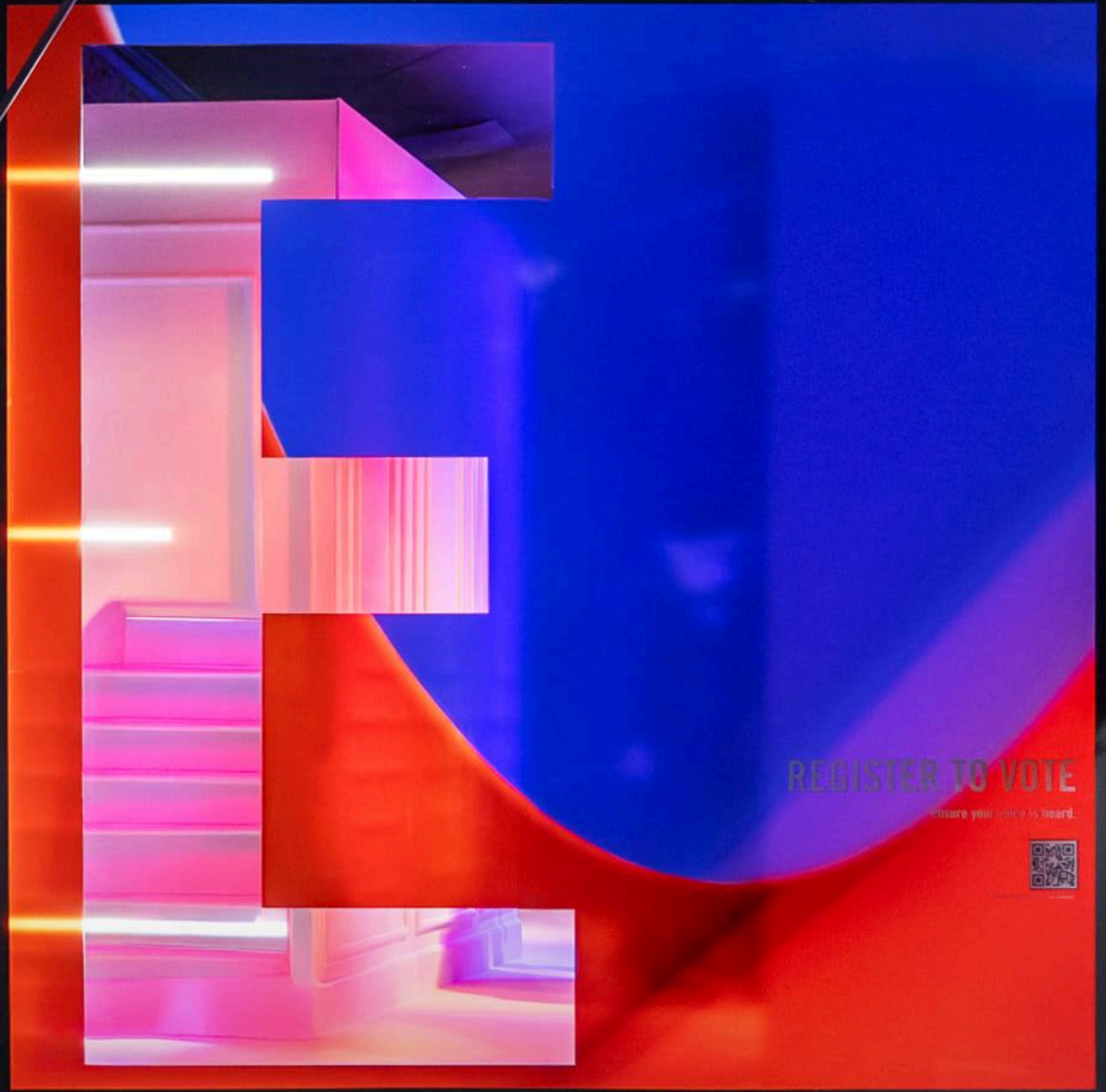
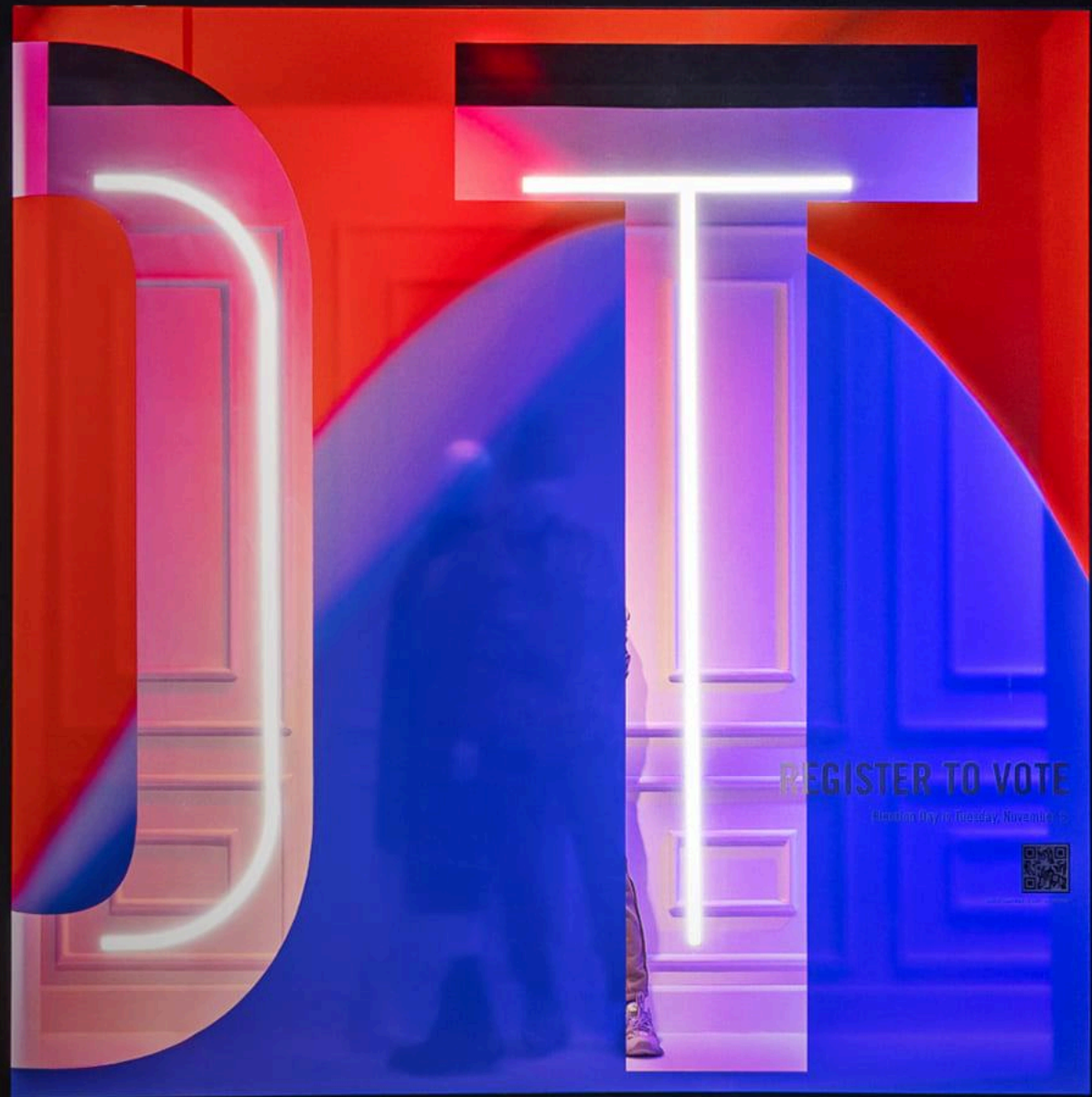


# 2024 IMPACT

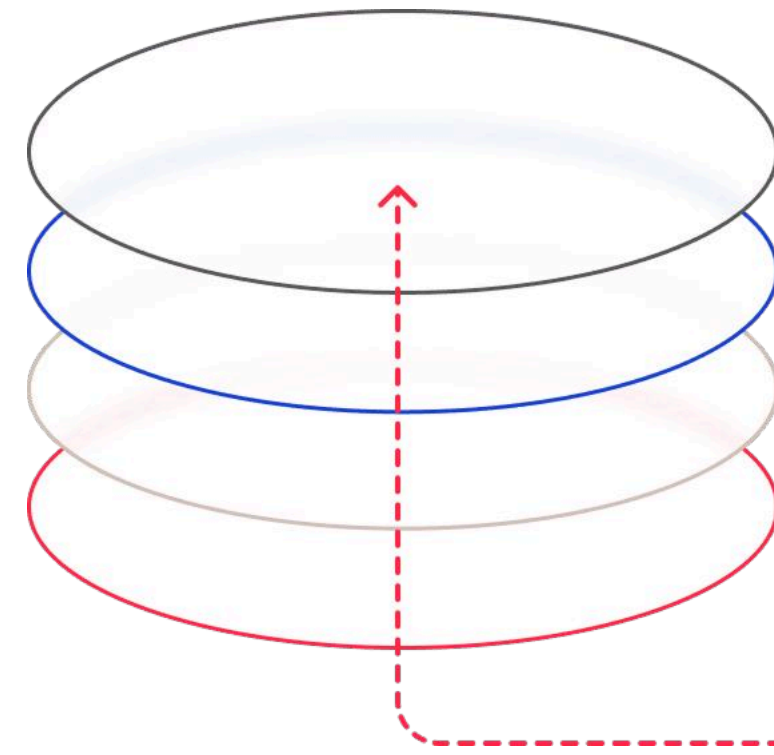
VOTE.ORG



In a year of shifting tides, Vote.org delivered trusted tools, real-time outreach, and a culture of civic action that helped millions cast their ballots. This is what voter infrastructure looks like—built to last, built to scale.

## HOW WE TURN OUT VOTERS —CYCLE AFTER CYCLE

# Technology is the foundation. People are the driver.



ENSURING THE  
RIGHT TO VOTE

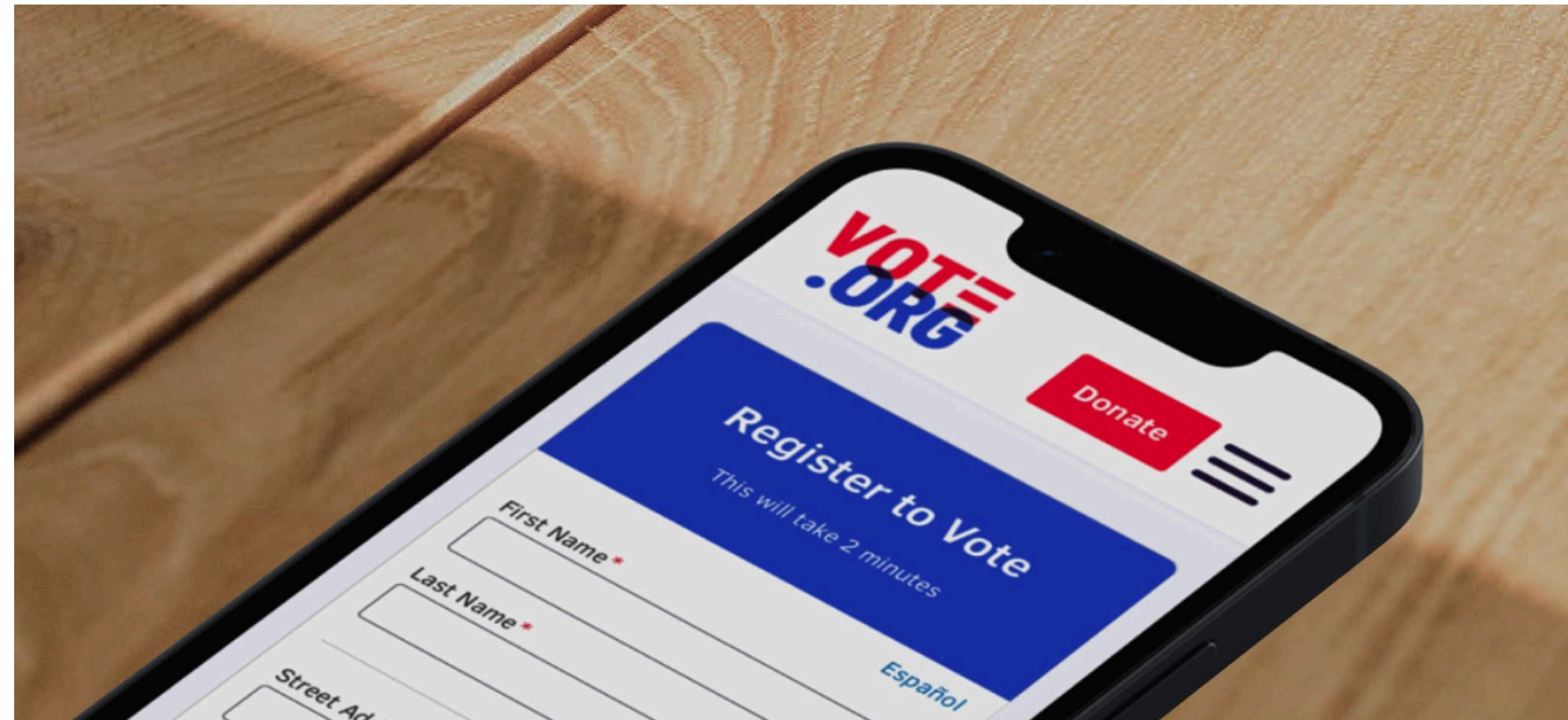
GET OUT  
THE VOTE

PARTNERSHIPS

TECHNOLOGY  
& TOOLS

In today's world, technology powers everything: from how we date and drive to how we work, shop, and share what's happening in our lives. Billion-dollar platforms are built to meet people exactly where they are, shaping our choices and behaviors every single day.

Like everything else today, civic engagement is a daily behavior shaped by the tools we have and the access we're given. Vote.org fills a fundamental gap: technology that powers the largest nonpartisan, independent voter participation campaigns in the country.



12M

SOCIAL MEDIA USERS REACHED

Meeting voters where they scroll—with trusted, nonpartisan info.

2.6M

VOTERS REACHED IN BATTLEGROUNDS STATES

Targeted, multi-channel outreach via SMS, email, and campus programs.

345K

STUDENTS REACHED ON NEARLY 200 CAMPUSES

Embedding civic action in student life across key states.



18

HBCUS REACHED IN GA, NC, AND PA

Investing in campuses that shape Black civic leadership.



2024 AT A GLANCE

Voter Engagement at National Scale



40M+

VISITS TO VOTE.ORG WEBSITE

The go-to platform for voter access—used at national scale.

87M+

VOTER OUTREACH TOUCHPOINTS

From texts to campuses to radio, every message moved voters toward action.

2.2M+

VOTERS HELPED TO REGISTER

Three out of four were youth—meeting the next generation of voters where they are.



1000+

PARTNERS USING VOTE.ORG TOOLS

Extending our reach through the organizations people already trust.

2.4M

VOTERS REACHED BY RADIO IN PA, NC, AZ+

GOTV messaging from trusted community voices.

1,200+

FAITH-BASED VOTERS ENGAGED

Boosting early voting through church partners and community gatherings.

# CONTENTS

In a pivotal election year, this report highlights how Vote.org drove voter turnout in 2024 and cemented its role as the most widely used independent registration platform and go-to partner for civic engagement nationwide.



