

2025 Strategic Plan

1. Big Picture Context

In 2025, VoteRiders' [vision and mission](#) will remain unwavering despite the uncertainties ahead. **The defense of democracy is both urgent and permanent.** As an organization with a long-term view of building a more representative and equitable electorate, our work remains essential.

Upwards of one third of eligible voters did not participate in the 2024 election, demonstrating the sizable portion of the American people who remain unheard in our democracy and the scale of work that remains. In 2025 and beyond, VoteRiders will build the power of these unheard voters to meet rising barriers to the ballot box through ongoing voter ID help.

In 2024, voters in 38 states—more than ever before—faced voter ID laws. Millions of voters in 17 states faced new or stricter ID laws than they did just four years ago. Against this backdrop, **VoteRiders' work in 2024 rose to unprecedented heights.** Our programs directly reached nearly 16 million voters with the ID information and free help they needed, engaging millions of voters and thousands of partner organizations and volunteers in service of our mission. The impact of our work is long-term, building civic and organizing infrastructure – and its benefits will endure long after any given Election Day.

Despite VoteRiders' commendable efforts, **voter confusion soared** in 2024. Traffic to our Voter ID Helpline rose 260% relative to 2020. Initial analyses reveal an increased reliance across the country on provisional ballots, with new ID laws a likely cause. In states like North Carolina and Ohio that implemented new photo ID laws, turnout dropped below 2020 levels despite surging public interest in the high-stakes election.

With the recent shifts in who holds public office, we expect increased challenges related to VoteRiders' mission – likely including new and even stricter voter ID laws at the state and potentially even federal levels. We are already seeing burdensome documentary proof of citizenship laws continue to emerge, and we anticipate massive confusion related to the implementation of REAL ID requirements slated for May 7, 2025. At the same time, millions of voters will have the opportunity to go to the polls as key state and municipal elections occur, and VoteRiders will continue its mission unabated.

2025 will bring an opportunity to reflect upon lessons learned from the pressure-test of 2024, and to further hone our work to be as effective as we need to be given the heightened need. The upcoming year will also offer a valuable opportunity to test new program interventions and approaches, and to innovate at the local level with an eye towards scaling up promising practices during the 2026 midterm elections.

2. Strategic Goals

As anti-democratic actors erect greater barriers to the ballot box, VoteRiders will be a leading force in attempting to break down these barriers in the longer term, while simultaneously supporting at-risk voters to overcome them in the near-term as important state and local elections take place year-round.

In service of VoteRiders' mission in 2025, we aim to:

- **Empower voters by providing uniquely and increasingly effective ID help** – meeting voters where they are, in communities and digitally, with accurate and up-to-date voter ID information, specialized resources, and free ID assistance
- **Engage a diverse range of partner organizations to expand our reach** by offering accessible, low-lift, and high-impact voter ID resources, tools, and services
- **Elevate the issue of voter ID laws and their harmful impact on our democracy** via thought leadership, communications campaigns, research, policy engagement, and nonpartisan advocacy.

The third goal reflects a more intentional focus on nonpartisan policy and advocacy work per the Board of Directors' guidance in mid-2024. Our work will leverage VoteRiders' expertise and credibility within the voting rights community, while also responding to a window of opportunity for significantly expanded impact as state legislatures convene and the one-party control of the federal government may trigger federal voter ID legislation, a national proof-of-citizenship law to register to vote, or both.



3. By the Numbers¹

In 2025, we seek to **directly reach at least 5 million voters** on the ground and online, with an indirect reach to millions more at-risk voters. Our work will focus on states with restrictive ID laws and the communities that are most harmed by these laws.

