

VoteRiders
Strategic Plan

2026-2028

VoteRiders is the country’s leading nonpartisan organization focused on the critical issue of voter ID.

The need for our work has never been greater. ID-related barriers to the ballot box have steadily increased in recent years, with no clear sign of slowing. 38 states—more than ever before—have voter ID laws in place, and voting restrictions related to ID are on the rise across the country. More broadly, American democracy is being tested and challenged in unprecedented ways.

VoteRiders experienced rapid growth in the 2021-2024 period, tripling its annual budget and staff size. Following this growth, in 2025 VoteRiders launched its first multi-year strategic planning process to support continued growth, maximize impact, and provide an intentional roadmap for 2026-2028. Thanks to dozens of internal and external stakeholder interviews and survey responses, we are clear-eyed about the contributions we can make to address the challenges and opportunities ahead of us in this critical period for American democracy.



VOTERIDERS VISION



A thriving American democracy



An empowered, civically engaged, diverse, and representative electorate



A democracy in which ID requirements for voting do not prevent eligible Americans from having their voices heard at the ballot box

MISSION

VoteRiders’ mission is to eliminate ID barriers to the ballot box so every eligible voter can cast a ballot that counts.

We inform communities about ID laws, equip partner organizations to expand voting access, advocate for pro-voter policies, and provide free one-on-one help to individuals to secure an accepted form of ID to vote.

What We Do

VoteRiders directly reaches millions of voters every year, aiming to boost equitable civic participation through two primary areas of work:

- **Voter engagement:** VoteRiders provides accurate, accessible resources to help voters navigate changing, confusing, and costly ID-to-vote rules. Beyond voter ID education, we offer free, individualized assistance to eligible citizens to obtain a state-issued ID to vote. We reach millions of voters through direct voter contact campaigns, digital outreach, and earned media. We multiply our impact by equipping partner organizations with training and resources to expand voting access in their communities.
- **Research, thought leadership, and advocacy:** VoteRiders is a trusted source of research and expertise on voter ID laws and their impact. We illuminate the scope and consequences of ID barriers through original research, storytelling, and data-driven analysis. We share our findings with the public, media, policymakers, and pro-democracy partners to inform their work. When strategic opportunities arise, we advocate for policies that reduce ID barriers to voting and expand ballot box access.

Where We Work

VoteRiders strategically deploys resources where we can have the greatest effect in eliminating ID barriers to the ballot box and advancing organizational strategic objectives.

The following filters guide state-level investment decisions:

- 1. Federally-competitive elections:** States where Congressional and presidential races create high stakes for voter participation, and ID requirements significantly impact electoral outcomes.
 - 2. Restrictive ID laws:** States with restrictive voter ID requirements that create substantial barriers for eligible voters.
 - 3. Recently-changed ID-to-vote laws:** States that have newly-implemented or modified voter ID or documentary proof of citizenship (DPOC) requirements.
 - 4. Ability to mobilize state-specific earmarked resources:** States where VoteRiders can secure funding for state programming, build strong partnerships, and demonstrate clear impact.
- In 2026, VoteRiders will have on-the-ground staff in seven states (**Arizona, Florida, Georgia, North Carolina, Pennsylvania, Texas, and Wisconsin**) and additionally prioritize **Michigan, Ohio, and Virginia** for voter outreach and assistance. Our legislative advocacy priorities include initiatives in these states, as well as California, Nevada, and other states as needed. We will reassess and review these investments following the midterm elections.
- Since voters face ID barriers everywhere, VoteRiders provides digital resources, Voter ID Info Cards, a national Helpline, empowers partners, and advocates against emerging ID threats in all states.

Communities We Center

VoteRiders intentionally centers our outreach, partnerships, and resources on the communities most likely to lack voter ID, including: young people and students, communities of color, low-income individuals, people experiencing homelessness, naturalized citizens, nonvoters and new voters, people who have changed their names, seniors, and people with disabilities. To effectively serve at-risk communities, VoteRiders meets people where they are—both physically and digitally. Our partnership-driven model embeds voter ID education and assistance within trusted community institutions that already serve populations facing ID barriers.

Strategic Objectives

OBJECTIVE 1. Increased Voter Access

Ensure eligible voters nationwide have access to up-to-date, accurate voter ID information and direct assistance to successfully vote.

VoteRiders will strengthen its position as the preeminent source of voter ID access and expertise, serving millions of voters through direct outreach, assistance, partnerships, and trusted information. Success requires reaching voters where they are—through field programs, digital campaigns, a diverse and expansive network of partner organizations, and large-scale voter contact programs—while ensuring all information is accurate and accessible.