04

## Technology & Tools



12

## Partnerships & Culture



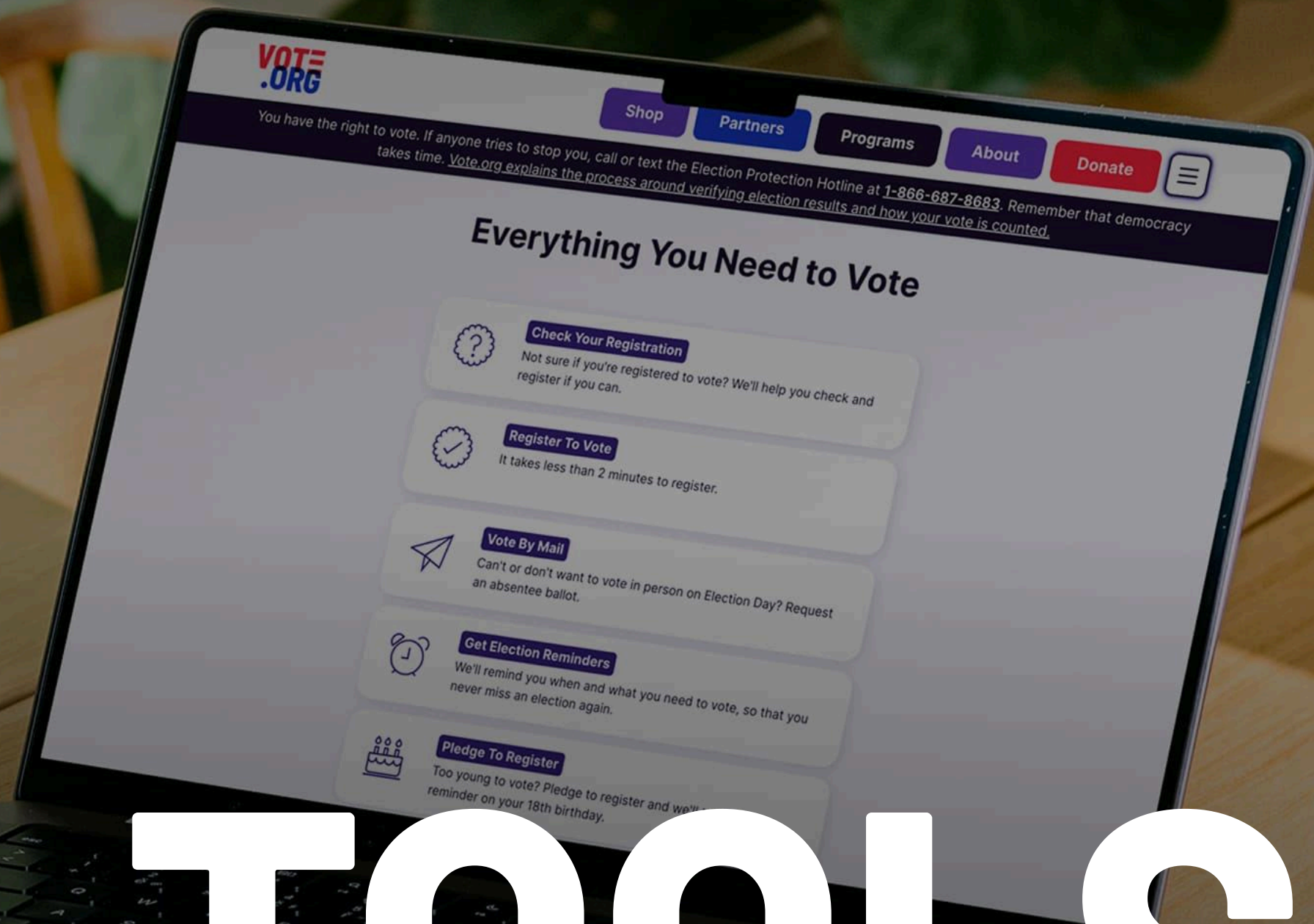
24

## Get Out the Vote



31

## Ensuring the Right to Vote



# TECH & TOOLS FOR EVERY VOTER

**Vote.org's technology makes it possible for millions of people to register and get out to vote.**



# The Tech Behind Turning Out Voters

Our online tools are built for the unique needs of all 245 million eligible American voters, and more of them turn to Vote.org than anywhere else for help with registering to vote, voting by mail, finding their polling place, and other voting information.



 **REGISTER TO VOTE**

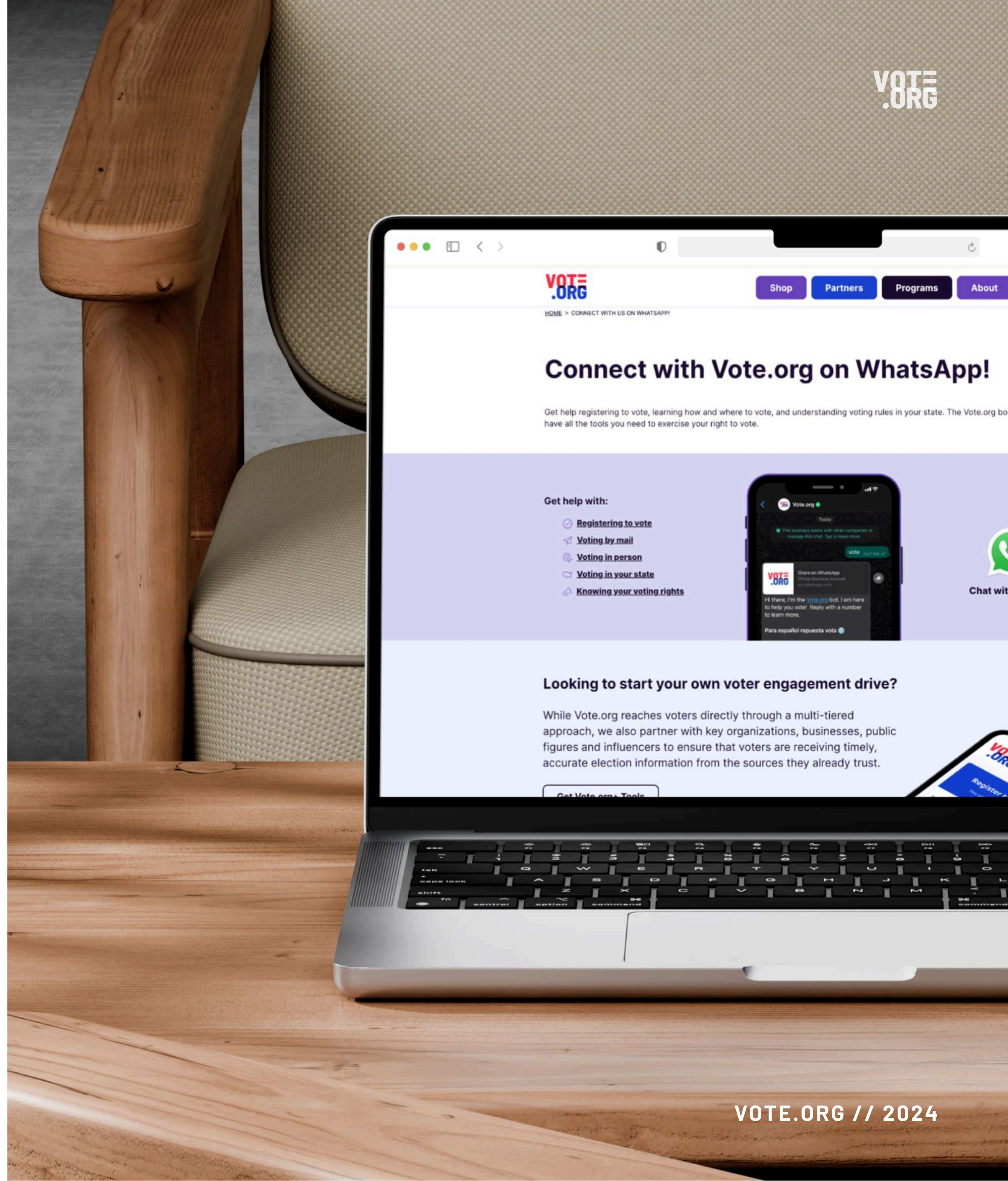
 **PLEDGE TO REGISTER**

 **VERIFY REGISTRATION**

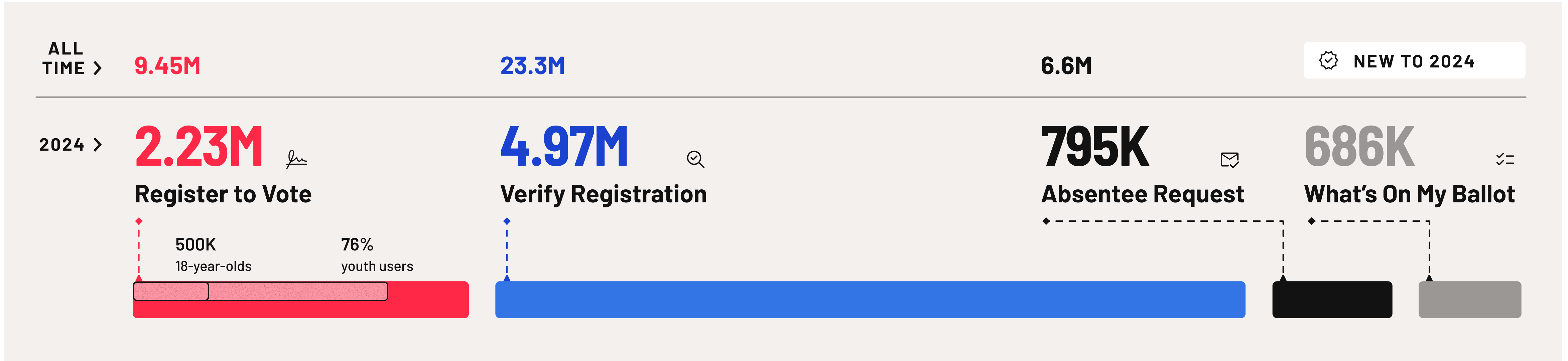
 **WHAT'S ON MY BALLOT**

 **ELECTION REMINDERS**

 **VOTE BY MAIL & TRACK BALLOT**



# Digital Voter Tools



**1 in 8** newly eligible 18-year-olds uses Vote.org to register.



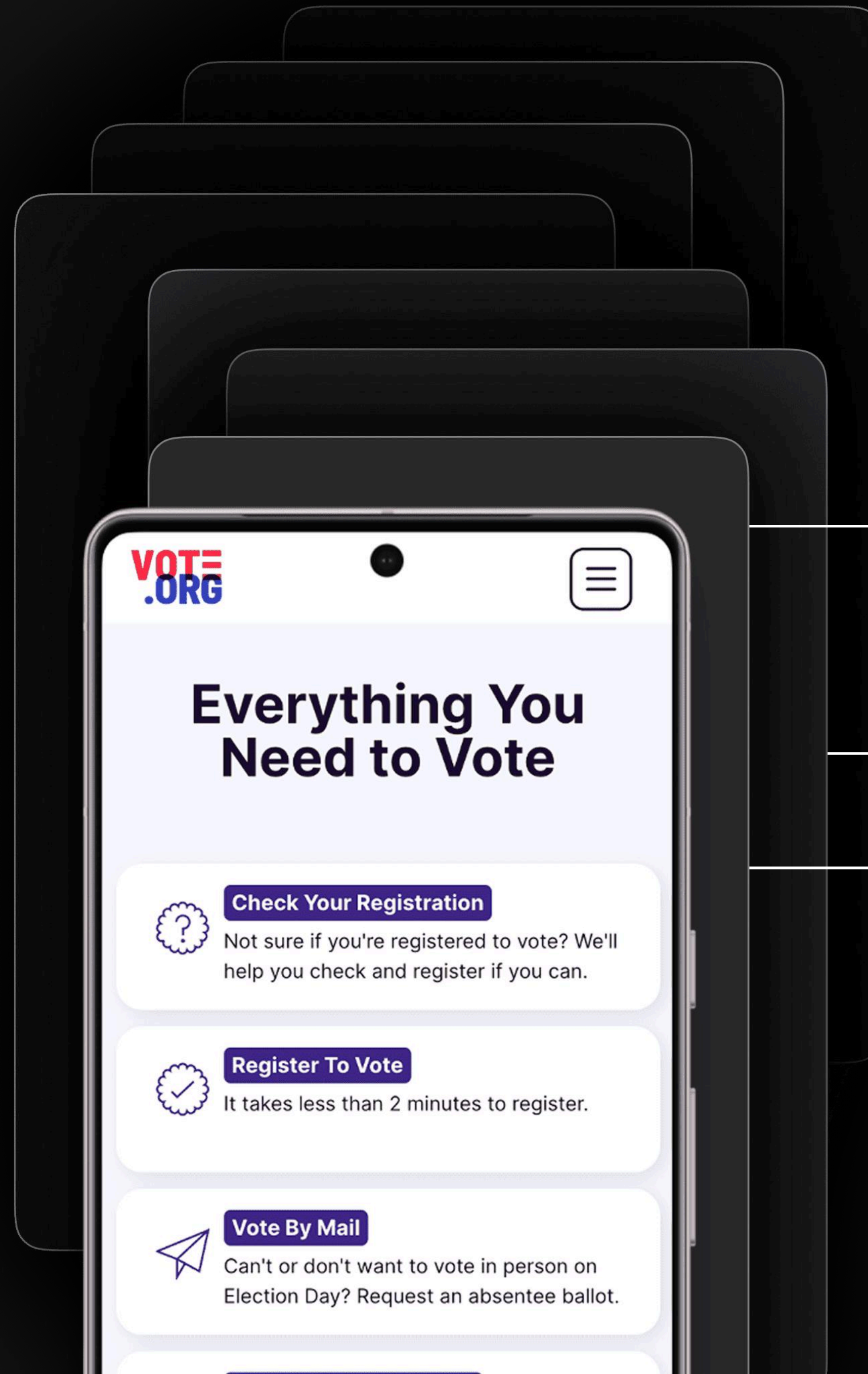
2024  
**40M+**  
Site Visits

# Behind the Infrastructure Millions Rely On

Behind the Vote.org tools that millions of voters rely on are engineers working continuously, year-round to build, maintain, and keep them up-to-date with changing state laws and critical election information.

Technology powers our reach. It's how we deliver trusted information to millions of people, empower the GOTV efforts of hundreds of organizations, and help keep voter turnout strong cycle after cycle.

As a non-profit organization we work leanly to reach voters at scale. As a technology organization, it takes resources to keep this infrastructure running and ready to meet the moment.



CREATOR OF BEST-IN-CLASS, CUTTING-EDGE VOTER TOOLS

THE TRUSTED TECHNOLOGY POWERING 100+ DIGITAL PARTNERS

PROVIDERS OF CRITICAL ELECTION INFRASTRUCTURE

DESTINATION FOR REAL-TIME REGISTRATION STATUS AND BALLOT INFORMATION

**Vote.org isn't just a website. It's a Civic Technology Platform operating at national scale.**

# People who used Vote.org's tools turned out at a higher rate than those who didn't.



18-34 year olds who used Vote.org's tools in 2024 voted at a rate 17 points higher than the national voting rate for this voting bloc.

# +17%



## 54.4%

NATIONAL VOTING RATE FOR 18-34 YEAR OLDS

## 71.7%

VOTING RATE FOR 18-34 YEAR OLDS WHO USED VOTE.ORG

# Election Reminders

Our Election Reminder program leverages the speed, cost-effectiveness, and scalability of digital communication. In every state for which we have voter file data, young people who received an election reminder voted at higher rates than those that did not.



**78M**  
EMAILS SENT



**11.8M**  
TEXTS SENT

## REMINDER RECIPIENTS

**All Ages** ▶-----◆ **+19.2%**  
voted at a rate of 75.68% compared to the national voting rate of 63.49%

**Ages 18-34** ▶-----◆ **+32.5%**  
were 32.5% more likely to vote than other voters in that age group



# Rapid Response

When unexpected challenges hit—from technical issues to hurricanes—we acted fast to keep voters informed. Our rapid response efforts reached over a million people with timely updates to protect their access to the ballot.



## VOTE.ORG SENT

## IN RESPONSE TO

# 1.02M

EMAILS

# 238K

TEXT MESSAGES

### Hurricanes Helene and Milton

Emails sent to voters in Georgia (300K), Florida (416K), North Carolina (215K), and South Carolina (90K) with voting information to those impacted. 283K text messages to North Carolina voters with voting options.

# 451K

EMAILS

### Florida Voter Information Portal Downtime

Emails to over 451K Florida voters, directing them to check their registration status on Vote.org and contact election officials for polling place updates.

# 1.29K

TEXT MESSAGES

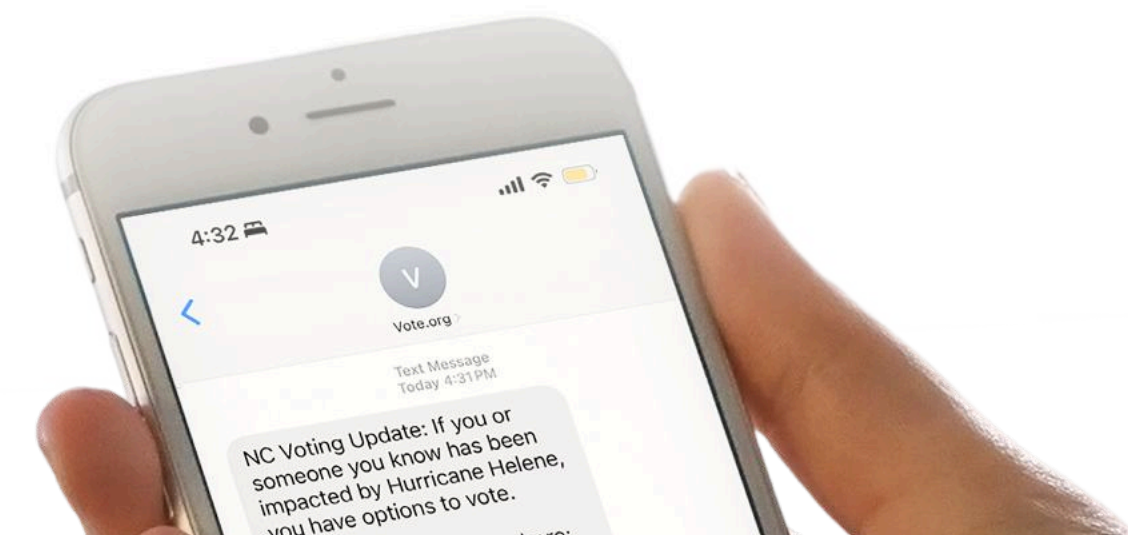
### Polling Place Closure in Northville, Michigan

1,286 recipients informed of their new polling location.

