

VoteAmerica 2026 donor briefing


April 1, 2026
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VoteAmerica

**VoteAmerica is a
goal-oriented,
tactic-agnostic
voter mobilization
organization.**

Under the hood there are **three**
legal entities

1. VoteAmerica (C3)
2. VoteAmerica Action Fund (C4)
3. VoteAmerica LLC - software

I promised you a math lesson. This is a fun one.

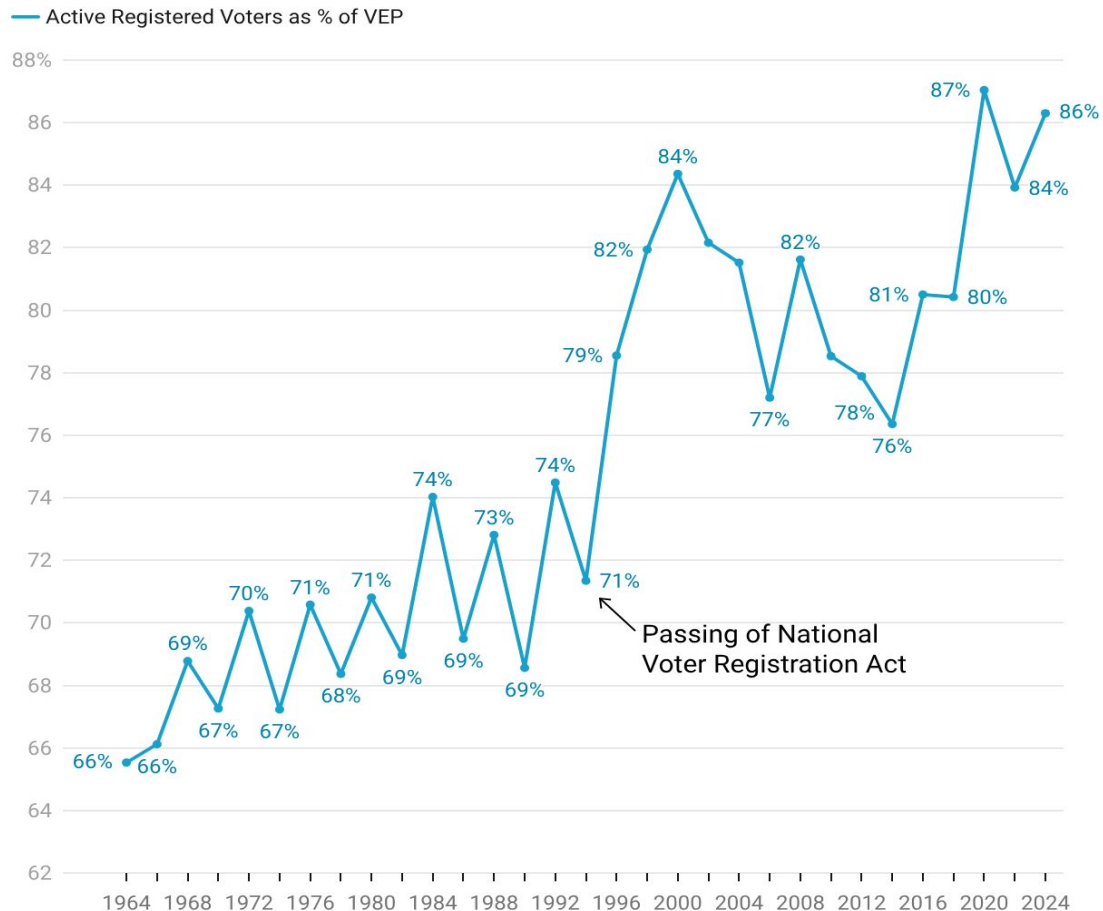


86.4% of the
population is already
registered to vote.

