

# Vote America

2021 - 2022 BIENNIAL REPORT



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Vote  
America





Debra Cleaver  
Founder & CEO  
VoteAmerica

## **LETTER FROM OUR FOUNDER**

At the beginning of 2021, the VoteAmerica offices were awash with an unusual sensation: optimism. We'd just come through a brutal election cycle, one exacerbated by the stress of the pandemic and ramped up efforts at voter suppression. But thankfully, voters still turned out in large numbers — not just for the presidential election, but for the runoff elections that followed soon after. Despite rumblings that Trump might refuse to concede or contest the election results, everything seemed to be progressing normally.

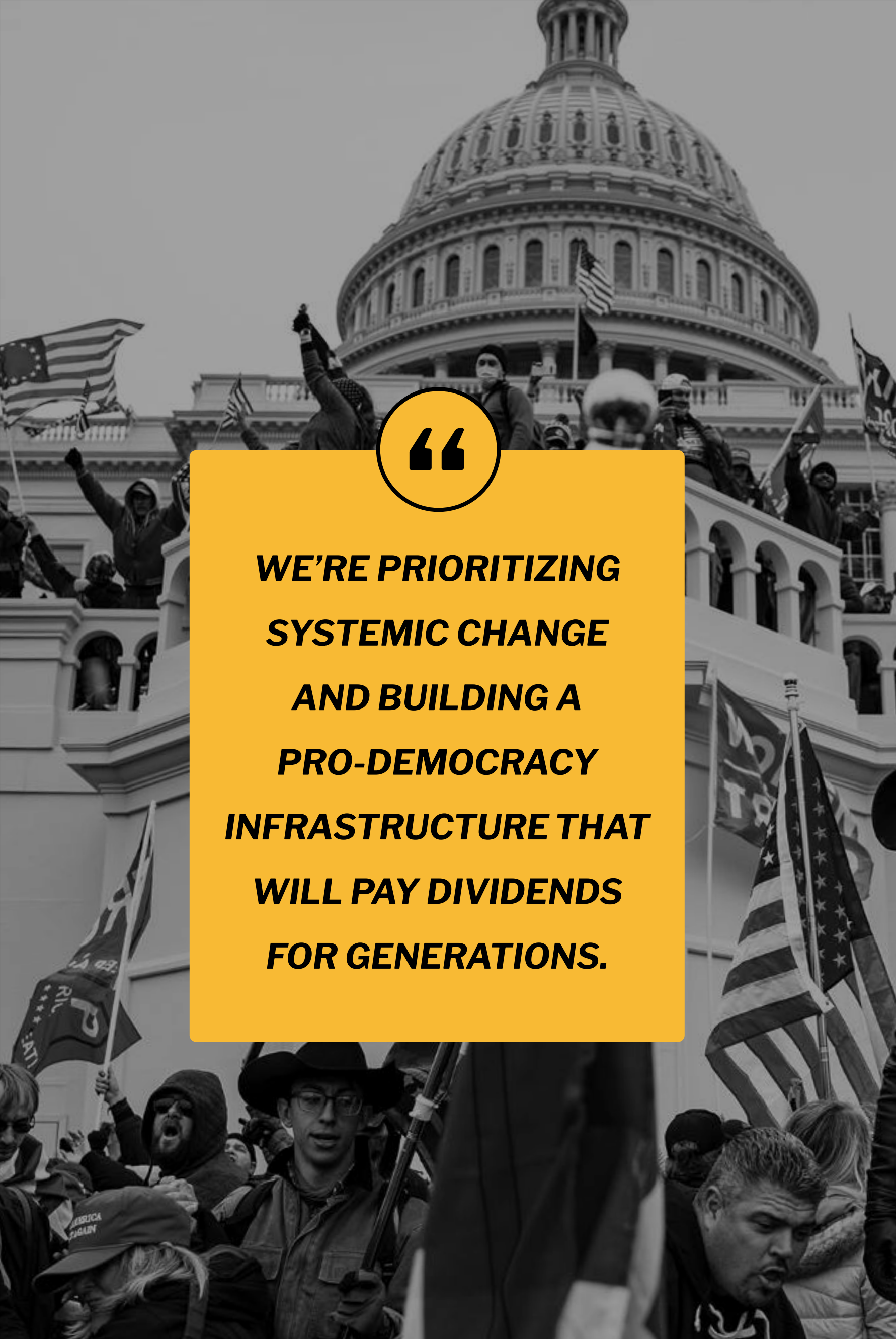
Then came January 6th.

I don't have to tell you how terrifying it was to watch an angry, violent mob of insurrectionists storm the Capitol. You saw how ugly, how horrifying, it was yourself. But what you may not know is that January 6th was merely the tip of the iceberg, the most visible component of a long-time assault on American democracy that continues to this day.

Even after the chaos at Capitol Hill died down and the rioters dispersed, the attacks on democracy continued. Since January 2021, lawmakers in 43 states have quietly introduced hundreds of laws seeking to limit voting access, clamping down on voting by mail, early in-person voting, and even voters who show up to the polls on Election Day. State legislatures across the country have introduced laws that target essential voter turnout efforts. Candidates for political office have proudly bragged about refusing to accept electoral losses, or even using their positions to void voters' choices.

**AN ORGANIZED, DETERMINED, AND INCREDIBLY POWERFUL GROUP OF LAWMAKERS DECIDED THAT THEY DIDN'T LIKE THE RECORD-BREAKING VOTER TURNOUT THEY SAW IN 2020. THEY'VE SET OUT TO MAKE SURE IT COULD NEVER HAPPEN AGAIN.**

So as we geared up for the 2022 election cycle, one thing was abundantly clear: the amped up attacks on democracy that we've seen over the past few years require an increasingly agile response, one even more capable of anticipating blows before they're even delivered. Fortunately, VoteAmerica was — and remains — the best positioned pro-democracy organization positioned to deliver that response. Since our founding, we've prided



**WE'RE PRIORITIZING  
SYSTEMIC CHANGE  
AND BUILDING A  
PRO-DEMOCRACY  
INFRASTRUCTURE THAT  
WILL PAY DIVIDENDS  
FOR GENERATIONS.**

ourselves on being goal-oriented and tactic-agnostic. If a strategy gets voters to the polls, we'll happily adopt it. In 2020, that meant sending 100,000,000 text messages to voters. When we faced new challenges in 2022, we kept an open mind about what new and different strategies might work best.