Vote.org's hurricane rapid response sent a key message to voters.

**“You don't have to choose between your physical safety and your right to vote—you can still make your voice heard in this election.”**

FEATURED IN 19TH NEWS

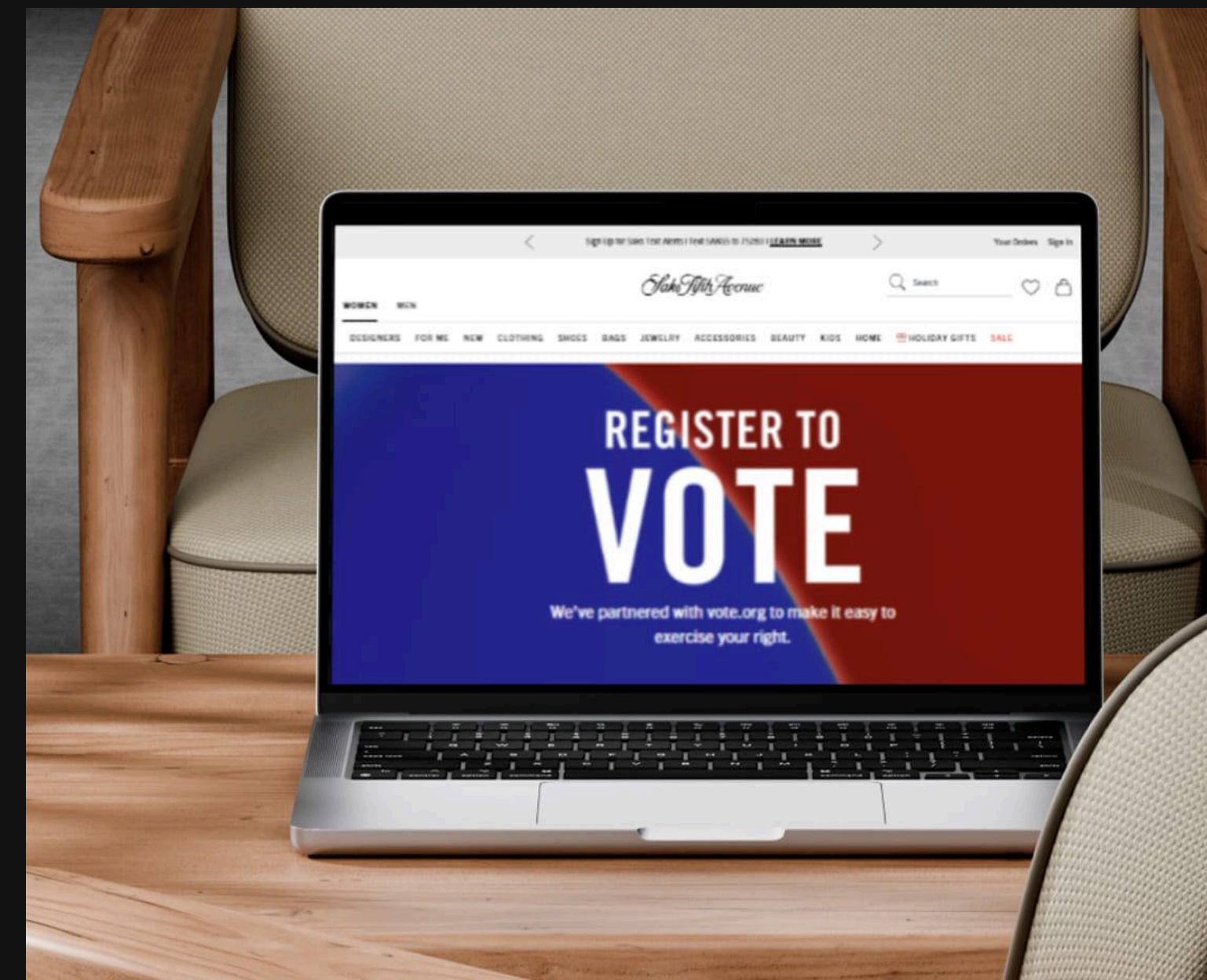
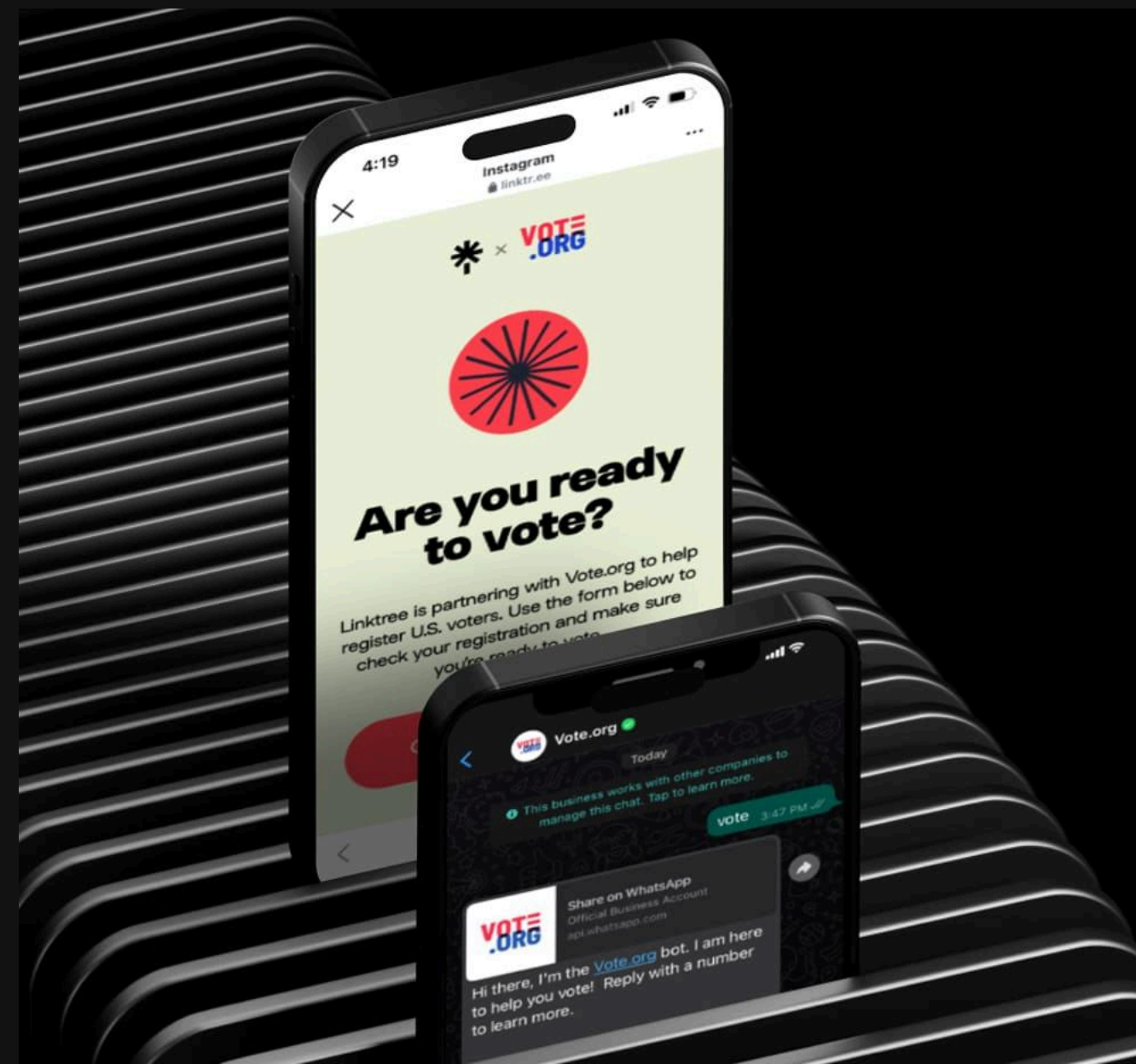
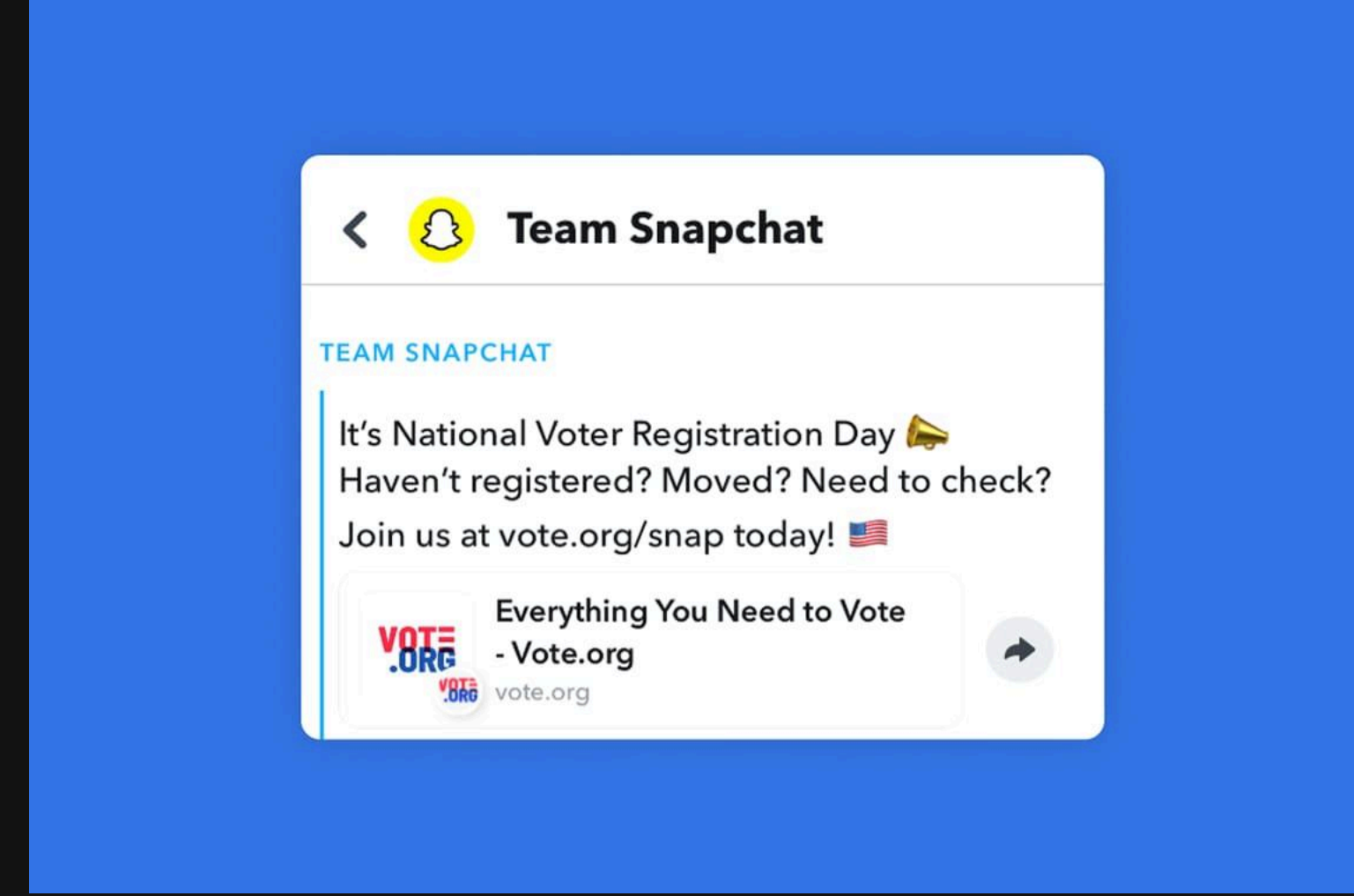
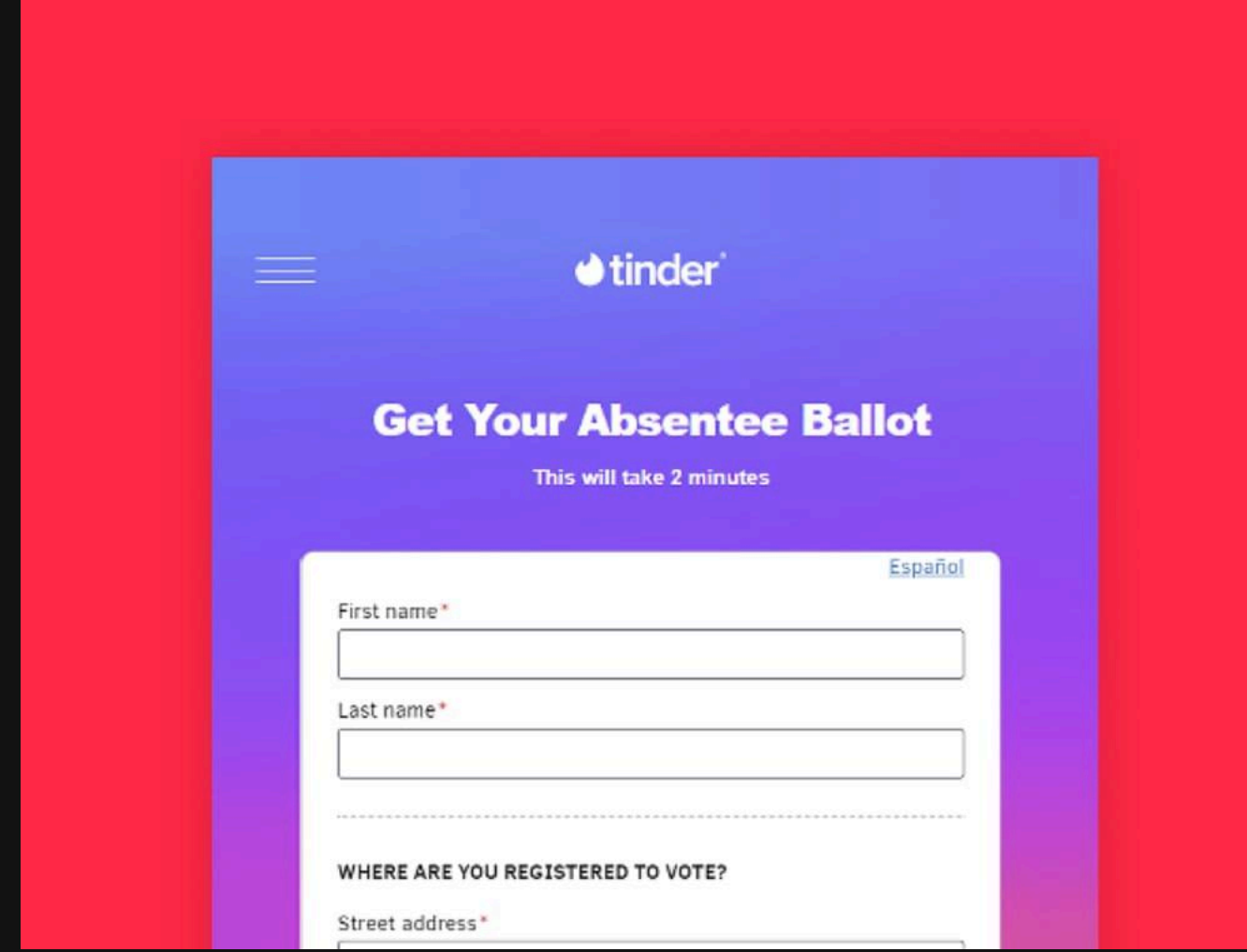


# PARTNERSHIPS & CULTURE

# We Turn Trusted Platforms Into Voter Access Points

By partnering across social media platforms like WhatsApp, dating apps like Tinder, fashion brands like Reformation, legacy civil rights organizations like NAACP, and so many more, we embed voting into the everyday digital and real life spaces where people live their lives.