The primary activities and outputs that will support this target include:

- 750,000 Voter ID Information Cards distributed by partners
- 3,500,000 text messages sent to at-risk voters
- 50,000 handwritten letters sent by volunteers
- 15,000 phone calls to ID assistance clients to provide follow-on voting help
- 10,000 participants in partner trainings or one-on-one community conversations
- 8,000 voters assisted one-on-one at Voter ID Clinics or virtually with ID help
- 5,500 voters assisted one-on-one via our Helpline and Chatbot
- 200,000 visits to educational resources on the VoteRiders website
- 35,000 views of PSAs in movie theaters

Sustaining an ever-growing level of impact into 2025 and beyond: VoteRiders does not plan to reduce staff size in 2025, nor do we plan to dramatically reduce program activity levels. Given our focus on “always-on” organizing and the legislative hot-button issue of voter ID, the marginal benefit of our efforts is arguably even greater in so-called “off-years,” in which many others in the democracy space scale back or even disappear.

We will have a field staff presence in as many states as feasible with restrictive voter ID laws in place and, in many cases, where laws have changed recently. Priority states for 2025 outreach include: **Arizona, Florida, Georgia, Michigan, North Carolina, Ohio, Pennsylvania, Texas, Virginia, and Wisconsin**. In these states, we will provide support to partners and voters alike, and offer a meaningful opportunity to galvanize support for pro-democracy work.

Additionally, we will support work in **Nevada**, which has onerous ID rules for same-day voter registration and passed a constitutional amendment requiring voter ID in 2024 that will go into effect if it passes again in 2026. We will likewise support in-state actors and voters via research, resources, media, advocacy, and training in states that are grappling with new and burdensome ID requirements such as **New Hampshire**, where a new documentary proof of citizenship requirement went into effect in November but is being litigated, and **Maine**, which will have a voter ID ballot initiative this November.

¹ In addition to output tracking, when 2024 voter file data is available in mid-2025, we will analyze outcome-level data regarding voter registration and participation rates of voters reached in 2024

Voter ID Education, Outreach, & Voter Mobilization

Our on-the-ground field programs in eight states and virtual work soared to new heights in 2024, with VoteRiders having a sustained and deeper presence in more states than ever before. We had particular success in forging new partnerships with groups operating in states with new voter ID laws, such as North Carolina, where our issue-area focus of voter ID was most front of mind for voter mobilization efforts. Our updated resources—such as redesigned Voter ID Information Cards and resource pages for students—were particularly valuable assets in expanding our work in 2024, and will continue to bolster voter ID education and outreach efforts in the coming year.



State field plans for 2025 will leverage key statewide and local races to galvanize capacity building, voter outreach, and mobilization around the issue of ID via our own activities as well as via collaborative efforts with partners. Nearly all of our priority states will hold **important statewide or local elections in 2025**, such as the April election for the Wisconsin Supreme Court that will determine the court's ideological balance, statewide judicial races in Pennsylvania, and municipal races in Atlanta, Durham, Miami, and more.

The inclusion of policy and advocacy in our slate of activities for 2025 will open up important **new avenues for field program partnerships and impact**. Many state coalitions will focus on legislative monitoring and advocacy as state legislatures reconvene early in the new year, and our field teams will be crucial for tracking developments on the ground, engaging in nonpartisan advocacy, and sharing voter ID research in their respective states.



Voter Contact and Volunteer Programs

Our volunteer programs—which encompass a range of activities such as text-banking, letter-writing, and in-person ID help—drove the bulk of our direct reach to voters in 2024 from a quantitative perspective. The number of individuals subscribed to the volunteer segment of our email list rose to upwards of 14,000 by year-end, and **over 9,200 volunteer shifts were filled between January and Election Day.**

We saw **success in 2024 with “do-it-yourself, or DIY” options that empowered individual volunteers and groups of volunteers to undertake actions on their own time**, and also saw enormous interest from a growing number of corporate partners in VoteRiders organizing nonpartisan volunteer events for their employees in exchange for a fee for such service. Volunteer events were also a useful way to engage new and diverse partner organizations, as we organized joint text-banks and letter-writing campaigns with dozens of national and in-state nonprofit partners throughout the year.