Since that fateful Wednesday in 2021, we've continued to engage millions of voters through strategic programming, partnerships, and integrations. Rather than simply focusing on getting out the vote on Election Day, we show up for voters through all major phases of the voting lifecycle, from registration to casting their ballot — whether that's in-person, online, or through the mail. Increased attacks on democracy means voting has gotten more complicated and confusing. But we've made sure that we're able to meet voters where they're at and do everything we can to make voting as easy an experience for them as we can.

Democracy organizations must understand that defending democracy requires constant updates to our collective toolbox. Individuals can't be expected to solve systemic problems on their own. While democratic crises must be addressed in real time, short-term wins can't be prioritized over long-term strategic gains. This is the moment to honestly assess what is and isn't working and commit to a powerful new strategy for the future.

That's why looking ahead to 2024 and beyond, we're leaning even harder into modern, scalable tactics for voter registration and turnout. And we're prioritizing systemic change — because we want our democracy to exist for generations to come.

This is the approach that made us nationally renowned as a nonprofit leading the charge on voting rights. It's why we won lawsuits that stopped overt attempts at voter suppression in their tracks. And it's how we're going to mobilize even more voters in 2024. We're building an infrastructure that will pay dividends for years. Dollar for dollar, the VoteAmerica team and vision is a solid investment.



**Sincerely, Debra Cleaver**  
*Debra A Cleaver*





## **THE RISE OF FASCISM AND THE GLOBAL THREAT TO DEMOCRACY**

Threats to American democracy aren't an isolated incident. Across the globe, fascism is on the rise and functioning democratic societies are under attack. A [2022 report from V-Dem](#), a monitoring institute based in Sweden, found an astonishing rise in toxic polarization and assaults on freedom of expression worldwide. Most distressingly, a full 70% of the global population now lives under autocratic regimes — up from 49% in 2011.

As a global leader, the health of American democracy sets the tone for the future of democracy around the world. At VoteAmerica, we know that when we work to secure America's future, we're also leading the way to safeguarding democracy for the billions of people who need it globally. Further, we understand that Americans cannot be effective as a bulwark against fascism if we remain isolated and disconnected from the rest of the world.

**That's why in 2022, our founder and CEO Debra Cleaver partnered with a coalition of Brazilian organizations to help push back against fascism in Brazil.**

In Brazil, voting is mandatory for citizens between the ages of eighteen and seventy — and yet Brazil's turnout rate is only about 70%. Young voters (16- and 17-year-olds) and older voters (70+) represent a huge opportunity for domestic voter engagement campaigns — and yet historically, there have been few attempts to get these populations to the polls, even as youth registration and turnout rates have been declining for the past twenty years.



Debra was called in to help develop a program that would encourage these young people to get involved in the political process. Drawing on her decades of experience with American voter engagement campaigns, Debra offered insights on best practices for helping new voters navigate an electoral system — whether that meant figuring out how to use prompts and nudges to get young Brazilians excited to register, or designing a process to guide them step by step through the confusing, bureaucratic online registration process.

The resulting effort used a combination of paid media, influencer marketing, and peer-to-peer social media campaigns to get people excited about their role in the political process, and confident enough to exercise their right to vote. It worked: this unprecedented effort brought 2 million new voters into the system, completely reversing two decades’ of declines in youth voter registration.

And those brand new voters made a huge difference. In October 2022, Luiz Inácio Lula da Silva defeated Jair Bolsonaro in a narrow runoff election, safeguarding Brazil’s democracy until the next election cycle. The margin of victory? Just 2.1 million votes.

Democracy is the best system we have to protect human rights around the globe — but it’s also a fragile system that takes constant vigilance to protect. And though the threat to democracy is a global one, every country faces its own unique challenges to its own unique political system. There’s no one strategy that will help every country stabilize and secure its citizens’ rights — just like there’s no one evergreen strategy that’s going to get American voters out to the polls year after year. Protecting democracy takes quick thinking, flexibility, and a willingness to adapt to new times and new circumstances.

**“WHO KNOWS ABOUT STREAMLINING VOTER REGISTRATION?  
DEBRA CLEAVER.” — BEN BRANDZEL, FOUNDER OF [OPEN](#)**





## **OUR APPROACH: CONTINUOUS INNOVATION**

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The VoteAmerica team has always been at the forefront of voter registration and get out the vote (GOTV) tactics. We pioneered using peer-to-peer (P2P) text messages in 2016 — and in 2020, we sent over 100 million P2P text messages to low and mid-propensity voters, using these digital nudges to increase their likelihood of hitting the polls.

But the following year, a batch of new regulations from the rapidly-evolving cell carrier industry were positioned to make it all but impossible for us to pull off another large-scale texting campaign in the future.

To outsiders, this might have seemed like a death knell for VoteAmerica. Without text messaging, our signature tactic at the time, who would we even be as an organization? What could we even accomplish? But we weren't worried at all. Massive P2P text messaging campaigns may have been a valuable tool in our kit for the 2020 election cycle. But VoteAmerica has never been a text messaging organization.

**VoteAmerica is an innovation organization.** You might call us the research and development wing of democracy work: the strategies we pioneer today are the ones that other initiatives and organizations will be adopting in the years to come. We pioneered using P2P text messaging for voter engagement, and now we're developing brand new strategies to meet the challenges of the current moment.

The attacks on democracy won't be ending any time soon. But neither will VoteAmerica's agile efforts to make sure every voter is able to have a say in America's future. Whether we're in a courtroom, on a college campus, or in your favorite app, we're always making sure that Americans are able to vote.

## IMPACT LITIGATION

When state legislatures in Kansas and Georgia passed laws making it harder for organizations like VoteAmerica to register voters, we took those anti-democracy zealots to court. **And we won.** As more anti-democracy laws crop up across the country, we're committed to continuing the fight for democracy, no matter what it takes.

