Voter ID Solutions for Every Voter in Every State

What This Presentation is About

- Laws That Seriously Restrict Voting
- An Organization Fighting Back
- How VoteRiders Helps Voters
- 2018 Accomplishments
- Goals for 2019

Suggested Notes:

This presentation is about how voter ID laws implemented in many states since 2008 seriously rest rict voting by essentially keeping people who have the right to vote from doing so. VoteRiders is a national non-partisan organization that was founded in 2012 as a response to these repressive and regressive laws. As you will see, about 25 million Americans do not have the type of ID that is common to all state voter ID laws.

We will describe what VoteRiders is, and how the programs we have implemented have helped people in many affected states ensure their right to vote and restore their confidence that they can vote.

We will also tell you about how during 2018 VoteRiders had significant achievements and made a measurably positive

impact on the 2018 elections.

Our presentation will finish with a discussion of our goals for 2019 so we can hit the ground running in 2020, and how you can help VoteRiders be able to achieve these goals.
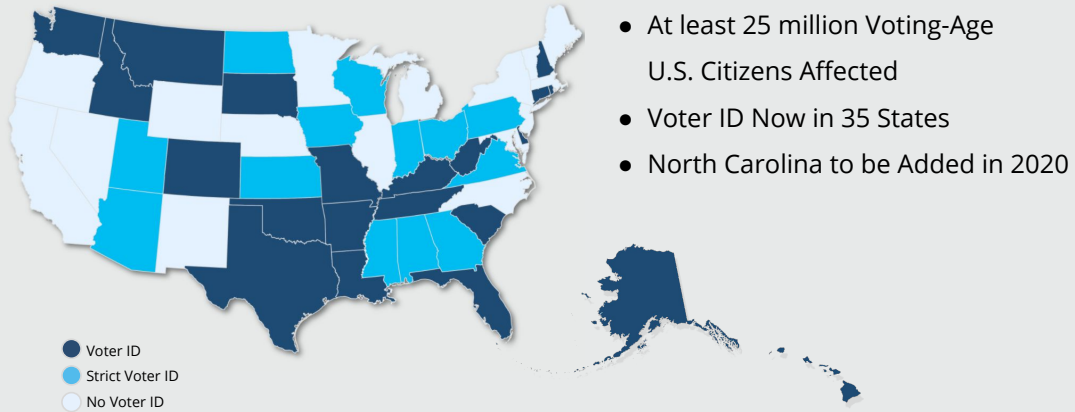
25 million

VOTING-AGE U.S. CITIZENS LACK A
CURRENT GOVERNMENT-ISSUED PHOTO ID

Suggested Notes:

Voter ID laws make voting difficult or impossible for 11% of US Citizens, according to the "Citizens Without Proof" survey and report by the Brennan Center at NYU Law School. Based on current census data, that translates to an estimated 25 million eligible voters nationally who lack a current, government-issued photo ID.

These Americans are disproportionately citizens without a current driver's license in their state. Most affected are voters of color, older adults, students and young people, voters with disabilities, and low-income voters.

A Nationwide Issue

- At least 25 million Voting-Age U.S. Citizens Affected
- Voter ID Now in 35 States
- North Carolina to be Added in 2020

Voter ID
Strict Voter ID
No Voter ID

Suggested Notes:

Added to these hundreds of thousands of disenfranchised voters in each of the 35 states with voter ID laws (which will number 36 next year with North Carolina's new law) are the many millions of voters who are so confused and intimidated that they won't vote, even though they *have* a valid ID or reside in a state with no voter ID requirement!

VoteRiders is recognized around the country as successfully solving this problem. We engage in action, not talk. VoteRiders is where the voting rubber meets the voting road.

Millions Effectively Disenfranchised

- People of Color
- Senior Citizens
- Students
- Young Adults

- Women
- People with Disabilities
- People with Low Income

Suggested Notes:

• 25% or about 7.75 million African-American voting-age citizens do not have a current government-issued photo ID, compared to eight percent of white voting-age citizens.

• 18% or about 7.25 million American citizens age 65 and above do not have a current government-issued photo ID.

• Another 18% or about 5.5 million of citizens aged 18-24 do not have photo ID with their current address and name.

