



Dear Friends and Supporters,

2020 was an incredible challenge for all of us. In the midst of sorrow and suffering, both global and deeply personal, Americans navigated the most important election of our lifetimes.

Millions of voters voted by mail for the first time. Misinformation was rampant. **The need for up-to-date, accurate voter ID information and robust voter ID assistance was more important than ever.** Educated, confident voters were more important than ever.

Even without the increased barriers caused by the pandemic, voter ID laws have a massive impact on the makeup of our electorate. *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 affect voters of color, students and young people, voters with disabilities, older adults, and low-income voters.

In the face of unimaginable headwinds, VoteRiders was able to surpass our very ambitious goals with a **combination of innovation, scrappiness, relentless focus – and support!** We're proud of our accomplishments this cycle and pleased to share these highlights with you.

With my deepest gratitude,

Kathleen Unger
President

Million Voter Campaign

Our 2020 election cycle goal: Guarantee at least one million new voters by Election Day – ensuring they had the ID required to vote or the confidence that they did not need one.

In addition to our pivotal role of assisting voters in obtaining ID, VoteRiders' Million Voter Campaign highlighted the importance of creating confident voters through voter ID education and awareness.

We created a robust strategy that encompassed all of the work we do:

- physically and digitally distributing our state-specific Voter ID Information Cards
- training our partners' staff and volunteers
- constantly updating our website to reflect changes in relevant rules
- answering questions via our Voter ID Helpline and Voter ID Chatbot
- raising awareness through presentations and media of all kinds
- rapid-response follow-up for our partners' direct voter contact campaigns

We proactively adapted to the COVID-19 pandemic by expanding our digital tools and creating new programs to serve voters and our network of partners.

Campaign Metrics

VOTER ID INFO CARDS DISTRIBUTED	1,557,001
VOTERS CONTACTED	194,280
HELPLINE & CHATBOT CONVERSATIONS	16,122
MEDIA IMPRESSIONS	1,011,435,034
NEW VOLUNTEERS	4,000+
NEW PARTNER ORGANIZATIONS	250+



Our redesigned Chatbot led to more chats in a single day than during the entire 2018 cycle.



Traffic to our revamped and user-friendly website grew by 400%.



We launched "Photocopy My ID" in partnership with pro bono lawyers at Mayer Brown and Orrick Herrington & Sutcliffe.

The program assists voters who need a copy of their ID to vote by mail but lack access to a printer.

By the end of the 2020 cycle, we surpassed our goal and guaranteed nearly **1.5 million new voters**. Plus, we indirectly informed and educated many millions more.

"Thank you for being there and answering!
Election anxiety is high! You are little life lines!"

– VOTER ASSISTED VIA CHAT, NOVEMBER 2020

Highlights

The Million Voter Campaign tells only part of the story. Here are some highlights of how we met the challenge.

5,200+
VOLUNTEERS

VoteRiders' dedicated volunteers followed up on voter ID referrals, made calls, sent texts, and wrote letters to help reach the voters at risk of being disenfranchised.

We connected with **194,280 voters** through these methods.



Volunteers also helped respond to inquiries we received through our Helpline and Chatbot, assisted voters to obtain documents and IDs on the ground, and conducted research and outreach to potential partners.



Direct Voter Contact Events

We took our volunteer engagement to the next exciting level during the 2020 election cycle, creating unique events that also allowed us to tap into many new communities, such as:

- Virtual screenings and lively panel discussions of the powerful film *John Lewis: Good Trouble* – with ambassadors such as prominent actors, academics, and athletes from the NFL, MLB, NBA, and NCAA – in partnership with Participant Media, the Los Angeles Lakers, the Atlanta Hawks, Duke University, and Emory University
- Numerous large-scale letter-writing parties co-hosted by Amy Schumer, the *One Tree Hill* cast, and the casts and crew of *Hamilton*, *Book of Mormon*, *Wicked*, and a variety of other hit Broadway shows
- Phone banks with HBCU Heroes student ambassadors sponsored by Ben & Jerry's, the casts of *Crazy Ex-Girlfriend* and *Billions*, and the employees at corporations like Hulu, Salesforce, and Shiseido
- Virtual Voter ID Clinics with the LGBTQIA ballroom communities in Atlanta, Miami, Charlotte, and Philadelphia sponsored by Unilever

Partners

VoteRiders has over **700 national and local partners**, and all of them are crucial to our – and our voter “clients” – success. Among these are some incredibly effective and noteworthy partnerships.

We consulted with **Facebook** and provided the voter ID information used in their Voting Information Center.

Organizations such as **Rock the Vote** and **United We Dream** shared thousands of voter ID leads with VoteRiders. Our volunteers followed up with these voters to provide them with information and assistance.

