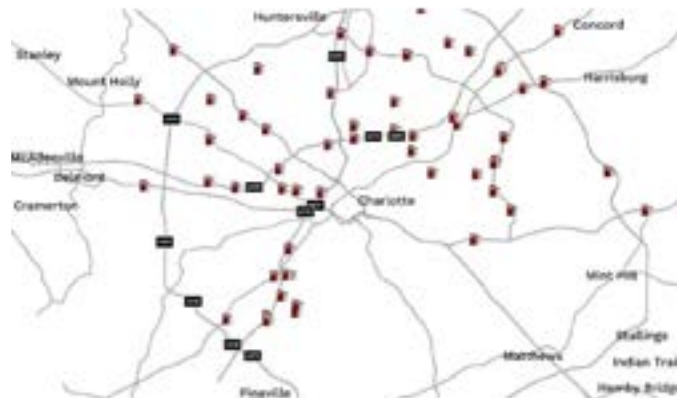
227 billboard placements  
137,724 estimated weekly impressions



Atlanta Metropolitan Area Billboard Locations  
(Gas Stations & Grocery Stores Not Included)

## GEORGIA

508 billboard placements  
406,196 estimated weekly impressions



Charlotte Area Billboard & Gas Station Advertisement Locations  
(Grocery Stores Not Included)

## NORTH CAROLINA

378 billboard placements  
225,396 estimated weekly impressions

## VoteAmerica is bullish on billboards. Here's why:



**They're cheap.**

The low inventory and production costs make billboards one of the most cost-effective mass-marketing mediums available. VoteAmerica can blanket entire congressional districts for \$150,000. We can cover every inch of Florida for \$2.2 million.



**They reach young people.**

They're an excellent way to reach young people (a demographic target that most campaigns do not effectively reach during election cycles) — and [particularly more effective than broadcast television](#), which is a medium young people [decreasingly watch year-over-year](#).



**And young people pay attention.**

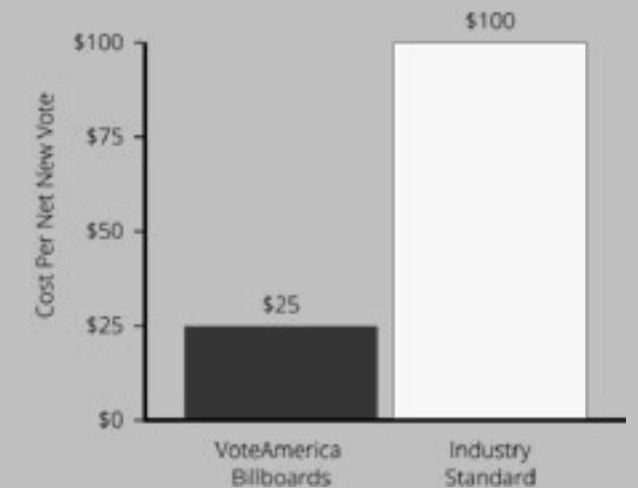
Corporate marketing studies (including research by Nielsen) have demonstrated that consumers notice outdoor advertising and that young people are especially likely to recall the messages they see on large-format advertising channels.



**They're literal amplifiers.**

Nielsen studies also show that billboards are an effective amplifier for other outreach efforts — such as direct mail, radio, and SMS.

We tested billboards in partnership with Professor Scott Minkoff of SUNY New Paltz in 2018, and found that they produced votes at a cost of \$25 per net new vote. To put that into perspective, \$100 per net new vote is currently considered cost effective.



**BOTTOM LINE: Billboards work.**

# COLLEGE STUDENTS

In 2016 an investment of \$50,000 to turn out the youth vote at each of the 4 biggest colleges in Michigan, the state's electoral votes would have gone to someone else. A similar effort in Wisconsin and Pennsylvania would have yielded similar results.

## IN 2020, WE LEFT NOTHING TO CHANCE.

We ran the largest and most cost effective student outreach programs in American political history, reaching more than 3 million students in 29 states on 241 college campuses, including on 94 HBCUs.

VoteAmerica used multi-channel campus media to register students and help them vote - either by mail, through early voting, or on Election Day.

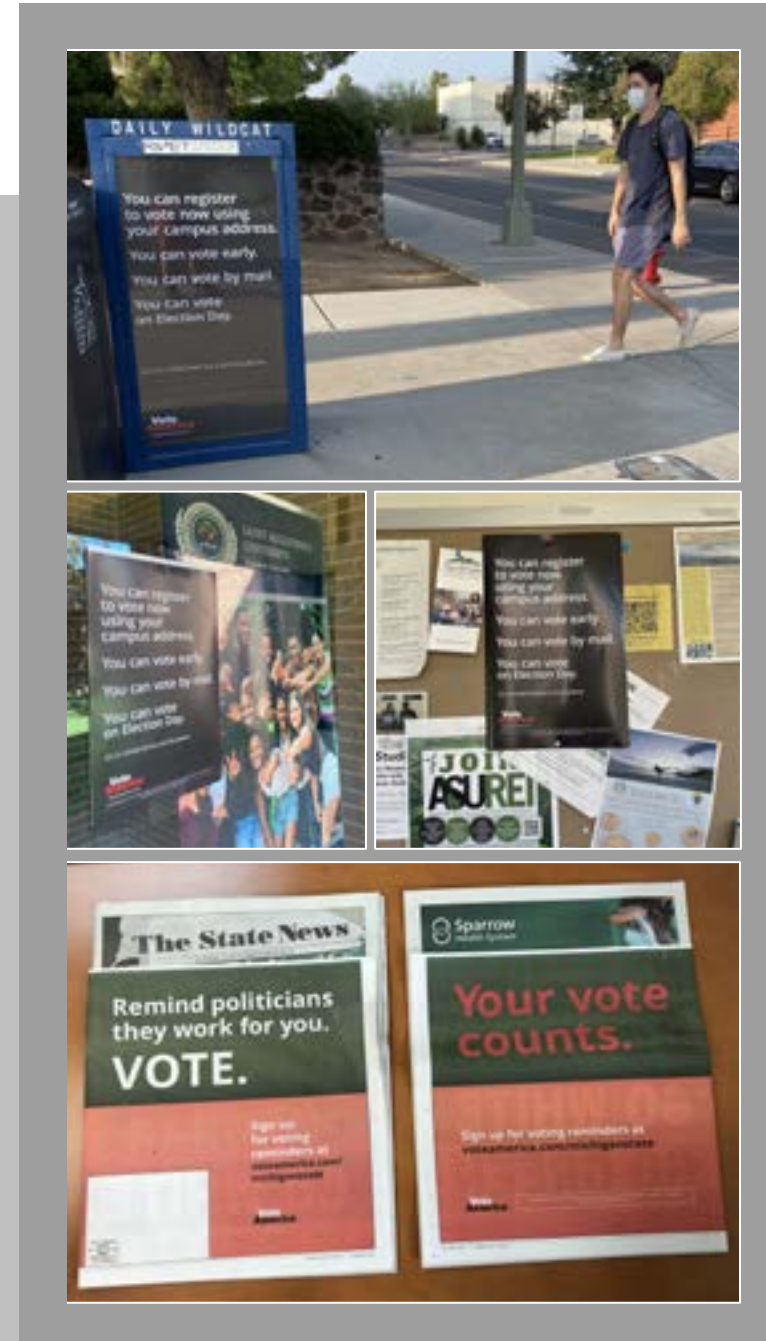
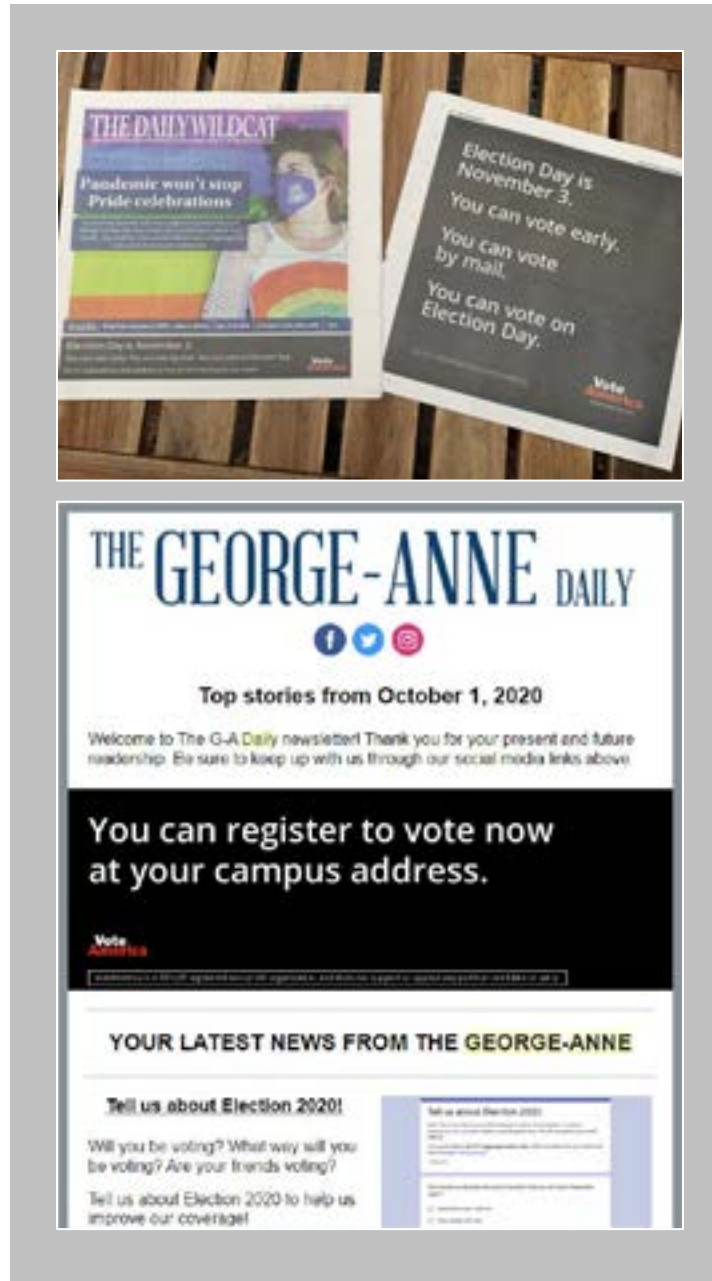
We engaged students on college campuses across the country, with a particular focus on:

- Arizona
- Florida
- Georgia
- Michigan
- North Carolina
- Pennsylvania
- Wisconsin

in 3 comprehensive & distinct phases:

1. Voter Registration
2. Early Voting
3. GOTV

We took out full-color ads on the back of every student newspaper, bought all the campus billboards in student centers and at on-campus transit hubs, and had placements in the email newsletters that are sent to students. We filled campuses with posters, partnered with student influencers, and integrated directly into campus news sites.



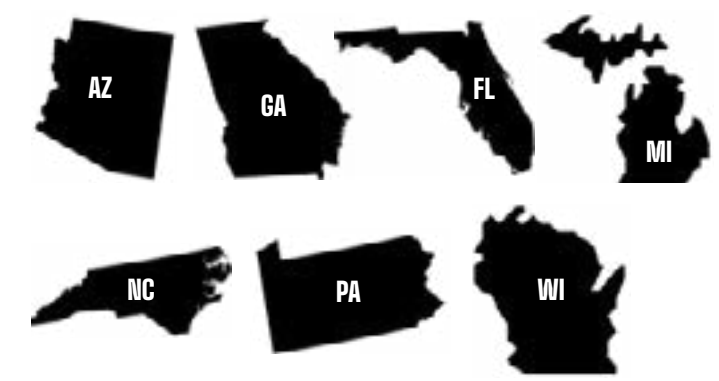
## 2020 CAMPUS PROGRAM FAST FACTS:

**3 Million**  
STUDENTS REACHED

**\$3,250,000**  
BUDGET SPENT

**16**  
WEEKS OF MESSAGING

**8**  
MEDIA CHANNELS



# SOCIAL MEDIA INFLUENCERS

DUE TO THE COVID-19 PANDEMIC, FINDING NEW WAYS TO REACH COLLEGE STUDENTS WHO WERE NOW ATTENDING CLASS OFF-CAMPUS QUICKLY BECAME A PRIORITY.

Utilizing college TikTok & Instagram influencers for a revolutionary GOTV campaign very much came out of our "COVID response" plan, to make sure we reached young student voters, even if they were now learning remotely.

Why focus solely on these channels?

- Facebook is a great way to reach older Americans that are already active voters.
- Twitter is a great way to reach politically engaged people.
- Instagram & TikTok are great ways to reach young people, especially students.

And we reached a ton of young voters.

