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

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)

325 million
ESTIMATED MEDIA IMPRESSIONS
VoteRiders 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.