SCROLL → CLICK → TAKE ACTION



**PARTNER CATEGORIES**



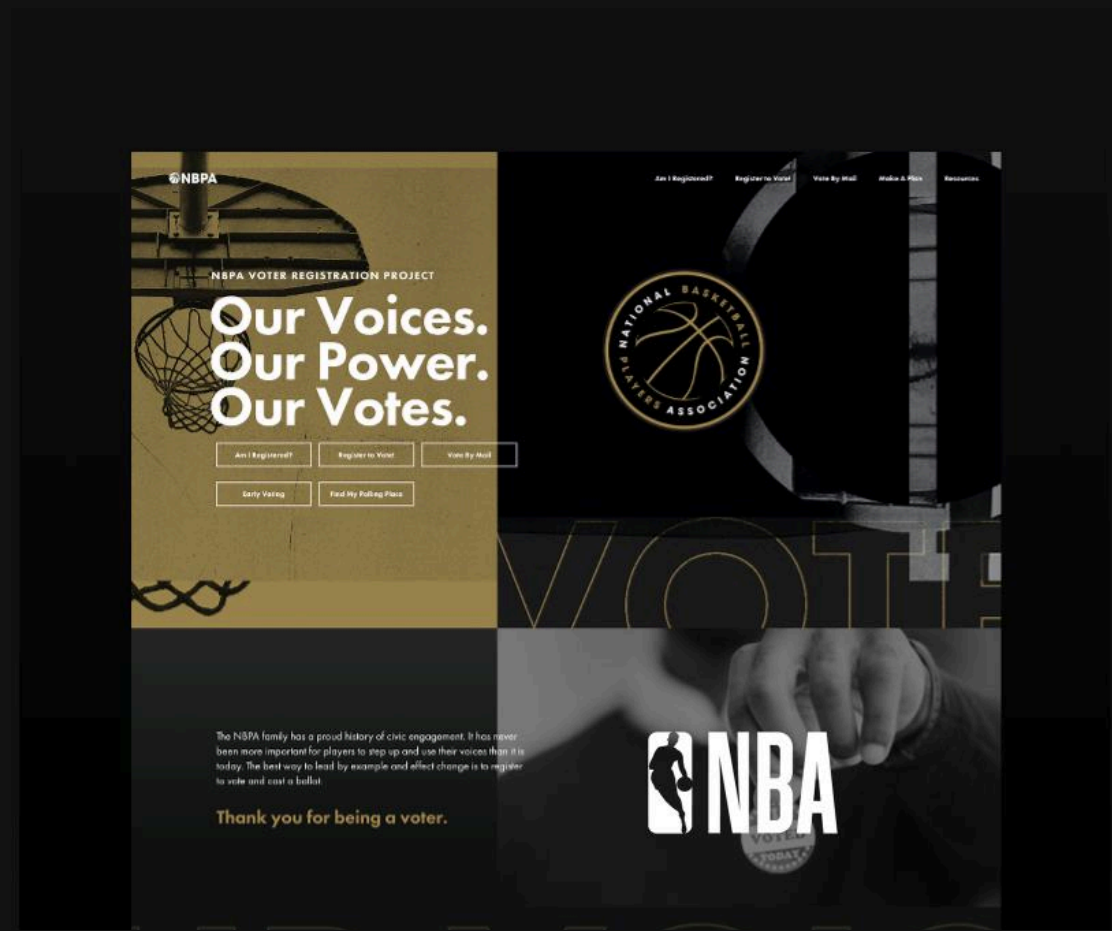
**CONSUMER TECHNOLOGY**

Where many Americans get their information and interact with their friends, community, and the world. Meeting voters where they are every day.



**YOUTH FOCUSED EFFORTS**

Onboarding the new generation of voters into our democracy, first-time voters!



**UNDERREPRESENTED COMMUNITIES**

Lifting up voices that are underrepresented in our democracy is critical.

**CIVIC & MEMBER ORGANIZATIONS**

Established institutions that voters trust and rely on.

Vote.org's tools are not just critical election infrastructure for daily users.

**Our tools are foundational, powering the civic work of hundreds of organizations nationwide.**



PARTNER HIGHLIGHT

# TINDER

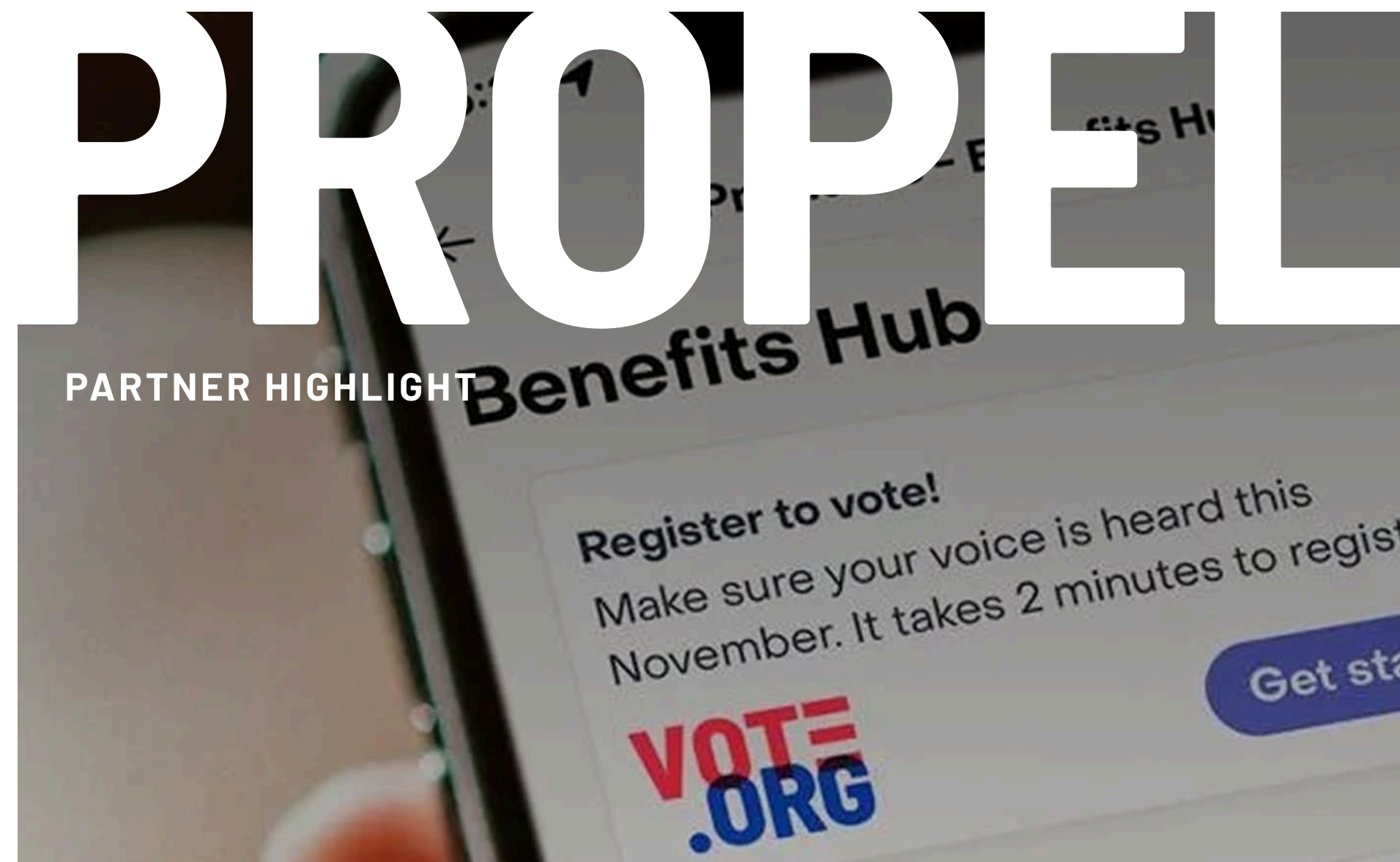


Tinder launched a 'Take Action Center' powered by Vote.org to provide the latest voter registration and voting information for the 2024 elections.

In response to research showing that concerns about election misinformation are at an all-time high, and citing the importance of maintaining the credibility of our democratic process, Tinder said it chose Vote.org to power its Take Action Center because of Vote.org's status as the largest 501(c)(3) nonprofit, nonpartisan voting registration and GOTV technology platform in America.



This collaboration allows SNAP beneficiaries to access Vote.org's user-friendly registration tools directly on the homepage of Propel's Providers app ([www.JoinProviders.com](http://www.JoinProviders.com)), the platform that more than five million low-income Americans rely on to manage their food stamps benefits, save money, and find employment.



PARTNER HIGHLIGHT

**"Our collaboration with Vote.org helps empower low-income Americans to make their voice heard, and we're thrilled to be partnering again this election year."**

Jimmy Chen, CEO and Founder, Propel



PARTNER HIGHLIGHT

# NAACP

**“A proper democracy cannot function without the Black Vote.” The NAACP is partnered with Vote.org to defend democracy for all.**

Derrick Johnson, President and CEO, NAACP

**NAACP**

**VOTE  
.ORG**

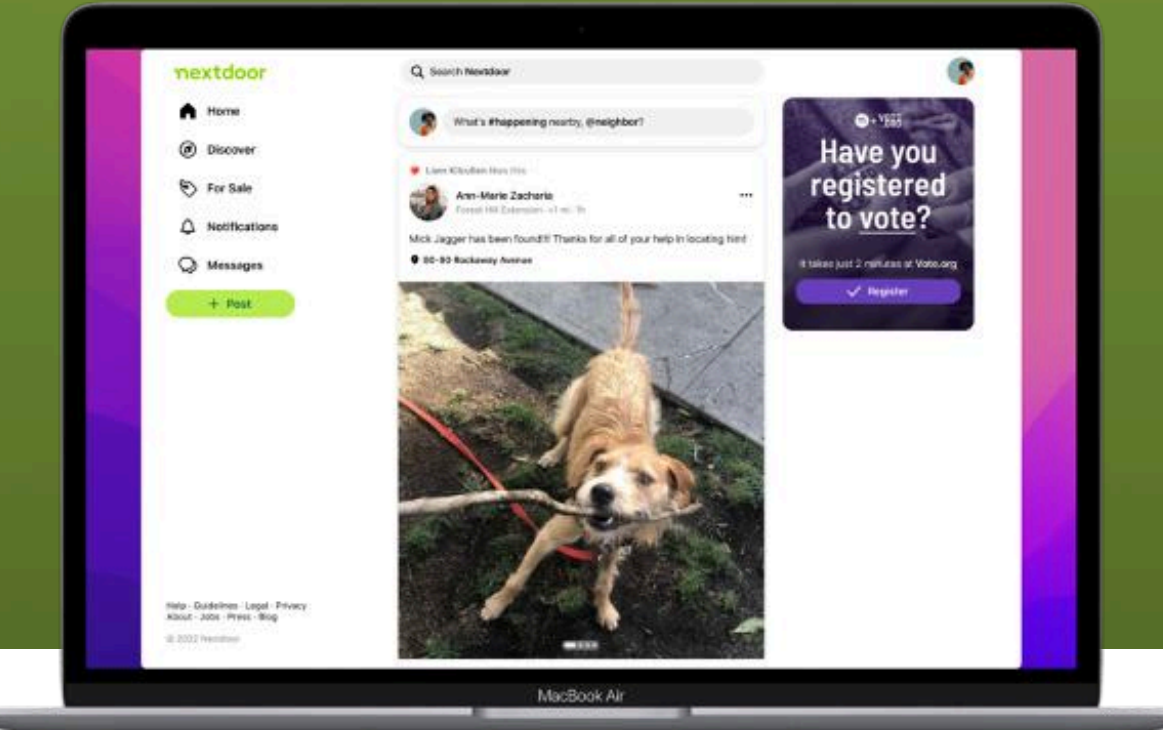
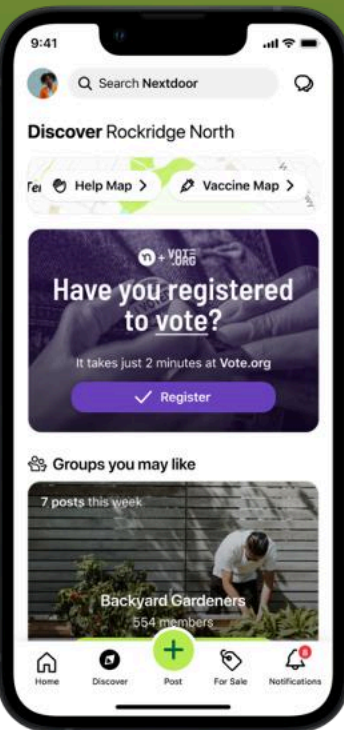
The NAACP, with the help of volunteers and partners, works to make sure Black voters are engaged and encouraged to vote in every election. Ahead of the 2024 election, the NAACP launched its most robust electoral program ever. Vote.org tools were the backbone of the NAACP civic engagement page—A Vote for Democracy.

**nextdoor**

Nextdoor has continued its support for Vote.org by promoting its crucial, non-partisan work and sharing Vote.org’s messaging in the leadup to Election Day. As part of this effort, neighbors can also access a tool that shows them what’s on the ballot in their area, identify voting locations, register to vote, verify their voter registration, request a mail-in ballot, and stay up to date on the laws or policies that may impact their ability to vote. Where relevant, we linked our neighbors to Vote.org directly through various features for easy accessibility.

# NEXTDOOR

PARTNER HIGHLIGHT



# On the Ground



PARTNER HIGHLIGHT

## NBA

Vote.org partnered with the NBA during their All-Star weekend in Indianapolis and during the NBA Summer League in Las Vegas.



PARTNER HIGHLIGHT

## SOULS TO THE POLLS

Our partnerships with groups like Souls to the Polls brought out over 1,200 participants from Black churches across Philadelphia and Pittsburgh, boosting early voting participation.

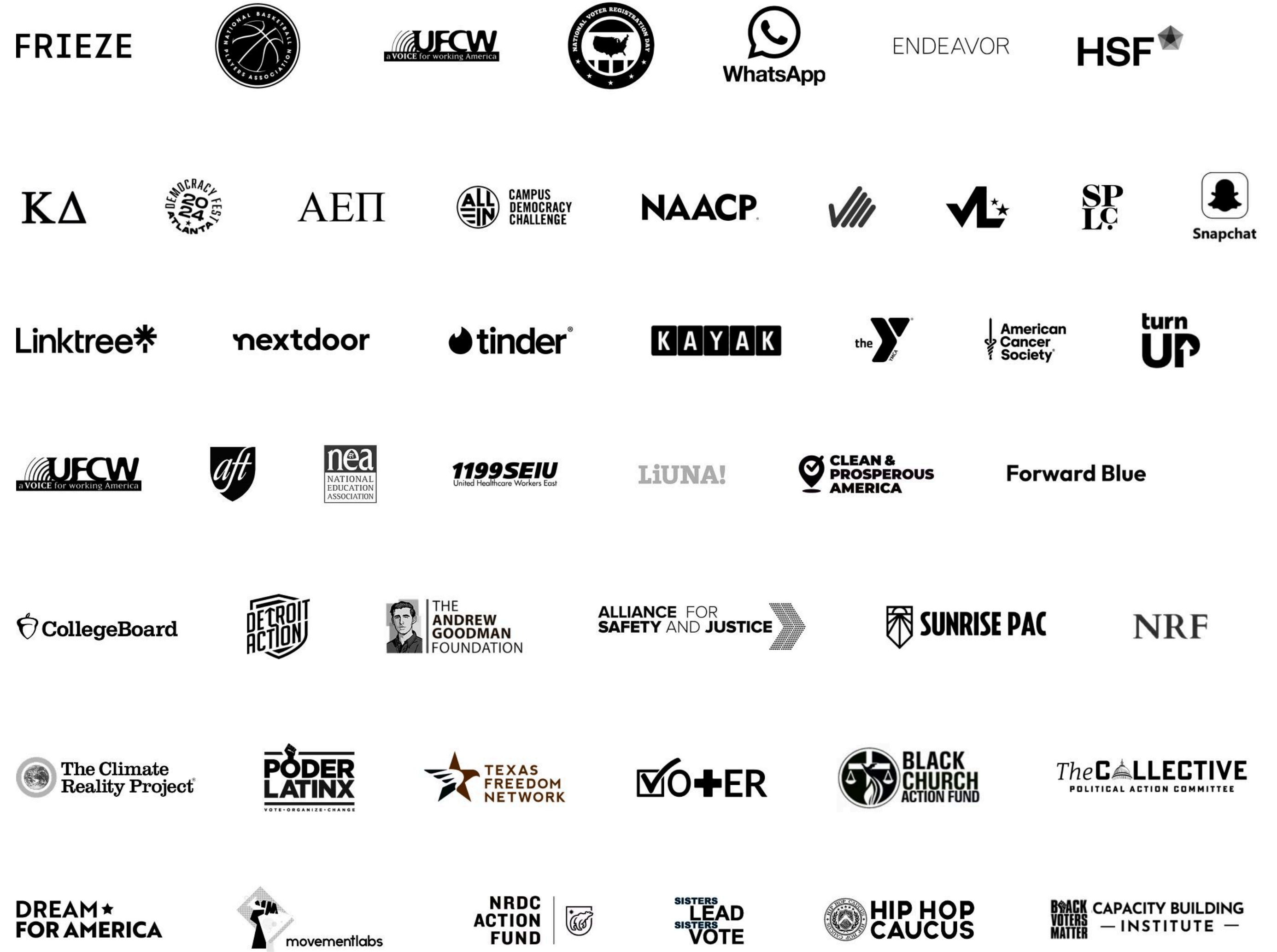


PARTNER HIGHLIGHT

## FARFLASH

Vote.org also partnered with FarFlash to reach voters in esports and gaming communities. Together, we placed Early Vote messaging at four video game tournaments in FL, GA, and NY. In addition to in-person participants, each event was streamed online with an estimated Twitch audience of 10,000 nationwide.