# 700

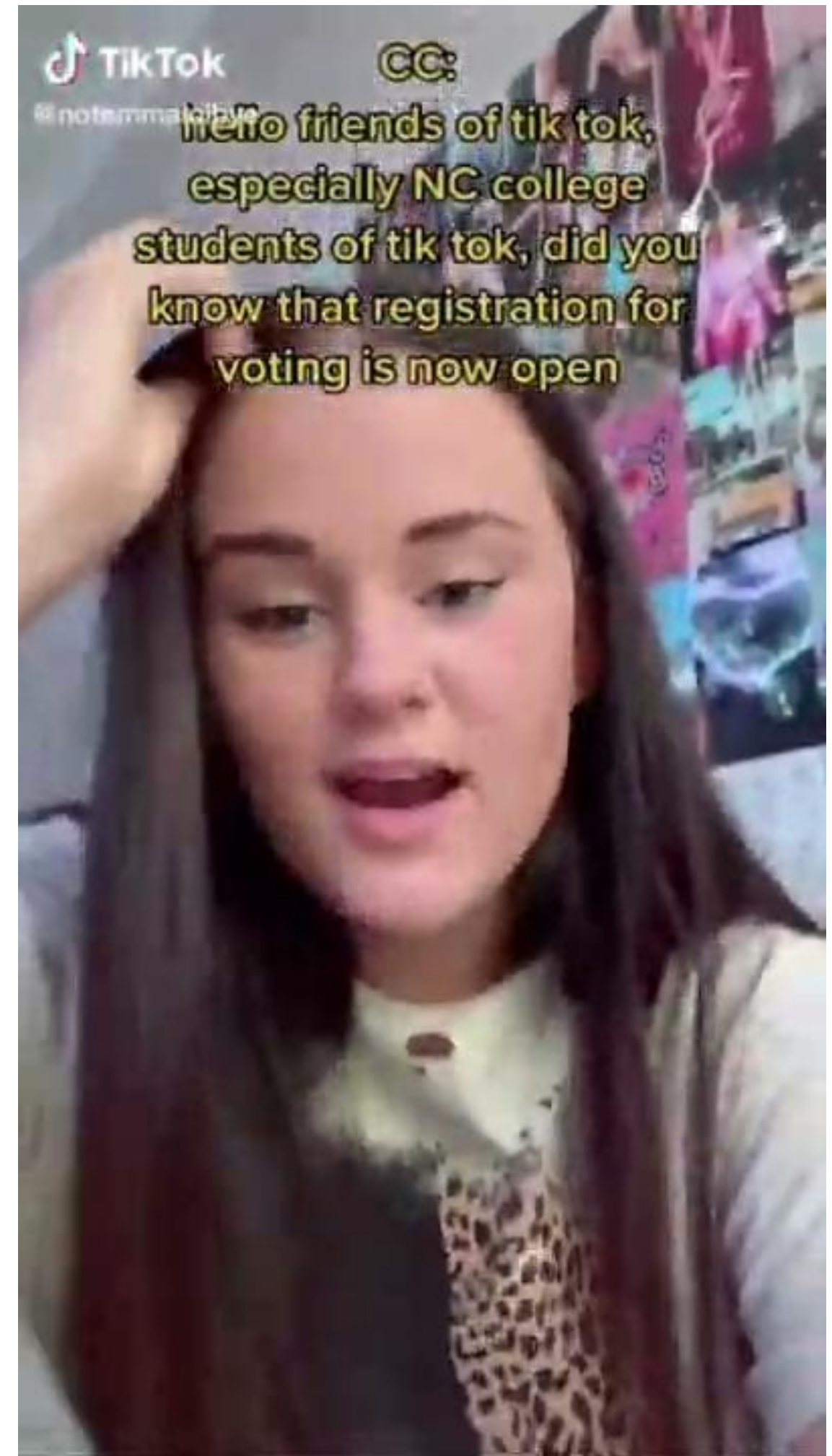
INFLUENCER POSTS

# 41

CAMPUSES

# 13

STATES

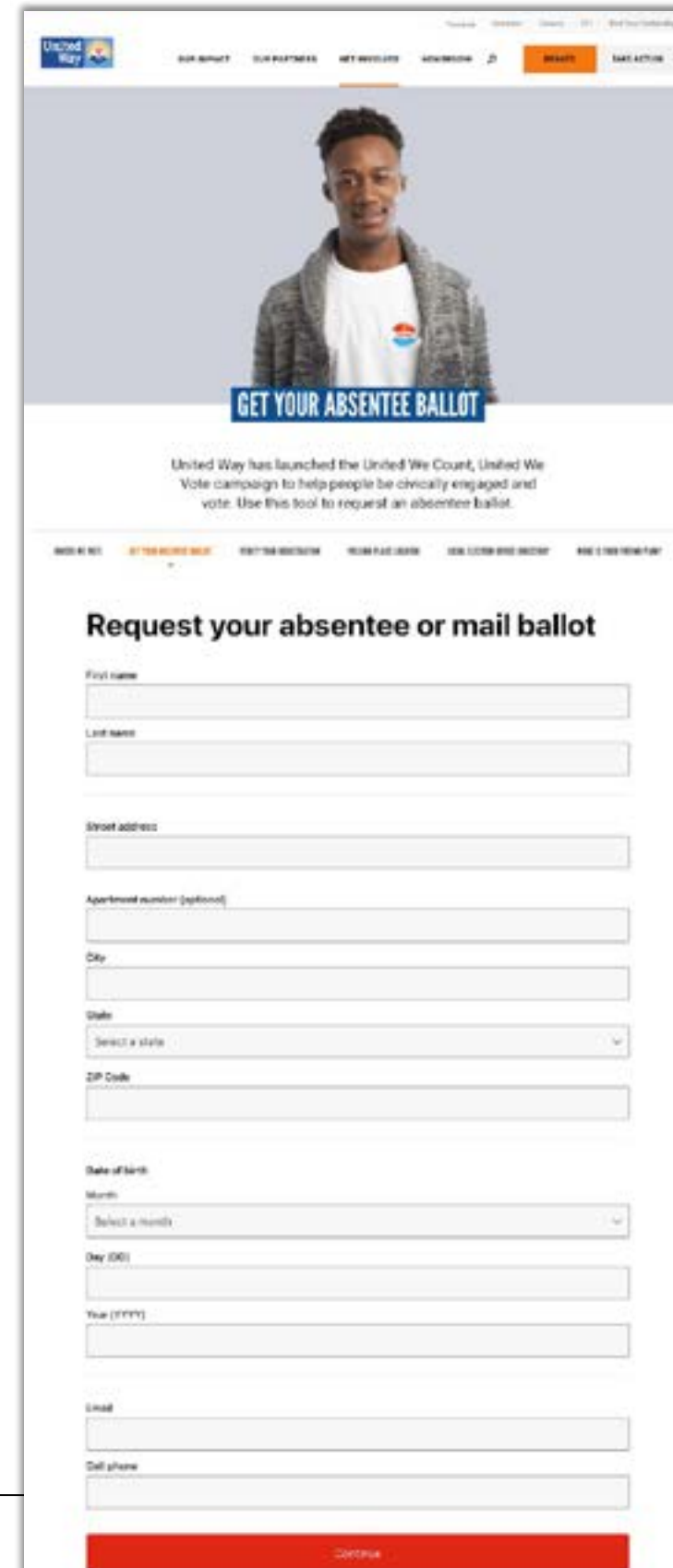
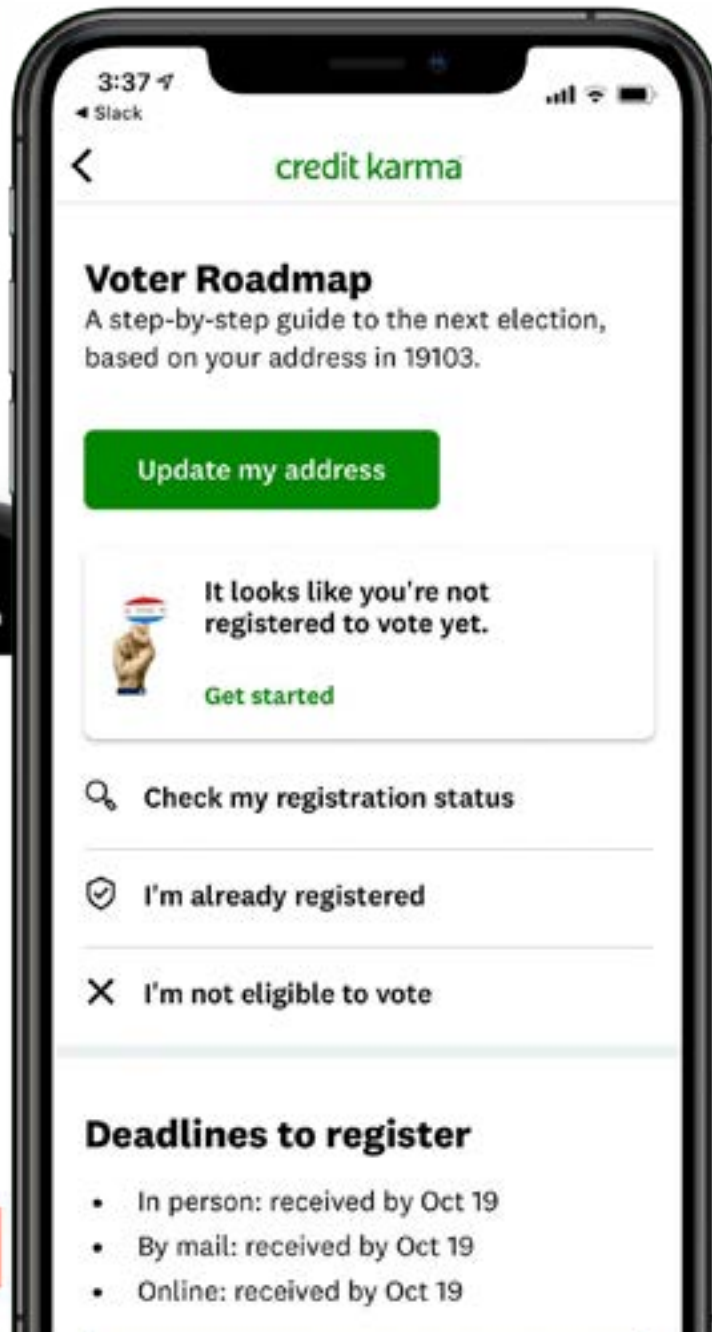


# THE TOOLSET

IN 2020, WE BUILT A FULL SUITE OF VOTER ENGAGEMENT AND TURNOUT TOOLS THAT WERE OPEN-SOURCED AND SUBJECTED TO AN EXTENSIVE THIRD-PARTY SECURITY REVIEW.

Elections are too important to trust proprietary, closed source, untested technology. So while there were already many tools on the market when we started there were none that we considered up for the challenges of 2020. The open-source part is key. If VoteAmerica ever decides that we're done building technology, another group can reuse our code without starting from scratch.

We also open-sourced our data: collecting and maintaining more than 100 data points per state, including everything from voter registration deadlines to ID requirements when requesting an absentee ballot, and making this data available via an API. Groups as diverse as CreditKarma, Everytown for Gun Safety, and Change.org used our data to help power their 2020 programs.



In 2020, nearly  
**4 Million**  
used our core toolset

**1.2 Million**  
REGISTERED TO VOTE

**1.2 Million**  
CHECKED THEIR REGISTRATION STATUS

**1 Million**  
REQUESTED AN ABSENTEE BALLOT

**500,000**  
LOOKED UP "WHERE TO VOTE"

**3.5 Million**  
OPTED-IN TO RECEIVE ELECTION REMINDERS  
VIA EMAIL & SMS

# Target With Data

---

*Why are elections so expensive if turnout is so low?*

The 2016 election cycle cost over \$6 billion dollars, and the 2020 election cycle cost even more. The overwhelming majority of this money goes to partisan campaign efforts. Partisan campaigns, in turn, largely spend this money on broadcast TV ads, which are expensive, and largely ineffective: 50% of people under 50 haven't watched a single minute of broadcast TV in over a year.

Most TV ads are designed to persuade the high-propensity registered voters to cast ballots across party lines (also known as persuasion in partisan language). This is an odd way to spend money when you are statistically more likely to change your spouse than your political party. This waste of resources was even more wasteful in 2020 when the partisan lines were clearly drawn and we were in the midst of a straight turnout election cycle.

If you're wondering why partisan groups spend so much money on ineffective media campaigns, it's because media consultants are compensated based upon the total money they spend.

In a just world, they would receive a base salary plus bonus if their candidate wins. Instead, today's media consultants are incentivized to spend tens of millions of dollars on ineffective campaigns, and democracy suffers as a result.

VoteAmerica takes the exact opposite approach. We zig where other people zag. While other people ignore low and mid-propensity voters, we focus all of our time and effort on this key demographic. We recognize that your propensity score is like your credit score: it starts out low and you build it over time. Neglected low and mid-propensity voters create an unfortunate cycle, where someone's score starts low and remains low because they miss elections.

Our work is designed to undo the harm caused by partisan neglect. It's simple, research backed, and effective. If we provide timely, informative, nonpartisan messages to low-propensity voters:

**They will vote.**

# MAPPING COMPETITIVE DISTRICTS

## DATA-DRIVEN TARGETING TO BUILD RECORD TURN OUT.

Ideally, we would have enough funding to run registration and turnout programs targeting all low- and mid-propensity voters. In reality, we have far less money than we'd like. So in March 2020, we tasked a data scientist, a computer scientist, and an economist with helping us to refine our targeting. The goal was to identify the Americans who could vote in the greatest number of competitive races, up and down the ballot (from President down to the state legislature).

We organized our data by Congressional District, with the districts stack ranked by the number of competitive races in which their constituents could vote. We also used a scoring system that could be applied directly to the people in the voter file.

Using [Cook Political Report](#) data, and some manual adjustments to account for state legislative races, our data team was able to produce [THIS DOCUMENT](#).

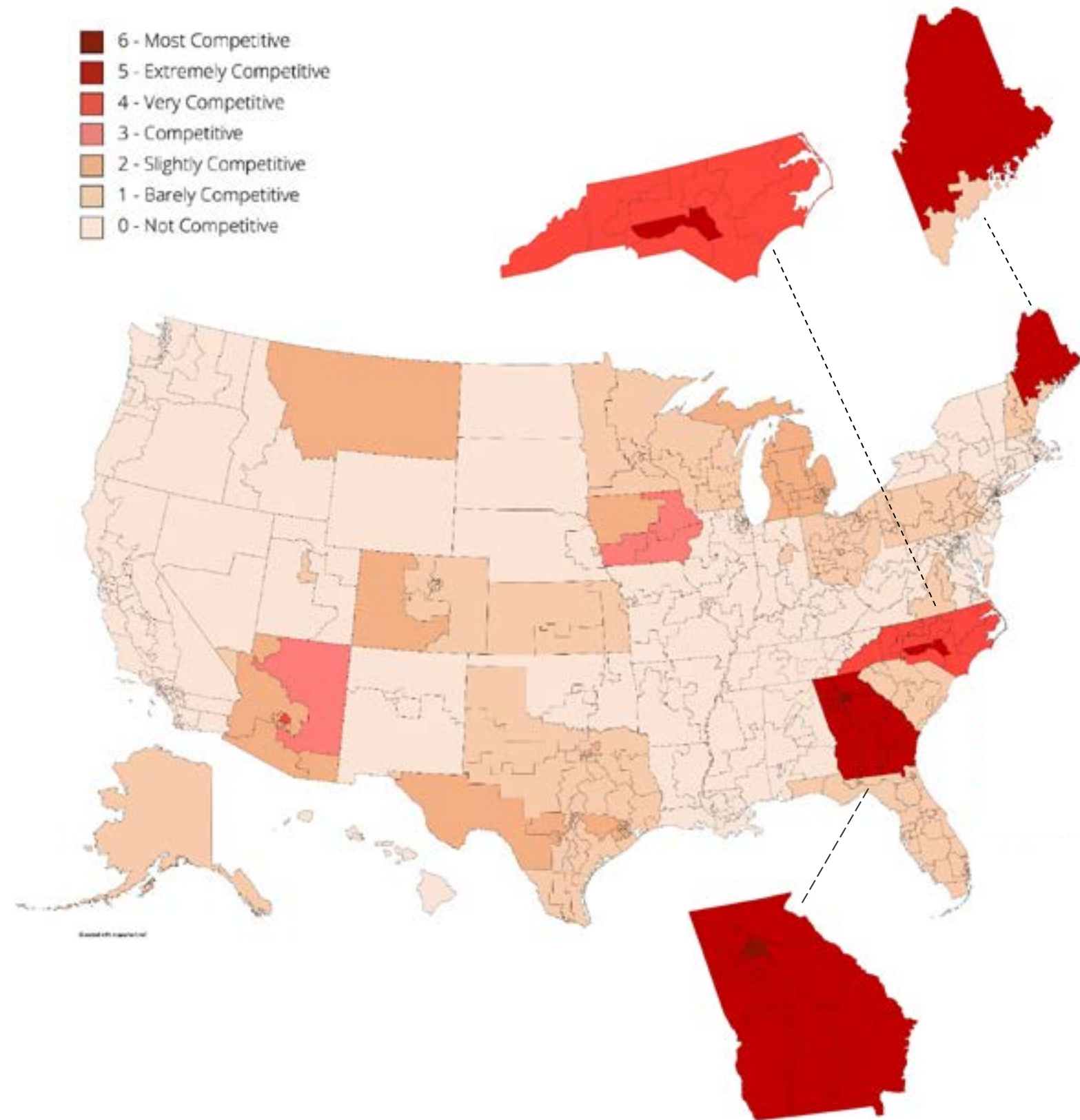
This document is pretty cool. The tab called "weights" allowed us to weight races based on competitiveness and scale. Every race received a certain number of points whether it was "safe," "tossup," etc. Then it was weighted by what type of race it was, gubernatorial, state house, etc. (more points for federal races, less for local).

We organized the results by Congressional District, totaling the points for all the races taking place within that district, and then ranking them with the highest point earners being the most competitive and highest priority. Changing the weighting changed the sorting order of the Congressional Districts.

What we found was that Georgia's congressional districts ranked #1-14, with districts in North Carolina and Maine rounding out our top 20.

View the full data analysis at:  
<https://my.voteamerica.com/2020-Targeting-Data>

TOP 20 RANKING	CONGRESSIONAL DISTRICT
1	GA-06
2	GA-07
3	GA-01
4	GA-02
5	GA-03
6	GA-04
7	GA-05
8	GA-08
9	GA-09
10	GA-10
11	GA-11
12	GA-12
13	GA-13
14	GA-14
15	NC-08
16	ME-02
17	NC-02
18	NC-06
19	NC-09
20	NC-11



# GEORGIA RUNOFF

WE KNEW GEORGIA WAS GOING TO BE THE KEY STATE LONG BEFORE MOST OTHER GROUPS DID.

Any way we weighted races, Georgia rose to the top of the competitiveness ranking. So while other folks may have been surprised when both of Georgia's U.S. Senate races went to runoff, we were not: we knew this would be the case way back in March 2020.

*Funders thought we were crazy.  
Political experts thought we were crazy.  
But data does not lie.*

If you aren't familiar with how voter turnout groups map out their targeting, one common strategy is to pick just a few high-priority districts in the most competitive battleground states.

So it was clear (though surprising) to us that Georgia was going to be one of the most competitive states we worked in. We knew this before the sprint to invest there ahead of their Senate runoff elections, and before early voting had even started.

