LOOKING BACK AT AN UNPRECEDENTED YEAR

In September 2019, when I formally launched Drag Out The Vote™, my goal was to mobilize drag artists across the country to register, educate and turn out voters for the 2020 election. I was driven by learning that 100 million people didn’t vote in the 2016 election and that one out of five LGBTQ+ people were not registered to vote. This had to change.

I had big goals of registering voters on stops for the biggest drag tours. We ended 2019 registering voters in thirty-nine cities on the Official RuPaul’s Drag Race Werq the World Tour and Bianca Del Rio’s (winner of RuPaul’s Drag Race Season 6) national tour. We started strong in 2020, registering voters in twenty-five cities on Trixie Mattel’s (winner of RuPaul’s Drag Race All Stars 3) tour in January, February, and the beginning of March. Then everything changed with the start of lockdown for an unpredicted pandemic.

Our small team -- Liam Kahn, political and development strategist, and Dylan M. Austin, branding and communications strategist from our agency partner Five Senses Reeling -- had to throw our 2020 plan out the window and start over. We had to innovate new ways to fulfill our mission and do it entirely digitally. Those were scary and uncertain times, but amidst the most consequential election of our lifetimes, we knew we had to deliver.

I am immensely proud of the results we were able to accomplish in 2020. We could not have done this without our partners, donors, sponsors, co-chairs, Drag Ambassadors, volunteers, and board members. We are so grateful for the tremendous support we have received.

“The last year’s events have demonstrated what can be accomplished when passionate people come together and werk hard to make a difference.”

Today, we are an official 501(c)3 nonprofit organization and have even bigger plans in 2021. We are excited to build upon our successes from the previous year. And we know that it will take all of us pulling together in our first non-presidential election year to focus on new and different goals. The last year’s events have demonstrated what can be accomplished when passionate people come together and werk hard to make a difference.

We look forward to taking what we have learned from last year and making 2021 our best year yet.

Jackie Huba, Founder & Executive Director
Drag Out The Vote
Drag Out The Vote is a nonpartisan, nonprofit organization that works with drag performers to promote participation in democracy. We educate and register voters at drag events online and offline by organizing local and national voter activations. Led by fierce drag kings and queens across the nation, we advocate for increased voter access and engagement.

Conceived in 2017, and formally established in 2019, Drag Out The Vote was born out of one woman’s determination to get the LGBTQ+ and Allied communities engaged about voting. In realizing that 1 in 5 LGBTQ+ people is not registered to vote, and that 100 million people did not vote in 2016, Jackie Huba set out to find a solution.

Inspired by her friend Phi Phi O’Hara’s Puerto Rico benefit (a massive drag production held in 2017 to raise funds for Hurricane Maria disaster relief), Huba decided to use the power of drag to motivate voters at events across the country. With a strong history of activism, the art of drag has made a significant impact on social justice movements across the United States.

Our Mission

Drag Out The Vote is a nonpartisan, nonprofit organization that works with drag performers to promote participation in democracy.
2020 BY THE NUMBERS

TOTAL VOTERS ENGAGED

- 500,000 Direct voter contacts via text banks
- 37,700 Attendees to in-person events (pre-COVID-19)

OUTREACH

- 7,817,102 Total reach through social media and virtual events
- 113 Media Placements
- 303 Drag Ambassadors across 44 states
- 1,257,805,391 Media Impressions
Secretaries of State are critical to the functioning of our democracy. Drag Out The Vote was thrilled to work with Secretaries of State in California (Secretary Alex Padilla*), Michigan (Secretary Jocelyn Benson), and Rhode Island (Secretary Nellie Gorbea) to pilot a first of its kind initiative to use the art and activism of drag to highlight the work of the various Secretaries, the importance of their offices, and what they had done in 2020 to safeguard voters, especially in light of the COVID-19 Pandemic and voter suppression efforts. This included creating a database of all Secretaries across the country to be a resource for election information. We look forward to expanding and increasing our engagement with Secretaries and election officials in all 50 states and various U.S. territories to promote civic engagement and voter education, registration, and turnout.

*Alex Padilla was appointed to fill the California Senate seat vacated by now-Vice President of the United States Kamala D. Harris.