Many states' laws, like Wisconsin's, are "strict," meaning your ballot won't count if you don't submit a valid ID. Examples of required Wisconsin photo IDs include a Certificate of Naturalization, which must have been issued within two years of voting, or a WI-Accredited College ID showing an expiration

date within two years of its issuance date (which is provided by only three of the 16 University of WI campus systems) plus proof of enrollment.

Voter ID laws also disproportionately impact women since several states require an exact match between the name on their ID vs. their name on the voter registration roll. Thirty-four percent or over 19 million of voting-age women do not have ready access to any proof of citizenship with their current legal name.

People with low income often don't have the money to secure the documents needed (like a birth certificate) to get a voter ID and/or can't afford the time and cost of getting to the ID-issuing government office.

Suggested Notes:

Here's one voter story from Wisconsin

Confusion for Millions of Voters

- Difficulty Knowing How to Comply
- Even Polls Workers are Confused
- Eligible Voters Often Intimidated
- Affects States Even Without Voter ID Requirements
- Real ID adds to the confusion

Suggested Notes:

Given all the Voter-ID news including new and changing legislation and litigation since 2008, many people don't know if complicated and onerous voter ID laws apply to them. If you have a current driver's license or a non-driver's ID in your state, you will likely have a seamless voting experience, although some states require an exact match between the name and/or address on your ID and your voter registration record.

But everyone else either may not have an acceptable ID in their voter-ID state – or they may be confused whether they need or have an acceptable ID. They don't know where to find the answer, they don't know what documents are required to obtain a valid ID, and they don't have the time or funds to figure it out, let alone to go to an ID-issuing office. They don't know what to do when a state, from which they're seeking required

documents like a certified copy of their birth certificate, in turn requires a copy of their photo ID.

Even poll workers are confused and sometimes don't know all the types of acceptable IDs, or they ask for an ID even when none is required. VoteRiders has encountered voter ID-inspired confusion on the ground since 2012. Our experience has been corroborated by reputable studies such as in Texas and Wisconsin.

Colorado, Georgia, Mississippi, South Dakota and Utah are states with voter ID laws that are now issuing only REAL ID-compliant driver's licenses and state IDs, rather than the older licenses that did not comply with REAL ID security standards. In order to vote, residents of those five states can still use their current license or ID until its expiration date. However, when those states' residents plan to obtain or renew a driver's license or state ID, they must go through the process of securing a REAL ID, which includes showing vital documents and appearing in person at their state's ID-issuing government office like a DMV.

How VoteRiders Contributes to the Solution

Voter
Awareness
Campaigns

Voter
Education

Individual
Voter
Assistance

Direct Voter
Contact
Partnerships

Voter ID
Chatbot

Suggested Notes:

An effective voter ID program must be cost-effective and scalable to meet the challenge of the tens of millions who are impacted by voter ID regulations. VoteRiders, a non-partisan, non-profit organization, was founded in 2012 to meet this challenge and ensure all citizens are able to exercise their right to vote. VoteRiders informs and helps citizens to secure their voter ID as well as inspires and supports organizations, local volunteers, and communities to sustain voter ID education and assistance efforts.

VoteRiders is our nation's leading organization focused on Voter ID.

Vote Awareness Campaigns

We increase awareness of state voter ID laws and VoteRiders' voter ID services among voters impacted by voter ID laws directly or who are discouraged from participating because of voter ID confusion among policy-makers who determine the level of resources allocated to voter education in their communities; among election officials, through a creative and targeted approach to earned, paid and social media; and through peer-to-peer networking as well as through our partner organizations and volunteers.

Voter Education

We educate voters on their state's voter ID requirements and processes by providing user-friendly, up-to-date and precisely accurate voter ID information to overcome voters' confusion and lack of confidence. We make sure voters have the ID they need and the confidence that they do – or the confidence that they don't need an ID because their state doesn't have a voter ID law.

Individual Voter Assistance

With an army of pro bono lawyers and over 1,000 volunteers, we provide whatever help individual voters need. Our assistance includes: (1) our paying for and helping to obtain required documents such as birth certificates, change-of-name records, and proof of the voter's social security number; and (2) arranging for and covering the cost of transportation to and from ID-issuing offices.