After triple checking our numbers, we launched a comprehensive program:

**249**

BILLBOARD ADS PLACED

**1.25 Million**

IN-STATE VOTERS REACHED

**3 Million**

GOTV TEXT MESSAGES SENT

**1.1 Million**

IN-STATE VOTERS REACHED

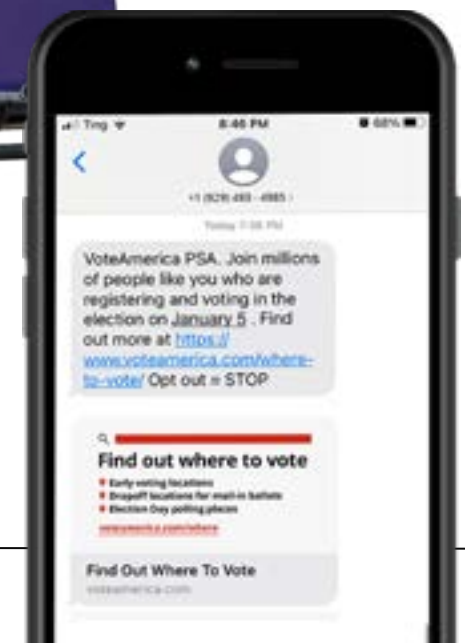
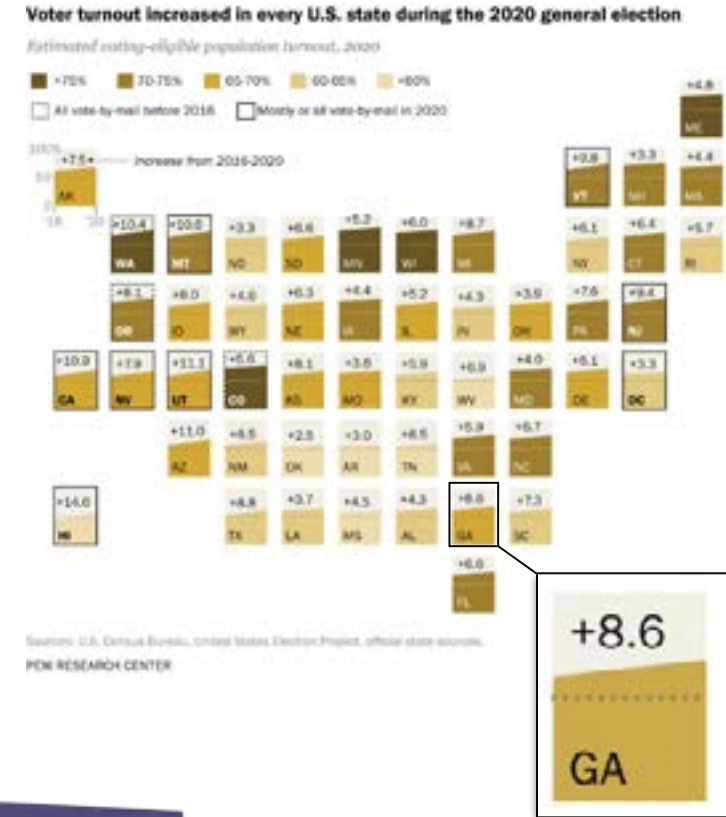
Directed residents to our Voter Helpline via shortcode link

Raised funds and worked with local organizations to help fund transportation to the polls for rural & disabled communities.

Our data-driven targeting paid off in Georgia. It was one of, if not the most, competitive states of the 2020 election cycle, both at the presidential level and for the U.S. Senate races.

Due to the increased investment from our group and others, **voter turnout in Georgia increased 8.6 percentage points in 2020**, according to Pew Research\*.

We believe you can't judge a state or a district at face value alone. We invest heavily in research that helps us to make informed, targeted decisions. From there, we can focus our resources where they count.



\*Source: [Pew Research](#), January 28, 2021



# Build For The Future

---

*We could have stopped there, but we didn't.*

As an organization, we like to make big bets, to be audacious when others are cautious. We build programs aimed at meeting voters where they already are.

We're also skilled at rapidly pivoting & adapting to change. In 2020, the circumstances which voters had to contend with were constantly changing. So we were constantly adapting our approach as well.

Proactively, we also like to make long term investments in what we believe will be the next wave of tools to help voters.

**So we scaled up.**

# HELPLINE

We love joint projects, and we love when fellow technologists approach us with great ideas that are ready to scale. The voter helpline was one such great idea.

Our friend Tomer Ovia is a technologist who built <https://voterhelpline.org> in his spare time, and was looking for a nonprofit partner to bring the idea to market. And that's where we came in.

Voter helplines aren't new: our friends at the Lawyers Committee have been running a helpline since 2004 and have helped tens of thousands of voters who need real-time assistance via their 866-OUR-VOTE project.

What is new is the idea of helping voters entirely via text. And that's what Tomer built: a platform that lets voters and trained volunteers communicate directly via text with a dedicated Slack workspace as the conduit, and with the Twilio API powering the text messages under the hood.

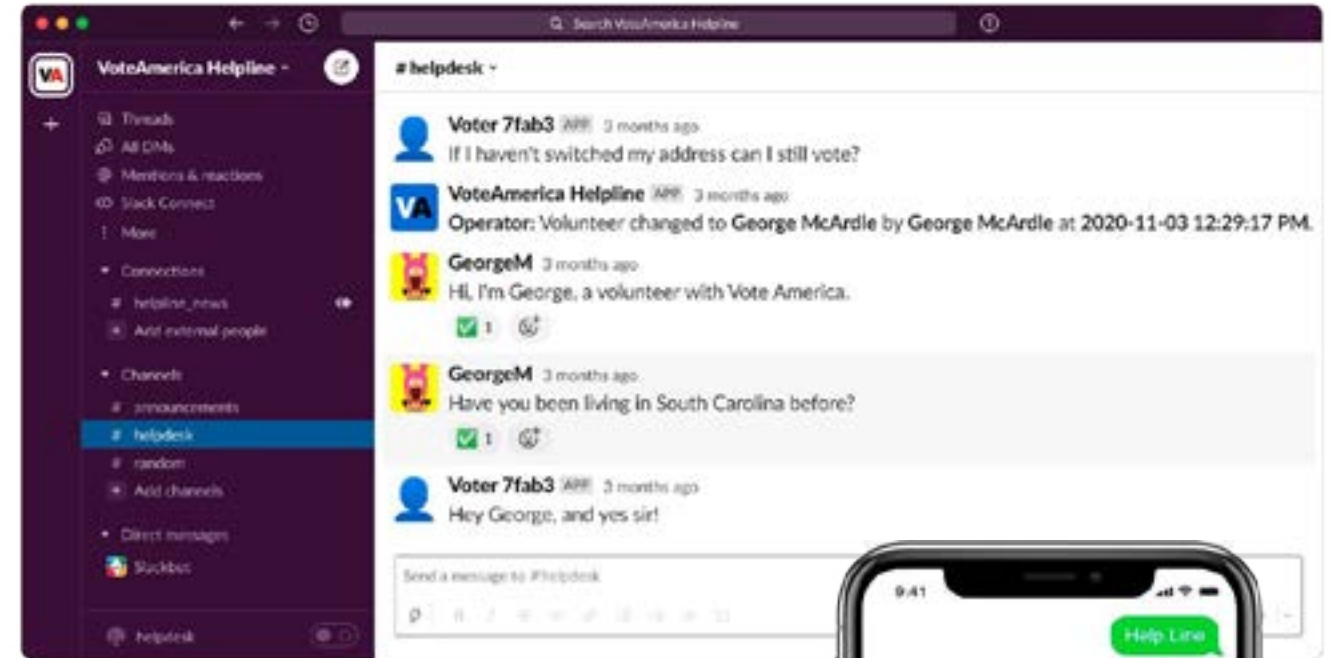
Our Voter Helpline (VHL) ran from October 9 - November 3, 2020. We hired and trained 274 volunteers and were able to assist more than 14,000 voters from all 50 states & DC.

By the 2024 election, we expect to see the majority of voter support services provided via SMS or chat platforms, rather than by telephone.

*Do you know if my state offers early voting?*

*"I'm in line to vote, but I'm not sure if I have the right form of ID."*

*I'm at my polling location but they're telling me that I'm not registered to vote. What should I do?*



**14,000+**  
VOTERS ASSISTED

**274**  
TRAINED VOLUNTEERS

# ELECTION NIGHT INTEGRITY PROJECT

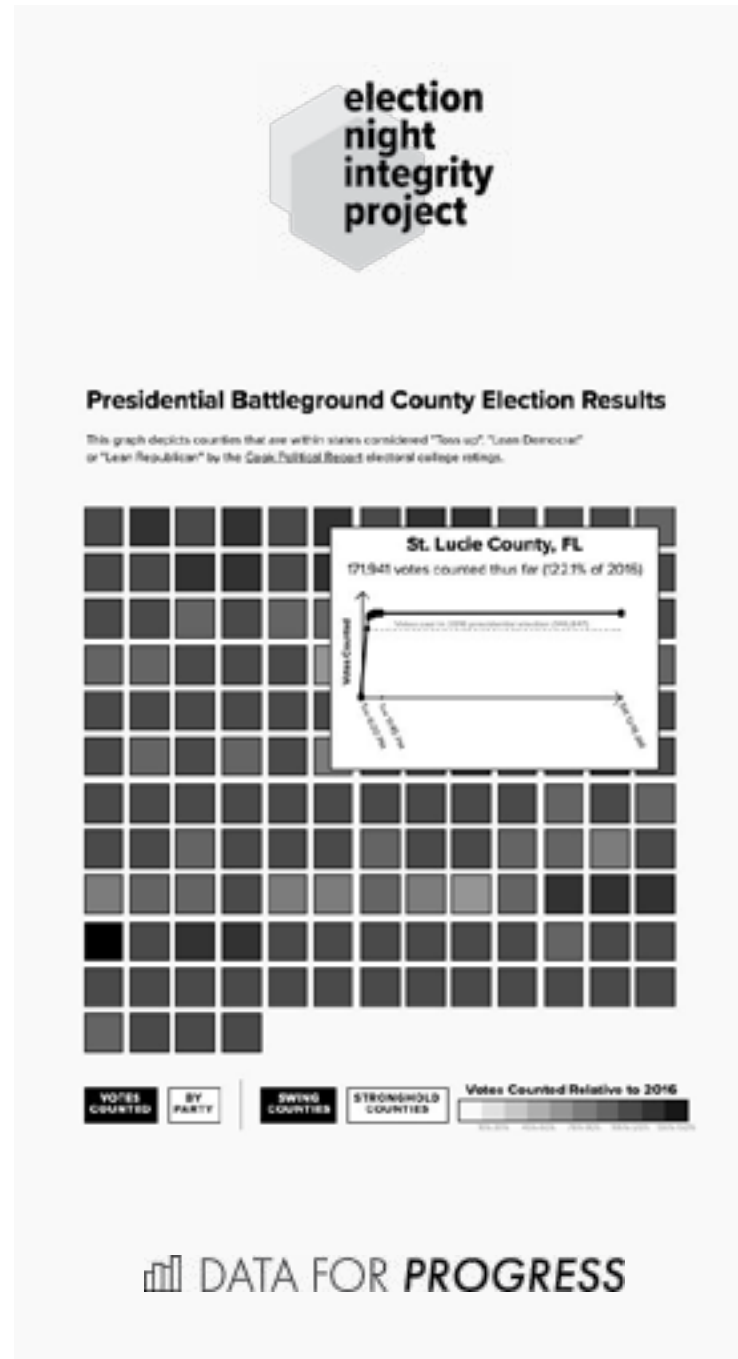
## THIS WAS A FUN ONE FOR US DATA NERDS!

A few weeks before the election, our friends at Data for Progress asked us if we wanted to partner on the Election Night Integrity Project. The answer was a resounding yes! Here's why: The way we currently call elections in the United States is problematic. We call results before votes are counted, which leads to incorrect presumptive results, which then undermine confidence in our elective process, and depresses turnout in states that are still in the process of voting.

Historically, results are called based on the number of precincts reporting. This is not ideal: precinct reporting only tells you which precincts (small units of geography) have counted their ballots, not how many ballots they've actually counted.

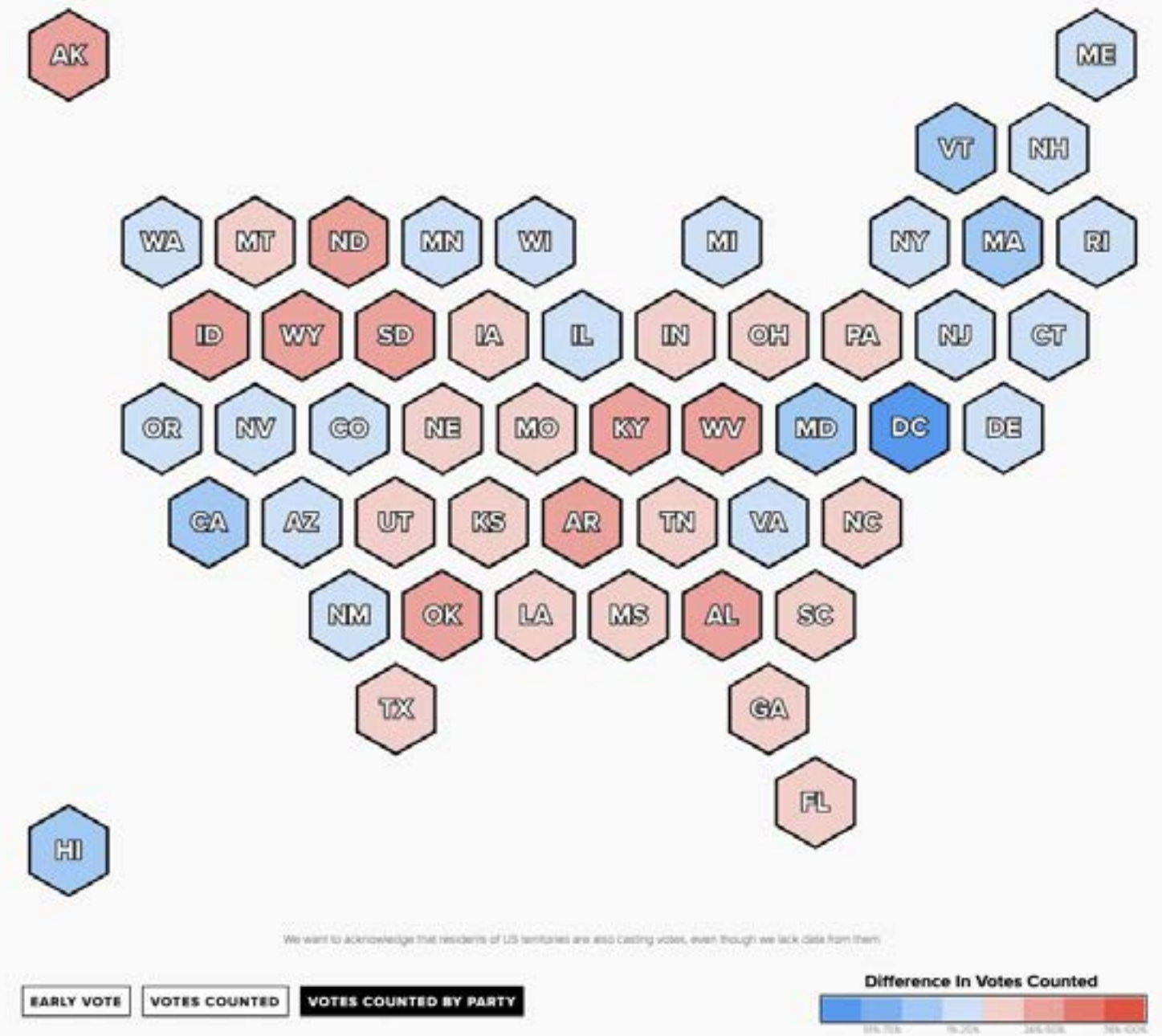
The Election Night Integrity Project was a mapping tool, updated in real time, that showed the number of 2020 votes counted in a county, and compared them to the number of votes counted in that same county in 2016. This was to provide perspective for the site viewers. Until election officials have counted a similar number of ballots in one election as the last analogous election, it is too soon to call the results.

It is our hope that this project contributes meaningfully to a larger effort to encourage the country to count every vote before declaring the victor. The stakes are too high to let the media decide the winners rather than the Federal Election Commission.