## ON THE GROUND

We've continued to experiment with novel forms of on-the-ground advertising and outreach campaigns. Billboards? We do those. Digital trucks? Those too. Taking out full page advertisements in college newspapers? You better believe it. We've even harnessed the power of TikTok influencers to make sure their audience of young voters knows exactly when any upcoming elections are — and exactly what steps they need to take to make sure their vote will be counted.

## VOTEAMERICA ACTION FUND

In 2021, we launched the VoteAmerica Action Fund, a 501(c)(4) that expands the type of work that VoteAmerica is capable of taking on. Our first project? Making sure that turnout in the California gubernatorial recall election accurately reflected the population of the state of California.

## PARTNERSHIPS & VOTEAMERICA+

In an attempt to (literally) meet voters where they're at, we've beefed up our corporate partnerships, building relationships with organizations that are disproportionately likely to reach voters who are missed by traditional get out the vote operations. Instead of asking potential voters to come to us, we use our tech to go to where they already are — whether that's a meditation app, a dating site, or even their favorite e-scooter rental program. Thanks to our talented tech team, embedding VoteAmerica+ software is as simple as sharing a YouTube video. And we're working to make it even easier.





## IMPACT LITIGATION

THE 2020 ELECTION SAW RECORD HIGH TURNOUT — A FACT THAT SHOULD HAVE BEEN A CAUSE FOR CELEBRATION. INSTEAD, AMERICA SAW AN ATTEMPTED INSURRECTION AND RENEWED ENERGY BEHIND VOTER SUPPRESSION EFFORTS. MOST NOTABLY FOR VOTEAMERICA, ANTI-DEMOCRACY ZEALOTS PUT NONPARTISAN DEMOCRACY GROUPS LIKE OURS SQUARELY IN THEIR CROSSHAIRS. IN THE MONTHS THAT FOLLOWED, ROUGHLY 400 BILLS WERE INTRODUCED WITH THE GOAL OF RESTRICTING NONPARTISAN VOTER REGISTRATION.

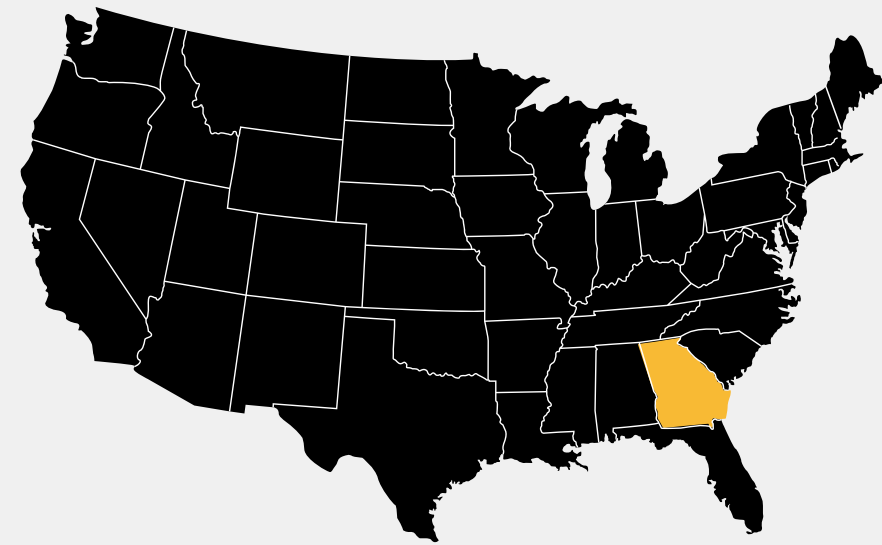
In the spring of 2021, it suddenly seemed like everyone was talking about bottled water — specifically, distributing bottled water to people waiting on line for the polls. “Why on earth, if Americans are willing to wait in hours to vote, would you make it a crime for people to come and give them a bottle of water?” [Chris Wallace asked Republican strategist Josh Holmes during an episode of Fox News Sunday](#). A few months later, Vice President [Kamala Harris brought up the topic again](#), telling Soledad O’Brien, “They are punishing people for standing in line to vote. They are saying ‘Well, if you are going to be standing in that line for all those hours, you can’t have any water or any food.’”

But bottled water was always a bit of a red herring. The real target of Georgia’s S.B. 202 wasn’t food and water — it was democracy non-profits like VoteAmerica. As part of Georgia’s voter suppression strategy, we were banned from

sending mail-in ballot applications to voters (and yes, also giving them food and water while they waited to vote). And Georgia wasn’t the only place to pull this move: similar laws have cropped up in voter suppression states across the country.

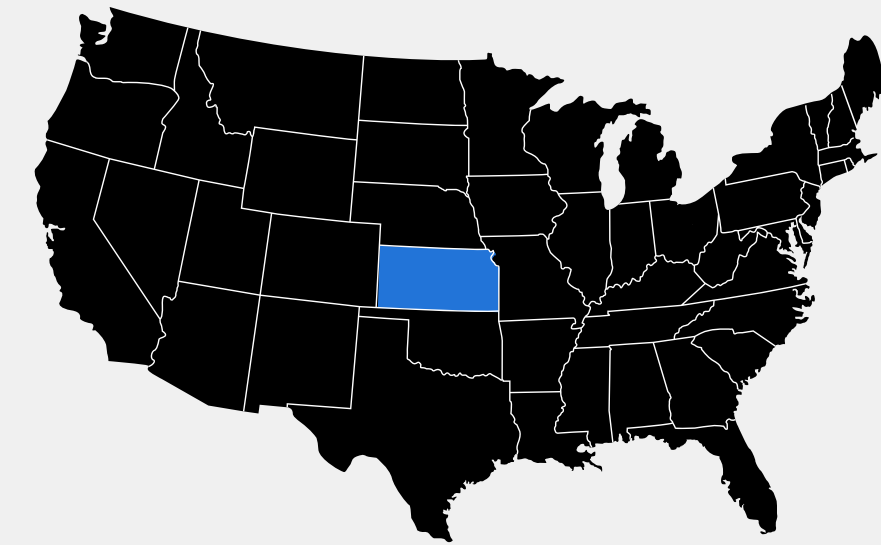
It’s always been clear to us that these laws are a blatant attack on the First Amendment — and our top tier legal team agreed. VoteAmerica went on to serve as the lead plaintiff in high impact litigation that pushed back against this tide of anti-voting laws, first in Georgia, and then two months later in Kansas.