Direct Voter Contact Partnerships

Thousands of organizations all over the country are engaged in voter registration, issue advocacy and get-out-the-vote programs through canvassing, tabling and phone- and text-banking, talking to tens and sometimes hundreds of thousands of voters.

VoteRiders piloted our innovative Direct Voter Contact Partnership program in 2018 in four states. We partnered with organizations to identify and track people with voter ID questions or who needed help. Our Direct Voter Contact Partners added a voter ID question – such as "Do you have a current driver's license in [your state]?" to their script, and they then shared with us the list of those requiring assistance for follow-up. We trained teams of volunteers to contact identified voters to help them.

Our Partners provide the "boots on the ground," and VoteRiders provides the voter ID expertise, resources and assistance. Direct Voter Contact Partnerships enable both organizations to exponentially increase the number of identified voters who have a qualifying ID and the confidence to vote, resulting in an explosion of prepared voters.

Chatbot – An Effective Voter ID Messaging Platform

In 2018, VoteRiders teamed with The Democracy Labs to create a Voter ID Chatbot, which we used as the core of a peer-to-peer outreach experiment. We know that providing vital, up-to-date information to those who will benefit is extremely important. We also know that who the messenger is can be crucial. People are more likely to trust and take action on information shared by a friend or family member than by someone they do not know.

Our Chatbot is an automated program that works via SMS and Facebook. Voters can easily share our Chatbot's textable Voter ID Helpline number with friends, who merely enter the state where they reside and then receive their state's voter ID and VoteRiders' contact information in either English or Spanish. Our partners often avail themselves of this effective tool as well.

Voter ID Information Cards

GEORGIA
IDs FOR VOTING

Photo ID:
- GA driver's license
- U.S.- or any state-issued ID*
- Free GA Voter ID Card*
- U.S. passport*
- Military ID*
- Employee ID issued by US government or GA entity*
- Tribal ID*
- Student ID issued by listed institutions

* must be current

844-338-8743
Info@VoteRiders.org
As of February 2019

- State-specific, wallet-sized
- Printed in English and Spanish
- Highlights ID Requirements
- Provides Helpline Number and Email
- Freely downloadable
- Printed and Shipped Free of Charge to 501c3 orgs
- Made available at Offices and Events
- Given to Voters During Canvassing

Suggested Notes:

VoteRiders' state-specific, wallet-sized Voter ID Information Cards are available in English and in Spanish for all 50 states and DC and are freely downloadable from our website - https://www.voteriders.org/get-voter-id/voter-id-info-cards/. We print and ship these cards for free to other 501c(3) non-profit organizations that have a plan to distribute them. Partner organizations will often make our cards available at their offices and events (such as tabling) as well as give them to voters at the door when canvassing. The VoteRiders Helpline number and email are on the cards.

Voters can call or text our Helpline with questions, and we respond within 24 hours - and right away during the days leading up to and on key Election Days. VoteRiders' wallet cards are crucial for voters as backup in the polling place in case of

misinformed poll workers. These cards have a measurable impact on turnout: Our partner Mi Familia Vota Texas distributed our Texas Voter ID Information wallet cards as part of their canvassing effort in six majority Latino precincts in Houston for the November 2016 election. While overall Houston/Harris County voter turnout decreased by 1% (compared with the 2012 Presidential election), turnout in these six precincts **increased cumulatively by 92% and by an average of almost 9%**; and in 2018, turnout in the 13 precincts where MFV Texas distributed our Voter ID Info Cards **increased by an average of 435%** (compared to 2014)!

Training

- Focused on State-specific Laws
- National Training Focused on Best Practices
- Targeted Toward Non-profit Organizations

Trainings

On a regular basis VoteRiders provides state-specific voter ID trainings that focus on a particular state's laws and rules as well as national voter ID trainings that focus on general best practices. These trainings are targeted toward our partner organizations' staff, volunteers, members, and canvassers.

Other Benefits

We cross promote VoteRiders' materials and services with our partners. For example, our partners link to our materials and information from their website, share our tools via their own social media accounts, and include VoteRiders' information in their own newsletters and other communications.