## Votes Counted By State

Our election night (and thereafter) results data is from the AP Elections API, which is generally considered to be the best source for election night results. This feed is used by most major news sources, including broadcast media and the New York Times. [Read more about our methodology.](#)



# COMPLAINT MAPPING

## IDENTIFYING VOTING TROUBLE “HOTSPOTS” IN ORDER TO BETTER PREPARE FOR THE FUTURE.

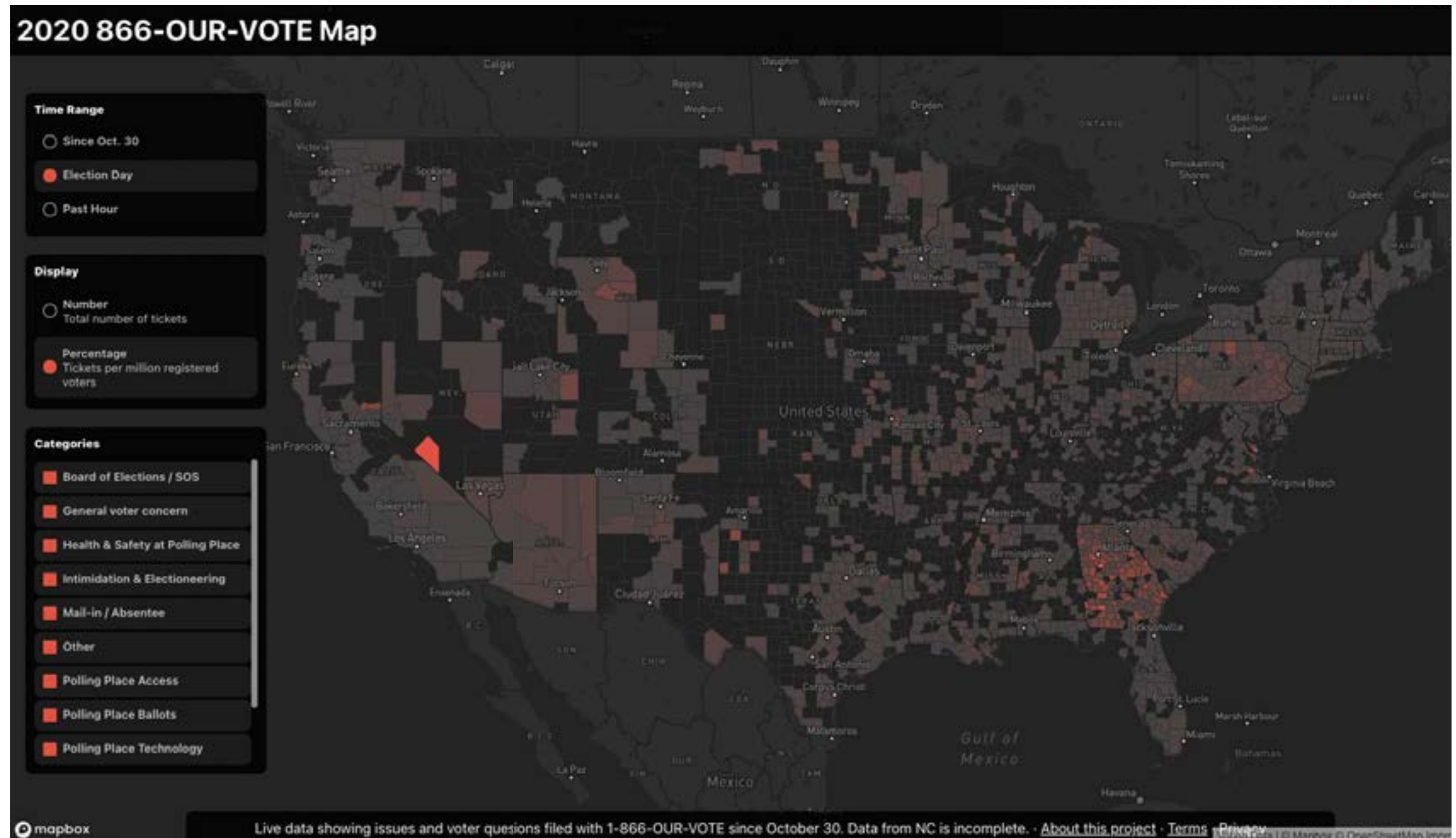
As mentioned previously, the Lawyers Committee has run an election protection hotline (866-OUR-VOTE) for years. Trained volunteers provide real-time support to voters who need help casting ballots. The calls range from basic questions about the process of voting, to active complaints of issues at the polls. Each call is logged as a “ticket” and then categorized. After elections, the Lawyers Committee publishes detailed reports about their work and findings.

In 2020, we were fortunate to partner with the Lawyers Committee & United States Digital Response (USDR) on a first-of-its-kind live map of the calls. You can see the outcome of the work at [866ourvote.voteamerica.com](https://866ourvote.voteamerica.com). Regions are black by default, becoming red as tickets are filed.

The map is detailed: You can zoom in and out, filter by time period or category of support ticket, display by raw number of tickets, or tickets per million registered voters. Unsurprisingly, there were more complaints logged in denser, urban areas.

We intentionally did not discuss this project until after the election to avoid accidentally dissuading anyone from voting due to advertising issues at their local polling locations.

Now it's time to dive into the data and expand the project. We're currently working with the Lawyers Committee and the USDR to map historical data as well. The goal is to use data to identify “hot spots,” meaning areas that have more tickets per capita than one would expect if tickets were simply a function of population density. Using historical data, we hope to be able to predict which precincts will be hot spots in 2022 & 2024 and be prepared with a plan and resources.



# BALLOT TRACKER

TEXAS IS THE MOST VOTER SUPPRESSED STATE IN THE COUNTRY, LACKING BASIC VOTER INFRASTRUCTURE LIKE ONLINE REGISTRATION.

In 2020, a year where more voters than ever were casting their votes by mail, Texas offered no way for voters to track their ballots and make sure their vote was counted.

For the second time in as many years, our team stepped up to build critical election infrastructure for Texas. In 2018, we built an “online voter turnout” tool for Texas that created a paperless workflow for Texas voters by submitting completed voter registration forms via fax, then printing and mailing a copy to the County Clerk within 4 days.

This time, we built a ballot tracker for Texas voters, which was praised and promoted by many prominent Texans including Beto O'Rourke & Dallas County Judge Clay Jenkins, who issued a press release and [took to social media](#) to urge Texans to use [www.TxBallot.org](http://www.TxBallot.org).

**Vote America**  
Texas Ballot Tracker

If your mail-in or early voting ballot has been received by your local elections office, it will show up on this list within a few days.

**Search with your Texas voter ID number**

Your voter ID number (10 digits, like 1100055555)

Texas voter ID number

Search by ID

**Or, search with your name and county**  
Don't use middle initials, suffixes like "Sr," etc.

First / given name

Given name

Last / family name

Family name

County

Select county...

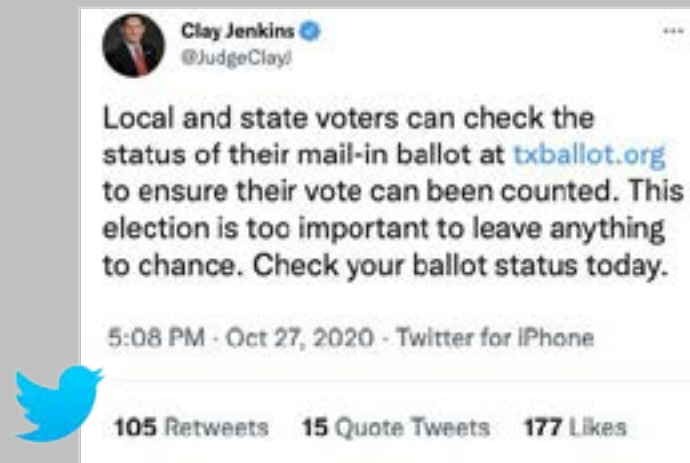
Search by name

Texas publishes a set of data that identifies which ballots have been counted. However, there is a catch: the data set is released as pure code. Great for computers, but completely illegible to the average voter.

This is unfortunate, because it's human voters who need to know if their votes have been counted. **Put simply: giving voters in America's second most populous state the opportunity to check and correct ballot irregularities is critical democratic work.**

As long as officials exploit technology gaps in an effort to suppress votes, this will remain a VoteAmerica sweet spot: we tackle an acute roadblock to voting with critical infrastructure, watch it go viral, and get ready to scale.

In 72 hours, VoteAmerica undertook translating the state's data set into an easy to use web tool that allowed Texas voters to track the ballots they had cast. Half a million Texans did exactly that, proving the tool to be quite useful.



[CLICK HERE TO READ THE FULL ARTICLE](#)



[CLICK HERE TO READ THE FULL ARTICLE](#)



[CLICK HERE TO READ THE FULL ARTICLE](#)

# MOVERS

## HELPING PEOPLE NAVIGATE THEIR NEW LOCAL ELECTION REGULATIONS AFTER A RELOCATION.

Whenever we talk about voter registration, people assume we're talking about 18 year olds. And we are:

**4 Million**

PEOPLE TURN 18 EVERY YEAR

and they all need to register to vote. But also,

**40 Million**

PEOPLE MOVE EVERY YEAR

and they need to register to vote as well (you need to re-register to vote every time you move). This makes movers a very important population for anyone in the voter registration space.

The most cost-effective mover-focused registration programs to date have been done by mail. Voter registration groups license the National Change of Address (NCOA) database from the Post Office and send multiple waves of direct mail to people who have recently moved. This is brilliant, timely, and cost effective.

We didn't originally intend to run a mail program. But then we secured a partnership providing us with a proprietary set of mover data. This data set differs from the NCOA data in two key ways:

1. It's compiled 30 days before NCOA.
2. It includes the movers' email addresses.

This meant that we could run our mover programs in a more timely fashion than other groups, and potentially reduce the cost of additional waves of outreach by sending email reminders instead of additional mail.

As part of a randomized controlled test, we used moving data to automatically find and send cross-state movers two blank registration forms + two emails reminding them to register.

We zeroed in on cross-state movers who were also renters. Cross-state because you need an in-state driver's license to use most online voter registration systems, and renters because they are more likely to be young and/or people of color. Renters are more likely to move than homeowners, and under-35's continue to be the most likely of all age groups to rent. Black & Hispanic households are about twice as likely as white households to rent their homes, about 54% and 58% respectively, to 28% of whites

We also sent paper voter registration forms (along with a pre-stamped and addressed return envelope) to 39,074 people who moved to or within Texas. We focused specifically on renters because renters are significantly more likely to be members of the New American Majority (young voters, BIPOC, and single women).

If you missed what was said before, tune back in:

## WHEN WE HELP MOVERS VOTE, WE BUILD A MORE REPRESENTATIVE DEMOCRACY.

We now know that in 2020, mail delivery was deeply impacted by the pandemic, and may continue to be impacted in the future. We're optimistic about the potential for this program in 2022, especially with our access to offline and online contact information, but 2020's unforeseen attack on the US Postal Service is one of the many reasons we remains alert, nimble, and tactic-agnostic in response to increasing voter suppression.



# AUTO PRINT & MAIL

## RAISE YOUR HAND IF YOU ACTUALLY OWN A PRINTER!

...That has full ink cartridges... And paper...

If you raised your hand, you are part of the roughly 3-4% of Americans that fit that category.

Most states now offer online voter registration. Those that don't, expect their citizens to print and mail a paper form. Home printer ownership in the U.S. has been in the low single digits for about a decade. So it's not shocking that the #1 help request we receive from voters is to print and mail their forms to them. In the past, we were unable to fulfill this demand because we also don't have printers at home.

Our tech team likes to joke that their job is to build smart solutions to stupid problems.

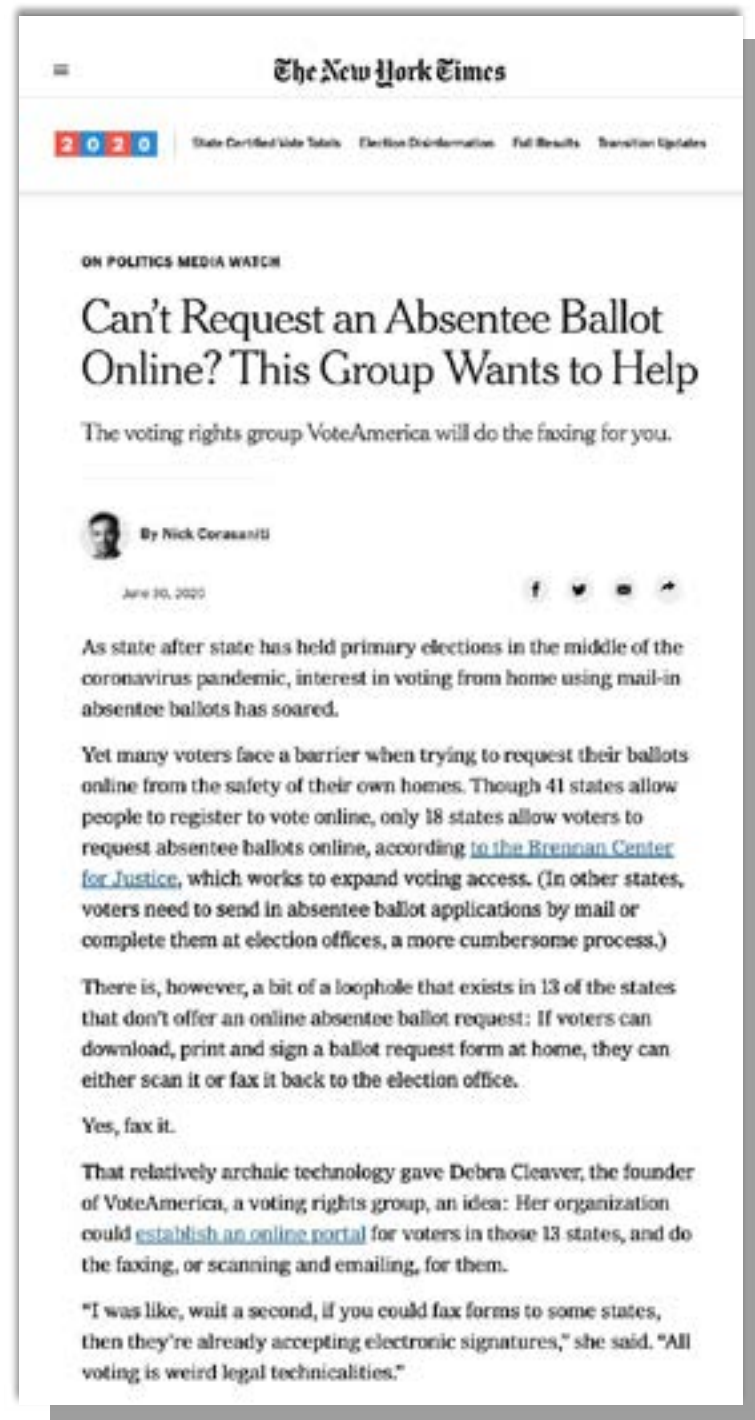
Texas provided us an opportunity to do just that. We utilized the [Lob.com](#) platform to offer print & mail support on demand (and pre-stamped return envelopes) to those without printers.

We didn't have the funds to turn this on for all 50 states, but one donor funded the project for Texas, as well as a massive P2P voter registration drive which allowed us to send **2.5 million P2P SMS messages to unregistered Texas voters** directing them to our tools. As a result:

# 14,000

TEXANS ASKED US TO PRINT & MAIL THEM VOTER REGISTRATION FORMS

That's 14,000 people who likely would not have registered to vote without our assistance.



[CLICK HERE TO READ THE FULL ARTICLE](#)

Can you print & mail this form me?

The key to increasing voter turnout is identifying and removing any roadblocks to participation. Removing the hurdle of printer access for voter registration is an incredibly solvable problem.



At an estimated cost of \$2.00 per voter (including 2 First Class stamps), this is an incredibly cost-efficient way for us to increase registration rates in all 50 states.

CONTACT US IF YOU WANT TO HELP.

### ADDITIONAL READING:

Democracy Docket | [Georgia Voter Suppression Bill \(VoteAmerica\)](#)

ABC News | [Civic groups file lawsuit challenging absentee ballot provisions in Georgia's election law](#)

WREG | [Backlash to Georgia voting law continues as lawmakers remain split](#)

The Topeka Capital-Journal | [Voting rights advocates file dueling lawsuits arguing new Kansas election laws are unconstitutional](#)

## UPDATE

When we built this, we thought we were just providing a commonsense solution to a really stupid problem. Turns out that several states do not appreciate us making it easier to vote, and are now actively passing legislation prohibiting charities from sending pre-filled forms to voters. They're focused on absentee ballot applications for now, but it's clear where they are going: They want to keep us from sending voter registration forms and absentee ballot applications to voters, even if those voters have actually requested our assistance.

We have very little patience for people who make it harder to vote. Georgia & Kansas recently passed legislation making it illegal for nonprofits to send pre-filled forms to voters. And both states are threatening steep fines for groups who ignore the new law. Their goal is to bankrupt us. So in partnership with the **Campaign Legal Center**, we've filed suit.



[VoteAmerica v. Raffensperger](#)



[VoteAmerica v. Schwab](#)

# NATIVE RELIEF

Native Americans - especially those in rural communities - have a disproportionately difficult time casting their ballots. In 2020, we made helping these voters a priority.

There are an astounding number of roadblocks to voting for Native Americans, but we're going to zoom in on one aspect: limited access to postal services. The pandemic exacerbated this, since Native Americans - just like most Americans - were voting by mail for the first time.