We’re proud to say we won key concessions for voters in both Georgia and Kansas. But the fight is far from over. Despite these victories, similar laws continue to crop up across the country — but we’re committed to taking the anti-democracy zealots behind them to court.



## **GEORGIA**

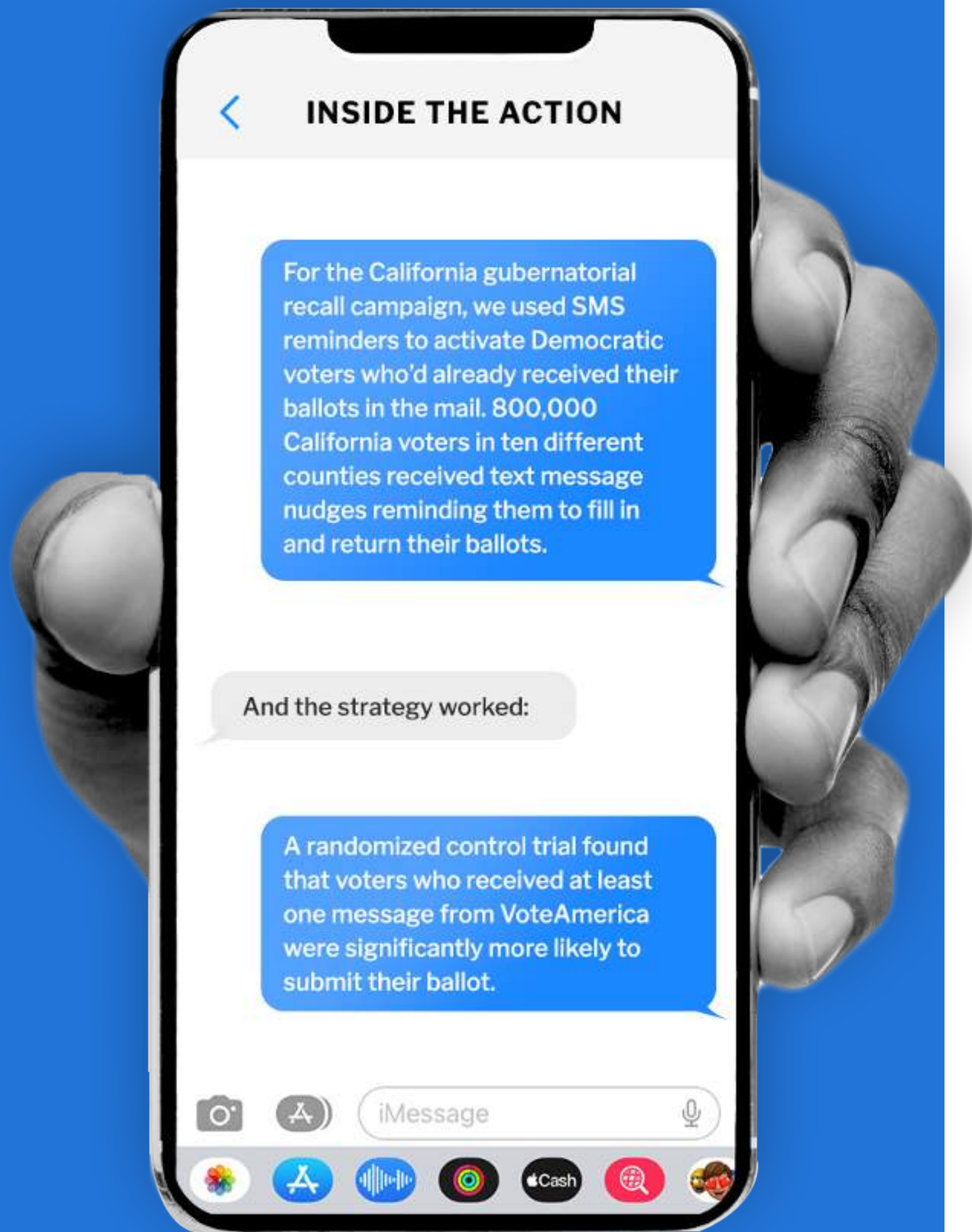
In April 2021, VoteAmerica partnered with the Campaign Legal Center, the Voter Participation Center, the Center for Voter Information, and Smith, Gambrell, and Russell LLP to challenge Georgia's S.B. 202, which dramatically curtailed third parties' ability to encourage voting by mail. VoteAmerica and its partners argued that the law violated basic First Amendment rights, and that the ability to distribute absentee ballot applications represented core political speech.



## **KANSAS**

In June 2021, VoteAmerica, the Campaign Legal Center, the Voter Participation Center, and Smith, Gambrell, and Russell LLP challenged Kansas's H.B. 2332. This bill would have restricted the ability of charities like VoteAmerica to assist voters in registration and absentee voting. In response, the U.S. District Court for the District of Kansas issued a permanent injunction in the case, effectively blocking the law. In May 2023, a section of the law was declared unconstitutional, delivering a victory for Kansas voters.





## VOTEAMERICA ACTION FUND

AS A NONPARTISAN EDUCATIONAL 501(C)(3), VOTEAMERICA'S EXPRESS ADVOCACY WORK IS LEGALLY LIMITED — BY DESIGN. VOTING, AFTER ALL, IS A NONPARTISAN AMERICAN ISSUE AND A BASIC TENET OF OUR DEMOCRACY. BUT AS THE ATTACKS AGAINST DEMOCRACY BY PARTISAN ACTORS HAVE GOTTEN INCREASINGLY INTENSE, WE'VE FOUND OURSELVES NEEDING TO GO BEYOND THE RESTRICTIONS OF A 501(C)(3). THAT'S WHY IN 2021, WE MADE THE DECISION TO LAUNCH THE VOTEAMERICA ACTION FUND, A 501(C)(4) THAT GIVES US THE OPPORTUNITY TO ROLL UP OUR SLEEVES, GET POLITICAL, AND EXPLICITLY PUSH BACK AGAINST ANYONE ACTING AGAINST VOTERS' BEST INTERESTS.