While volunteer engagement may dip in 2025 following the high-stakes general election year, we will **continue to offer ongoing opportunities to our volunteer community to make a difference in key local and state races.**

We will continue the strategy of filing **open records requests** in each of our priority states to support hyper-targeted outreach, beginning in January to request lists of voters who had ID issues at the polls in November 2024. Lastly, we will take advantage of the relatively slower pace of activities in the first half of the year to do an across-the-boards evaluation of our current platforms, tools, and systems for voter outreach and make adjustments as needed.



Voter ID Assistance

Our Voter ID Assistance program grew significantly in 2024 as we expanded our on-the-ground team by hiring new organizers, engaged the services of five part-time contractors, and trained more volunteers than ever to provide in-person and virtual ID help. By year's end, 90 organizations across the country were sending us referrals of individuals in need of ID

help, and **our team was helping over 1,000 individuals per month get the ID documents and free help they needed to cast a ballot.**

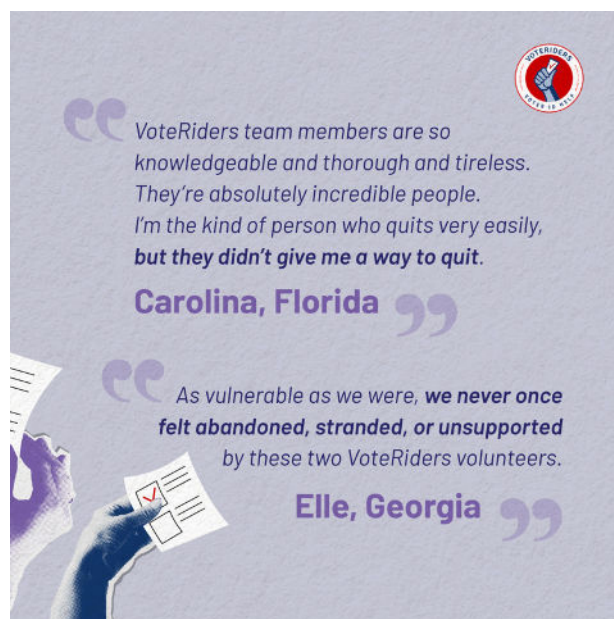
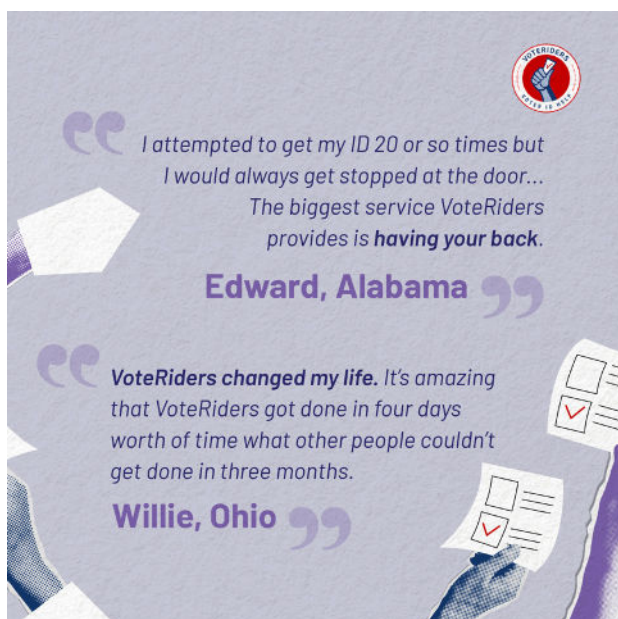


VoteRiders has **unmatched technical expertise, training, resources, and case management capacity in the voter ID assistance field**, and this unique facet of our work presents enormous opportunities for growth and impact.

Our voter ID assistance is arguably the most “evergreen” of our workstreams, as the need for ID help endures month-over-month and is less tied to electoral activity than other facets of our work.

A priority for the team in the first months of the year will be an **update of our Voter ID Assistance (VIDA) policies, and an analysis of the impact of the implementation of national REAL ID standards slated for May 2025.**

In 2025, but we will retain our most-engaged volunteers to **support year-round Helpline and Chat based voter ID questions and help inquiries.**



Legal, Policy, and Advocacy

Our work in this area flourished in the high-interest election year of 2024. Highlights included an expanded pro bono law firm network to support records requests and research, revamped and updated voter ID resources, and the provision of timely and cross-cutting support to our expanded field team.