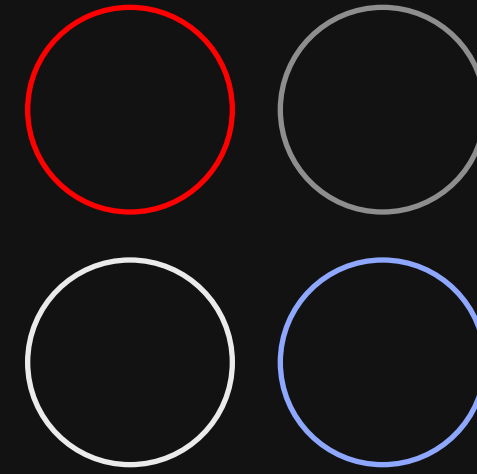
# Trusted by Hundreds More



Our technology is reliable, field-tested, and easy to use. We're trusted by hundreds of partners who use our tools to power their own voter engagement programs.



VOTE.ORG



# A Seat At The Table

At Vote.org, we believe democracy's true heartbeat is felt where life happens naturally—around tables laden with familiar dishes, in the warmth of shared stories, and in the honest exchange of hopes and concerns.

Our work in arts and culture brings together the voices who already hold their communities' trust, creating sacred spaces where civic power becomes tangible, personal, and possible.



VOTE.ORG // 2024

# Creator & Celebrity Content Initiatives

Content creators and celebrities trust Vote.org's non-partisan brand.

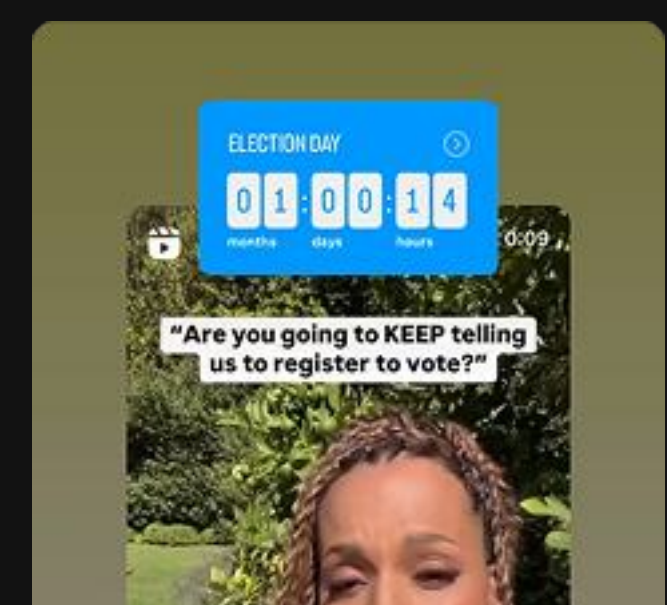
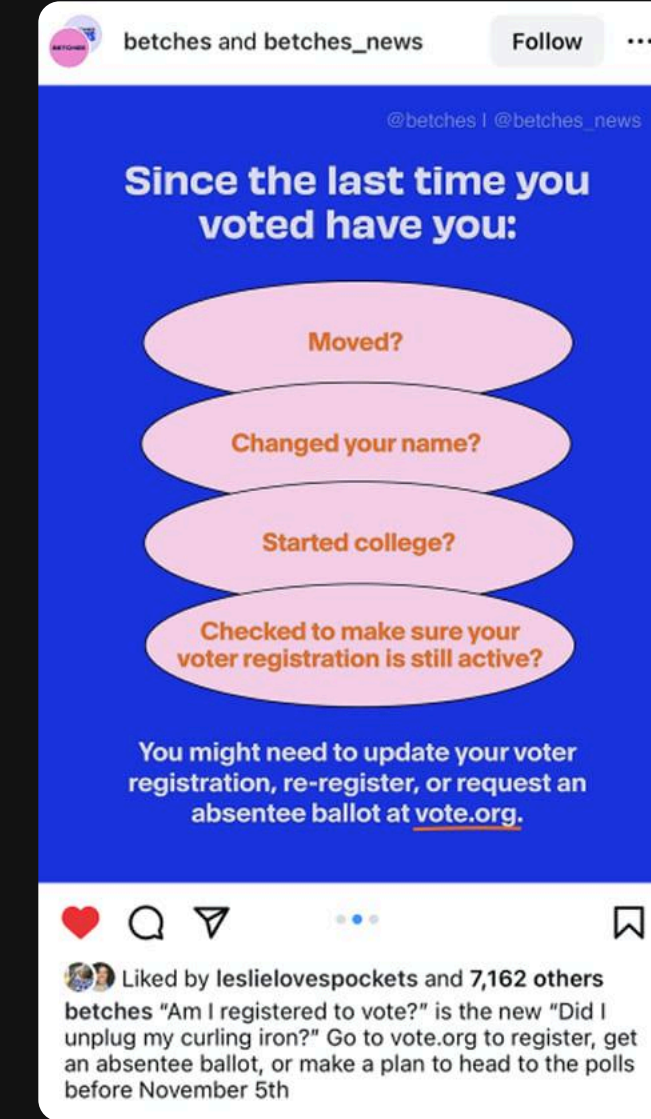
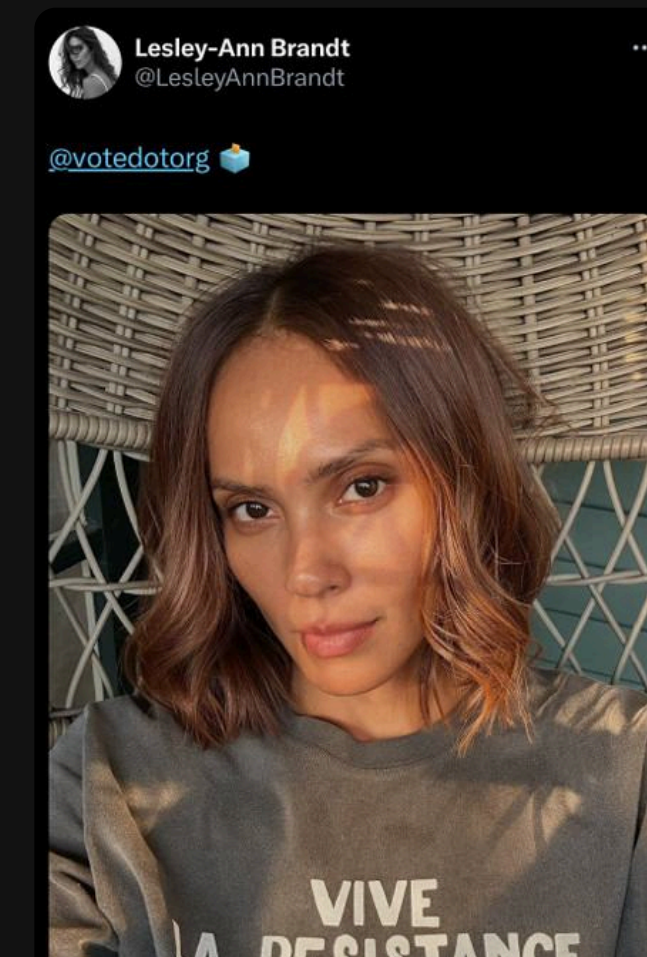
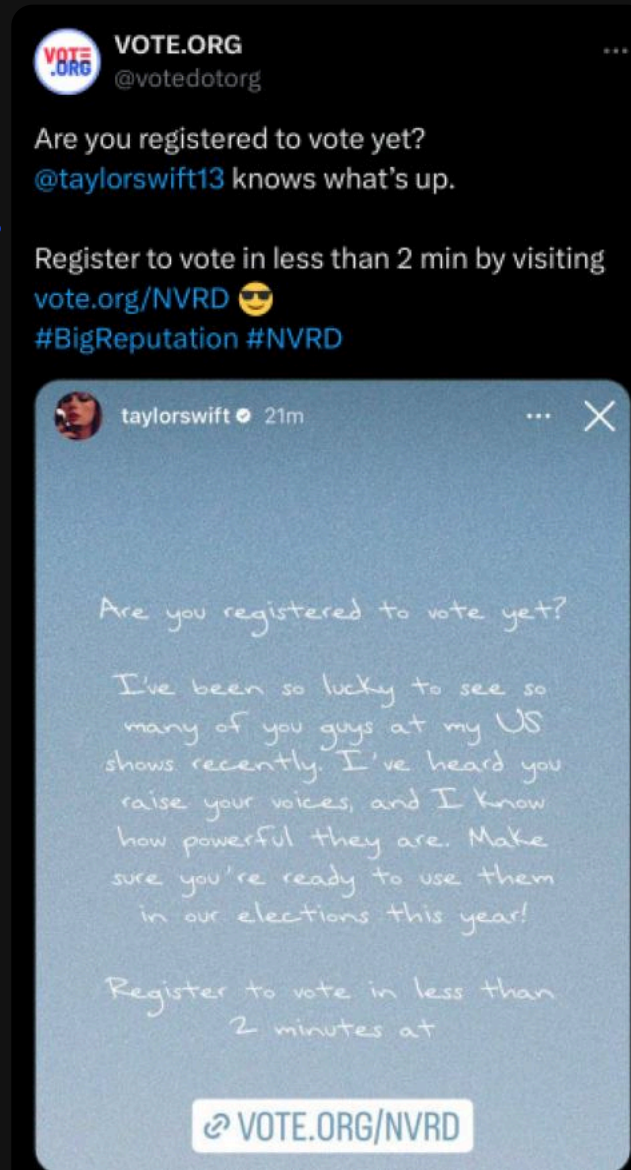


2024 WEBBY & PEOPLE'S VOICE WINNER

Social, Best Creator or Influencer Collaboration

2024 ANTHEM AWARD

Human & Civil Rights, Best Influencer Collaboration



# When people see their peers voting, they're 8.6% more likely to vote themselves.

Source: Analyst Institute

This social influence is why our digital campaigns have been so effective—they meet people where they already spend an average of 2.5 hours daily, combining educational content with practical tools across platforms like Instagram, TikTok, and Snapchat.

## Our social media makes it easy to find:

- ▶ ONE-CLICK REGISTRATION LINKS
- 📍 POLLING PLACE LOCATORS
- 🔍 MAIL-IN BALLOT REQUEST FORMS
- 📄 REGISTRATION STATUS CHECKERS
- 🔔 ELECTION DATE REMINDERS
- 🏆 SHAREABLE "I VOTED" BADGES



Along with our digital tools, we share educational explainers, timely reminders, and authentic creator partnerships, reaching hundreds of millions of young potential voters and making us the trusted platform year after year.



sullyhwbush Tomorrow is Election Day! 🇺🇸 Back in 2018, I got to tag along with my best friend to vote—though I still couldn't help push those buttons (thumbs, you know!). But I did learn how important it is to make your voice heard. Now it's YOUR turn! 🗳️

Visit [Vote.org](https://Vote.org) to find your nearest polling location or ballot dropbox, and let's make it a great day for our country. Go out and make a difference! #Vote 🗳️

November 5, 2024



ppact This fall, we've gotta vote like our rights depend on it — because they do.

Are you registered to vote? Check here: [Vote.org](https://Vote.org).

September 5, 2024



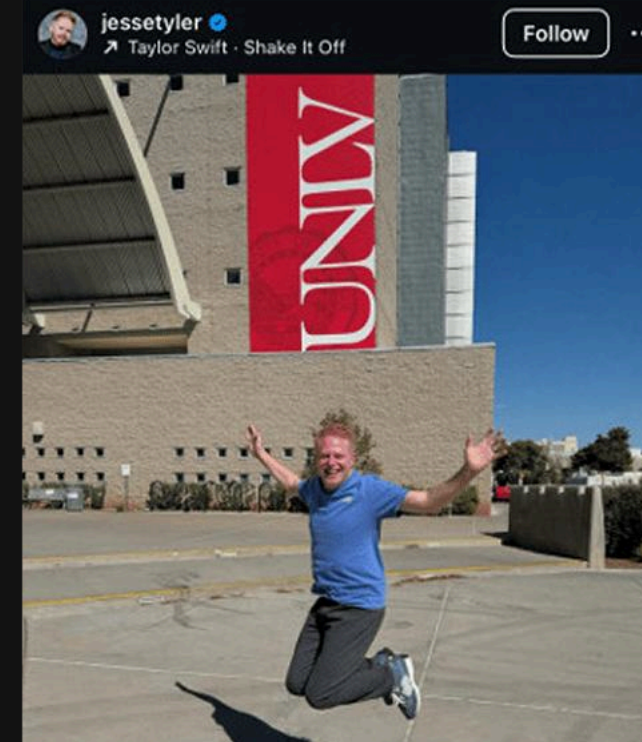
dhmeyer

Early voting is so much easier than waiting til the last day to vote (formerly known as Election Day). Highly recommend!

#vote



jodipicoult Penguin Random House will donate 50% of net proceeds from sales of Out of Print's Read Think Vote collection until October 31, 2024 to [Vote.org](https://Vote.org), supporting their nonpartisan efforts to make voting more accessible for all Americans.



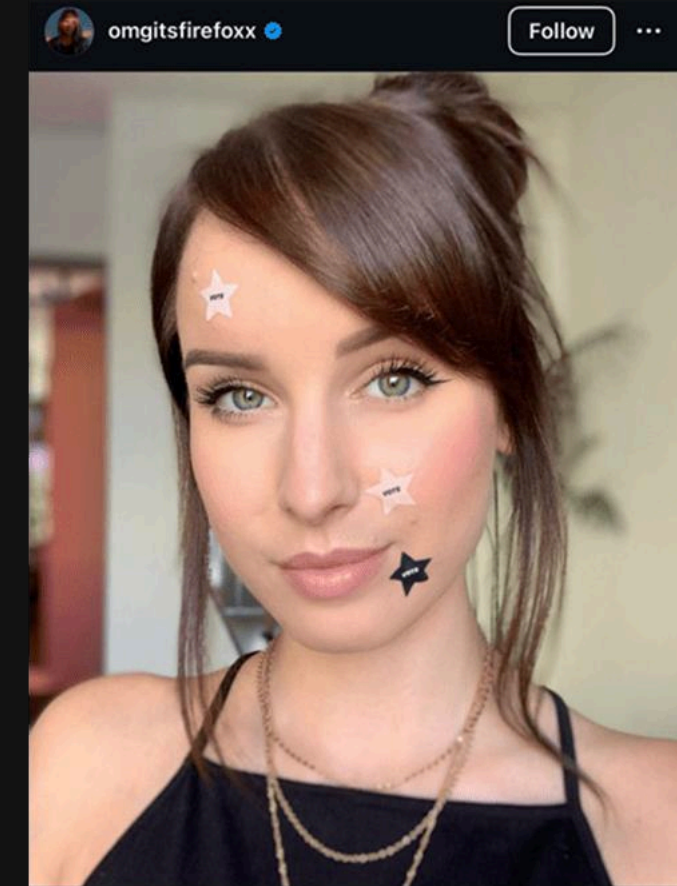
<b>ALABAMA</b> 10/21: Online, by-mail (postmarked), in person	<b>COLORADO</b> 10/28: Online, by-mail (received) 11/5: In person
<b>ALASKA</b> 10/6: Online, by-mail (postmarked), in person*	<b>CONNECTICUT</b> 10/18: Online, by-mail (postmarked) 11/5: In person
<b>ARIZONA</b> 10/7: Online, by-mail (postmarked), in person	<b>DELAWARE</b> 10/12: Online, by-mail (postmarked), in person
<b>ARKANSAS</b> 10/7: By-mail (postmarked), in person	<b>FLORIDA</b> 10/7: Online, by-mail (postmarked), in person
<b>CALIFORNIA</b> 10/21: Online, by-mail (postmarked) 11/5: In person	

\* Same-day voter registration available for the purpose of voting for president and vice president

domesticworkers Voter registration deadlines are happening fast! 🗳️

Check to see when your voter registration deadline is happening in your state, and register to vote at [Vote.org](https://Vote.org).

September 23, 2024



omgitsfirefoxx vote today if you haven't yet. vote tomorrow if you can't today & if you've already voted - comment & I'll DM you cute cat pics 🐱 these final hours are a pivotal moment in this country, take part 🌟 ty @starface now my zits feel like they've contributed



# Content That Meets People Where They Are

Unconventional strategies for turning everyday spaces, online and in real life, into engines of voter activation.

## WHERE STOREFRONT MEETS THE VOTE

We turned Saks Fifth Avenue's windows into a real-world call to action. On one of the busiest streets in the world, passersby could scan a QR code, register to vote on the spot, and snap a photo in front of a luxury-level civic message. What's usually a place to window shop became a portal to participation.



## CLOTHING AS A STATEMENT

In her first-ever fashion campaign, Monica Lewinsky teamed up with Reformation and Vote.org to bring civic messaging into the daily ritual of getting dressed. The "You've Got the Power" collection donated 100% of proceeds to voter efforts and used clothing as conversation starters. Everyday fashion became an everyday reminder to use your voice.