VoteRiders' 2018 Impact

Piloted 11 Direct Voter Contact Partnerships

Increased Partner Coalitions and Organizations

Led 250 Voter ID Trainings

VoteRiders' 2018 impact included 11 Direct Voter Contact Partnerships in four states (FL, WI, AZ, TX); our providing follow-up assistance creates a triple WIN – for voters, our partners, and VoteRiders itself (so we can fulfill our mission of ensuring voters have the right ID and are confident).

We now have several hundred partner organizations and coalitions; our mutual goals are to raise voter ID awareness and to provide accurate information and assistance to voters who need it.

We conducted 250 voter ID trainings for VoteRiders' volunteers as well as partners' staff, volunteers and canvassers; when they are well informed and confident, they are more effective in assisting voters. VoteRiders and its over 1,000 volunteers

identify, educate and provide free assistance to voters both directly and through leveraging cost-effective, scalable partnerships with an increasing number of the thousands of organizations that engage in voter registration, issue advocacy and get-out-the-vote drives through canvassing, tabling, phone- and text-banking.

VoteRiders' 2018 Impact

Secured key partnerships with
Crooked Media, Delta Sigma Theta Sorority, and Facebook
as well as a close collaboration with Google

Suggested Notes:

Facebook and Crooked Media added our Voter ID Info Cards and other information to their online voter toolkits. The Delta Sigma Theta Sorority leadership informed their chapters and members about VoteRiders' offerings and assistance in their outreach. We also developed a close collaboration with Google.

Next we'll describe some additional ways that VoterRiders improved the voter experience in 2018.

VoteRiders' 2018 Impact

Directly Distributed
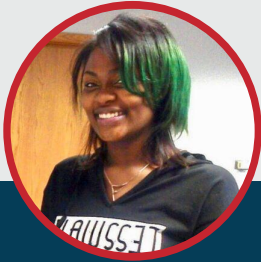1,000,000+
Wallet-Sized
Voter ID Info Cards

Millions More
Downloaded from
VoterRiders' Website

Suggested Notes:

We printed and shipped for FREE over one million of our wallet cards to other 501c(3) charitable non-profits that advised us of their distribution plan.

In addition, thousands of organizations downloaded our Voter ID Info Cards from the VoteRiders website, which they then printed for distribution.

VoteRiders' 2018 Impact

Contacted
10,000+ Voters
with ID Issues

Assisted 1,000 Voters
Via VoteRiders'
Helpline

Average 43.8% Increase
in Targeted Voter
Turnout

Thanks to our team of over 1,000 active volunteers, VoteRiders contacted over 10,000 voters to assist with their voter ID needs and questions. And we also provided help to over 1,000 voters who contacted our Voter ID Helpline. From our student outreach in Arizona and Florida to spearheading Souls To The Polls canvassing in Wisconsin, we assisted hundreds of voters in person.
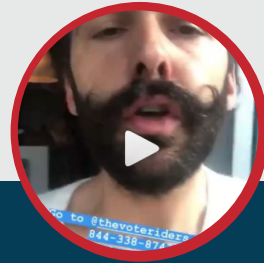
Increased Voter Turnout

Our efforts increased vo*ter turnout in our five most highly-targeted states (AZ, FL, GA, TX, and WI)* by an average of 43.8%.

Here's a voter story from Florida

VoteRiders' Media Outreach in 2018

We put information about voter ID in front of voters 325 million times.

VoteRiders attracted significant coverage from the media. Galaxy Theatres screened our *Hamilton*-themed voter ID Public Service Announcements, so they were seen by over 1 million people in the Fall run-up to the 2018 elections. Facebook's Global Civic Partnership included VoteRiders' information in their early voting planning tool, and Crooked Media worked closely with us to include our voter ID tools on their popular Vote Save America site.

Social media support attracted Facebook, Twitter, and Instagram posted messages about VoteRiders from social-media influencers and celebrities including Leonardo DiCaprio, Chadwick Boseman, Ryan Seacrest and Kerry Washington. VoterRiders was also featured in the *NY Times*, *The TODAY Show*, NBC News and many other outlets. We created

digital, video and radio ads for targeted voters most likely to benefit from these messages in Arizona, Georgia, and Wisconsin. We focused especially on the Atlanta and Savannah areas to overcome confusion over Georgia's "exact match" law.