...It is more important than ever to make sure that people from all walks of life are able to register to vote and cast their ballot safely by Election Day. Drag Out The Vote will work to engage the young people of California, to provide timely and accurate election information. Through the Drag Ambassador program, drag queens and kings will serve as election observers, poll workers, and advocates for election accessibility. We are proud to be the first Secretary of State in the nation to formalize this partnership.

Alex Padilla*
California Secretary of State
Our plan was to use in-person drag events to register voters as well as fundraise throughout 2020. In January, we produced the largest ever in-person drag show for democracy with our partners Jaremi Carey, his #QueensUnited initiative, and Flip Phone Events in Minneapolis to benefit our 2020 voter registration and get out the vote efforts. The event was hosted by Jaremi and *RuPaul’s Drag Race* Season 12 star Brita Filter. It featured over 30 drag artists, including *RuPaul’s Drag Race* stars Monét X Change, Trinity the Tuck, Shuga Cain, Mrs. Kasha Davis, Jaidynn Diore Fierce, Cynthia Lee Fontaine, Jiggly Caliente, Soju, Ariel Versace, Mercedes Iman Diamond, Jade Sotomayor, and some fabulous local Minneapolis queens.
QUEENS UNITED & FLIP PHONE PRESENTS

CO-HOSTED BY
PHI PHO O'HARA
BRITA
MONET X CHANGE
TRINITY THE TUCK
GIA GUNN
ARIEL VERSACE
CYNTHIA LEE FONTAINE
MERCEDES IMAN DIAMOND
SHERRY VINE
JADYN DIOR PIECE
SOJU
MRS. KASHA DAVIS
MARTI G CUMMINGS
JIGGLY CALIENTE
SHUGA CAIN
QUEEN UTICA
SUNNY KIKIYAMA
SPENCER RETELLE
SEAMUS SHENANIGAN
LILA VERA
GISELLE OWARE
GENEVEE
CRYSTAL BELLE
CARINO
BAD KARMA
AUTUMN SUMMERS
ZON LEGACY PHOENIX

TUESDAY, JAN 28TH
MUSE EVENT CENTER
8:00PM
107 3RD AVE NORTH
18+
MINNEAPOLIS, MN

TICKETS AT FLIPHONEEVENTS.COM
The in-person event plan lasted all of 75 days as the pandemic lockdown started in mid-March. We had to quickly pivot to producing online events to register voters as well as raise vital funds. As drag artists innovated and learned to master performing from their homes in front of their computers, we worked with these artists to create online voter registration events, fundraisers, text banks, and Get Out The Vote events.
Hosted by Entertainment Tonight’s Keltie Knight and RuPaul’s Drag Race’s Nina West, Divas For Democracy: United We Slay was a digital variety show where the divas of Broadway joined forces with the divas of the drag world to encourage participation in our democracy. Broadway divas sang some of the most iconic musical theatre songs while their drag counterparts matched their vocal prowess with lip sync passion and style. Special segments featured LGBTQIA+ activists in a nonpartisan fashion to promote the importance of the LGBTQIA+ community engagement and voter participation.

Over 300 people donated their time and talents to this event. Thank you to the entire production team, to the amazing artists, our directors, producers, editors, videographers, music supervisors, audio mixers, costumers, writers, our marketing and PR team, COVID compliance experts, choreographers, and dancers. A special thank you to the elected officials and candidates who took the time to be with us. And Thank you to the amazing divas and drag artists who work every day to Drag Out The Vote. This event raised over $28,000 for Drag Out The Vote’s get-out-the-vote efforts for 2020 and beyond.
Our incredible National Co-chairs used their passion and their platform to accomplish our ambitious goals in 2020.

Brita Filter
Brita Filter is a drag queen from New York, appearing in Shade: Queens of NYC and RuPaul’s Drag Race Season 12. Brita made headlines at the 2020 Women’s March in Washington, DC, breaking out into an impromptu performance to respond to anti-LGBTQ+ protesters. She earned the title of NYC Entertainer of the Year at the 2018 Annual Glam Awards and currently champions the message of Drag Out The Vote as national co-chair of the organization.

Jaremi Carey
Jaremi is a drag performer, transformation artist, actor, and singer known for placing as runner-up on RuPaul’s Drag Race Season 4, appearing on RuPaul’s Drag Race All-Stars Season 2, and guest judging The Boulet Brothers’ Dragula. Jaremi organized the Queens United benefit for Puerto Rico in 2017, raising $80,000 for hurricane relief efforts alongside a star-studded lineup of drag performers. Since, Jaremi helped organize Drag Out The Vote’s first activation of 2020 in an event including fellow co-chair Brita Filter, and serves as a national co-chair for the organization.