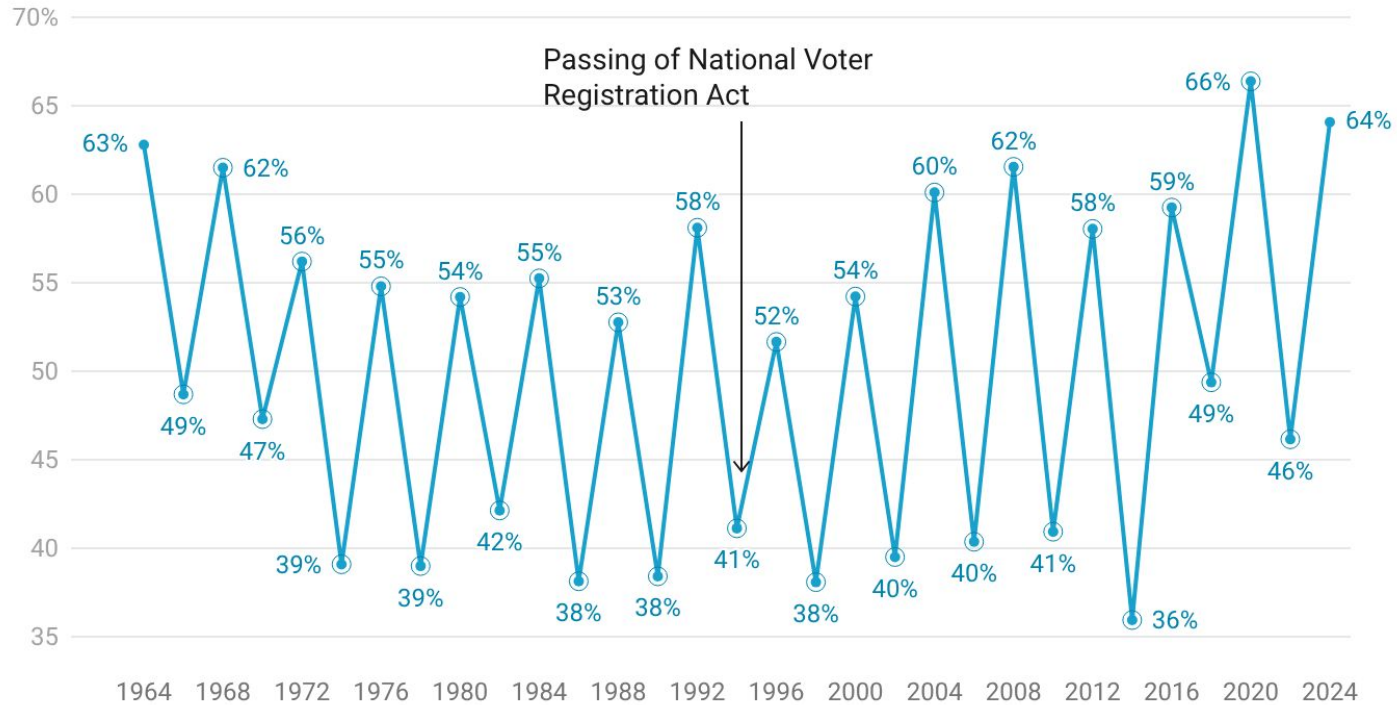
- If we can get **presidential voters** to cast ballots this year we will increase turnout by 20+ points
- If we can get **all registered voters** to cast ballots this year we will increase turnout by 40+ points
- But for at least ten years I have heard experts say that voter registration is the single best way to increase turnout. We decided to look into this.

Motor voter passed in 1993. The overwhelming majority of voters have been registered since 1998.