Our first project under the banner of the VoteAmerica Action Fund? A voter engagement campaign for the 2021 recall election faced by Gavin Newsom.

Recall elections are expensive, anti-democratic power grabs, and they're becoming increasingly frequent as attacks on democracy accelerate across the country. If voters don't like an elected official's work, there's already a remedy for that: regularly scheduled elections. Recalls create an unnecessary burden for voters, resulting in low turnout that allows special interests to manipulate the outcome — all while costing taxpayers eye-popping sums of money (the 2021 gubernatorial recall cost California a quarter of a billion dollars, for example).

In the case of this particular recall election, a poll by UC Berkeley found that turnout for this recall in particular was highly likely to favor Republicans at the time. If that prediction held, then the recall

would be decided, not merely by a tiny proportion of Californians, but a group whose views didn't even represent most of the state.

Fortunately, mobilizing voters is what we do best. And when the ballots were counted, pundits were surprised to see that 12.8 million California voters had weighed in on the election — far more than had voted in the previous gubernatorial recall election in 2003. Notably, the predictions that Republicans would sweep the recall were unfounded: Democrats significantly outnumbered Republicans, just as they do across the state.

While the California recall election may have been our first endeavor as a C4, we're not planning on stopping there. With the VoteAmerica Action Fund, we've expanded our ability to advocate for voters — and we'll be implementing that power wherever our need to fight democracy's enemies goes beyond the limits of what a 501(c)(3) will allow.





## ON THE GROUND

It is harder to vote in the United States than any other nation with democratically elected leadership, and that is by design. Americans aren't apathetic, they are suppressed.

**Americans will vote in higher numbers, and more frequently, as voting becomes more accessible.**

At VoteAmerica, we work hard to battle that bureaucracy through creative education campaigns, using a variety of methods to connect with voters and make sure they know how to vote, where to vote, and — most importantly of all — when to vote.







## CAMPUS MOBILIZATION PROGRAMS

College students are a major target for voter suppression efforts. From limiting the number of polling places on college campuses to refusing to accept student IDs as a form of voter ID, many states are working around the clock to keep student voting to a minimum. But when they're properly engaged, college students turn out to vote at 2x the rate of the general Gen Z population. Student turnout increased 21 percentage points from 2014 to 2018, and increased another 16 percentage points from 2016 to 2020. With just under 20 million students enrolled in colleges and universities nationwide, that's a huge pool of potential voters.

The VoteAmerica campus program targeted nine states — Arizona, Florida, Georgia, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, and Wisconsin — and experimented with a variety of outreach strategies. Email, campus transit ads, newsstand rack ads, print ads, digital ads, paid influencers, and street teams equipped with 11 x 17 posters that conveyed election messages were all a part of our comprehensive get out the vote program. The results? **A measurable increase in turnout up to 8 percentage points.** We already know how to get college students to the polls. Now we just need the money to scale this program and take it nationwide.

### 🎯 NINE STATES TARGETED



ARIZONA



FLORIDA



GEORGIA



MICHIGAN



NEVADA



NORTH CAROLINA



OHIO



PENNSYLVANIA



WISCONSIN





## **BILLBOARDS**

One of the biggest barriers to voting is also one of the easiest to solve: many people simply do not know when the election is taking place. We've found that billboards, transit ads, and other outdoor advertising allow us to fully saturate areas with a simple '**VOTE ON DATE**' message — and in many of the neighborhoods that need voter outreach the most, they're also surprisingly affordable.

Even better, outdoor advertising has a multiplier effect. Studies have shown that people who see billboard or transit ads are more likely to respond to later outreach, including via SMS and mail. Every billboard strengthens our more direct engagement strategies.

In 2022, we placed hundreds of billboards in Wisconsin and Ohio urban centers. These informational billboards focused on the date of the election. In Wisconsin, the billboards also advertised Same Day Registration (SDR). Twenty five states offer SDR, but almost no one knows about it. SDR eliminates the need for voter registration. It also increases turnout far more than voter ID laws suppress turnout. SDR campaigns have become a core focus at VoteAmerica.





## TARGETED DIRECT MAIL

Direct mail is one of the oldest outreach strategies there is — and it’s easy to see why it’s so popular. It’s targeted, hard to ignore, and it gets people’s attention. But it also comes with a cost. Sending out millions of unsolicited mailers — many of which immediately be tossed in the trash — has a heavy environmental impact. We’d love to one day phase direct mail out entirely. But for now, we’re committed to using it in the most effective way possible, with the smallest environmental footprint.

For the 2022 campaign, we relied on direct mail to connect with voters. One week before Election Day 2022, we sent approximately 100,000 postcards to households in four counties across Nevada, Michigan, California, and Maryland as part of a randomized control trial. In addition to providing the dates for early voting and Election Day, these postcards contained basic information about same day voter registration. Preliminary analysis indicates that the postcards boosted turnout in line with expectations for a nonpartisan mailing.

1 week before election

Election Day 2022

**100,000**  
POSTCARDS MAILED



## **PARTNERSHIPS & VOTEAMERICA+**

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VoteAmerica has spent several years building best-in-class voter mobilization software that can be embedded on other organization's websites, allowing us to expand our impact beyond the confines of our own work (and our own budget). We offer free and paid subscriptions to our software, and we run this program through VoteAmerica+ (a wholly owned subsidiary of VoteAmerica C3). While VoteAmerica+ is technically a "for-profit entity," 100% of the profits are used to fund VoteAmerica's nonpartisan voter registration and turnout work.