Marti Gould Cummings
Marti Gould Cummings is a drag artist, activist, and television producer based in NYC. They currently sit on community board 9, serving the people of Upper Manhattan, and are an advisor on the NYC Nightlife Advisory Board. Marti is the founding President of the Hells Kitchen Democrats in NYC, a board member for The Ali Forney Center for Homeless LGBTQ Youth, and regularly works with other LGBTQ organizations, including The Hetrick Martin Institute. Marti serves as a national co-chair for Drag Out The Vote.
I’ve been an activist since 2016. And when I made it onto RuPaul’s Drag Race in 2020, I knew that I had to make voting my platform. I was so excited to co-host Drag Out The Vote’s kickoff event in January 2020 and join Drag Out The Vote as National Co-chair. I wanted to help people know how their vote can help in the fight for LGBTQIA+ equality, transgender rights, queer workplace protections and better access to lifesaving HIV/AIDS prevention and treatment and gender-affirming healthcare, just to name a few.

Brita Filter

I loved working on our Drag Ambassador Program that recruited and trained local drag artists to help educate and register folks to vote in their communities. There are so many people out there, especially the young drag artists who want to get involved and want to help, but they just don’t know how to. And I think when we give them an outlet like this or a program that they can become a part of, they feel like they’re actually being heard. I think that’s really, really cool to do — because I didn’t have this when I was a kid.

Jaremi Carey

Drag Out the Vote is an incredible organization that I have been so proud to partner with. Drag is political, and seeing artists from across the country come together to encourage others to get involved in politics has been incredibly moving! We now must continue to fight locally!

Marti Gould Cummings
Thank you to our corporate sponsors, whose support has been instrumental in delivering our programming in 2020 and beyond.

Thank you so much for the most incredible kickoff to the Postmates Fleet Pride Celebration! That was fantastic, and the audience was dazzled, inspired, and could not stop smiling. I’ve received an abundance of positive feedback about the event. It has been such an amazing experience partnering with Drag Out The Vote, and we look forward to more exciting collaborative work ahead!

Rachel Kamen
Community Engagement Coordinator, Postmates

I just want to say what happy, amazed and joyful tears I had, and how proud I was, of just watching [our event with Drag Out The Vote] come to life. I can’t say enough how many people have sent me a text or chat saying that this brightened their day and reminded them of the importance of voting. I personally think [this was] the best show thus far of Zoom webinars.

Silverlee Hernandez
Senior Recruiter, Talent Acquisition, GAP

Working alongside Drag Out The Vote was an extremely rewarding experience for the Pride@Facebook team. Together we developed two impactful programs highlighting the work Drag Out The Vote does every day to promote civic engagement while elevating issues affecting the LGBTQ+ community. The programming was informative, entertaining, and centered around voter education while using the art of drag as a way to promote civic engagement.

Chase Conrad
Project Manager, Open Arts, Facebook
The Drag Ambassador Program is Drag Out The Vote’s most effective tool in living up to our mission to educate, register, and turn out voters. Recruiting Drag Artists from all walks of life, the program successfully trained, launched, and managed drag artists across the country as they worked to drag out the vote. Using community and relational organizing, social media, digital events, and more, our Drag Ambassadors worked hard to engage their fans, friends, and family in civic activism. We look forward to what else the program will achieve in 2021.

“I got to touch and change so many people’s lives. I was able to tell people WHY voting is so important and how what each of us does as citizens matter.”