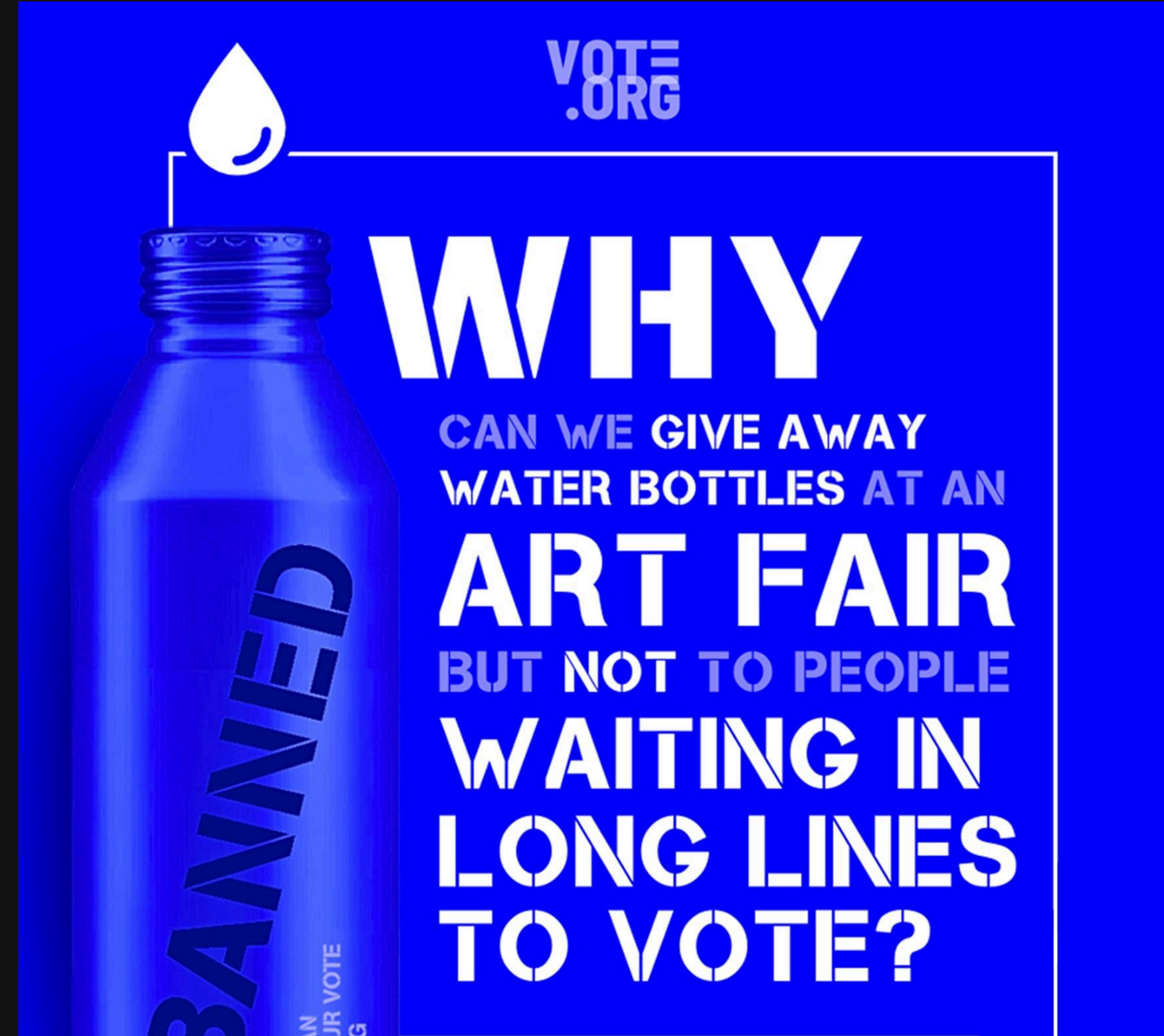
## LINK IN BIO, POWER IN HAND

We used one of the internet's most powerful placements—the bio link—to transform creators into civic messengers in partnership with Linktree. From everyday influencers to cultural icons like Kerry Washington, creators shared our voter registration technology with over 7.5 million followers.



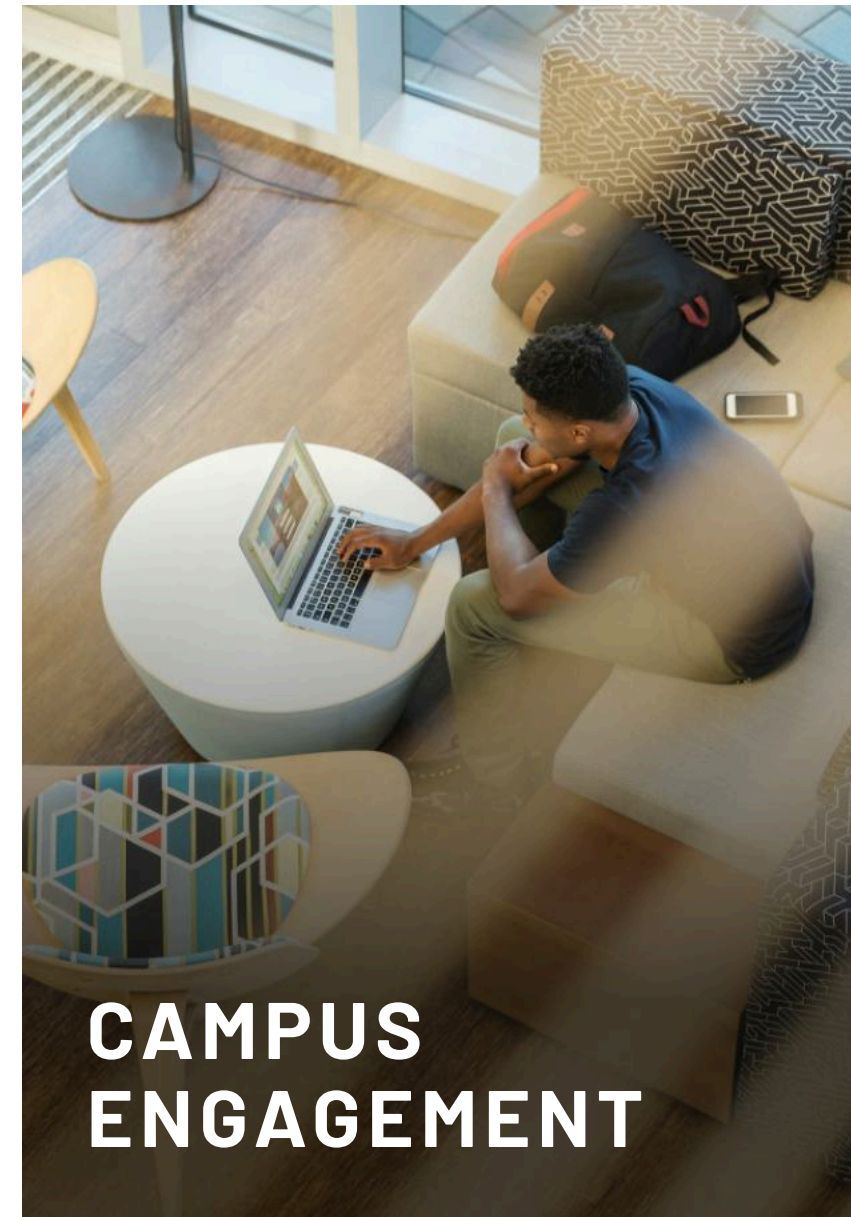
# Plan Your Vote

Vote.org's Plan Your Vote project uses the power of art and culture to make voting feel personal, visible, and urgent. By partnering with artists, designers, and cultural institutions, we bring voter education into spaces where people already find meaning—turning self-expression into a call to action and making civic participation a natural extension of identity.

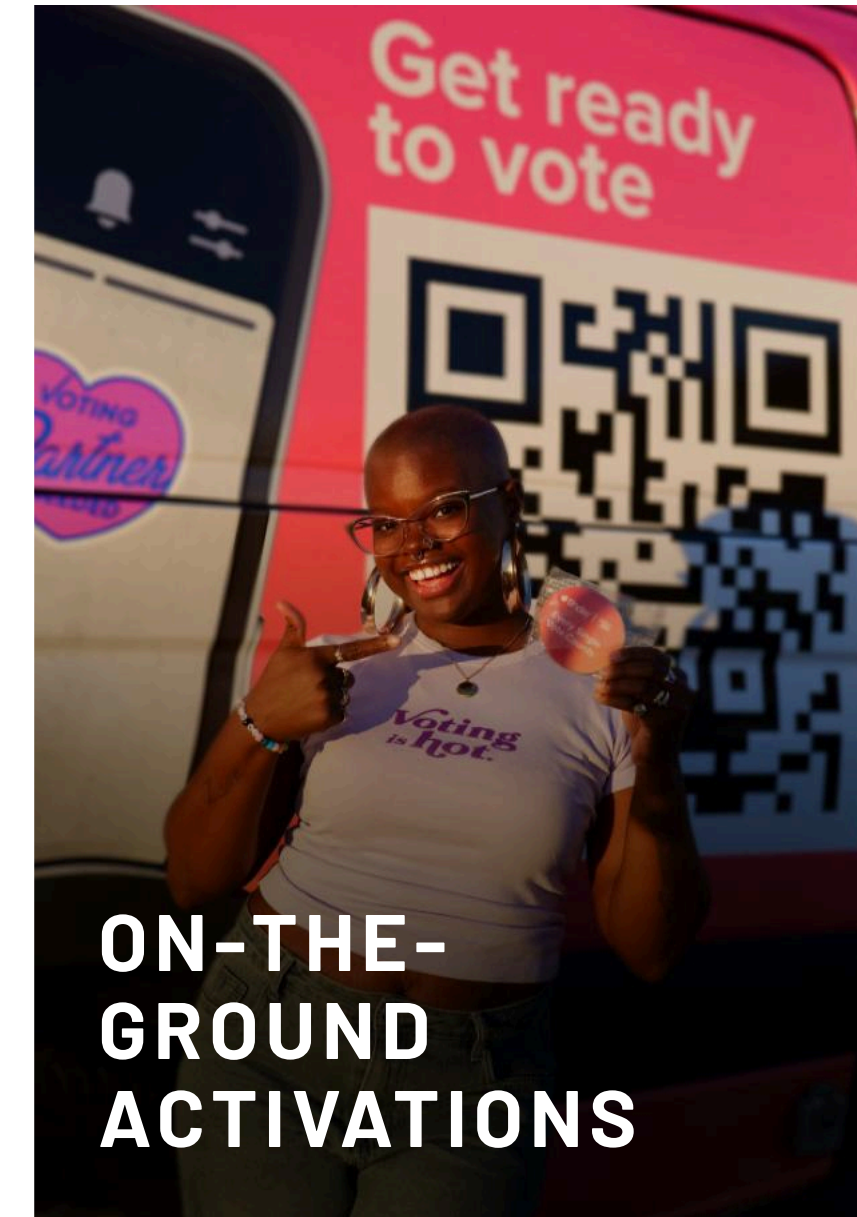


# GO TV PROGRAMMING

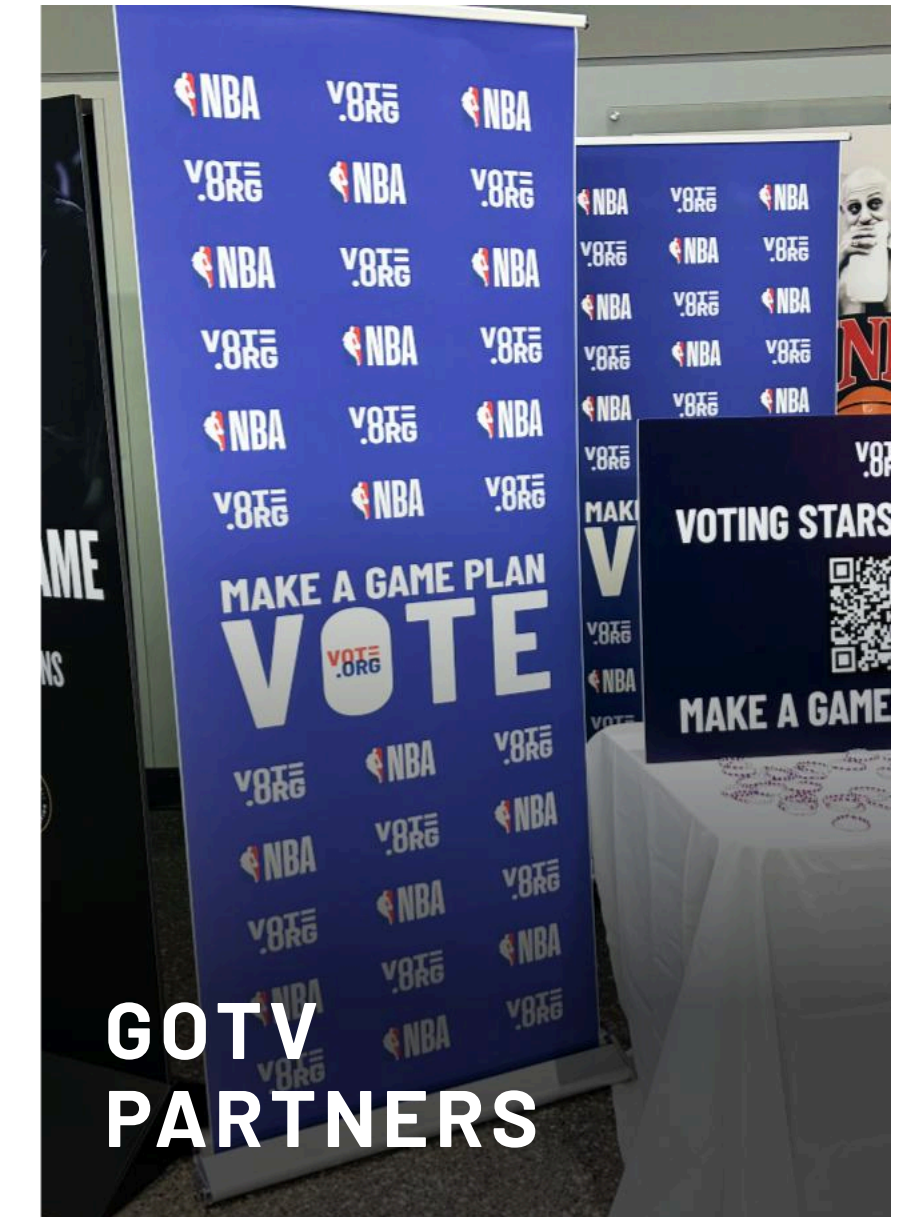
# Vote.org administers one of the largest proactive civic engagement programs in the country.