Key goals include

1. Expand voter reach to meet the rising need for ID help in 2026-2028.
2. Increase the number of partner organizations that rely on VoteRiders for voter ID resources and assistance to support the communities they serve, while continually maintaining and deepening existing partnerships.

IMPLEMENTATION TACTICS

Improve synergy and coordination between field programs and large-scale voter contact efforts. Integrate voter contact programs, national partnerships, data, and state-based field programs more intentionally. Leverage state-focused volunteer events to deepen partnerships and grow our in-state volunteer base.

Clarify and continually reinforce the centrality of voting in all of our work. Systematically deploy our white-labeled TurboVote tool across all programs and communications. Hold annual capacity building workshops and provide resources to all staff, partners, volunteers, and contractors to strengthen their ability to hold effective voter conversations that lead to voter registration and election reminder sign-ups.

Build on current strengths in partnerships and scalability. Expand our partner network by initiating new partnerships and deepening existing ones to increase programmatic engagement and meet voters where they are through trusted community organizations. Strengthen partnership management infrastructure and formalize partnerships via customized agreements to ensure structure, durability, and mutual buy-in at the national and state levels.

Experiment with new models to improve the scalability and cost-effectiveness of the current voter ID assistance program. Increase emphasis on partner-led voter ID assistance, while preserving VoteRiders-led assistance to ensure full coverage for communities and in-house expertise.

Meet at-risk voters where they are by leveraging digital resources and communications platforms to offer accessible ID resources. Update core organizational messaging annually. Continually evaluate and adapt our digital resources and campaigns to emerging trends and technologies.

OBJECTIVE 2. High-Impact Research, Thought Leadership, and Advocacy

Protect voting access and shape ID-to-vote policy through nonpartisan research and thought leadership, storytelling, and strategic policy advocacy in coalition with partners.

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IMPLEMENTATION TACTICS

Provide timely data and research to shape policy debates and public understanding of voter ID laws. Conduct a national voter ID survey every four years. Conduct state-level research strategically where a potential ID-to-vote bill would dramatically alter voting rights and coalition partners are committed to amplifying and utilizing results.

Deepen storytelling capacity and commitments across the organization. Create a broad and diverse storybank of voters – geographically and demographically – that can be strategically deployed for different purposes. Invest time and resources to support a reinvigorated storytelling effort.

Pursue ongoing legislative advocacy engagements in coalition with partners, making VoteRiders’ ID research, expertise, and stories available to groups with deep federal advocacy and/or in-state relationships. Prioritize work in states where significant ID law changes are anticipated or where VoteRiders has an established field presence, voter story bank, coalition relationships, and name recognition. Participate in broad coalition efforts on ID-related legislation at the federal level.



“I just needed some doors opened, and that’s what VoteRiders did.”



“I think voting for the first time will be exciting and a chance for me to have my voice heard, potentially making a difference in some ways. I think it’s important to voice our opinions on things impacting our everyday lives.”



“Voting is a freedom that people who I don’t even know are willing to shed blood or maybe even give their lives for. Voting is an important right to me.”



OBJECTIVE 3. High-Functioning Team

Integrate and optimize VoteRiders' programs through shared organizational objectives and strengthened cross-team collaboration.

VoteRiders will build organizational capacity to match our ambitious mission, creating the internal systems and collaborative culture needed to maximize impact.

Key goals include

1. Create systems, structures, and processes that support sustainable growth and efficient operations.
2. Create a high-performing culture of collaboration, professional growth, and shared accountability.
3. Build financial and operational resilience to withstand challenges and sustain impact long-term.

IMPLEMENTATION TACTICS

Create a resilient organizational structure that prioritizes **breaking down silos, building sustainable capacity, and increasing transparency in decision-making.** Build a diversified and sustainable fundraising infrastructure. Build leadership capacity and management skills across the organization. Strengthen work culture to foster collaboration, belonging, and effectiveness in a distributed team.

Closing

The 2026-2028 period represents a pivotal moment for American democracy and for VoteRiders. This strategic plan positions us to meet the challenges and opportunities of this moment: expanding our reach to millions of voters, strengthening the pro-democracy ecosystem, and building the organizational foundation to sustain a growing, deepening impact for years to come.

With clear outcomes and collaborative implementation, VoteRiders will ensure that no eligible voter is prevented from successfully casting a ballot due to ID barriers—one voter, one partnership, and one ID at a time.

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