Afrika America, San Francisco, CA

A-Man-Duh
Raleigh, NC

Aaliyah Martinez
New York, NY

Addison Vontrell
Birmingham, AL

Adonyss illuzion
San Diego, CA

Afrika America
San Francisco, CA

Akasha Royale
Saint Louis, MO

Aleksa Manila
Seattle, WA

Alex U. Inn
San Francisco, CA

Ali L’aveau
Phoenix, AZ

Allonna Dee
Tucson, AZ

Amanda Lay
Columbia, MO

Amber Guesa
New Rochelle, NY

Amber LeMay
Burlington, VT

Angel D’Mon
Santa Barbara, CA

Angel Elektra
Yonkers, NY

Angelique Monroe
Memphis, TN

Anna Mae Ceres
Cincinnati, OH

Aquasha DeLusty
Moscow, ID

Ari Kiki
New York, NY

Ariana Michelle
Erwin, NC

Ariana Venti
Greenville, SC

Ariel Rimm
West Palm Beach, FL

Atilla A Kurva
Eugene, OR

Aurora LeKohl
Tulsa, OK

Aurora Majesty
Fargo, ND

Aurora Whorealis
Miami, FL

Avery Knight
Lafayette, IN

B. Vayne
San Antonio, TX

Barbra Seville
Phoenix, AZ

Benita Bloom
Lexington, KY

Bentley Balenciaga
Davenport, IA

Betty J
Greensboro, NC

Ceasar Hart
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<td>Diana Tunnel</td>
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<td>Jakki Love</td>
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<td>Jaremi Carey</td>
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<td>Jayda Knight</td>
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<td>Jayla Rosemoore</td>
<td>Edgewater Park, NJ</td>
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<tr>
<td>Jessica L’Whor</td>
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“If you believe that every vote is important and you do drag, you should be an ambassador for Drag Out The Vote. This is a grassroots movement in the drag community to encourage voter activity and 100% the right group to align with.”

Cissy Walken, New York, NY
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“As a Drag Out The Vote Drag Ambassador, I helped impact the election in my state. Wisconsin had the highest voter turnout in years, and it was mainly through ‘get out the vote’ initiatives like this program.”

Cynthia Mooseknuckle, Madison, WI
Mari Con Carne  
Washington, D.C.

Marsha Mellow  
Memphis, TN

Marti G Cummings  
New York City, NY

Mary Lou Pearl  
San Francisco, CA

Maxine LaQueene  
Austin, TX

Mayo  
Brooklyn, NY

Mee Lai Kew  
San Francisco, CA

Melancholy (sometimes)  
Port Washington, WI

Melody Lucas  
Charleston, SC

Metallix  
KS City, MO

Mick Douch  
Chicago, IL

Mimi Osa  
San Francisco, CA

Mimi Sashimi  
Franklin, NJ

Miracle  
Wilmington, NC

Miss Moscato  
Kalamazoo, MI

Miss Shu Mai  
Los Angeles, CA

Miss Terra Cotta Sugarbaker  
Lilburn, GA

Miss TX 1988  
Seattle, WA

Miss Zarah  
Denver, CO

Miz Diagnosis  
Minneapolis, MN

Miz Frozaen Pissas  
Minneapolis, MN

Moltyn Decadence  
KS City, MO

Momma Ashley Rose  
Lakeland, FL

Monique Toosoon  
Manchester, NH

Morgana  
Gilmanton Ironworks, NH

Mr. Mom  
Minneapolis, MN

Mrs. Kasha Davis  
Rochester, NY

Ms Lucky Thirteen  
Orange, CA

Muffy Blake Stephyns  
Alexandria, VA

Nan Tuckette  
Ocean Isle Beach, NC

Nancy Nogood  
Brooklyn, NY

Narcisca Vanity  
Chicago, IL

Nina West  
Columbus, OH

Nitrix Oxide  
San Francisco, CA

Nova Sparks Taylor  
Murfreesboro, TN

Onya Mann  
Charlotte, NC

Onya Nerves  
Charlotte, NC

Opal Essence  
Ballston lake, NY

Paisley Parque  
Kernersville, NC

Pancho Panza  
San Antonio, TX

Pariah Sinclair  
Baltimore, MD

Pattie Gonia  
Denver, CO

Penelope Windsor  
Boise, ID

Per Sia  
San Francisco, CA

Perplexity  
Nashville, TN

Poison Waters  
Portland, OR

Porsha DeMarco Douglas  
Colorado Springs, CO

Princess Mocha  
Spartanburg, SC

Pubhead  
Arcata, CA

Pynk Dime  
Warner Robins, GA

Queen Dilly Dally  
San Francisco, CA

Queen Enigma Crowne  
Philadelphia, PA

Rachel Slurrrz  
Chicago, IL

Rae Sparks  
Clovis, NM

Rahanna Mitchell  
St. James

Ravion Starr Alexandria  
St. James

Redd FaFilth  
Fremont, CA

Ren.Agade  
Grants Pass, OR

Replika Queen  
Knoxville, TN

Rhedd Rhumm  
Asbury Park, NJ

Ricky Rosé  
Washington, D.C.