At more than 18,000 square miles, the Arizona portion of the Navajo Nation alone is larger than any other reservation in the country. Yet, it has only 27 postal locations, some of them open for just three or four hours a day. This is roughly equivalent to having 13 mailboxes in the entire state of New Jersey. And while early-voting sites accept mail ballots, there is only one per 1,532 square miles on the reservation.

These realities, compounded with the glacial pace of 2020 postal delivery, left people in rural reservation lands without sufficient time to receive and return their ballots.

Despite lawsuits from the community and requests for extensions, Arizona wouldn't budge. Mutual aid and community groups turned their attention to early voting and voter mobilization, including:

- [Four Directions](#)
- [The Navajo Hopi Relief](#)
- [Rural Utah and Arizona Project](#)
- [Native Vote](#)

VoteAmerica partnered with the local mutual aid groups to develop phone and SMS banks that encouraged residents to drive all members of their households to the polls.

IN LESS THAN 3 WEEKS, WE RAISED MORE THAN

# \$100,000

TO SUPPORT THE EXISTING, HIGHLY EFFECTIVE MUTUAL AID INFRASTRUCTURE ALREADY IN PLACE

Funds were channeled directly into gas cards to alleviate the financial burden of driving up to 100 miles. **We reached 99,092 Native voters in the state of Arizona.**

These collective efforts are credited in determining not just the outcome of the election in Arizona, but nationally.

**The New York Times**

## Native Americans Helped Flip Arizona. Can They Mobilize in Georgia?

Very few of Georgia's more than 100,000 voting-age Native Americans cast ballots in November. Even a small increase could make a difference in the Senate runoffs.

Terry Yuzie celebrated in Window Rock, Ariz., after the election. President-elect Joseph R. Biden Jr. received a vast majority of votes from the Navajo Nation. *Sharon Chisholm for The New York Times*

Published Dec. 4, 2020 Updated July 6, 2021

Marian McCormick lives in Georgia, as do 2,700 other members of the Lower Muskogee Creek Tribe. She knows that comes as a surprise to some people.

**abc NEWS** VIDEO LIVE SHOWS CORONAVIRUS

## Invisible no more: Native Americans celebrate Biden win after playing key role in election

"We're making the changes that we want to see," one voter said.

By Marisa Muehle  
November 27, 2020 6:03 AM • 8 min read

On Location: October 4, 2021  
Catch up on the storylines about making headlines. Courtesy: Tala Mayden

Joe Biden and Kamala Harris' win was a welcome surprise to one Native American man, whose celebratory dance moves have gone viral amid Native American Heritage Month.

Ashkia Randy Trujillo of Ohkay Owingeh, New Mexico, jumped out of his truck and performed a Native American dance after it became apparent that the former vice president had ousted President Donald Trump by securing the necessary 270 electoral votes.

“Partisan groups have long ignored Native voters, including in states such as Arizona, New Mexico, North Dakota, South Dakota and Montana.

We view these voters as some of the highest-potential voters in the electorate and we'll continue to invest in voters in Indian Country for years to come.

-- Jordan James Harvill,  
VoteAmerica Chief of Staff (Cherokee & Choctaw)

**READ MORE:**  
[The New York Times](#) | [ABC News](#) | [High Country News](#)

“There has been decades of work done by community members on the ground to build the political infrastructure for Native turnout and now we're starting to see it in 2020. We are going to see this power continue to build.

-- Jordan James Harvill,  
VoteAmerica Chief of Staff (Cherokee & Choctaw)

## High Country News

## How Indigenous voters swung the 2020 election

In Arizona and Wisconsin, Native turnout — which often leans liberal — made the difference in Biden's slim but winning margin.

Anna V. Smith | Nov. 6, 2020

Biden/Harris supporter Cindy Hsuan stands outside the Navajo Nation Council Chamber while holding up a sign above her head to protect herself from the snow in Window Rock in late October. *Sharon Chisholm/The New York Times*

This year's presidential election has been a close race in a handful of states, including Arizona. On Wednesday, for just the second time in 70 years, the Associated Press called the race for a Democratic presidential candidate, in part due to the Native vote.

Indigenous people in Arizona comprise nearly 6% of the population — 424,955 people as of 2018 — and eligible voters on the Navajo Nation alone number around 67,000. Currently, the margin between Democratic candidate Joe Biden — who has released a robust policy plan for Indian Country — and incumbent President Donald Trump is 17,131 as of



# STUDENTS

## YOUTH VOTING SURGED IN 2020, ESPECIALLY AMONG YOUNG VOTERS OF COLOR.

We anticipated this would be the case and dedicated significant resources to help engage and turnout this critical cohort of the New American Electorate. We fought hard for the resources - especially to fund an HBCU-centric program - to do the critical work of turning young people out to vote and expanding the electorate.

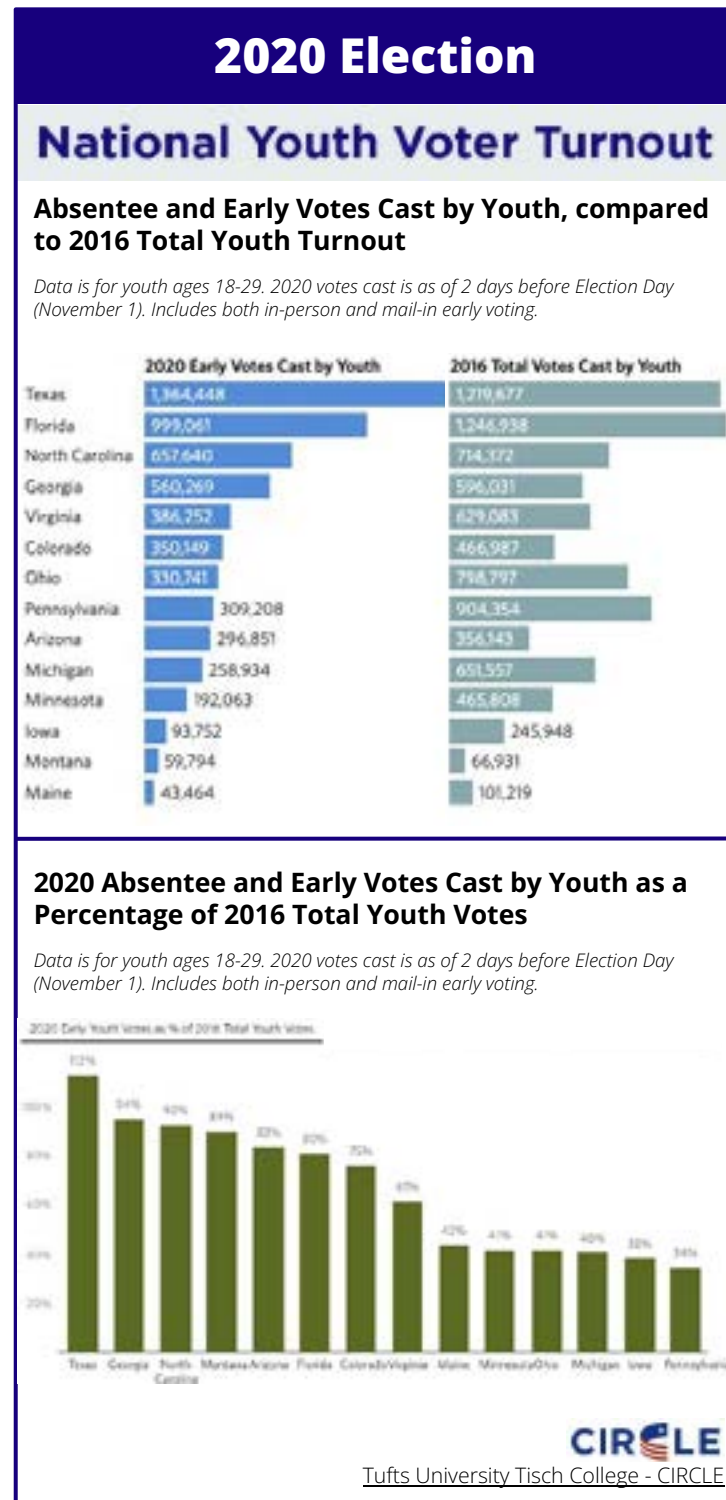
According to our partners at Tufts University Tisch College Center For Information and Research on Civic Learning and Engagement (CIRCLE), young voters and youth voters of color were instrumental in the outcome of the election, particularly in key states like Arizona, Georgia, Michigan, and Pennsylvania.

“

Election Day served as the culmination of an unprecedented election cycle shaped by the COVID-19 pandemic, a nationwide movement for racial justice, and the boundless energy of young people who made their voices heard in the streets and at the ballot box.

Our research reveals that young voters increased their turnout in 2020; they made the difference in key battleground states; and the participation and overwhelming support for President-elect Joe Biden from youth of color was one of the defining elements of the election.

”



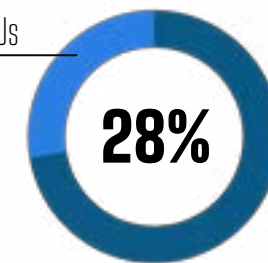
In 2020, we implemented a strategic plan to reach, register, and turnout college student voters across the country. As part of our overall \$3.25 million college campus investment, \$900,000 was directed solely toward Historically Black Colleges & Universities (HBCUs).

**Of the 241 colleges reached, 94 were HBCUs.** With 107 HBCUs nationwide, this meant we had a presence at almost every single HBCU campus in the country - something that had never been done before.

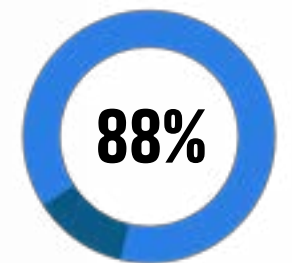
We hope future efforts to raise funds to turnout young voters won't prove as challenging as they were in 2020 because the proof is in the pudding:

**IF YOU ENGAGE YOUNG VOTERS, THEY WILL TURNOUT AND THEIR VOTES WILL SWING ELECTIONS.**

HBCUs



COLLEGE BUDGET



HBCUs REACHED

# ELECTION DAY REGISTRATION

ONE WEEK BEFORE ELECTION DAY WE REALIZED SOMETHING BIG. LIKE REALLY, REALLY BIG.

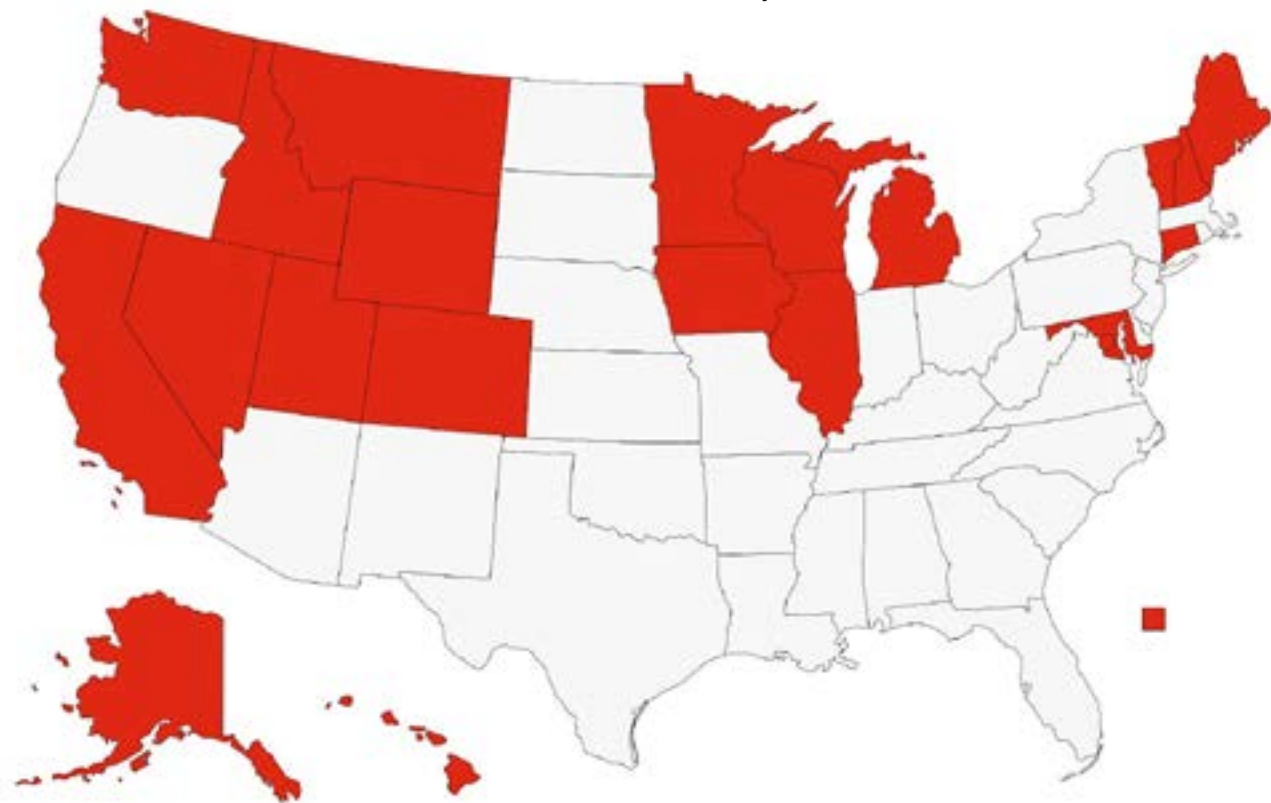
# 34%

OF UNREGISTERED VOTERS WOULD STILL BE ELIGIBLE TO CAST THEIR BALLOTS ON ELECTION DAY

It's called Election Day Registration (EDR) and 20 states + the District of Columbia offer it.

The process is straightforward: Citizens go to a designated location (generally their polling place), show their ID, fill out a registration form, and then cast their ballot on the spot.

If you've never heard of this, you're not alone. It's a marketing issue really: election officials lack communication budgets, and partisan groups focus all their efforts on registered voters. It's also relatively new.

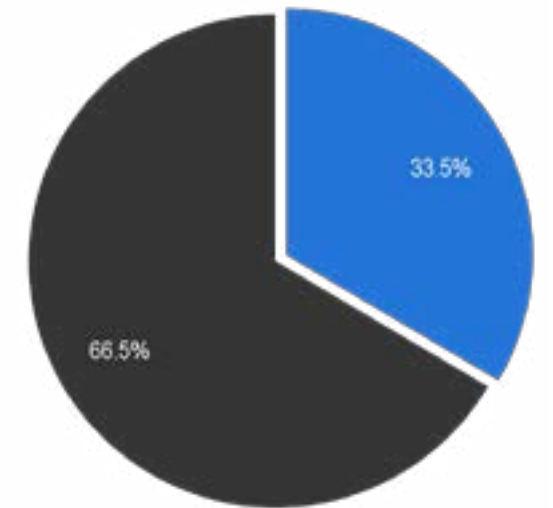


- Alaska
- California
- Colorado
- Connecticut
- District of Columbia
- Hawaii
- Idaho
- Illinois
- Iowa
- Maine
- Maryland
- Michigan
- Minnesota
- Montana
- Nevada
- New Hampshire
- Utah
- Vermont
- Washington
- Wisconsin
- Wyoming

In rapid response mode, we integrated EDR information into all of our tools, website copy, and campus outreach messaging. We sent emails to 3 million people, and SMS messages to 1.8 million people, letting everyone know which states offer EDR and asking them to help share the message.

We booked our Founder & CEO on a satellite TV and radio media tour targeting EDR states, netting 47 media interviews in a single day, specifically focused on the trusted, local news outlets in those communities.

When organizations don't need to run separate voter registration and voter turnout drives, the cost per net new vote in these states becomes much lower. It is essentially a 2-for-1 campaign. Expanding access to Election Day Registration would be an exceptionally cost-effective route to expanding the electorate.



# 13.4 Million

of the country's 40 million unregistered voters lived in EDR states, in the final few days before the election.



# Amplify The Message

---

*Leveraging earned & owned media to build turnout.*

While helping millions of voters with our trusted tools, we also did our best to keep them informed & entertained.

Working diligently to amplify our message as widely as possible, we leveraged the hell out of our partnerships, professional & personal networks, and every attainable media channel to reach the most voters.

**And had fun doing it.**

# PRESS

For a freshman organization, VoteAmerica drew massive media attention in 2020, in part because our Founder & CEO is a known trusted expert in voter engagement and turnout.