Active Voter Registration of the Voting Eligible Population



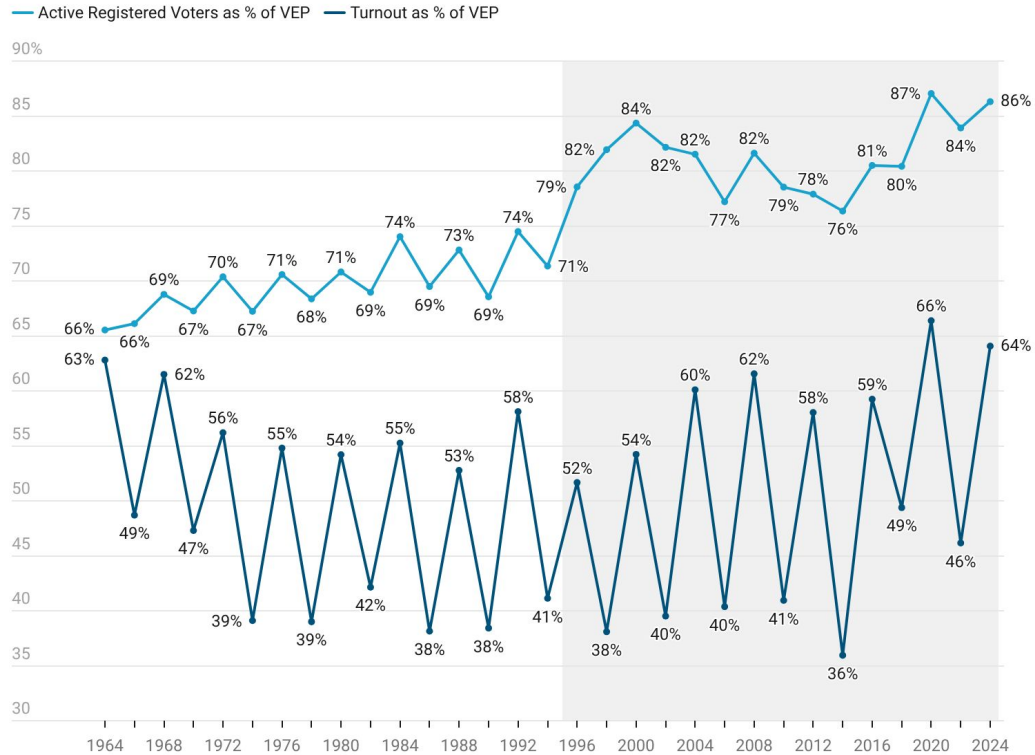
Turnout as a Percentage of Voting Eligible Population



Source: Professor Micheal McDonald and the U.S. Election Assistance Commission • Created with Datawrapper

Turnout has remained steady. This suggests that registration is not the primary driver of turnout.

Voting Eligible Population Registration vs. Turnout



The grey region indicates post-1995, which was when the National Voter Registration Act was enacted.

Source: Professor Micheal McDonald and the U.S. Election Assistance Commission • Created with Datawrapper

We put them on one chart, to make this easier to visualize.

At this point, I'm not confident that registration has much effect on turnout. But let's do some hard math here, because everyone is going to have feelings about this statement.