Over 100 companies and organizations have used VoteAmerica+ software as part of their voter mobilization efforts, including:





# FAST COMPANY



## ACCOLADES & RECOGNITION

### AWARDS

We don't do this work for the glory — a stable, functioning democracy where every voting age American is able to cast a ballot is the only reward we're looking for. But it's still nice to have our efforts recognized.

In the past two years, we've received annual recognition from Fast Company — first for our "World Changing Ideas" in 2021, and then again one of 2022's "Brands That Matter." These awards put our young non-profit in the same arena as organizations like Sesame Workshop, Duolingo, and Impossible Foods. And as we keep growing and innovating, we plan to keep racking up recognition.

**2021 Fast Company "World Changing Ideas"**

**2022 Fast Company "Brands That Matter"**

### EVENTS

Fixing American democracy means more than just on-the-ground work with voters. It also requires thought leadership — and whether that's talking about redistricting with **former US Attorney General Eric Holder** or chatting about SMS marketing with **Community.com**, VoteAmerica is leading the charge to spread the innovative ideas that will not just hold back the tide of creeping fascism, but also inspire much needed systemic reform that will ensure the stability of American democracy for decades to come.





# PRESS

IN 2021 AND 2022, VOTEAMERICA APPEARED IN 685 PIECES ACROSS HUNDREDS OF MEDIA OUTLETS, DRAWING STRONG ATTENTION FROM BOTH SIDES OF THE AISLE. NOT THAT WE'RE SURPRISED: OUR FOUNDER & CEO IS A KNOWN TRUSTED EXPERT IN VOTER ENGAGEMENT AND TURNOUT.



 **CLICK ANY ARTICLE TO READ MORE**





# 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.

**AIDAN FELDMAN**<sup>c</sup>  
*Senior Software Engineer*

**EMILY BEHLMANN**  
*Senior Software Engineer*

**KELLY BRUCE**  
*Associate Director, Strategic Partnerships*

**DR. SCOTT MINKOFF**<sup>c</sup>  
*Academic Advisor*

**CASE WALKER**  
*Senior Software Engineer*

**EMMA KRAUS**  
*Manager, Donor Relations*

**LAUREN LAU**  
*Manager, Special Projects*

**WALTER MAY**  
*Data Analyst*

**DR. CHRIS MANN**<sup>c</sup>  
*Academic Advisor*

**ERIC LUKOFF**<sup>c</sup>  
*Senior Software Engineer*

**LAURIE LENNINGER**  
*Director, Strategic Partnerships*

**WILL READ**  
*VP, Data & Engineering*

**DANIEL MCCARTHY**  
*VP, Finance & Operations*

**ERICA SCOTT-PUOPOLO**  
*Senior Director, Fundraising*

**REBECCA COFFMAN**  
*VP, Growth & External Affairs*

<sup>c</sup> = Contractor  
<sup>f</sup> = Fellowship

**DANIELA DUSAK**  
*Manager, Voter Success*

**JENNIFER LAUV**  
*Senior Data Analyst*

**SAGE WEIL**<sup>f</sup>  
*Distinguished Fellow, Engineering*

# VOLUNTEERS

**ANNE THOMPSON**

**JEANNE HEIFETZ**

**OLIVIA MANNING**

**BETH WALKER**

**JENNY PANIGHETTI**

**ROBERT MORALES**

**CAROLE HANNA**

**MIKE POZAR**

**TERA SCHREIBER**





## **DONORS**

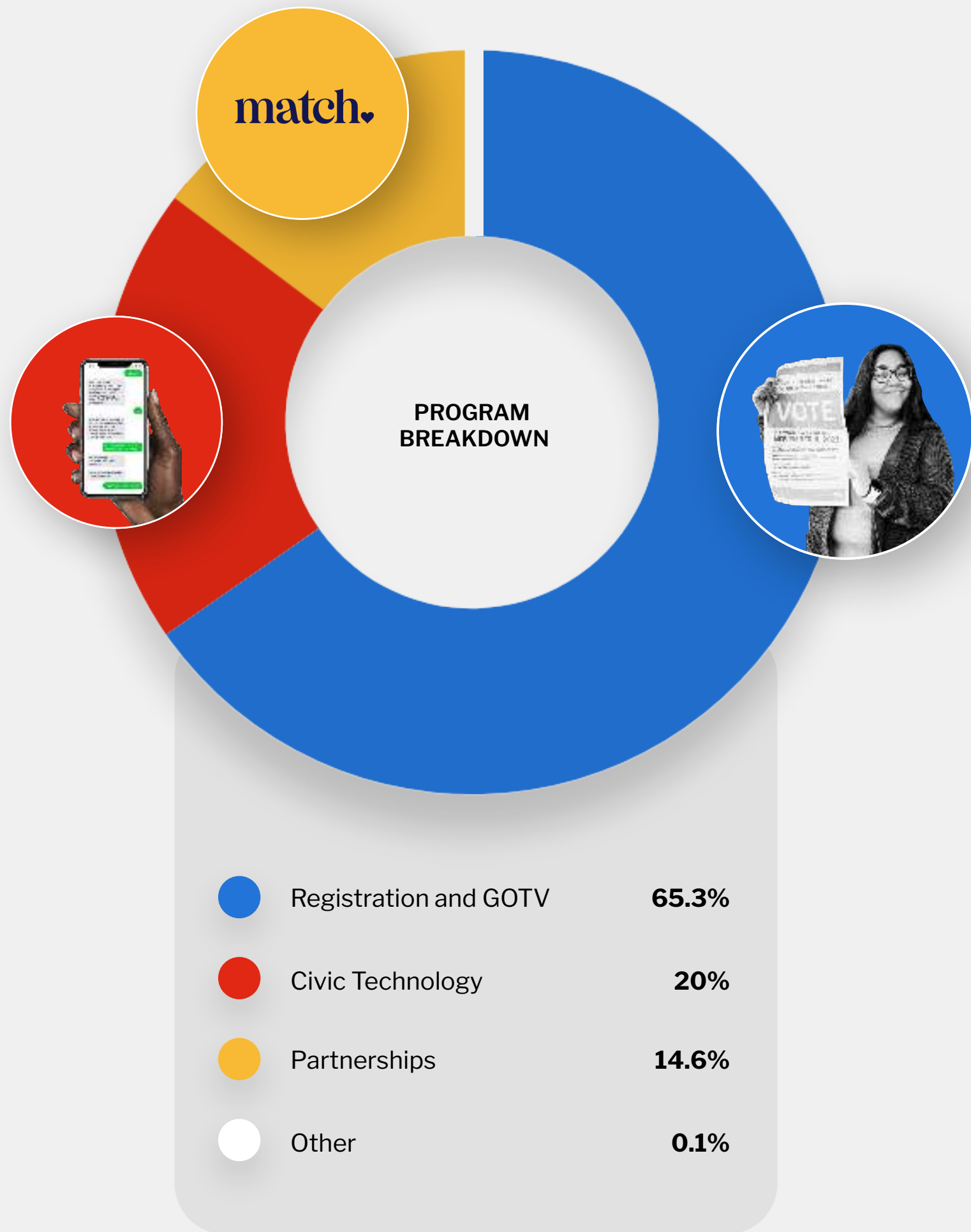
THE WORK WE DO EVERY DAY TO PROTECT AMERICAN DEMOCRACY IS ONLY POSSIBLE THANKS TO THE GENEROUS SUPPORT OF OUR DONORS, INCLUDING THOUSANDS OF GRASSROOTS SUPPORTERS.

