2018 program overview
stats
Passive voter engagement

- 15.7 million site visitors
- 1.5 million used the register tool
- 1.1 million used the absentee tool
- 4.1 million checked their registration status
- 3.3 million people looked up their polling place information
- 4.8 million people signed up for email-based election reminders
- 2.7 million signed up for SMS election reminders.
Proactive voter engagement

Billboards
- Vote.org placed 2600+ billboards in 9 states and 17 metro areas
- These billboards were viewed an estimated 1 billion times by 33 million people.

Campus engagement
- Vote.org placed full-page, full-color ads on the backs of 612 student newspapers encouraging students to vote on November 6, and providing them with Election Protection Hotline information.
- These ads reached 8.5 million students.

ElectionDay.org
- Vote.org launched Electionday.org to encourage paid time off to vote for employees on Election Day.
- 350 corporate participants, including major employers like Fox Theaters, KAYAK, Patagonia, and Levi Strauss, since March 2018.
- 250,000 employees directly impacted by paid time off policies.
Proactive outreach: SMS

- Vote.org ran the largest peer-to-peer SMS GOTV drive in America.
- We worked with Professor Christopher Mann (Skidmore) to design a comprehensive and state-specific program, which included ballot chase in vote-by-mail states, early voting encouragement, election day registration information, and polling place location and hours.
- 902 paid texters sent a total of 25.3 million messages to 8.9 low propensity voters in 29 key states.
The Voter Registration Tool
Register to Vote

This will take 2 minutes

First name*

Last name*

Street address*  
Apt / Unit

City*  
State*  
ZIP code*

Date of birth*  
Month  
Day  
Year

Email address*  
Cell phone number
Register to Vote in California

California has online voter registration.

You can register to vote directly with your state if you have a CA driver's license.

We recommend this option.

I have what I need to register online

or

If you don't have a CA driver's license, we can help you prepare a paper form.

I need to prepare a form
Register to Vote in Pennsylvania

Pennsylvania has online voter registration.

You can register to vote directly with your state.

We recommend this option.

Register online

or

We can help you prepare a paper form.

Prepare a form
Register to Vote in California

Your full name

First name *  Middle name  Last name *  Suffix
Debra    Cleaver

What is your mailing address?

- Same as my home address
- I have a different mailing address

Choose your region

County / Municipality *
2018 voter registration stats

- Started the workflow: 1,503,810
- Finished by generating a PDF of the NVRP: 425,521
- Finished by clicking the button to visit OVR site: 741,845
- Conversion rate (overall): 77.6%

What % wound up registered? Unclear right now, according to the IVR report from 2016,
Election Reminder Work
Information is provided in a variety of ways

- In 2018, 4.8 million people signed up for email reminders
- In 2018, 2.7 people signed up for SMS reminders
- We also bought millions of cell phone numbers for low and mid-propensity voters from TargetSmart, and hired texters to send P2P SMS to them using the Hustle and Relay Platforms.
- We also built a polling place locator tool that was heavily trafficked.
Reminder workflow

We started sending reminders before the voter registration deadlines, encouraging our opted-in users to re-register if they had moved since the last time they voted.

Our most important messages concern polling place location data:

- 5.8 million opted-in users received polling place location info via text or email one day before Election Day.
- 6.0 million cold contacts received polling place location info via P2P SMS.
- 3.3 million potential voters used our locator to look up their polling place location within 3 days of Election Day.
- Total: roughly 15.1 million potential voters
INITIAL TEXT:
It's Vote.org. Tomorrow is Election Day! If you’re registered at STREET your polling place is LOCATION. If you’ve moved, or were never registered to vote there, reply with LOOKUP.

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REPLY TEXT:
You can double check your polling place location and hours at <<link>>
This is an election reminder for: Debra Cleaver

Our records show you live at:
28263 Jeneva Way, Bonita Springs, FL 34135.

If you've moved, you can sign up for election reminders at your new address by clicking this link.

VOTE.ORG
Thank you

Please contact me any time at legal@vote.org