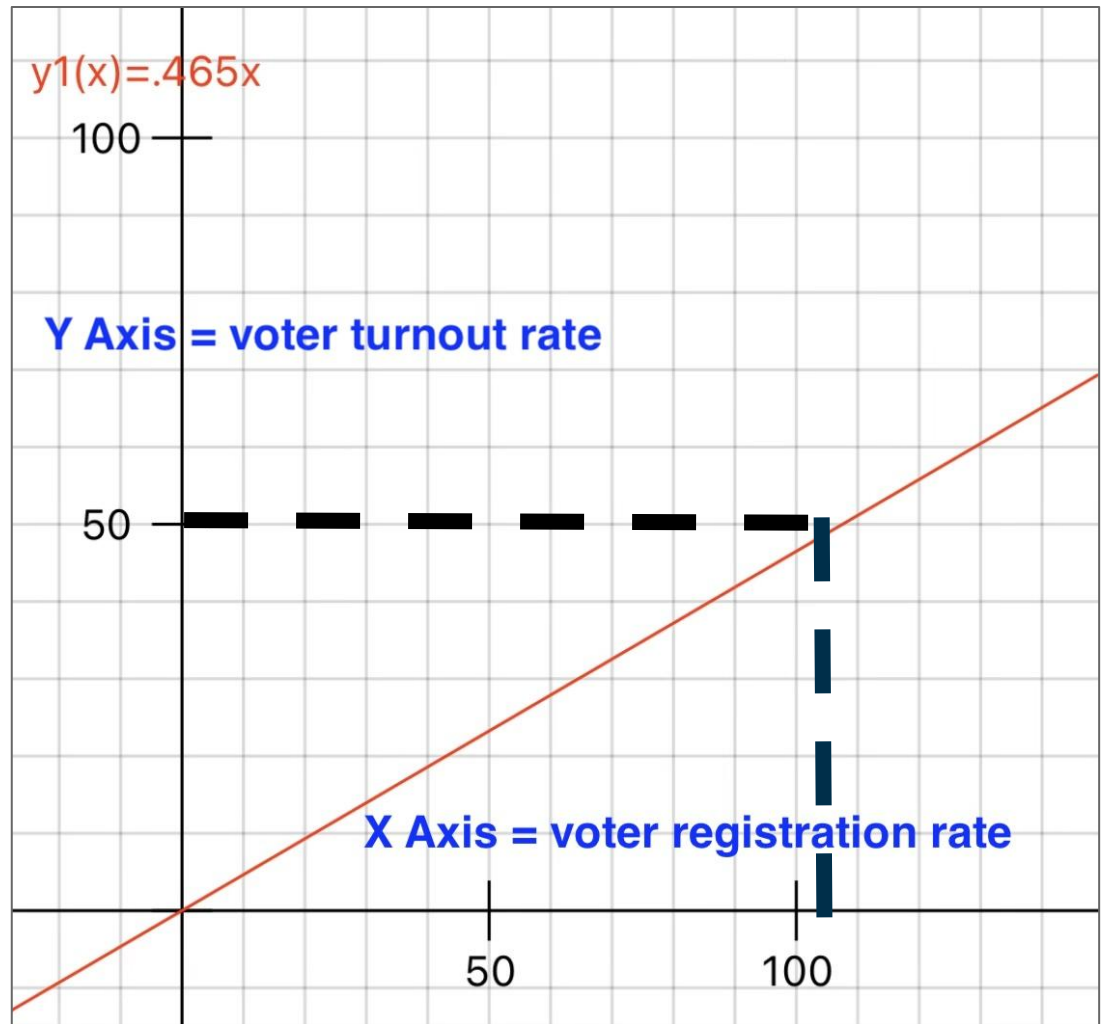
245M voting eligible citizens
211M are registered
34M are not registered

Standard: 45% turnout (110M voters)
GOAL: 50% turnout is (122.5M voters)

We're trying to add 12.5M voters
5.9% of currently registered voters
36.8% of unregistered voters.

It is *very difficult* to significantly increase turnout by focusing only on registration.

If our goal is 50% turnout, and we assume that newly registered voters cast ballots at the same rate as already registered voters, we'd need to achieve a 107.5% registration rate.



The voter registration floor is so much higher than it was 30 years ago. We still need to register teens, movers, and new citizens. **But we also need to remember that the goal of voter registration is turnout.**

**Anyway. Some updates from the last
six months**

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

The team is growing



- Emily Abrams, Director of Partnerships
- Sandhya Anantharaman, Director of Mobilization
- Lindsay Folker, Fundraising Associate
- Sara Cederberg, Digital Comms
- Nathalie Sabicer, Intern

We continue to
invest heavily in
research and
technology

- Most comprehensive suite of voter mobilization software on the market
- Ten products and growing — covering everything from pre-registration for teens to finding your Election Day polling place
- Also the most secure platform available: SOC 2 Type 2 certified, HIPAA compliant, and third-party pen-tested annually
- Visit our trust center:
<https://trust.voteamerica.org>

The software is free and so, so easy to use. You can sign up right now for an account:

secure.voteamerica.org



✔ **Check your registration status** >

☹ **Register to vote** >

📁 **Request your absentee or mail ballot** >

📅 **Find upcoming elections** >

👤 **Pre-register to vote (ages 13-17)** >

We've built a new product called easy links. It's our home page, your logo. People love this product.