Abby Leigh  
Abigail & Scott Friedman  
Adam Goldstein  
Andrea Wood  
Andrew Hurst  
Andrew Sutherland  
Ari Weinstein  
Barry Boothe  
Ben Brandzel  
Benjamin Godsill  
Beth Becker  
Brad & Emily Vaccaro  
Buck Farmer-Gregory  
Carol Goldberg  
Chambers Initiative  
Change Happens Foundation  
Charlotte Hill  
Louis Eisenberg

Claiborne Deming, Jr.  
Dallas & Vida Kashuba  
Daniel Abrams  
David Mandel  
Drs. Elise Lawson & Sage Weil  
Emily Beck & Jon A. Levisohn  
England Family Foundation  
Erika Reinhardt  
Hunter Walk  
Jacobs Family Foundation  
Jen Carter  
Kathleen Edwards  
Katie Albright  
Kevin Barenblat  
Les Boden  
Margaret & Bob Ippolito  
Maria Tchijov  
Marion Cleaver

Mary C. Steele  
Matt Glickman & Susie Hwang  
Mike Pozar & Michelle Quinton  
Molina Family Foundation  
Movement Voter Project  
Peter E. Haas Jr. Family Fund  
Peter Rosenblatt  
Piece by Piece Fund  
Red Ventures  
Robert Klein, II  
Robert Klein, III  
Roddy Lindsay  
Russell & Robin Glass  
Sara Wichner  
Shawn McEnnis  
State Infrastructure Fund  
Tom Seip  
United Way





## **CONTRIBUTIONS & SPENDING**

WE SPENT YOUR MONEY STRATEGICALLY & PURPOSEFULLY, WITH THE GOAL OF SHATTERING HISTORICAL VOTER TURNOUT RECORDS. AND IT WORKED. VOTERS TURNED OUT IN RECORD NUMBERS FOR A MIDTERM ELECTION.

### **REVENUE**

Total Contributions	<b>\$ 5,438,545.56</b>
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### **EXPENSES**

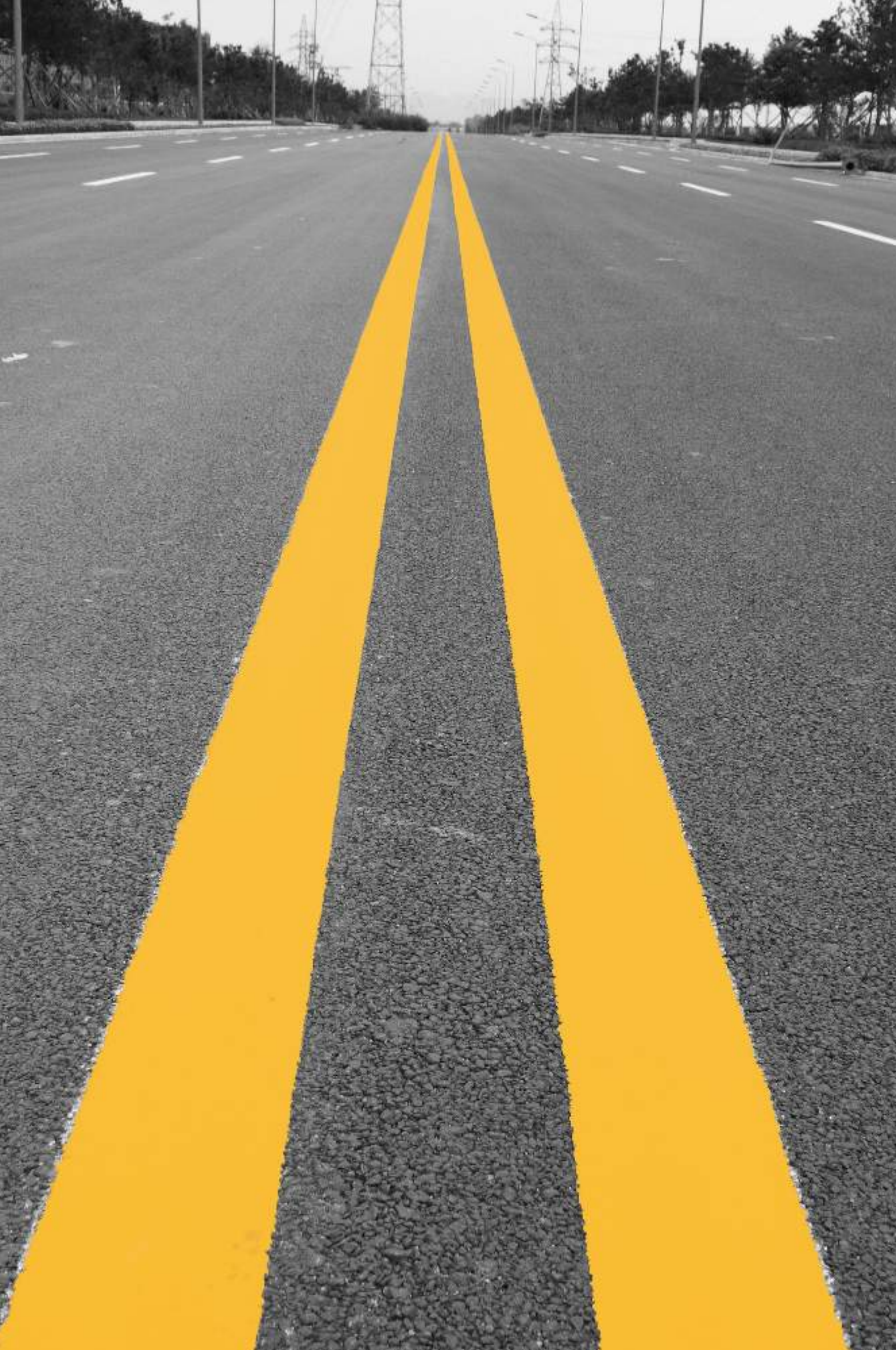
Admin Total	\$ 403,081.26
Fundraising Total	\$ 545,857.63
Program Total	\$ 4,206,522.18
	<b>\$ 5,155,461.07</b>