A video from *NowThisNews* highlighting the work of Anita Johnson, our Wisconsin Voter ID Coalition Coordinator, has received over 721,000 views to date.

These and other outreach contributed to our traditional and social media campaigns, exposing VoteRiders to the public an estimated 325 million times.

Setting the Stage for 2020

- Goals for Growth in 2019
- Opportunities to Impact the 2020 Election

We now want to move ahead and talk about goals and opportunities for VoteRiders to best position itself for effectiveness in the 2020 election cycle.

Expansion of Partnerships in 2019

March For Our Lives

March For Our Lives will activate their roughly 200 chapters around the August school recess. The VoteRiders and March For Our Lives teams are exploring ways to collaborate. We hope to also create a direct voter contact partnership with them through the 2020 electoral cycle.

Local TV Newsroom Briefings

Local TV broadcasts provide an especially powerful means of reaching at-risk voters. VoteRiders would like to provide voter ID briefings and stories to local TV broadcast newsrooms to reduce media confusion over voter ID issues. Among the most significant issues for this year and next year will be to explain how REAL ID relates to voter ID. Importantly, residents in the five voter ID states that are now issuing only REAL ID-compliant

driver's licenses and state IDs will often encounter the same difficulties experienced by those who need to secure a new government-issued photo ID in every state.

Facebook

The head of Facebook's Global Civic Partnership is exploring how to incorporate VoteRiders' Chatbot on relevant U.S. organizations' Facebook pages. We hope to add VoteRiders' Chatbot onto the website pages of voter and democracy-aligned organizations as well.
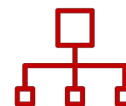
New Funding Opportunities

State Voter ID Coalition Coordinators | Direct Voter Contact Partnerships | New Technology | Organization Enhancement

New Funding Opportunities for 2019

VoteRiders' approach informs and helps voters both directly and through partner organizations. We have designed a cost-effective strategy to 1) Identify those in need of voter ID assistance, 2) Educate voters on their state's voter ID requirements, and 3) Assist voters who need help to secure a valid ID and the necessary underlying documents.

We are seeking funding to scale these crucially-needed services in order to assist at least one million voters directly, and many millions more indirectly through the media, in the lead up to the November 2020 elections.

Targeted State Voter ID Coalition Coordinators

VoteRiders currently has two highly effective state Coordinators

(in Florida and Wisconsin). In preparation for 2020, we are recruiting a Coordinator in Georgia. It is essential that we add at least two more voter-ID state Coordinators in key states - including for North Carolina (which will have yet another new, onerous voter ID law next year) - where there are highly competitive races so we can provide optimal support to our Direct Voter Contact Partnerships. Coordinators earn an annual salary of $60,000 plus associated costs for taxes and workers' comp.

Ideally, we would have a VoteRiders Coordinator in as many of the 35 voter ID states as possible. The more money we raise, the more Coordinators, especially where there are highly competitive races - and the more voters we will be able to help!

Direct Voter Contact Partnerships

Partnerships are, by definition, mutually beneficial. VoteRiders' Partners have resource limitations just as we do; by agreeing to become a Direct Voter Contact Partner, they are potentially adding costs (in terms of canvasser time as well as time spent tracking and preparing voter ID data). We experimented in 2018 with sharing some of those added costs. In two instances we made payments to Partners so they could add canvassers or to cover new data management costs. VoteRiders' financial support helped to secure Partnerships where we would not otherwise have one. The average cost to VoteRiders for this type of Partnership is roughly $15,000.

New Technology

- Integrate Chatbot with Facebook
- Improve Chatbot User Experience and Data Tracking
- Increase Peer-to-Peer Outreach
- Sharing VoteRiders Chatbot
  - Volunteers
  - Among Users
  - Other Organizations

2019

We are investing in further development of our Voter ID Chatbot to allow more and increasingly effective opportunities to share up-to-date and accurate voter ID information with voters who can benefit from it.