Election calendar

Find upcoming elections across the United States. Use the filters below to narrow results by state, election type, date range, or district. Local election coverage includes the 100 largest cities in the United States by population. Election data provided by [Ballotpedia](#).

State

Election type

Election level

From date

To date

Search by description

e.g. "Congressional District 5"

Clear filters

Pre-register to vote

Get ready to vote by pre-registering before you turn 18. Your voter registration will automatically activate on your 18th birthday. The rules vary by state, but we know them all. This form will guide you through the process.

You must be at least 13 and a U.S. citizen to use this tool. If you have a driver's license, permit, or other state ID card, you should grab that before you get started.

If you need help, [contact us](#).

State *

Select a state

Email *

If you have a personal email address, use it instead of a school email. We will use this to send you any

www.futurevoter.com or voteamerica.org/futurevoter

Sign up for permanent absentee voting

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

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

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

First name *

Last name *

251 organizations are already using our software. Some of our favorites include MoveOn, DoSomething, Everytown, Voters of Tomorrow, and UAW 4811 (all CA university employees)

And the pipeline ahead is really exciting. We're currently exploring partnerships with organizations like Girl Scouts, Substack, Snap and many more — platforms and networks where we can meet reach massive numbers of people and that can scale our impact dramatically

We've got new software products in the pipeline (we never stop building)

1. **College voter product.** Choose your school, and receive school specific information, including whether or not your student ID counts is accepted as voter ID.
2. Local election reminders for the 100 largest cities.
3. One entry point to the tools (no more long stack of buttons)
4. *Considering: who represents me, what's on my ballot, mailbox locator, make a plan to vote, etc*

**Catching you up on our 2026
programs (what we talked about last
time)**

Permanent Absentee Voting:

We are actively
running a PAV drive
right now in
Michigan

We received a six figure investment from the Michigan Donor Table to pilot this project

The goal is to learn which marketing channels are most effective.

1. Online ads started last week
2. SMS program started monday
3. Direct mail (postcards) drop today

We are focusing on CPA (cost per acquisition) since we already know that PAV significantly increases turnout

FutureVoter:

We have secured a
five figure
investment from
American
Federation of
Teachers

We're going to continue to build long term partnerships with educators, parents, and institutions that want to invest in the most meaningful way to increase youth voter turnout.

We're also partnering directly with Center for Democracy and Civic Engagement at the University of Maryland to measure the impact of this work.

College Media program:

Launches in the fall!

- We will be running our program again this year, but it will be even better because we will have a web-application for students to use.
- Fun fact: someone asked us to build this in 2024, but three weeks before the election. That was not enough time.
- But we do have time now, and we have all the data already stored in our database.
- The goal is to go live in June and let our younger friends kick the tires all summer.

We've joined the
America Votes
coalition. Yes, we do
C4 work

America Votes is a coalition of 400+ 501(c)(4) organizations that work together to increase voter turnout.

Being part of America Votes will make it easier for us to scale up our advocacy work around ballot access. Such as formalizing pre-registration in all 50 states.

Our 2026 targeting sheet is live. Right now Michigan has the greatest number of districts with competitive races up down the ballot <https://go.voteamerica.org/2026-targeting>

Congressional District	Total Points
MI-07	112
MI-08	92
MI-10	92
MI-04	82
ME-02	73
MI-03	72
MI-01	72
MI-02	72
MI-05	72
MI-06	72
MI-09	72
MI-11	72
MI-12	72
MI-13	72
AZ-01	72
AZ-06	72
WI-03	72
NC-01	70
TX-34	70
CA-04	66

I am certain that I missed at least two programs. But we have hired Sara Cederberg to run our email program, so you will be hearing from us a lot more frequently

We're all in this together

- If you run an organization, sign up for our software.
secure.voteamerica.org
- If you know anyone who works in ed tech, please introduce us.
- If you work with youth, please reach out so we can work together on FutureVoter.
- If you do not enjoy fascism, please donate:
donate.voteamerica.org/page/2026-april-brief
- Let all of your friends know that 86.4% of Americans are already registered to vote.