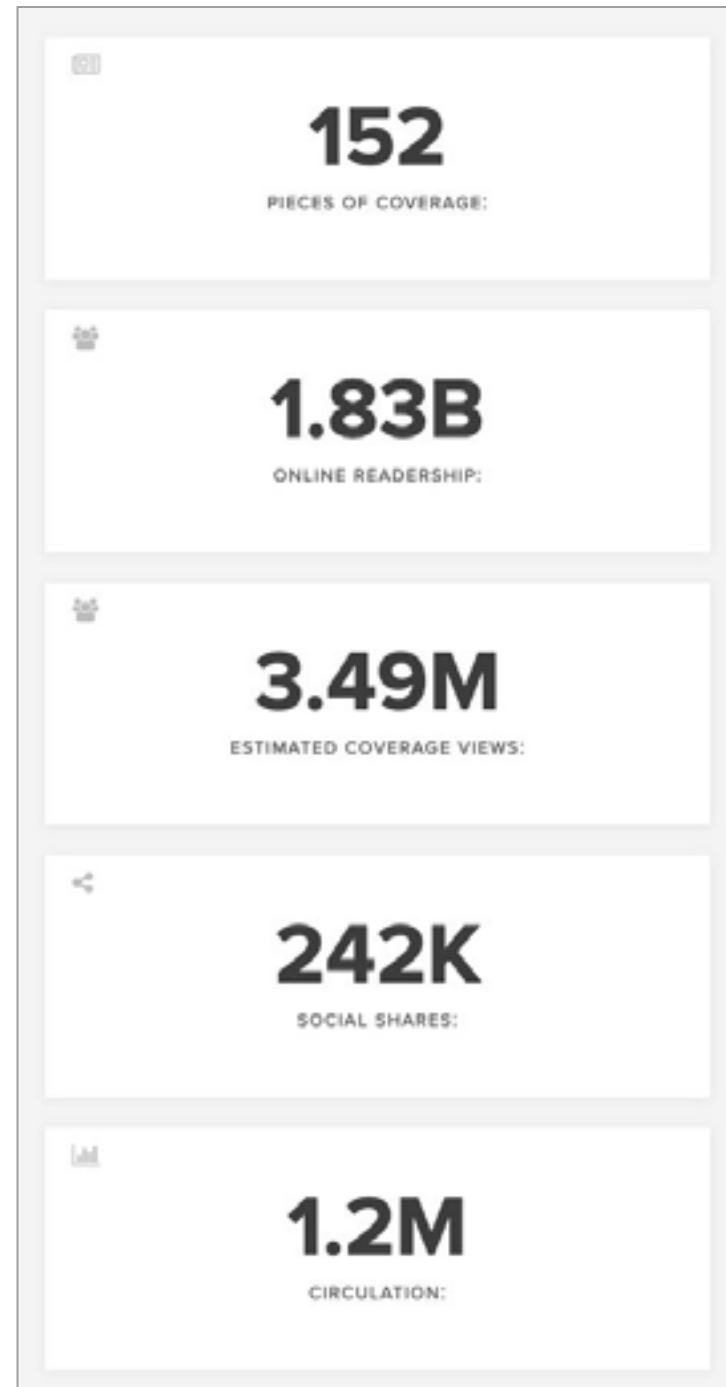
We invested in building a small but mighty communications team and it paid off. In addition to earned coverage from major national outlets like The Washington Post, The New York Times, Wall Street Journal, MSNBC, NPR, Fast Company, and Business Insider, we received a stunning amount of local, regional, and state media.

The launch of our organization was covered by [TechCrunch](#), [Business Insider](#), [CBS News](#), and [The Fulcrum](#). And throughout the year, we received tremendous coverage for our various tools by outlets like [The New York Times](#).

Our Native American outreach program garnered 16 pieces with an estimated reach of nearly 1 million views. Chief of Staff, Jordan James Harvill, (Cherokee & Choctaw), became a vital resource for [reporters](#) covering Native American voting.

With zero prompt from us, Dallas County Judge Clay Jenkins issued a statewide press release in Texas informing citizens about our [TXBallot.org](#) ballot tracking tool. This resulted in several press inquiries and coverage in major regional outlets such as [The Dallas Morning News](#).

Our November 2nd broadcast media blitz informing voters about the availability of Election Day Registration in 21 states resulted in our Founder, Debra Cleaver, being interviewed by 50+ television and radio stations.



## CLICK TO READ A FEW OF THE HIGHLIGHTS:

<b>ABC News</b>	Oct 5	Thousands of North Carolina ballots in limbo amid challenges over rule changes	▶
	Nov 16	Invisible No More: Native Americans celebrate Biden win after playing key role in election	▶
<b>Business Insider</b>	May 12	More Americans than ever are expected to vote by mail this year, which means we probably won't know who won the 2020 presidential race until days after election night	▶
	May 13	Jared Kushner and Donald Trump don't have the power to cancel the presidential election. But millions may still face hurdles to voting.	▶
	July 1	3 things you can do right now to make voting easier and help avoid an election catastrophe in Nov	▶
<b>CBS News</b>	May 13	2020 Daily Trail Markers	▶
	Nov 20	Native American voters critical to Biden's success in Arizona	▶
<b>Cheddar</b>	Sept 24	VoteAmerica Will Text Millions of Americans with Information on How to Register to Vote	▶
	Aug 9	Voting by mail is secure, but it has a seriously low-tech downside: your signature	▶
<b>Fast Company</b>	Aug 27	Here's how to make sure your mail-in ballot actually counts	▶
	Sept 10	Election experts explain why President Trump's 'vote twice' statements are so dangerous	▶
	Sept 25	Why you should probably vote in person after all	▶
<b>Forbes</b>	Dec 16	These 8 Social Entrepreneurs Used Tech To Meet The Challenges Of 2020	▶
<b>FOX News</b>	Nov 3	13M unregistered voters still up for grabs in battleground states with Election Day registration	▶
	Sept 4	Hell YES, Your Vote Matters! A Voting Rights Advocate Explains Why	▶
<b>Greatist</b>	Oct 15	All of Us — and the Terrible, Horrible, No Good, Very Bad (Election) Year	▶
	Nov 6	How Indigenous voters swung the 2020 election	▶
<b>Mashable</b>	Nov 17	How to support the surge of Native American voters long before the next election	▶
<b>NBC New York</b>	Oct 4	Delays in Verifying Mail-In Ballots Will Slow Election Tally	▶
<b>NY Post</b>	Nov 2	13M unregistered voters up for grabs in battleground states with Election Day registration	▶
<b>New York Times</b>	June 30	Can't Request an Absentee Ballot Online? This Group Wants to Help	▶
	Dec 4	Native Americans Helped Flip Arizona. Can They Mobilize in Georgia?	▶
<b>NPR</b>	June 13	This November, Election Night Could Stretch Into Election Week Or Month	▶
	Nov 19	Native Voters Shaped the 2020 Election. What's Next?	▶
<b>PopSugar</b>	Aug 16	Everything You Need to Know About How to Vote Early	▶
<b>Rolling Stone</b>	Nov 2	A Guide to Watching the Election Without Losing Your Mind	▶
	May 13	Vote.org founder launches VoteAmerica, a nonprofit using tech tools to help Americans vote by mail	▶
<b>TechCrunch</b>	Sept 3	Twitter and Facebook wrestle with Trump telling Americans to vote twice	▶
	Oct 7	Facebook: Trump can't recruit 'army' of poll watchers under new voter intimidation rules	▶

# EVENTS

WHAT DO ANTHONY “THE MOOCH” SCARAMUCCI & FORMER VA GOVERNOR TERRY MCAULIFFE HAVE IN COMMON? THEY WERE BOTH GUESTS OF OUR ‘SPEAKER SERIES’ EVENTS!

The Speaker Series served as an important way for us to engage every one of our supporters - from high dollar donors to grassroots online supporters - offering them a way to hear from some of the top election policy experts, political figures, advocates, and activists in the country.

As an official Impact Partner of the first annual National Black Voter Day organized by BET Network & National Urban League, we brought together an impressive panel of luminaires such as **Everett Ward**, President of Alpha Phi Alpha fraternity & Interim President of St. Augustine's University, **Mondale Robinson**, Founder of the Black Male Voter Project, **Cliff Albright**, Co-Founder of Black Voters Matter, **Rev. Dr. Frederick Haynes**, Sr. Pastor at Friendshipwest Church, and MSNBC commentator & Founder of Pine Street Strategies **Don Calloway**.



We paired CA Assemblywoman **Buffy Wicks** with actress & advocate **Mary Steenburgen**, former VA Governor **Terry McAuliffe** with **Anthony "The Mooch" Scaramucci** (which was a hoot to say the least), psychologist & author **Mary Trump** with GLAAD President **Sarah Kate Ellis**, chief strategist of the '92 Clinton-Gore campaign **Paul Begala** with actor **Richard Schiff**, who played Toby on The West Wing, for a fun conversation about real life vs fiction in the West Wing, and actors **Tony Goldwyn** & **Jeff Perry** from the hit show Scandal



On the eve of the election, thousands of supporters joined us for live broadcast while we shared timely trusted election updates through the Election Night Integrity Project, a partnership of VoteAmerica & Data For Progress.



**Sarah Kate Ellis**  
GLAAD Founder and CEO



**Mary L. Trump**  
Psychologist and Acclaimed Author



**Debra Cleaver**  
VoteAmerica Founder and CEO



# PARTNERSHIPS

IN ADDITION TO TRADITIONAL MEDIA EFFORTS, WE UTILIZED KEY PARTNERSHIPS TO INCREASE ACCESS TO OUR TOOLS, AMPLIFY REACH, AND HELP PEOPLE EXERCISE THEIR RIGHT TO VOTE.

We partnered with a wide array of major national and regional organizations and allies in 2020. By capitalizing on our partner's existing networks, we were able to further amplify our reach to voters in an incredibly cost-effective way, while building goodwill with numerous communities.

## JUST A FEW OF THE HIGHLIGHTS:

As an official Impact Partner of the inaugural National Black Voter Day, VoteAmerica **joined forces with BET & National Urban League** to host a virtual panel event discussing the critical role the black community plays in America's electoral process, featuring **Beto O'Rourke**, former US Congressman, **Michael Sorrell**, President of Paul Quinn College, **Everett Ward**, President of Alpha Phi Alpha fraternity & Interim President of St. Augustine's University, **Mondale Robinson**, Founder of Black Male Voter Project, **Cliff Albright**, Co-Founder of Black Voters Matter, **Rev. Dr. Frederick Haynes**, Sr. Pastor at Friendshipwest Church, and MSNBC commentator & Founder of Pine Street Strategies **Don Calloway**

Clothing companies **CCS & Columbia Sportswear** embedded our tools within their websites to offer their customers convenient access to registration & mail ballot information.

**Daily Kos** ran a dedicated vote-by-mail campaign featuring our core toolset and covered how users could make use of our innovative Voter Helpline program on the way to the polls.

**Everytown for Gun Safety** used the VoteAmerica toolset on their Gun Sense Voter site, registering nearly 100,000 voters.

We partnered with the **United Way** to offer our comprehensive voter toolset to their 'United We Count, United We Vote' campaign.



## credit karma

In August 2020, Credit Karma launched a 'Voter Roadmap' within their app & website utilizing the VoteAmerica tools. In less than 3 months, nearly 600,000 of their users were able to register to vote, check their registration status, request a mail ballot, find their polling location, and more.

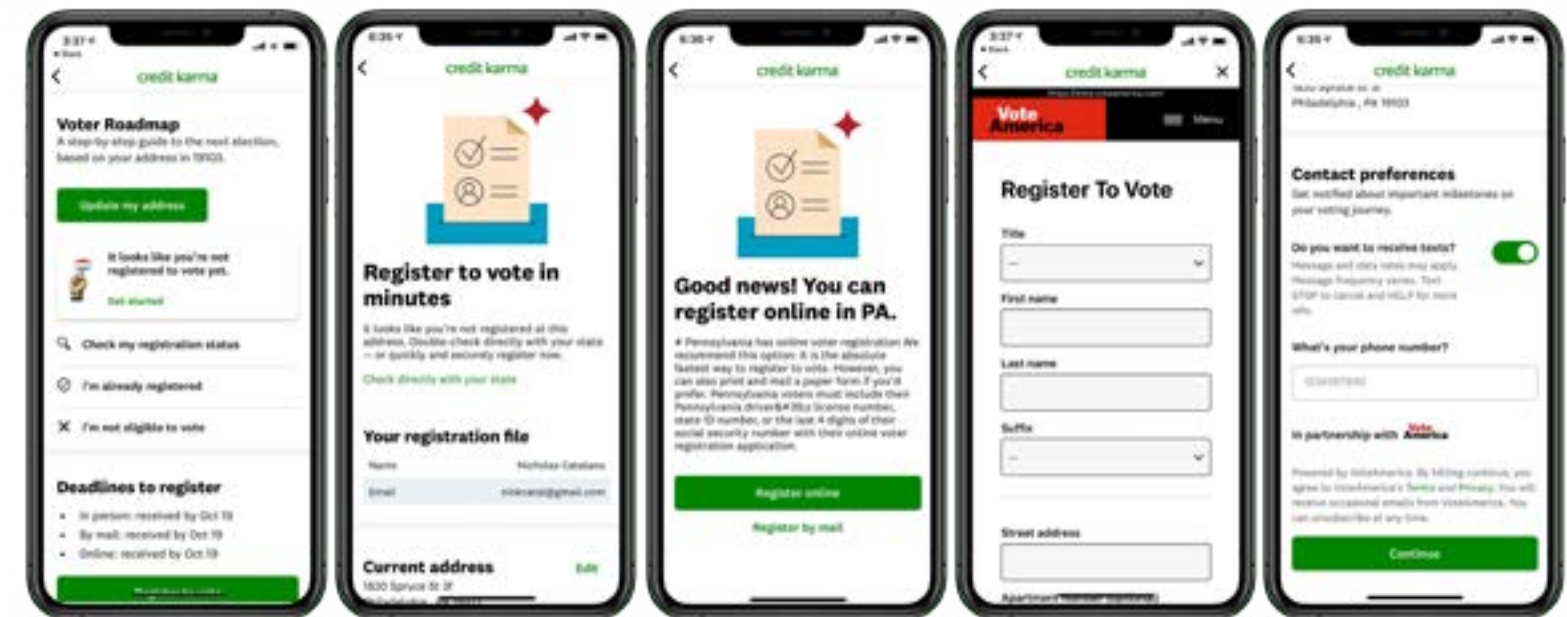
CEO Kenneth Lin wrote about the partnership in [Business Insider](#):

“

Beyond voting for the next president of the United States, voting joins people within a district or county to elect local officials and influence their community. Local elections often have a greater impact on Americans' everyday lives more so than a candidate sent to Washington. They determine who is in charge of the local government agencies making decisions around issues that are impactful and visible now more than ever, like resources for small businesses, schools, and healthcare.

Undoubtedly, the combination of a major social justice movement, global pandemic, and resulting economic crisis has laid bare the importance of representation at the local, state, and federal level, but it has also served as a call to action for CEOs and business leaders to step up and use their platforms for good. For us, that means leveraging our scale and technology to build a tool that helps Americans exercise their right to vote for representatives at all levels of government.

”



# How We Do It

---

*We built the most amazing team of employees, donors, partners, and volunteers.*

# TEAM

As an organization, we may have been new heading into 2020, but we built a team of champions, bringing together a uniquely talented and professional group of technologists, campaign experts, civic engagement experts, and data nerds that rivaled many top tier campaigns! At a time when they could have been working anywhere they wanted - from presidential campaigns to major tech corporations - these all stars joined VoteAmerica instead. They chose us.

## DEBRA CLEAVER

*Founder & CEO*

A serial founder in the voter turnout space, whose previous credits include Long Distance Voter, Vote.org, and ElectionDay.org, Cleaver has been diligently to increase Vote-By-Mail adoption since 2008.