We want to build the technology to: (1) integrate our automated Voter ID Chatbot with our textable Voter ID Helpline, (2) make this integrated Voter ID Messaging system available through Facebook Messenger and on our website as well as on built-in mobile device text support, (3) assist our ability to keep the VoteRiders Chatbot updated (given the fairly constant changing of voter ID laws and rules), and (4) promote its availability such as through our Peer-to-Peer Outreach campaigns. And as the basis of a text-banking program, we plan to ask our volunteers and other supporters to share VoteRiders' Chatbot with their

networks.

We need $20,000 in funding to cover the necessary evolution of VoteRiders' Chatbot to ensure its ongoing, effective usefulness.
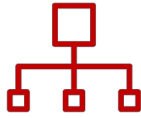
Organization Enhancement

2019

- Infrastructure Improvement
    - Digital Media Manager
    - Statewide Voter ID Coordinator
    - Special Projects Manager
    - Messaging Project Director

- Cost Effective and Secure Tracking

Improve Infrastructure

In order to reach our benchmarks, we need the team and tools to support our work. We have recently hired a Digital Media Manager to provide increased capacity for our digital communications and fundraising. She is creating compelling video, web and social media content to educate people about voter ID. We need to raise $78,000 for this position, which we intend will pay for itself in time.

Statewide Voter ID Coalition Coordinators

Statewide Voter ID Coalition Coordinators in targeted states are critical to ensuring we can maximize our partnerships, especially the Direct Voter Contact Partnerships from which we derive huge voter ID leads. As a result of last year's pilot, our trained volunteers followed up with over 10k voters with voter

ID issues. We need to raise $66,000 ($5k/month plus associated costs) for one year per Coordinator.

Special Projects Manager

Our Special Projects Manager, at a cost of $20,000/year, handles key functions including research and updating of our infrastructure including tracking, and assists in implementing our program across the board.

Messaging Project Director

We need the services of a Messaging Project Director, at an estimated cost of $25,000, to help make sure that VoteRiders can attract the attention of all those who need our assistance so they will vote with confidence - and so their ballot will count.

Cost-Effective and Secure Tracking

To meet our goals, we need to develop a cost-effective and secure tracking infrastructure: Data security is increasingly important for an organization to function at a high level. This year we have invested in a new, integrated database, which will make our operations and performance more efficient and our data, more protected, at a cost of $5,000.

Our Top Goal by November 3, 2020

Help 1,000,000 Voters Directly and
Millions More Indirectly with Their Voter ID

Our proven programs, increasing partnerships, and focused media outreach will translate into at least one million voters whose right to vote will be secured. We help voters by assisting them with ID issues, through responding to voter ID leads generated by our Direct Voter Contact and other partners as well as via our Voter ID Helpline, our website and the media; and through education via our Voter ID Information Cards, Chatbot and training.

How You Can Assist VoteRiders

- Donations to VoteRiders
    - VoteRiders is a Non-Partisan 501(c)(3) Non-Profit
    - Fully Tax Deductible
- Tell Friends and Family About VoteRiders
- Start a Facebook Fundraiser for VoteRiders

In the previous sections of this presentation, we gave you our estimated costs for each of the targets we need to achieve in 2019. It is imperative for VoteRiders to reach these goals to ensure voters' ballots will count in the generation-defining 2020 elections. To guarantee that VoteRiders can fulfill its unique role in helping voters and our partners, we need your help. VoteRiders does not charge anyone or any organization for the services and assistance we provide. To the contrary, we provide resources when needed to voters, election officials and partner organizations including Direct Voter Contact Partners. And we constantly do our best to minimize (especially non-programmatic) costs. Funding to deliver our services and assistance is dependent on donations to VoteRiders from concerned citizens like you.

Having proven the success of vital VoteRiders voter ID programs, we and our partners must put them fully into action NOW for the 2020 election cycle.

VoteRiders is a non-partisan and non-profit organization that has 501(c)(3) charitable tax status. That means donations to VoteRiders are fully tax deductible by individual and institutional contributors. You can be of tremendous help to us in achieving our 2019 goals by making a tax-deductible donation to VoteRiders. We would also be deeply grateful for your outreach to and connecting us with relevant foundations and other democracy-focused organizations.

Of course, we would really appreciate your letting your family and friends, especially in states with voter ID requirements, know about VoteRiders so we can effectively ensure the fundamental right to vote.