CAMPUS ENGAGEMENT



ON-THE-GROUND ACTIVATIONS

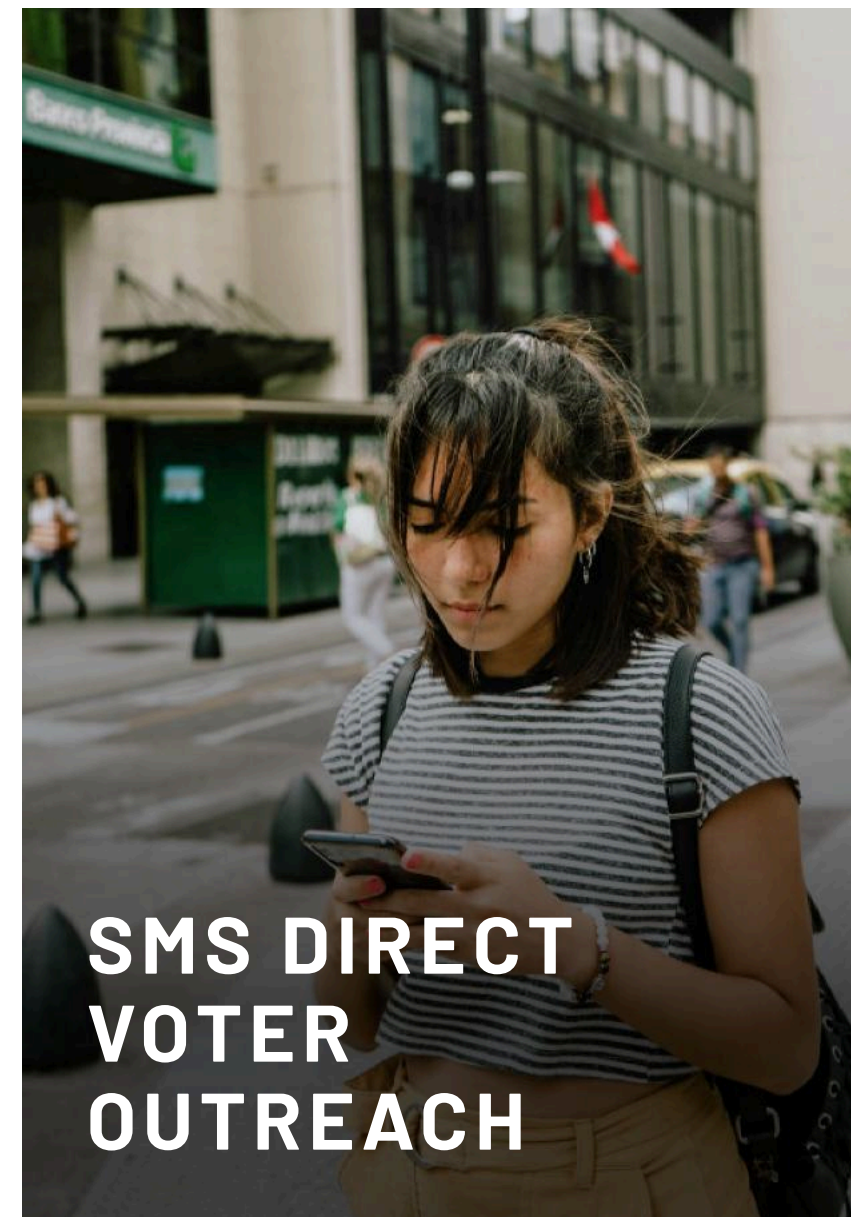


GOTV PARTNERS

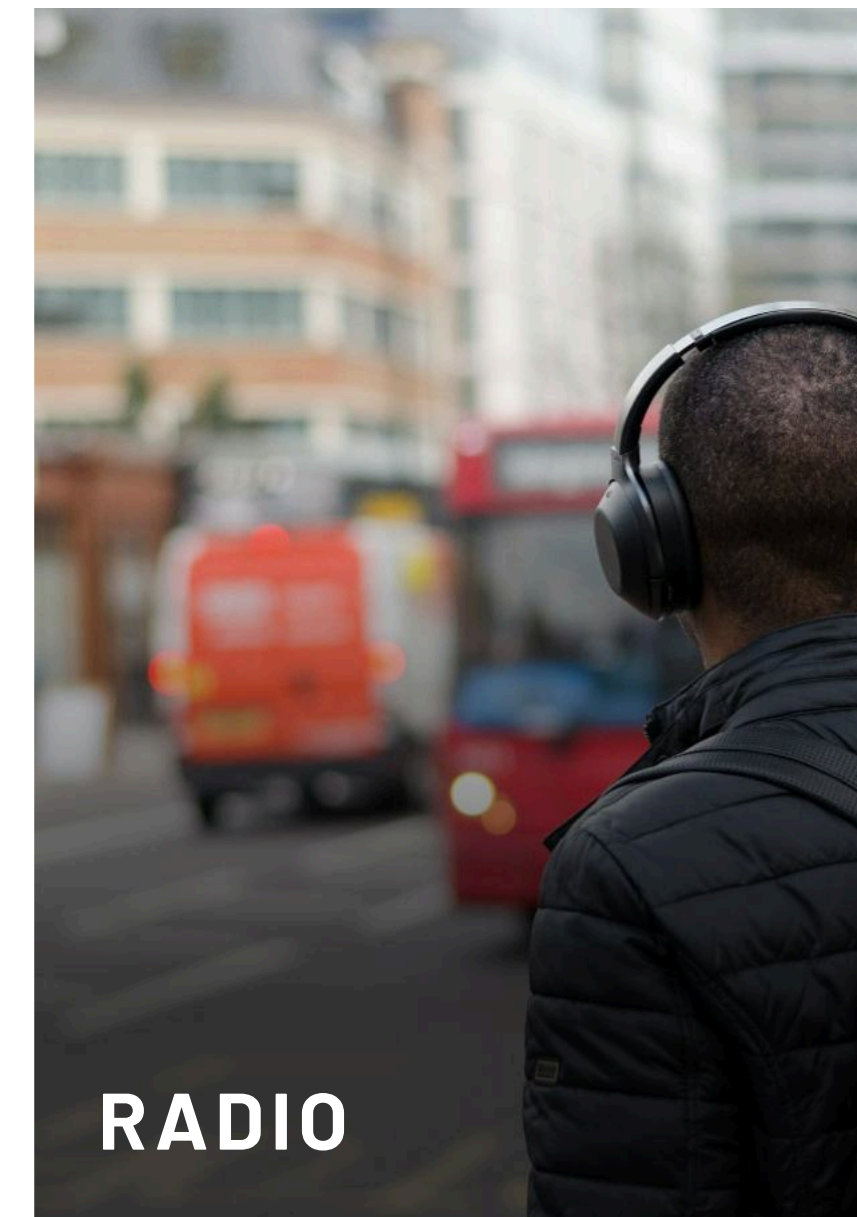
Our tools don't just work, they reach. From QR codes at food trucks to texts on your commute, our technology adapts to real life. We embed voter access into the rhythms of daily routines: scrolling, walking, listening—so civic action becomes a part of the everyday.

Our GOTV program made over 87 million voter contacts this cycle, predominantly reaching young voters and voters of color.

Using research-backed strategies, our programs layer multiple tactics that are continuously tested and refined to optimize cost efficiency and meaningfully boost turnout.



SMS DIRECT VOTER OUTREACH



RADIO



PAID TIME OFF

# Campus Engagement

## 345K students reached across nearly 200 campuses

in key states like Georgia, North Carolina, Wisconsin, Michigan and Pennsylvania—including 18 HBCUs in Georgia, North Carolina, and Pennsylvania.

Our youth and campus engagement programs embed voter participation messages into the fabric of student life, from campus newspapers and public transit ads to strategic flyering, postering, and on-campus billboards, we made voting information accessible and visible at every turn.

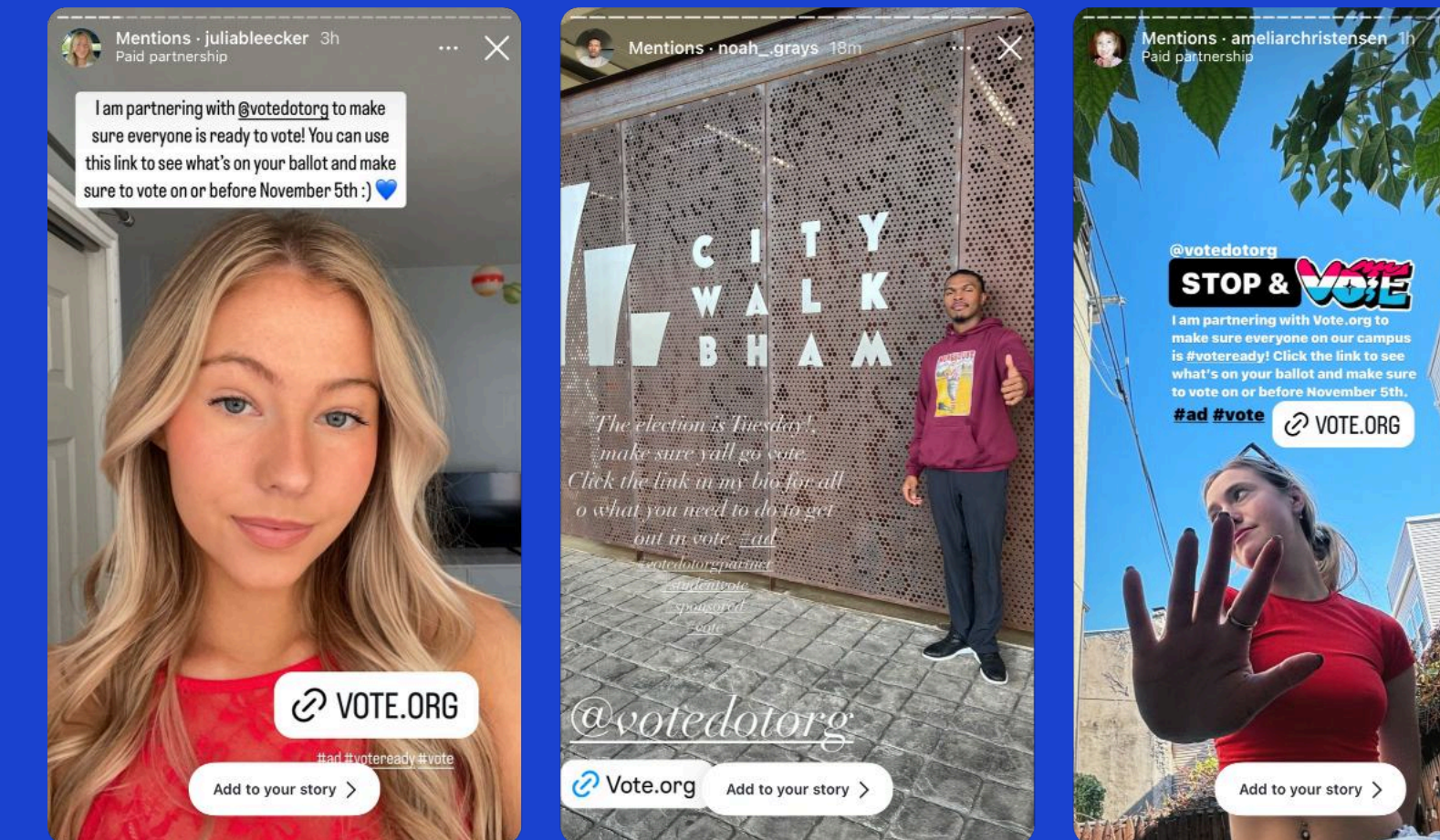
### College students exposed to Vote.org campus GOTV programs were more likely to vote.

+9.3%

LIKELIHOOD OF VOTING



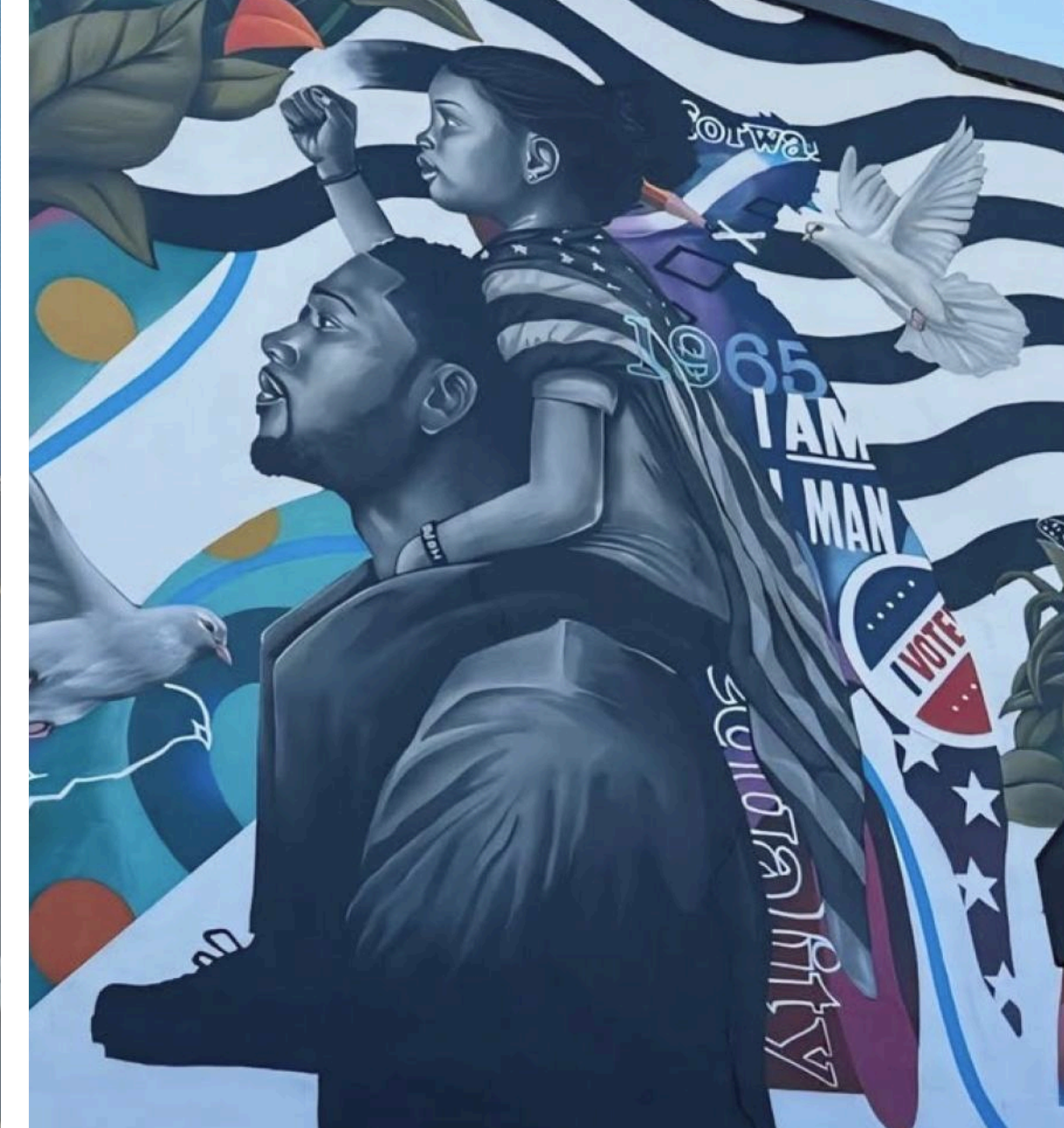
We also partner with campus leaders and influencers to create a culture where voter engagement is not only encouraged but celebrated, ensuring higher turnout among young voters.



# Voting Tools in Community

We brought our tech-enabled Vote.org Food Truck to cities with historically underrepresented voters—meeting people where they gather, eat, and celebrate. From hosting a Philly block party then heading to Detroit and Indiana, our QR-powered registration tools make participation as easy as a scan.

We also launched another truck event in partnership with Tinder in Indianapolis outside of Taylor Swift’s concert at Lucas Stadium.



# When We Text, Voters Show Up

**2.6M+ voters engaged with personalized information about when, how, and where to vote, predominantly voters of color and other underrepresented voters in our priority states.\***

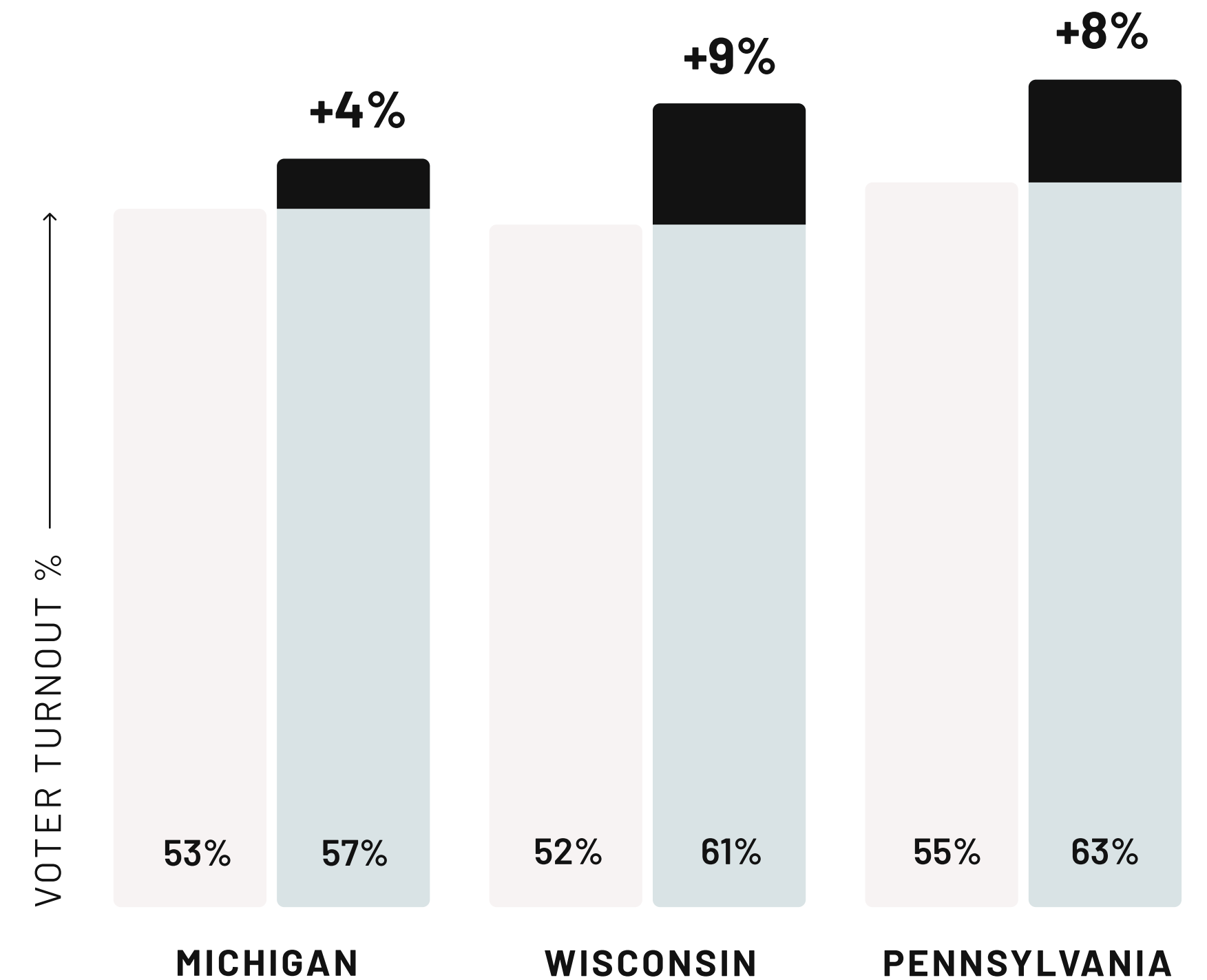
\*Georgia, North Carolina, Wisconsin, Michigan and Pennsylvania

Texting remains one of the most widely used forms of communication across communities. Our SMS campaigns meet voters in the most direct way possible—with real-time info in a format they already rely on.