## NICK CATALANO

*Director, Technology*

## AMANDA CRUMLEY <sup>C</sup>

*Senior Strategist, Communications*

## BRENNA CULLY

*Manager of Volunteer Activation, GOTV and Voter Registration*

## DANIELA DUSAK

*Coordinator, Voter Services*

## SHAYNA ENGLIN <sup>C</sup>

*Strategist, Communications*

## RACHAEL FIRESTONE

*Senior Principal Researcher*

## KONICA GHOSH

*Program Manager*

## JORDAN JAMES HARVILL

*Chief of Staff*

## JUSTIN JONES

*Director, Fundraising*

## AMY LAM

*Senior Software Engineer*

## LAUREN LAU

*Coordinator, Voter Registration & GOTV*

## JENNIFER LAUV

*Data Analyst, Voter Registration & GOTV*

## CAMDEN LEE

*Software Engineer*

## EILEEN YU-CHEN LIN

*Director, Strategic Partnerships*

## DR. CHRIS MANN <sup>C</sup>

*Academic Advisor*

## DANIEL MCCARTHY

*VP, Finance & Operations*

## AISHA MCCLENDON

*Director, Constituent Outreach*

## DR. SCOTT MINKOFF <sup>C</sup>

*Academic Advisor*

## WILLIAM O'MALLEY

*Manager, Voter Registration & GOTV*

## NANCY OZEAS

*Deputy Director, Communications*

## JEFFREY RODRIGUEZ-MONTOYA <sup>F</sup>

*Democracy Fellow*

## TAMARA SADLER

*Deputy Director, Constituent Outreach*

## MELANIE SHIREE <sup>C</sup>

*Strategist, Constituent Outreach*

## MEGHAN SMITH <sup>C</sup>

*Research Assistant*

## MICHAEL SNOOK

*Product Manager*

## SAGE WEIL <sup>F</sup>

*Distinguished Fellow, Engineering*

## ANNIE WEINBERG

*Strategist, Mobilization*

## BEN "FUZZY" WEISSMANN

*Senior Software Engineer*

## ALEXA ZUROFF

*Manager, Strategic Partnerships*

*C = Contractor F = Fellowship*

## Interns

### HAMZAH DAUD

*Strategic Partnerships*

### RYAN KANG

*Fundraising*

### CHRISTOPHER MASSEY

*Fundraising*

### LEAH SMART

*Fundraising*

We would like to extend a special thank you to our extended team (and family) for your support, consult, and efforts in driving our mission forward.

- **John McClung** and the AdQuick team, for your years of hard work and support.
- **Alex Kronman, Piper Jackson-Sevy**, and the rest of the Flytedesk team.
- **Ashley Spillane, Matt Singer, Keara Fenzel, Katie Dolan** and the rest of the Impactual team.
- **Josh Nussbaum, Jenn Kauffman, Kate Gage**, and the rest of the TMC team.
- **Jason Rosenbaum, Brian Young**, and the rest of the Action Network team.
- **Sibel Sunar, Craig Sinel, Jeremy Long, Janelle Grai, Maddy Troha, Paige Slaughter**, and the rest of the 47 Communications team.
- **Arekia Bennett** and the entire MSVotes team.
- **Nse Ufot, Kendra Cotton, Shawn Johnson**, and the entire New Georgia Project team.
- The **Politics Rewired** team for pulling off the impossible for our P2P SMS program.
- **Jake Matilksky, Melinda Gibson** and the rest of the CSME team.
- **Nate Persily** from Stanford and **Charles Stewart** from MIT.
- **Matt Davis** and **Hilda Nucete** from League of Conservation Voters.
- **Brian Dunn, Ken Dean, Leigh Chapman, Ryan Hughes** and the entire team Deliver My Vote.
- **Jason Putorti** and **Susan Stutz** from Resistbot.
- **Susan Dzieduszycka-Suinat** from the US Vote Foundation.
- **Adam Quinn, Matt Holland, Harris Qureshi** and the rest of the CreditKarma team.
- **Khalan Boyer, Khemari Cook, Maghan Cook, Morgan Howder, Justin Garnett**, and the rest of the Red Ventures team.
- **Amanda Luther, Mike Jones, Ben Rattray**, and the rest of the Change.org US team.
- **Vivian Shibata, Amanda Marmor**, and the rest of the Everytown.org team.
- **Meghan Nesbit, Jacob Talbot**, and **Chelsea Mattingly** from Twilio.org.
- **Sam Altman** and **Adam Goldstein** from YC for all the early advice and support.
- **Colette Kessler** for all of her work laying the foundation for the creation of this report.



# DONORS

Our fight for democracy would not have been possible without the collective support of our donors, including thousands of grassroots donors.

**46,871**

DONATIONS FROM INDIVIDUALS

**95.9%**

OF DONATIONS LESS THAN \$100

**\$25.42**

AVERAGE GRASSROOTS DONATION

Abby Leigh  
 Abhay Kumar  
 Adam Bowen  
 Adam Dell  
 Adam Goldstein  
 Adam Lasnik  
 Aditya Sood  
 Aditya Sood  
 Alan Greenbaum  
 Alex Hirsch  
 Aline McKenna  
 Alisa Plazonja  
 Amanda Nichols  
 Andrew Hurst  
 Andrew Sutherland  
 Andy Bohn  
 Angelina Fund  
 Ari Weinstein  
 Ashley Spillane  
 Barbars Torstad  
 Benjamin Godsill  
 Beth Rom-Rymer  
 Bijan & Soraya Amin Foundation  
 Bob & Margaret Ippolito  
 Bontje Norm  
 Bradley & Emily Vaccaro  
 Brandon Philips & Nisha George  
 Brenda Ellerin  
 Buck Farmer

Carol Goldberg  
 Carol Winograd  
 Cassidy Carroll  
 Chambers Initiative  
 Charlie Furman  
 Charlotte Hill & Louis Eisenberg  
 Chris Hollindale  
 Chris Marra  
 Chris Seeger  
 Chris Weitz  
 Christina Hiller  
 Christopher Miller  
 Cindy & Evan Goldberg  
 Claiborne Deming Jr.  
 Claire Mcdonnell  
 Clinton Powell  
 Colleen Denny  
 Conn Fishburn  
 Dallas & Vida Kashuba  
 Daniel Abrams  
 Daniel Buckley  
 Daniel Chait  
 David Mandel  
 David Peyton  
 David Sullivan  
 David Zimmerman  
 Dawn Chamberlain  
 Deliver My Vote Education Fund  
 Dianne Giancarlo

Dominika Blackappl & Trevor Blackwell  
 Don & Elaine Wood  
 Don & Marcia Blenko  
 Douglas Gentile  
 Dr. Stefan Shaw  
 Drs. Elise Lawson & Sage Weil  
 Edward Roach  
 Elaine Appel  
 Elaine Mosesian  
 Eleanor Lainer  
 Emily Nick  
 England Family Foundation  
 Farhad Mohit  
 Fred Wiener  
 Future Allies (Chad & Tenah Dyer)  
 Gale & Jon Love  
 Garnett Keith  
 Gary & Wendy Leshgold  
 Gerard & Lela Sarnat Family  
 Philanthropy Fund  
 Hunter Walk  
 Ivan Pyzow  
 J. Atwood Ives  
 Jacobs Family Foundation  
 Jake Seip  
 James Tamplin  
 Janis & John Raguin  
 Jason Flatley  
 Jeff M.

Jeff Perry  
 Jeffrey Greene  
 Jeffrey Martello  
 Jennifer Pahlka & Tim O'Reilly  
 Jeremy Best  
 Jesse Dorogusker  
 Jessica Ferguson  
 Jessica Gordon  
 Joann Kukulus  
 Joe Greenstein Foundation  
 Joerg Haas  
 John Ananny  
 Jon Levisohn  
 Jordan Buller  
 Josh Jones & Tweeny Kau  
 Judd Apatow  
 Julianne Holzschuh  
 Julie Goldberg  
 Karen Hawkins  
 Karen Sollins  
 Karen Winston  
 Karl Friedman  
 Kathleen Edwards  
 Katie Albright  
 Kazerani Family Charitable Fund  
 Kelly & Samuel Bronfman  
 Kevin Barenblat  
 Kevin Huvane  
 Kevin Marks  
 Kristine Belson  
 Laszlo Bock  
 Laura Kramarsky  
 Lauren Storholm  
 Lawrence Neeley  
 Lawrence W. Abel  
 League of Conservation Voters  
 Education Fund  
 legacies.now, Philanthropy  
 Consulting, Munich  
 Leslie Witt  
 Lois Friedland  
 Lois Vaccaro

Lori & Michael Massey  
 Lorraine Ballesty  
 Luma Pictures  
 Lynnae Schwartz  
 M.J. Schuler  
 Malte Ubl  
 Manasi & Maneesh Modi  
 Marc De La Bruyère & Stacy Schiff  
 Marcella Rolnick  
 Maria Tchijov  
 Marion Cleaver  
 Marjorie Roswell  
 Martha Keith  
 Martin & Terri Bittner  
 Marty Krasney  
 Mary Cummer Steele  
 Mary Fentress  
 Matthew Abel  
 Megan Furman  
 Megan Hull  
 Michael & Sandy Blend  
 Michael Gatton  
 Michael Rodriguez  
 Michelle Johnson  
 Michelle Quinton & Mike Pozar  
 Murray Edelman  
 Nancy Dier  
 Nasty Woman Giving Fund  
 New Georgia Project  
 New Venture Fund  
 Nick Adams  
 Nick Felt  
 Nick Keller  
 Nicole Kinsley  
 Nils Klinkenberg  
 Oak Foundation  
 Pamela Johnson  
 Patrick Shriwise  
 Patrick Tubbs  
 Paul & Winifred Dooley  
 Peter E. Haas Jr. Family Fund  
 Peter Martinazzi

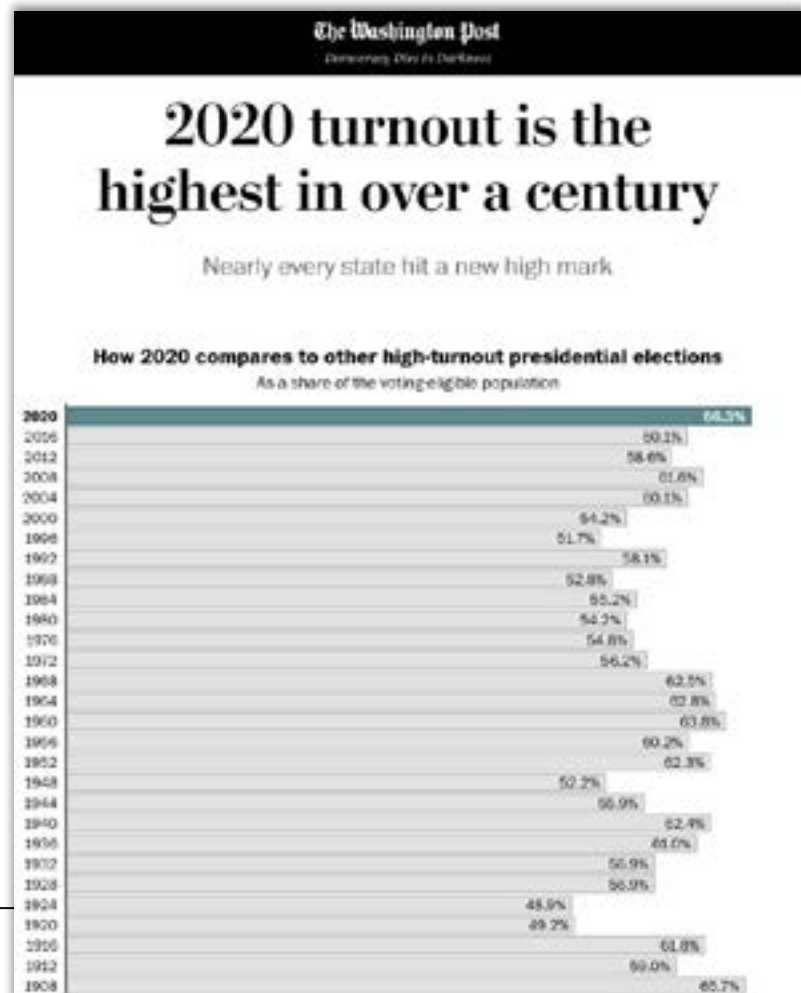
Peter Saligman  
 Philip Lord  
 Phyllis Yale  
 Piece By Piece Fund  
 Rajesh Vaidya  
 Read Roberts  
 Red Ventures  
 Richard Bello  
 Rob Hansen  
 Robby Walker  
 Robert Risoleo  
 Roland Smith  
 Ron Conway  
 Roula Seikaly  
 Russell Glass  
 Ruth Fitting  
 Sara Foszcz  
 Sara Wichner  
 Scott Friedman  
 Scott Shenker  
 Sebrand Warren  
 Seth Suresh  
 Shawn Mcennis  
 Shelley Facente  
 Sherry Kahn  
 Shige Honjo  
 Skyler Bauermeister  
 Stacey Chess  
 Stanrose Foundation  
 State Infrastructure Fund  
 Susan Miller M.D.  
 Susan Sawyers  
 Susie Hwang  
 Teresita Schaffer  
 Thomas Miller  
 Tim Kohn  
 Tom Lagatta  
 Tova Wager  
 Tushar Kirtane  
 United Way  
 Voter Participation Center

# CONTRIBUTIONS & SPENDING

WE SPENT YOUR MONEY IN 2020. WE SPENT IT STRATEGICALLY & PURPOSEFULLY WITH THE GOAL OF SHATTERING HISTORICAL VOTER TURNOUT RECORDS.

IT WORKED. Americans turned out to vote at record levels.

With the help of our generous supporters, this brand new organization raised \$12.2 million dollars. We rely on these donations to do our work - and we're good at it. We book and pay for things (like billboards and campus advertising) in advance, which means our programs and plans are in place, ready to go when it's time to start communicating with voters, so early investing by our donors pays huge dividends. And given our lengthy track record, we know what to do with the budget, and we know how to meet program commitments.



## REVENUE

Individual Donors	\$9,778,080.46
Institutional Support	\$2,262,142.60
Program Services	\$193,290.00
<b>Total Contributions:</b>	<b>\$12,233,513.06</b>

## EXPENSES

<b>Programs:</b>	
Voter Turnout	\$8,760,205.68
Technology	\$1,217,242.44
Investing in Local Orgs	\$478,590.73
Voter Registration	\$237,778.04
<b>Total Programs:</b>	<b>\$10,693,816.89</b>
<b>Supporting Services:</b>	
Admin & Overhead	\$492,397.96
Fundraising	\$470,122.60
<b>Total Supporting Services</b>	<b>\$962,520.56</b>
<b>Total Expenses:</b>	<b>\$11,656,337.45</b>

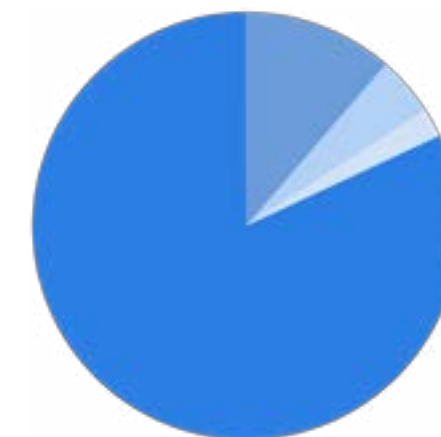
Net Assets Balance: \$577,175.61



- Individual **79.9%**
- Institutional **18.5%**
- Program Services **1.6%**



- Programs **91.7%**
- Administrative **4.2%**
- Fundraising **4%**



## PROGRAM EXPENDITURES

- Voter Turnout **81.9%**
- Technology **11.4%**
- Invest in Local Orgs **4.5%**
- Voter Registration **2.2%**

NOTE: 2020 financial results include VoteAmerica related income and spending while operating under fiscal sponsorship through June 14, 2020.

