

# 2018 IMPACT REPORT

*Turning voter ID into a front-burner issue in an unprecedented way*



Dear Friends and Supporters,

An estimated 25 million eligible voters nationally lack a current, government-issued photo ID and many millions more are so confused that they won't vote even though they have a valid ID. Voter ID laws disproportionately impact voters of color, low-income voters, students and young people, older adults, and voters with disabilities.

In response to this challenge, VoteRiders helped turn voter ID awareness into a front-burner issue for the 2018 election - and in an unprecedented way.

I am pleased to share VoteRiders' 2018 Impact Report, with our deepest gratitude to each of you for helping to make our success possible. **We predict that 2020 will be unlike anything we've ever seen when it comes to civic engagement** - and with your continued support, VoteRiders is poised to make our biggest impact yet.

Gratefully,  
Kathleen Unger, President

## 2018 HIGHLIGHTS

FLORIDA IDs FOR VOTING	IDENTIFICACIONES PARA VOTAR EN FLORIDA
<b>Current ID with photo &amp; signature:</b> <ul style="list-style-type: none"> <li>• FL driver's license or FL state ID</li> <li>• U.S. Passport</li> <li>• Debit or credit card</li> <li>• Military ID</li> <li>• Student ID*</li> <li>• Retirement center ID</li> <li>• Neighborhood association ID</li> <li>• Public assistance ID</li> <li>• Veterans health ID card</li> <li>• License to carry concealed weapon or firearm</li> <li>• Employee ID card issued by entity of Federal Government, or of FL, county, or municipality</li> </ul> <small>*County determines validity if no expiration date</small>	<b>Identificación vigente con fotografía y firma:</b> <ul style="list-style-type: none"> <li>• Licencia de conductor de FL o identificación estatal de FL.</li> <li>• Pasaporte de los EE.UU.</li> <li>• Tarjeta de débito o crédito.</li> <li>• Identificación militar.</li> <li>• Identificación de estudiante *</li> <li>• Identificación de Centros de Retiro.</li> <li>• Identificación de Asociación de Vecinos.</li> <li>• Identificación de asistencia pública.</li> <li>• Tarjeta de identificación de salud de veterano.</li> <li>• Licencia para llevar armas ocultas o armas de fuego.</li> <li>• Tarjeta de identificación de empleado emitida por una entidad del Gobierno Federal o de FL, condado, o municipio.</li> </ul> <small>* El Condado determina la validez si no hay fecha de vencimiento.</small>
<b>If above photo ID has no signature: need additional ID with signature</b>	<b>Si las identificaciones anteriores no tienen firma: necesita una identificación adicional con firma.</b>
<b>Provisional ballot counts if signature matches voter registration record</b>	<b>Una boleta provisional cuenta si la firma coincide con los datos del registro de votantes.</b>
<b>844-338-8743</b> <b>Info@VoteRiders.org</b>	<b>844-338-8743</b> <b>Info@VoteRiders.org</b>

# 1 million

**VOTERIDERS VOTER ID  
INFORMATION WALLET CARDS  
PRINTED & SHIPPED**

In addition to thousands of organizations that downloaded and distributed our state-specific cards. More below in "Results."

# 43.8%

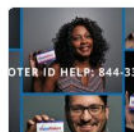
**AVERAGE VOTER TURNOUT INCREASE IN OUR 5 HIGHLY TARGETED STATES (AZ, FL, GA, TX, AND WI)**



**kerry washington**   
@kerrywashington

Follow

Tweeple! There's a very important election this Fall. Don't Get Left Behind. Head to [VoteRiders.org](https://VoteRiders.org), call or text the @VoteRiders Helpline at 844-338-8743 to make sure you have the ID you need! #voterID



Home · VoteRiders

VoterRiders: free voter ID resources & services for voters who need to obtain ID or who need information about what ID is needed to vote in the United States  
voteriders.org