**Voters who received our outreach texts in MI, WI and PA turned out and voted at higher rates than similar voters who didn't receive our texts.**

- Voters who received Vote.org texts
- Voters who didn't receive Vote.org texts



# On the Air, At the Polls

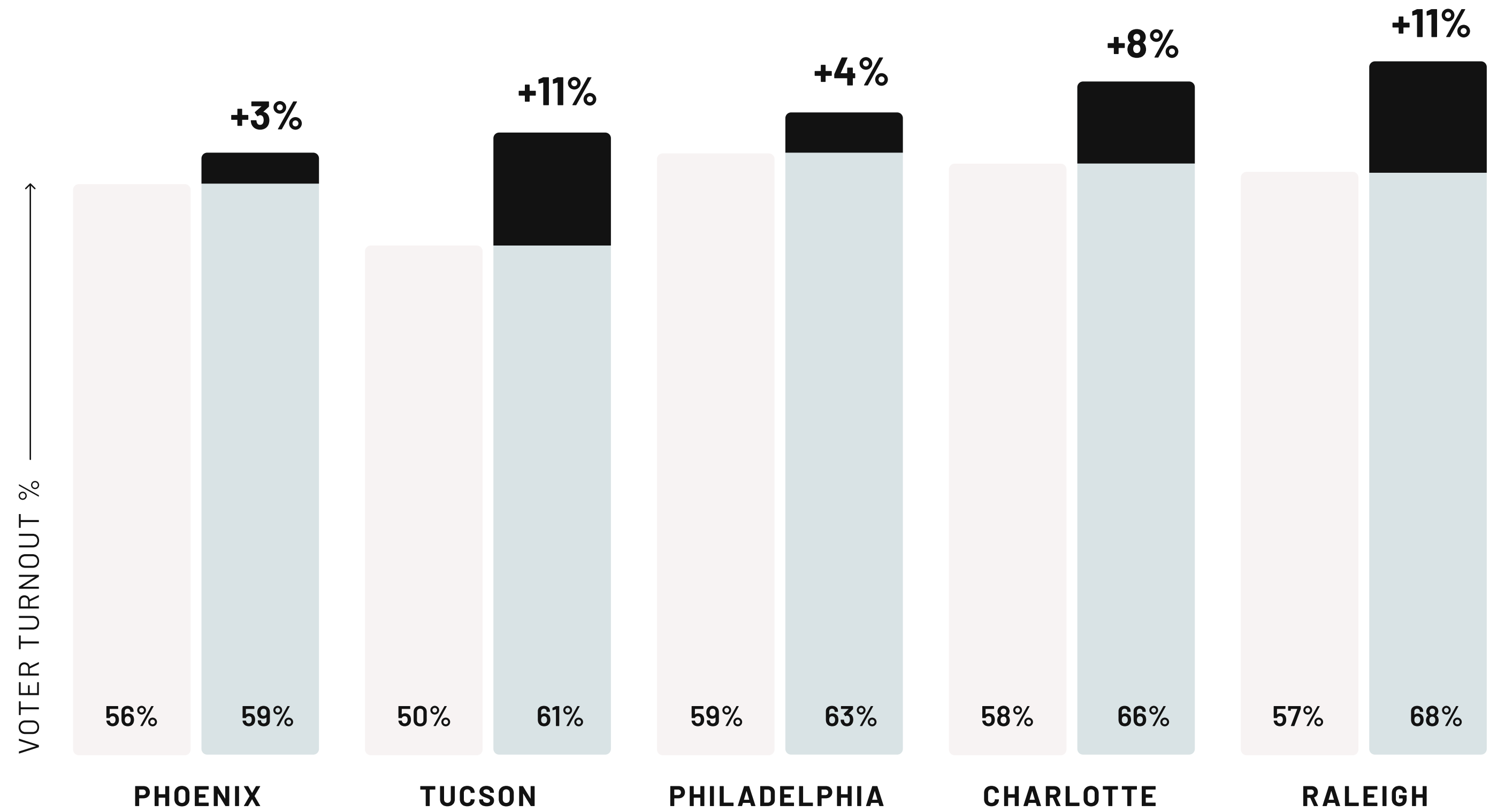
**2.39M voters reached via radio, predominantly Black and Latinx.**

In many communities, especially among Black and Latinx voters, radio is still a go-to source for information. We partner with local stations and familiar voices to share essential election info where it's already being heard—on the way to work, school, or church.



**Voters targeted by our radio ads in Phoenix, Tucson, Philadelphia, Charlotte, and Raleigh voted at rates 3 to 11 points higher than voters in comparable markets.**

Voters targeted by Vote.org radio ads
  Voters who weren't targeted by Vote.org radio ads



PROACTIVE VOTER ENGAGEMENT

# Strategic State Initiatives

EST. VOTER CONTACTS    EST. UNIQUE VOTERS

Our direct voter outreach programs were specifically designed to reach underserved communities, particularly in states where these voters have faced historical and new efforts to suppress the vote.

Our programs prioritized states and densely populated urban areas within those states where a high concentration of underrepresented voters—including voters of color and young voters—faced significant barriers to voting, such as limited polling places, long lines, and restricted access to mail-in voting.

ARIZONA  
**AZ**  
1.3M    135K

GEORGIA  
**GA**  
2.3M    402K

MICHIGAN  
**MI**  
DETROIT, FLINT  
2M    600K

NORTH CAROLINA  
**NC**  
RALEIGH  
3.2M    675K

NEVADA  
**NV**  
LAS VEGAS  
441K    189K

PENNSYLVANIA  
**PA**  
PHILADELPHIA, PITTSBURGH  
3.4M    980K

WISCONSIN  
**WI**  
MILWAUKEE  
930K    260K

# ENSURING THE RIGHT TO VOTE

# The threats to our work are escalating rapidly.

**This is not a drill. Democracy is on the line.**

The SAVE Act, anti-voting rights executive orders, and state laws are targeting nonpartisan voter rights and technology to make sure fewer people can participate.

This isn't hypothetical. It's happening now across the nation, and it's designed to silence millions.



Utah governor signs bill ending universal mail-in ballot system  
thehill.com

“Under the new law, counties will no longer send mail-in ballots to all voters on their rolls beginning in 2029.”

THE HILL



Conservative think tank leader calls for banning charities from voter registration efforts  
EU.USATODAY.COM

“Shutting down organizations like ours [...] would leave a giant void and cripple the infrastructure our democracy needs to thrive.”

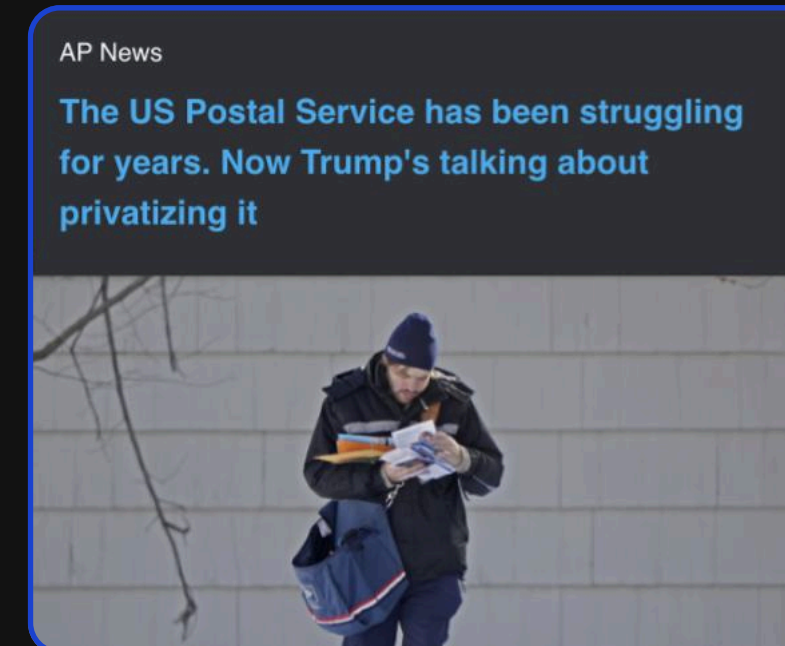
USA TODAY



The SAVE Act: What to know about the bill requiring proof of citizenship to vote  
axios.com

“But voting rights advocates warn it could risk disenfranchising U.S. citizens who don't have proof of citizenship readily available.”

AXIOS



AP News  
The US Postal Service has been struggling for years. Now Trump's talking about privatizing it

“The agency processed more than 99.22 million ballots in the 2024 general election, helping to make voting more accessible.”

THE AP



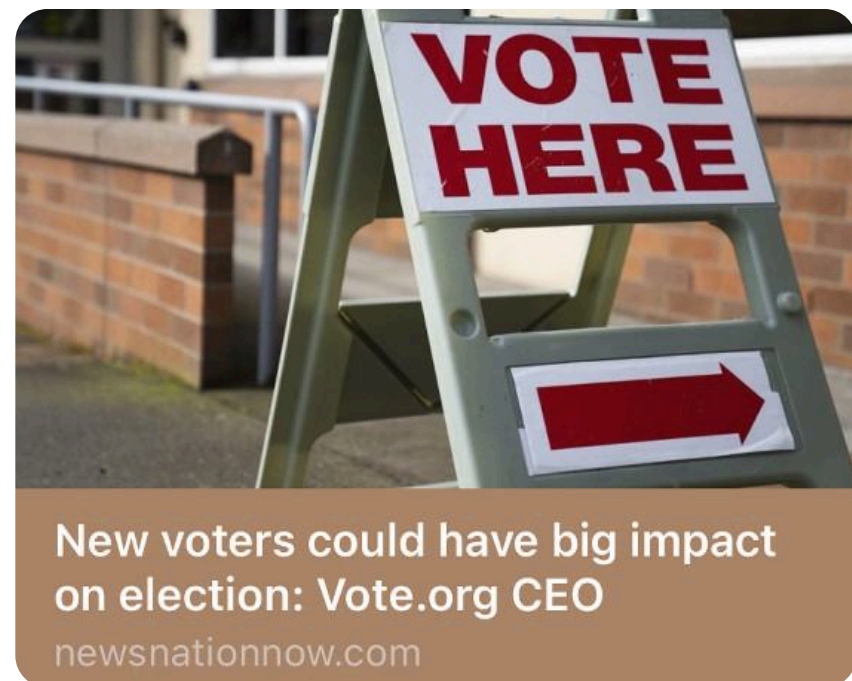
Justices Seem Likely to Uphold Louisiana Map With 2 Majority-Black Districts  
nytimes.com

“The case could also guide other states in balancing how much the Constitution allows them to take race into account as they try to comply with the Voting Rights Act of 1965.”

NEW YORK TIMES



More Than 50 Million Early Votes Cast So Far. Vote.Org CEO Andrea Hailey Explains Who's Voting  
forbes.com



New voters could have big impact on election: Vote.org CEO  
newsnationnow.com



Check your voter registration at Vote.org ahead of Election Day  
msnbc.com



Steph Curry, Maggie Rogers join 100+ celebs using link-in-bio for voter registration  
usatoday.com



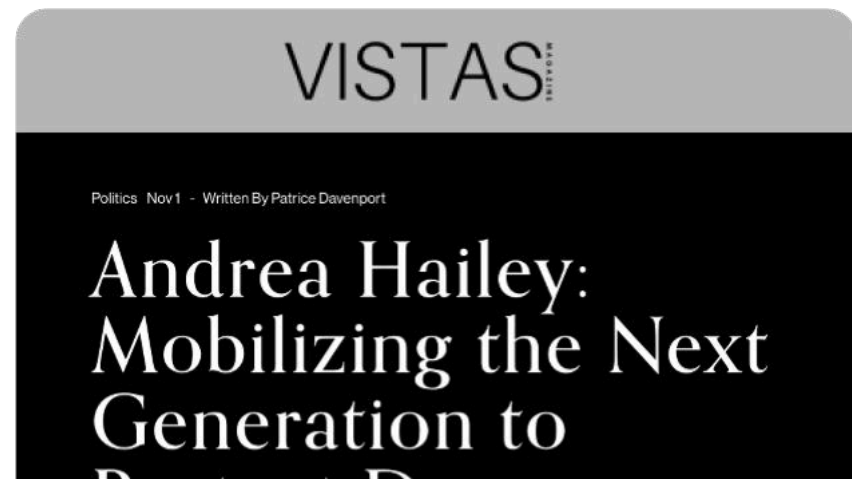
SWING STATE SPOTLIGHT: NORTH CAROLINA  
HOW WILL HURRICANE HELENE IMPACT VOTER TURNOUT?  
NEWS NATION



Women Are Driving Early Voting Trends. Plus: Four Signs You Need Rest  
FORBES.COM



Saks Encourages New York Visitors to Get Out and Vote  
wwd.com



Andrea Hailey: Mobilizing the Next Generation to

# Vote.org will continue working to ensure every American can vote.

Every year is an election year—and our team at Vote.org is in it, doing the work. From turning out voters for special elections to fighting suppression in real time, we're using every tool we've got to keep the vote accessible. Our right to be heard at the ballot box isn't a given. It's ours to build, protect, and push forward, one day at a time.

## OUR TOOLS ARE POWERFUL, BUT ONLY PEOPLE MAKE THEM MOVE.

The last presidential election may be behind us, but the fight for a fair and inclusive democracy is not. While legislation like the SAVE Act threatens to remove eligible voters from the polls under the guise of security, we know the truth: voter suppression has evolved, and so must our resistance.


At Vote.org, we build and maintain the tools that power the most-used nonpartisan voter platform in the country. But it's not just the technology that makes a difference—it's you. From social feeds to text threads, dinner tables to digital platforms, our democracy only works when people show up for one another.

Voter suppression relies on disconnection. That's why we're expanding our reach, from SMS and radio to legal advocacy and on-the-ground momentum, bringing civic tools into everyday life. Your support helps us fight misinformation, scale our team, and deliver trusted tools to the people who need them most. In the face of coordinated suppression, unity is our greatest strength. This work is urgent. This mission is shared. And the future we want is still within reach.

With gratitude,

*Andrea Hailey*

CEO, Vote.org



**“The 2024 election may be over, but what happens next will define the future of our democracy”**



# Help fuel the tools, partnerships, and programs that power our democracy.

Vote.org's reach is not automatic. It's built—election after election—through the direct support of people and institutions who believe in the power of participation.

Every registration we drive, every reminder we send, every partnership we power—it all depends on the funding we receive and the systems we build to deliver at scale, with precision, and under pressure.

When you support Vote.org, you're not just giving. You're scaling trusted civic infrastructure, expanding access for underrepresented voters, and turning tools into turnout.

We operate lean and we build smart. But to reach millions, we need partners like you behind us.

Thank you for continuing to stand with us and being our partners in this critical moment for America.



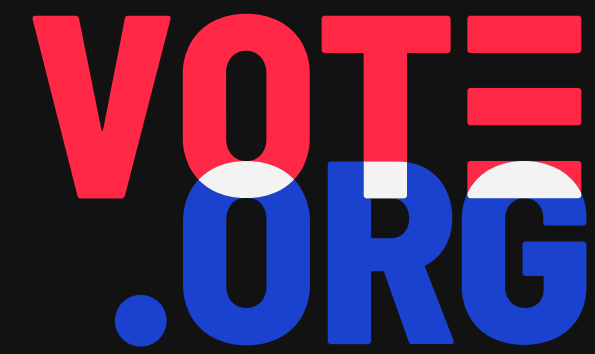
[VOTE.ORG/DONATE](https://VOTE.ORG/DONATE)

[GIVING@VOTE.ORG](mailto:GIVING@VOTE.ORG)

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# 2024



PROVIDING  
EVERYTHING YOU  
NEED TO KEEP  
SHOWING UP

# IMPACT