We partnered with **The Civics Center** to reach out to and conduct virtual trainings for high school students in Florida and Georgia.

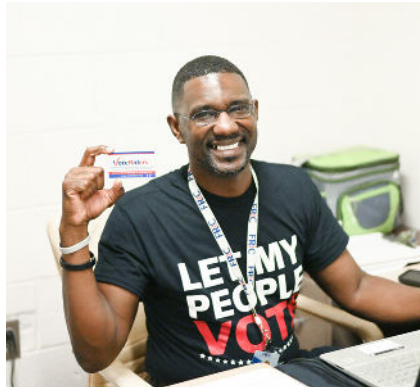
The **Campus Election Engagement Project** distributed hundreds of thousands of our Voter ID Information Cards and were a substantial conduit of our voter ID assistance to college students, whether campuses were holding in-person or virtual classes.



We partnered with **She Se Puede** and their high-profile founders, **Eva Longoria** and **America Ferrera**, on a Latina-to-Latina textbank in Georgia.

We organized Voter ID Clinics with several partners, such as **Florida Licensing on Wheels** and the **Puerto Rican Federal Affairs Administration**. These Clinics allow us to secure ID for voters in one convenient location.

We are working with **hundreds of direct service providers** across the country, including shelters, health clinics, libraries, churches, and small businesses. These organizations share our Cards, promote our voter ID information online, and direct individuals to our services.



In Arizona, we partnered with **YWCA** to provide voter ID training and materials to branches across the state.

In Florida, we worked with organizations such as **Florida Rights Restoration Coalition**, **Bring It Home Florida**, **Alianza for Progress**, and **Hispanic Federation** to educate and identify voters in need of assistance - particularly returning citizens.

In Georgia, we organized and executed the largest **Souls to the Polls** operation in the state, working with partners such as **Black Voters Matter** and the **Urban League**.

We brought on additional field staff to educate and provide our tools and services to voters ahead of the state's January, 2021, U.S. Senate runoff elections. We also mobilized a massive outreach program to direct service providers.

In Kentucky, we worked with the **Secretary of State's** office to educate voters about the state's new voter ID law.

In North Carolina, where yet another voter ID law is poised to be implemented in 2021, we created working relationships with a **network of homeless shelters** in the Charlotte area, where we now hold Voter ID Clinics with "office hours."

In Texas, we worked with **Texas Organizing Project** to identify voters in need of assistance; brought vital voter ID information and tools to **Houston in Action**, a coalition of voter education groups; and partnered with **Houston Justice**, **Career and Recovery Resources, Inc.**, and **Restoring Justice** to assist former inmates and family members who are eligible to vote.

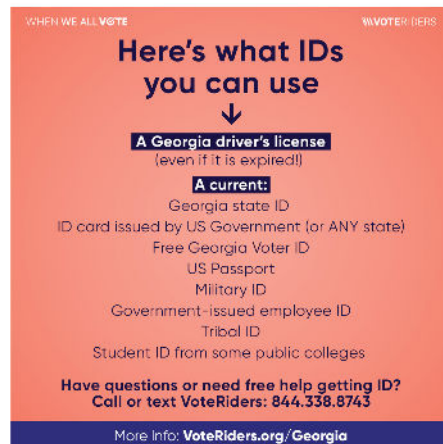
In Wisconsin, we again were a key partner in organizing and executing **Souls to the Polls Milwaukee** and continued our ongoing training and education effort.

Digital Outreach

We conducted multiple large-scale targeted, digital outreach campaigns. These were largely banner and pre-roll campaigns promoting our tools and services, often featuring our voter ID PSAs to educate voters. In addition, we continued our partnership with **Galaxy Theatres**, which played our PSAs before each film.



The last day to vote in the Georgia runoff for the U.S. Senate is this Tuesday, January 5th. If you're voting in-person on [#ElectionDay](#), you will need an ID. Take a few minutes today to make sure you're ready to make your voice heard with [@WhenWeAllVote](#) and [@VoteRiders](#).



VoteRiders in the Media

Our work was highlighted in many exciting earned-media opportunities – in both social and traditional media – that amplified the issue of voter ID and created awareness of our tools and services.

This cycle VoteRiders was featured in *CNBC*, *Bloomberg*, *Financial Times*, *The Business Insider*, *Politico*, *Ms. Magazine*, *Crooked Media*, *The Hollywood Reporter*, *Marc Elias' Democracy Docket*, and numerous others.

We also received high-profile social media coverage from public figures including Elizabeth Banks, Connie Britton, Darren Criss, Viola Davis, Leonardo DiCaprio, Allison Janney, Eva Longoria, Shawn Mendes, Michelle Obama, Amy Schumer, Barbra Streisand, Tessa Thompson, Gabrielle Union, and Kerry Washington.