In 2025, **nonpartisan policy, advocacy, and litigation work represents an important and new growth area for VoteRiders**. We will leverage our cutting-edge voter ID research findings from 2024 as well as our growing “storybank” of voters impacted by ID laws to support public education, legislative engagement, and strategic involvement in litigation across our priority states and elsewhere. In Q1 2025, we will hire for a **newly-created role—a Policy and Advocacy Manager**—to support this growing portfolio of work, build our ability to track legislation at the state and federal levels, and ensure full administrative compliance across all policy, advocacy, and lobbying work.

21.3 million people
do not have easy
access to proof of
citizenship documents. ▶
*That's 9.1% of voting
age American citizens*

VOTERIDERS

Our organization is deeply disappointed, but not surprised, to see that the House of Representatives has passed the Safeguard American Voter Eligibility (SAVE) Act. Do not be fooled by this euphemistic name: **The SAVE Act would be terrible for democracy, creating powerful new barriers to voter registration for eligible U.S. citizens.**

If signed into law, this dangerous and unnecessary bill **would require that voters present “documentary proof of citizenship,”** meaning a vital document proving US citizenship like a US birth certificate, U.S. passport, or naturalization certificate, **to register to vote.**

◀ This legislation is being put forth as part of a sweeping and wholly **false narrative that noncitizens are voting in federal elections.** In reality, every state already requires that voters affirm their US citizenship at the time they register. The existing penalties for non-US citizens to attempt to vote in federal elections are steep and serious and **our current laws are already extremely effective at preventing unlawful voter registration and voting.**

Read the full statement using the link in our bio

VOTERIDERS

We anticipate a **wave of stricter ID laws at the state and potentially national levels, as well as a proliferation of onerous documentary proof of citizenship requirements.** These threats to voting access will provide mission-centric and powerful opportunities for VoteRiders to educate policymakers and the public; participate in legislative advocacy such as sign-on letters, lobby days, and related activities; and grow our partner base, profile, and impact as a result.

Beyond likely legislative developments relevant to voter ID in dozens of states, we also anticipate relevant ballot initiatives or litigation in Nevada, New Hampshire, and Maine. In Georgia, we have joined as a plaintiff in our first litigation effort, along with a coalition of allied organizations – filing suit regarding a new law impacting voter registration for unhoused individuals that makes VoteRiders’ ID assistance work more complicated and expensive to administer.

Communications and Digital

Across earned media, paid campaigns, social media, and more, our **communications work was a powerful boost to VoteRiders' reach, reputation, and impact in 2024**. This past year, we hired a Communications and Digital Director to build team capacity, and engaged numerous consultants and vendors to lead far-reaching and successful press, talent engagement, email programs, social media advertising, and content creator partnerships. We saw particular success in our content creator campaigns—in which we worked with UTA and dozens of TikTok and Instagram influencers (see below)—to produce unique, accurate, and compelling content that reached over 2.5 million eligible voters online.

In 2025, we will build upon this solid foundation and use communications channels to **strategically engage on key state and local races, mobilize volunteers and supporters, and continually build VoteRiders' base of partners and brands**. As we did in 2023, we will lead a collaborative message development and “refresh” effort that involves the Board Communications Committee, our PR team, and a cross-section of staff. We also plan to rebrand and update our website from both a content presentation and visual perspective, strategically tighten our voice online, and refine the way in which we use social media platforms as they evolve. VoteRiders will **be a leading voice in raising awareness of changing ID laws and debunking myths about voter fraud and noncitizen voting** – myths that are key drivers of public support for these widely misunderstood laws and enable the passage of new and stricter ID laws across the country.

Policy and advocacy communications will provide a strategic entrypoint by which to ensure that our core issue of voter ID remains relevant, urgent, and front-of-mind for our audiences in 2025.



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