SOURCE: The Washington Post, [2020 turnout is the highest in over a century](#)

# PARTNERS

credit karma RED | VENTURES

change.org DAILY KOS



Khalan Boyer Red Ventures



Arekia Bennett Mississippi Votes



# VOLUNTEERS

Aarti Aggarwal	Benjamin Hart	Craig Snyder	Grace Yukich	Jessie Mance	Kimberly McMorrow	Maryellen Decoster	Neil Khaner	Robin Crawley	Susan Mclaughlin
Abigail Dwyer	Bessie Lewis	Daniel Harwell	Gregory Andrews	Jesus Salas	Kristen Cruise	Matt Dodson	Neil Patel	Robin McClellan	Susannah Lee
Adolfo Barandiaran	Beth Froelicher	Darby Mcadams	Greta Ossman	Jill Jump	Kristi Wachter	Matthew Douglass	Nelson Tyrone	Robin Owens	Susannah Marshall
Adrienne Price	Beth Schmiegl	Darcy Bearman	Hannah Madden	Jillian Jespersen	Kristin Wachtelhausen	Matthew Henson	Nicholas Cain	Robyn Swirling	Suzanne Wernevi
Ahna Saetveit	Beverly Elving	David Donahue	Hannah Reynolds	Jim Madras	Kristin Weiland	Matthew Vitale	Nicholas Chacon	Robyn Ettinger	Suzanne Sancilio
Alain Lartigue	Beverly Proppen	David Little	Harlee Strauss	Joanne Kreil	Krystal-Camille Edwards	Maurice Handel	Nicholas Keefe	Rosemarie Scaramuzzo	Tamar Eisen
Alena Fisse-Karr	Beverly Taylor	David Mills	Hassan Khatem	Jodi Rhoades	Kyle Astrein	Maury Abrams	Nick Caruso	Ruben Sepulveda	Tammy Luke
Alex Woodhouse	Bobbie Casey	David Sheehy	Hayley Hathaway	Jody Baron	Lance Friedmann	Maya Maxym	Nicki Sacco	Ruth Antonowich	Tara Endress
Alexa Alcalá	Bobby Cloutier	Debbie Lavin	Heather Gardner-Madras	Laney Beaman	Maya Rath	Maya Wallace	Nicole Ptak	Sabrina Zbar	Tara Fujimoto Harris
Alexander Tran	Bonnie Zimmerman	Deborah Peretz	Heather Price	Latoya Banks	Maya Zamani	Meagan Bailiff-Sweeney	Nicole Gadon	Sahara Reiz	Taylor Rose
Alexander Olivas	Bradford Smith	Deborah Peretz	Heidi Reeg	Laura Thomas	Meagan Bailiff-Sweeney	Meagan Murphy	Nicole Muther	Sally Hale	Ted Graham
Alexander Mancher	Brandon Chin	Debra Daniels	Heidi Rivkin	Laura Parkin	Meara O'Malley	Megan Bradley	Noah Zucker	Sally Hardin	Teresa Thelen
Alexandra Diaz	Brea Haywood	Debra Daniels	Helen Darby	Laura Avant	Megan Bradley	Megan Wygant	Onelia Grey	Sam Horowitz	Terry Joshi
Alexandra Price	Bree Spencer	Debra Daniels	Helena Orbach	Laura Gately	Megan Bradley	Meghan Kent	Paige Cupelis	Sam Punttenney	Tessa Lee
Alexis Ditzkowsky	Brian Brandler	Denise Cully	Hendrina Conner	Laura Hammett	Megan Bradley	Melanie Hurley	Pamela Jones	Sandra Beil	Thomas Weis
Ali Rayl	Bridget Conway Taylor	Desiree Morales	Hilary Galant	Laura Parkin	Megan Bradley	Melissa Shepherd	Pamela Harris	Sandra Portillo	Tierra Salang
Alison Polton-Simon	Britt Murphy	Devin Grossman	Holly Butterfield	Laura Parkin	Megan Wygant	Melissa Westbrook	Parker Block	Sara Nixon-Kirschner	Tiffany Neal
Alison Zagat	Brooke Barton	Diane Benson	Holly Djang	Lauren Dunnington	Meghan Kent	Mercy Faceson	Pat Rae	Sara Hayden	Timothy Welland
Allesha Mckoy	Caitlin Atkinson	Divydeep Agarwal	Huckleberry Hunt	Laurie Lenninger	Melanie Hurley	Michael Bellmont	Patty Mitchell	Sara Vahdatshoar	Timothy Perkins
Allison Bergman-Evans	Caitlyn Wright	Donald Slocki	Huckleberry Hunt	Laurie Lenninger	Melanie Hurley	Michael Bellmont	Sara Van Note	Sara Wasserman	Tobias Bowdry
Allison Roeser	Cami Ramierez-Arau	Donna Slade	Ibrahim Yusuf	Lia Greenfield-Gordon	Melissa Mello	Michael Roberts	Sara Wasserman	Sarah Musiker	Toby Kass
Allyse Heartwell	Candice Barbara	Donna Watkins	Ilana Lipsett	Liane Herbst	Melissa Westbrook	Michael Roberts	Sarah Musiker	Sarah Bridger	Todd Defren
Alyssa Gadde	Cara Davis	Edmund Collier	Isla Chadsey	Lily Sloss	Mercy Faceson	Michael Roberts	Sarah Bridger	Sarah Lasker	Todd Froelich
Alyssa Evans	Cara Ferguson	Edward Bobbett	Ivan Blumberg	Lindsay Frewen	Michael Bellmont	Michael Friedman	Sarah Lasker	Sarah Meister	Tom Cherwin
Alyssa Frazee	Carin Christy	Eileen Barnett	Jack Fowler	Lindsay Frewen	Michael Bellmont	Michael Lehman	Sarah Meister	Sarah Ramirez	Toni Lea Corwin
Alyssa Merz	Carly Abenstein	Eleanor Coughlin	Jackson Stenhouse	Lindsey Keeler	Michael Lehman	Michael O'Donoghue	Sarah Ramirez	Sarah Reinhardt	Tony Carmona
Amabelle Dela Cruz	Carly Sandstrom	Eli Block	Jacob Newman	Lisa Browdy	Michael O'Donoghue	Michael Roberts	Sarah Reinhardt	Sarah Showak	Tony Sirna
Amanda Moreland	Carol Smith	Elise Nussbaum	Jacqueline Tanaka	Lisa Dewey	Michael Roberts	Michael Smith	Sarah Showak	Sarah Waugh	Tracy BOWENS
Amanda Basri	Carole Hanna	Elizabeth Benedict	Jaime Domingo	Lisa Gholson	Michael Smith	Michael Thompson	Sarah Waugh	Sarah Wells-Tristano	Tracy Ims
Amanda Horn	Caroline Ellis	Elizabeth	Kaitlyn Johnson	Lisa Gholson	Michael Thompson	Michael Thompson	Sarah Wells-Tristano	Sarah Winston	Tracy Rappaport
Amy Royce	Carolyn Dieckmann	Cooper-Chrismon	Kaitlyn Johnson	Lita Para	Michael Thompson	Michael Thompson	Sarah Winston	Sarah Cameron Sunde	Tracy Soren
Amy Gossett	Carolyn O'Donnell	Elizabeth Helbling	Karen Johnson	Liz Vogel	Michele Thornquist	Michelle Ladd	Sarah Cameron Sunde	Saroj Hardit	Travis Harrison
Amy Chick	Carter Lavin	Elizabeth Holmes Baxter	Karey Maxwell	Lori Frye	Michelle Ladd	Michelle Vallone	Saroj Hardit	Scott Appel	Travis Enfield
Amy Ipp	Cat Tseng	Elizabeth Moss	Karrie Guymon	Louise Miller	Michelle Vallone	Michelle Wilcox	Scott Appel	Scott Breudecheck	Ulu Mills
Amy Nicholson	Catherine Rolfe	Elizabeth Signorelli	Kate Eberle	Louise Miller	Michelle Wilcox	Mikayla Lloyd	Scott Breudecheck	Seema Arora	Vanessa Davis
Amy Williamson	Chance Fullmer	Elizabeth Thompson	Kate Billman	Lucy Despoux	Mikayla Lloyd	Mindy Cohen	Seema Arora	Shannon Baker	Vaniylne Gulla
Andrea Post	Charles Weak	Ellen Korpi	Kate Rosante	Lucy Goldenhersh	Mindy Cohen	Mindy Or	Shannon Baker	Shannon McQueen	Veronica Conley
Andrew Dunn	Charlotte Mostertz	Ellen Sathe	Katey Prudhomme	Lynn Ballen	Mindy Or	Mitch Sutton	Shannon McQueen	Shannon Sturgeon	Veronica Granada
Andrew Eisen	Chelsea Souter	Ellen Williams	Katharine De Anda	Mackenzie Burton	Mitch Sutton	Molly Abrams	Shannon Sturgeon	Shannon Vavrinchik	Veronica Venecia
Andrew Ho	Chelsie Carter	Emily Brink	Katherine Cheng	Madeline Tripp	Molly Abrams	Molly Fagan	Shannon Vavrinchik	Shapari Taxell	Vicki Roush
Andrew McDonald	Cheslie Weil	Emily Eshman	Katherine Cleland	Madelyn McAlexander	Molly Fagan	Molly Magai	Shapari Taxell	Rachele Krivichi	Victoria Patterson
Andy Birasak	Chris Dingus	Emily Martin	Katherine Surbaugh	Marcia Tobias	Molly Magai	Molly Mcleod	Sharat Gadde	Radhika Shroff	Vincent Kaminsky
Angela Jarman	Chris Fernandez	Emma Cooper-Serber	Kathleen Lumiere	Marcie Chin	Molly Mcleod	Monna Wong	Virginia Sargent	Radhika Gupta	Virginico Sargent
Angela Sandridge	Chris Kilday	Emma Coopersmith	Kathy Plate	Maren Myslinski	Monna Wong	Morgan Bannerman	Vivian Rico	Rami Kirsch	Wade Armstrong
Anjali Joseph	Christena Coutsubos	Emma Rohrbacher	Kathy Dial	Margaret Bowden	Morgan Bannerman	Mujon Baghai	Wade Armstrong	Randi Kirsch	Wanda Baker
Ann Ribbens	Christian Cuellar	Eric Ivancich	Katie Burlingame	Margaret Geary	Mujon Baghai	Nakia Navarro	Wendy Jehlen	Randi Schwartz	Wendy Walter
Anna Gibala	Christina Bateman	Eric Martin	Katie Margillo	Maria Ingrande	Nakia Navarro	Nancy Burke	Wren Elhai	Raquel Ana Bush	Xena Ni
Anna Goodman	Christina Mondy	Eric Parks	Katie Van Den Heuvel	Maria Osberger	Nancy Burke	Nancy Stark	Ymer H	Rebecca Blachly	Yolanda Cuadrado
Anna Luggar	Christine Balarezo	Erin Barr	Katie Walter	Marian Conklin	Nancy Stark	Naomi Patterson	Zack Avre	Rebecca Schachter	Zeynep Dilli
Anna Purk	Christine Foot	Erin Davis	Katie Werner	Mariann Carle	Naomi Patterson	Naomi Gamoran	Zohar Tobi	Rebecca Shor	
Annie Nguyen	Christine Heidel	Erin Plum	Katrina Damon	Marie Gustave	Natalie Albanese	Natalie Huber		Renee Levine-Blonder	
Anosha Minai	Christine Houston	Erin Woolley	Kaylynn Kotik	Marilyn Daniel	Natalie Huber	Natalie Keast		Renee Rhymer	
Antonio Cruz	Christine Houston	Erin Woolley	Kaytee Ray-Riek	Marion Eisen	Natalie Keast	Natalie Rubin		Richard Sanchez	
Antonio Zimmermann-Smith	Christopher Nealen	Erin Yaylali	Kelly Bruce	Marion Olsen	Natalie Rubin	Natalie Zoma		Richard Weinberg	
Arin Blair	Cindy Garcia	Estelle Tang	Kelly Todd	Mark Pigott	Natalie Zoma	Natalie R. Cox		Ricky Lee	
Arpit Jain	Claire Hermann	Evan Smith	Kellyn Loftus	Marla Daugherty	Natalie R. Cox	Natalka Baczynskyj		Riley Weil	
Arshad Hasan	Claire Heuckeroth	Fatai Bakare	Ken Stewart	Martha Rodenburg	Natalka Baczynskyj	Nathan Woodhull		Robert Mascola	
Ashley Lewis	Clementine Cooke	Fatai Bakare	Ken Stewart	Mary Devereaux	Nathan Woodhull	Nathaniel Feyma			
Ashley Bainbridge	Colin Loeffler	Frances Prestianni	Kendra Turner	Mary Jayla	Nathaniel Feyma	Natka Bianchini			
Barbara Cohen	Connie Ferenbaugh	Freddie Lafemina	Kenneth Feinleib	Mary Mittell	Natka Bianchini	Neeloofar Jenks			
Barbara Douglass	Connor Whitley	Georgianne D'Angelo	Kevin Brenner	Mary Ryan	Neeloofar Jenks				
Bella Brodsky	Cory Pattak	Georgia Andree	Kim Springston	Mary Thomson					
	Courtney Domingo	Grace Reiner	Kimberly Bellemore						

# Looking Forward

---

*The midterm elections have already started.*

We spent 2020 working to make sure our country didn't see midterm-level turnout during a crucial presidential election year. In 2022, we are conversely gearing up to push for presidential election level turnout in a midterm year.

We are currently at work building the infrastructure that will allow us grow our reach from 4 to 50 million tool users. We'll be publishing all of our research and data analyses publicly in the next few months, and launching at least 2 new major initiatives.

After the exhaustive 2020 presidential election cycle and shocking January 6th insurrection attempt, we all took several weeks to recover - both mentally and emotionally. Then got right back to work.

**The stakes are that high.**

# GET INVOLVED

On June 1, 2021, more than 100 scholars who study democracy issued a letter warning that "our entire democracy is now at risk." The letter explains that the new election laws in Republican-led states, passed with the justification they will make elections safer, are in fact turning "several states into political systems that no longer meet the minimum conditions for free and fair elections."

The letter further stated that "if we permit the breakdown of democracy, it will be a very long time before we can reverse the damage."

## THIS IS THE REAL FIGHT FOR DEMOCRACY.

I've dedicated my life to this work, not because I love texting voters, but because I believe democracy is the only form of power that can protect and advance the rights of everyone, no matter their race, gender, or socioeconomic status. I believe this vision of democracy is what anchors American greatness. I know you do too.

We partnered with you in 2020 to make sure that in an election year rife with disinformation - on top of being in the middle of a global pandemic - voters had the information & resources needed to turnout in record numbers. All of our investments were planned in order to meet that specific, tactical goal. As we move into a new phase at VoteAmerica, we're shifting our attention to the larger, years-long effort to protect and advance democracy.

Our strategy isn't just focused on mobilizing voters for one election, because one election can't prevent the erosion of our democracy. We recognize the reality that protecting American democracy requires a comprehensive, future-focused strategy; one where elections aren't just important battlegrounds, but are part of a larger investment.

We're excited to take on this new challenge, and recognize that it will require an evolution in how we structure our teams, programs, and investments. We still need to turnout voters during elections, but even more important is protecting the democratic process, and most importantly, the right to vote.

Democracy is the only form of power that can achieve our shared American ideals. We need to protect it and we need your help to do it. That's why we're so excited to launch The Democracy Fund. Investments in VoteAmerica now will sustain the fight and build our capacity to do critical work between and across all election cycles. In the buildup to 2022, we've actively built a plan to drive presidential level turnout even during midterm election years. The stakes are that high.

You can support our mission to turnout voters & defend democracy by becoming a member of The Democracy Fund today at: <https://www.voteamerica.com/democracy-fund>

Thank you for everything.



**Forbes**

July 1, 2021, 04:07pm EDT | 89,022 views

## More Than 100 Scholars Issue Warning That American Democracy Is In Danger, Call For Federal Reforms

Michael T. Nietzel, Senior Contributor @ Education  
I am a former university president who writes about...

Listen to this article now



More than a hundred scholars issue a statement calling on...

A statement signed by more than 100... as a result of Republican-led states pro... "radical changes" to election laws, the... states are being transformed into "poli... meet the minimum conditions for free... statement includes this dire prediction... at risk"

Appearing on the website of the Washington, D.C.-based think tank New America, the statement, entitled *Statement of Concern: The Threats to American Democracy and the Need for National Voting and Election Administration Standards*, can be read in its entirety [here](#).

Referring to themselves as "scholars of democracy," the signatories include leading professors of political science, government, communications and history at many of the nation's most prominent universities and colleges. As of mid-afternoon today, more than 100 individuals had signed onto the statement, but additional signatures were expected to be added.

## Statement of Concern

### The Threats to American Democracy and the Need for National Voting and Election Administration Standards

STATEMENT

June 1, 2021

We, the undersigned, are scholars of democracy who have watched the recent deterioration of U.S. elections and liberal democracy with growing alarm. Specifically, we have watched with deep concern as Republican-led state legislatures across the country have in recent months proposed or implemented what we consider radical changes to core electoral procedures in response to unproven and intentionally destructive allegations of a stolen election. Collectively, these initiatives are transforming several states into political systems that no longer meet the minimum conditions for free and fair elections. Hence, our entire democracy is now at risk.

When democracy breaks down, it typically takes many years, often decades, to reverse the downward spiral. In the process, violence and corruption typically flourish, and talent and wealth flee to more stable countries, undermining national prosperity. It is not just our venerated institutions and norms that are at risk—it is our future national standing, strength, and ability to compete globally.

[Read the Forbes article ▶](#)  
[Read the full statement ▶](#)

# 2020

# Vote America

To support our work, visit [voteamerica.com/ways-to-give](https://voteamerica.com/ways-to-give)  
or email [finance@voteamerica.com](mailto:finance@voteamerica.com)

