All Power to All Voters

2020 AT A GLANCE
Amid a global pandemic that exacerbated existing needless and discriminatory barriers to the ballot, we fought, together with partners, to ensure no voter had to choose between their right to vote and their health. In the face of unprecedented challenges, our work successfully expanded voting access.

Here are some initial reflections on our successes through our work.
WHO WE ARE
In eight states and with a team of 32, we fought to eliminate needless and discriminatory barriers to the ballot before they happened, to build a democracy that works for us all.

WHAT WE DID
Powered by on-the-ground advocacy and with the strength of coalition partners, we expanded access to the ballot:

Arizona
Florida
Georgia
Michigan
Nevada
Ohio
Pennsylvania
Wisconsin

71
Total Early Vote Sites Added

875
Total Ballot Drop Boxes Added

4.6 million
Voters Texted About Their Right to Vote

176
Total Voter Education Events Held
Our Three Fundamental Values

1. A long-term investment at the state and local level to fight back against voter suppression

2. Laser focused on the decisions that officials make about how, when and where to vote

3. Combining national expertise with in-state know-how & relationships
The first action necessary to participate in our democracy should be easy. Here’s how we fought to make voter registration simpler and more accessible.

**Voter Registration**

- **Arizona**: 400,000+ estimated number of people who gained access to online voter registration. We advocated for changes to the online system so that people with non-standard addresses could access it.

- **Wisconsin**: 268.5 additional DMV hours for voters seeking photo ID to vote. Wisconsin opened a new temporary DMV location and 10 partial DMV locations.

- **Ohio**: 9x number of voters who were able to register and cast ballots in the Franklin County (Columbus) jail compared to 2016.

- **Florida**: 50,000 more voters registered as a result of successfully pressuring state officials to extend the registration deadline when the online system crashed.
Mail-In Voting

Amid COVID-19, ensuring access to voting by mail was critical. We fought to ensure safe, secure, by-mail voting was accessible to all.

**NEVADA**

1.8 million voters received vote-by-mail ballot information in English, Spanish, or Tagalog through legislation that All Voting is Local and their partners secured.

**7 minutes**

The drive time from Ft. McDermitt Tribe Reservation to new ballot drop box we urged Humboldt County Clerk to install. It used to take over an hour.

**MICHIGAN**

466

new ballot drop boxes. An increase from 780 to 1,246 - 60 percent - from the August primary to the November general election.

**PENNSYLVANIA**

81

new ballot drop boxes across five priority counties: Philadelphia, Delaware, Chester, Montgomery, Allegheny

**GEORGIA**

160

new ballot drop boxes. More than doubled the number statewide from 140 to 300. In 26 of our target counties, 17 added drop boxes.

**FLORIDA**

60

ew ballot drop boxes. An increase from 172 to 232 in our 13 target counties; with 11 out of 13 of these counties adding drop boxes.
Voting in Person

There is no single panacea for voting during a pandemic. We urged officials across our states to ensure all eligible voters could have the option to vote safely in person.

NEVADA
12
All Voting is Local and Nevada Native Vote Project added 4 new voting sites, securing a total of 12 for November’s election—a marked improvement from July when only eight Nevada Tribes had access to a nearby voting site.

ARIZONA
50,000
Native American voters reached. Coordinated effort to urge voters on tribal land to vote early - via text, phone, and the delivery of voter safety kits.

WISCONSIN
11
new early voting sites in Milwaukee for a total of 14 - up from 3 in the 2016 presidential election.

OHIO
2,745
poll workers recruited through All Voting is Local ads for Power the Polls in Ohio.

PENNSYLVANIA
28
new early voting sites added across five priority counties: Philadelphia, Delaware, Chester, Montgomery, Allegheny.

FLORIDA
25
new early voting sites. An increase of 172 to 197 in our 13 target counties; with 10 out 13 of these counties providing the maximum amount of early voting hours allowed by the law.
Innovative Tactics That Support Our Advocacy

Since 2018 we’ve been piloting a variety of innovative tactics that have enabled us to be effective.

**TEXT TO VOTERS**
Our text campaigns gave voters vital information to make their voices heard in 2020, from texting those whose polling places suddenly changed to text messages to people at risk of having their registrations wrongfully purged from their states’ voter rolls.

4.6 million voters contacted in 2020. Of these - 1.9 million were directly impacted by voter purges.

**PARTNER SUPPORT**
Our state work is done in coalition with partner organizations. Our support for such groups is vital to sustaining our advocacy.

20+ data projects in direct service to or collaboration with partner organizations

$1,008,450 48 subgrants to state and national partners

76.7% of subgrant dollars went to in state partners

**PRESS AND DIGITAL ENGAGEMENT**
Our staff have developed meaningful relationships with state and national media, and worked to grow our digital audiences on various platforms. An overview:

- Our work garnered more than 300 news hits in 2020.
- Our social media engagement grew exponentially in 2020. Numbers below reflect combined paid and organic impressions.

**COMMITMENT TO POLL WORKER TRAINING**
With Power the Polls, we led in the development of content to supplement their official training and prepare poll workers to serve at the polls. An overview:

- Hosted a live virtual Prep Rally, which was attended by over 36,000 poll worker recruits.
- Ran digital ads on Facebook, Instagram, Google Display, and YouTube directing viewers to trainthepolls.com, garnering:

<table>
<thead>
<tr>
<th>Platform</th>
<th>Impressions</th>
<th>Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>95 million</td>
<td>36,400</td>
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<tr>
<td>Instagram</td>
<td>18.7 million</td>
<td></td>
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<tr>
<td>Twitter</td>
<td>1.9 million</td>
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</tr>
<tr>
<td>Total</td>
<td>115 million</td>
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4.6 million
$1,008,450
76.7%
Thank you.