### **PROGRAM BREAKDOWN**

Registration and GOTV	\$ 2,748,186.31
Civic Technology	\$ 839,908.00
Partnerships	\$ 614,332.52
Other	\$ 4,095.35

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





## **2023, 2024, AND BEYOND**

For nearly a decade, voters have been hearing the same refrain every time election season rolls around: ***This is the most important election of our lives.*** As soon as the polls open, we're reminded that the very bedrock of American democracy is at threat, with voter turnout the only bulwark against the rising tide of fascism.

**It shouldn't be this way.**

At VoteAmerica, we don't want every election to be an existential battle for the fate of democracy itself. We don't want to run the same tired playbook every two years, or rely on a system where for-profit groups capitalize on America's broken democratic process. We want to see systemic change: a world where voter registration campaigns have been rendered unnecessary by a sensible system where voters can simply register when they turn up to vote. A world where the structure of the American government evolves to meet the needs of modern society. A world where our "representative" democracy truly gives every American a proportionate voice on Capitol Hill. So for 2023 and beyond, we're thinking bigger. We're thinking bolder. We're going places that no voter engagement organization has gone before — and we invite you to join us on this journey.



## HERE'S A SNEAK PEEK AT WHAT WE HAVE IN STORE FOR THE FUTURE:

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**Expanded Campus Program:** In many places, campus voter engagement hasn't changed in over twenty-five years, with field organizers still running around campus with clipboards, desperately trying to get college students' attention. VoteAmerica has totally reinvented what it means to run an election education campaign on college campuses — and our changes have gotten great results. We're looking to expand this program nationwide — and we need \$10 million to do it.



**VoteAmerica Democracy Fellows:** As academia comes under attack, many of the leading thinkers on democracy are finding themselves unable to do their work. We're bringing some of those great minds together with the new VoteAmerica Democracy Fellowship, an arm of our 501(c)(3) dedicated to cultivating and incubating the best and brightest academic minds among tenured or tenure-track professors in the democracy space, then equipping them with our team's existing activism expertise — so together we can act on their research-backed solutions. Our Fellowship will be geared towards making significant progress on long-term and comprehensive solutions to preserving and protecting American democracy for generations to come. Our first project? Expanding the House of Representatives so that states like California actually receive proportional representation



**Elevated Corporate Partnerships:** From banking apps to telehealth sites, we're continuing to find creative venues to connect voters to VoteAmerica's software.



**Partnering with Adult Sites:** In order to vote in America, you need to be 18. You also need to be 18 to look at porn. We're building a network with XXX entertainment sites in order to tap into a pool of long ignored voters.



**FutureVoter:** Voter education should be a lifelong process. With our FutureVoter program, we're doing outreach to young people to make sure they're engaged with the voting process well before their eighteenth birthday — and ready and able to hit the polls the day they're legally eligible to vote.



## CAN WE COUNT YOU IN?

But big ambitions come with a big price tag. For 2024, we're aiming to raise \$20 million to make our biggest push yet.



**\$20M**



Debra Cleaver  
Founder & CEO  
VoteAmerica

## **FINAL NOTE**

Despite overt attempts at voter suppression and outright attacks on our democracy, turnout in 2022 was unexpectedly high compared to past midterms — in no small part thanks to VoteAmerica’s work. But the threat is far from over. As we approach 2024, we’re gearing up to take on a new swell of anti-democracy attacks.

### **THIS IS THE REAL FIGHT FOR DEMOCRACY.**

I’ve dedicated my life to defending democracy because I believe it’s the only system that can protect and advance the rights of everyone, no matter their race, gender, or socioeconomic status; the only system where leaders can ever be held accountable. I believe this vision of democracy is what anchors American greatness. I know you do too.

But protecting that greatness requires work — now more than ever. In many ways, democracy work is like climate action. For too long, we’ve ignored calls for incremental change. Now, at the precipice of collapse, we need to take bold action in order to secure a vibrant future for democracy — not just in America, but around the globe. Protecting democracy means more than just about mobilizing voters to turn out to the polls every few years. We need a comprehensive, future-focused strategy; one where elections aren’t just important battlegrounds, but a single component of a larger plan of action.

VoteAmerica is prepared for the challenge. We know it won’t be easy, but few things worth doing ever are. If you’re ready to join the fight, you can support our mission to turn out voters & defend democracy at [voteamerica.com/ways-to-give](https://voteamerica.com/ways-to-give).

Thank you for everything,

A handwritten signature in black ink that reads "Debra A. Cleaver". The signature is written in a cursive, flowing style.

**Debra Cleaver**



# *Onward to 2024*

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)

**Vote  
America**