10:47 AM · 17 Jul 2018

17 Retweets 38 Likes



17



38

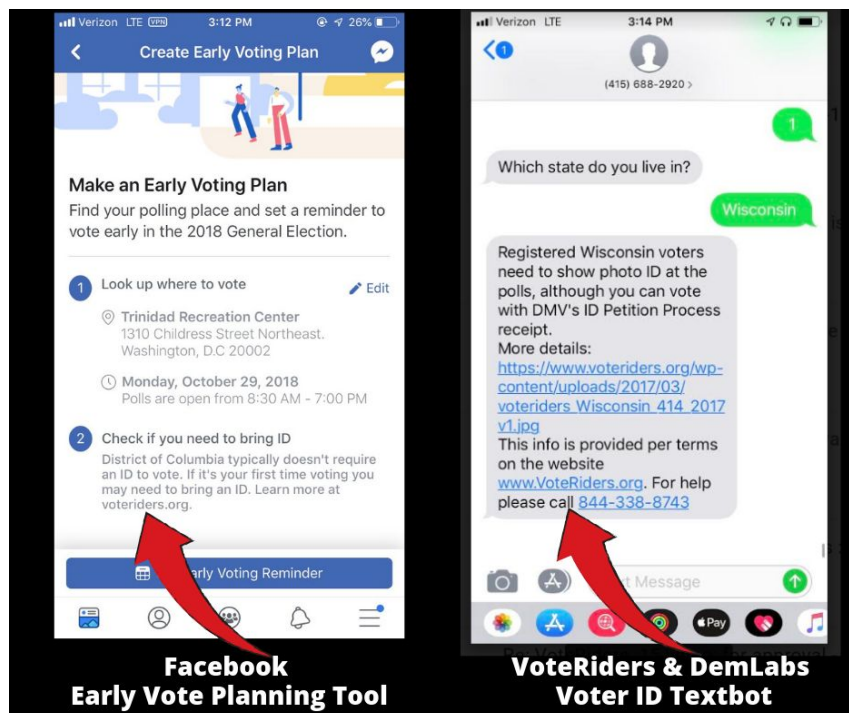


# 325 million

**ESTIMATED MEDIA IMPRESSIONS**

VoterRiders was featured in the *New York Times*, *Glamour*, *NBC News*, and many other media outlets. More below in "Raising Awareness."

# INNOVATION



We are always working to improve our program by testing new, scalable ideas. We fill non-duplicative gaps in the greater voting rights effort, in as cost-effective and efficient way as possible.

- VoteRiders **designed and piloted our “Direct Voter Contact Partnership”** initiative. Organizations running direct voter contact programs (e.g., voter registration, GOTV) committed to adding a voter ID question to their scripts and sharing the list of those needing assistance with us for follow-up. We created **11 Direct Voter Contact Partnerships in four states**.
- Through VoteRiders’ partnership with The Democracy Labs, we **created chatbot technology** that was made available via SMS and Facebook. Voters were able to simply enter the state in which they reside and immediately receive our link to their state’s VoteRiders Voter ID Info Card and to our Helpline. We also piloted a **Campus Network Textbot Campaign**.
- We continued to add to and work with hundreds of **partner coalitions and organizations**, nationally and in 17 states. In 2018, VoteRiders secured key partnerships – including **Facebook, Crooked Media, Delta Sigma Theta Sorority, and Goodwill** – that were especially productive.

## RAISING AWARENESS



Increasing awareness of voter ID requirements and the availability of VoteRiders' voter ID services is paramount. In 2018 we applied resources and creativity to getting the word out.

- Through various channels VoteRiders attracted an estimated **325 million media impressions**.
- Over several months, Galaxy Theatres exposed our *Hamilton*-themed voter ID PSAs to over **one million customers**.
- VoteRiders received support on social media from such stars as **Leonardo DiCaprio, Kerry Washington, Chadwick Boseman, Alyssa Milano** and many other influencers.
- The **NowThis News** video highlighting the work of Anita Johnson, our Wisconsin Voter ID Coalition Coordinator, captured **over 720,000 views**.
- VoteRiders was featured in the ***New York Times*, *The TODAY Show*, *NBC News***, and many other media outlets.
- We targeted **digital and radio messages** to voters most likely to benefit from them in Arizona, Georgia, and Wisconsin.



## RESULTS



While voting rules are complicated, our goal at VoteRiders is simple - empower and equip American voters with all of the necessary tools, knowledge, resources, and confidence to successfully cast their vote.

- In addition to the thousands of organizations that downloaded and distributed VoteRiders' state-specific Cards, VoteRiders **distributed directly over ONE MILLION of our wallet-sized Voter ID Info Cards**, which voters can take to the polls to feel confident that their ID - and their vote - will be accepted.
- Thanks to our team of **over 1,000 active volunteers**, we contacted **over 10,000 voters** to assist them with their voter ID needs and questions.
- We assisted **over 1,000 voters** via **VoteRiders' Voter ID Helpline**.
- We provided nearly **250 voter ID trainings** for our partner organizations' staff, canvassers, and volunteers.
- From our student outreach in Arizona to planning and executing ***Souls to the Polls*** canvassing in Wisconsin, **VoteRiders assisted hundreds of voters in person**.
- Daniel in Florida. Roxann in Ohio. Talethia in Georgia. Shirley in Wisconsin. **These are just a few of the individuals we assisted in obtaining their voter ID**. Read more voter ID stories from a sample of those we assisted at [www.voteriders.org](http://www.voteriders.org).