Rita Tarot  
Chicago/Bloomington, IL

Robin from Human Resources  
Boston, MA

Robin Rose Quartz  
Cherry Grove, NY

Roderick Von Schlong  
Lewiston, ID

Roxie Chanel DeMontecristo  
Perth Amboy, NJ

Roxie Redacted  
Brooklyn, NY

Ruby Moore  
Phoenix, AZ

Rydyr  
Saint Louis, MO
Rylee Hunty
Greenville, SC

Sadae Spears
Buckhannon, West VA

Salem Moon
Euless, TX

Salina Estitties
West Hollywood, CA

Sarah Bellum
Pueblo, CO

Sarah Prollem
Salt Lake City, UT

Sasha Cassadine
Minneapolis, MN

Sasha Renee
New York, NY

Sativa Queen
Black Diamond, WA

Savannah Hawthorne
Kalamazoo, MI

Scarlet Fairweather
Pittsburgh, PA

Shari Turner
Cleveland, OH

Shaunna Rai
Maine, ME

Shay D'Pines
Yonkers, NY

Shay They
Tiffin, OH

Sheba
Oxnard, CA

SHI
Atlanta, GA

Shuga Cain
New York City, NY

Sicarya Seville
Phoenix, AZ

Sister Alphena Omega
Albany, NY

Sister Bea Yerself
Raleigh, NC

Sister Dharma Gettin’
San Francisco, CA

Sister Dottie Bair
San Antonio, TX

Sister Evelyn Tensions
Greenville, SC

Sister Glamarama Ding Dong
Kansas City, MO

Sister Jackie Oh’face
Minneapolis, MN

Sister Leigh Viticus
Austin, TX

Sister Lida Christ
Boston, MA

Sister Luna
Loveagoodtime
Minneapolis, MN

Sister Merry Peter, SPI
San Francisco, CA

Sister Navi Ho
Phoenix, AZ

Sister Rhonda McDonald
Burlington, NC

Sitanya Face
Brooklyn, NY

Skinny Mini
Minneapolis, MN

Slutashia
Eugene, OR

Stacey Starstruck
Seattle, WA

Tara Newhole
Fort Myers, FL

Tara Shay Montgomery
Biloxi, MS

The One And Only Rexy
San Francisco, CA

The Vixen
Chicago, IL

Thelma Nella/He.Coli
Melrose, AL

Tilia Cordata
Ithaca, NY

Tora Himan
Orlando, FL

Trixie Carr
San Francisco, CA

Tugboat
Norcross, GA

Ty Torres
Roseville, MN

Urethra Burns
Houston, TX

Vanilla Meringue
Oakland, CA

Vanity Ray
Jersey City, NJ

Vanna Deux
Annapolis, Maryland

Vanna Vanity
Charlotte, NC

Venus Fastrada
Baltimore, Maryland

Veranda L’Ni
Cleveland, OH

Veronika Electronika
Nashville, TN

Veruca Salt
Raleigh, NC

Vincent Milay
Seattle, WA

VinChelle
Philadelphia, PA

VA Slamz
Kansas City, MO

Vivica Validation
Farmington, NM

Vylette Ward
Austin, TX

Wanda Bread
Pittsburgh, PA

Wilma Holeburn
Asheville, NC

Yutoya Leon
Warner Robins, GA

Z. Saint Vontrell
Indianapolis, IN

Zanny Ex
Biloxi, MS
Coalitions and partnerships are key pillars in organizing and activism. At Drag Out The Vote, we, early on, decided to work with partners nationwide and within states as we feel it is essential to support the work of others and supplement their efforts and vice versa. We are proud of the connections we have built with our partners and look forward to many fruitful years to come.

“Planned Parenthood Action Fund is a large organization, and we work with a lot of partners every day. However, our engagement with Drag Out The Vote was truly special. Our partnership with them was not only fun but uniquely seamless. Few people can say they partnered with drag performers to register people to vote across the country, and I’m glad I’m one of them.”

Ambalika Williams
Patient Advocacy Program Associate Director, Planned Parenthood Action Fund
Just Vote.
SHOP OUR POLITICALLY INSPIRED DESIGNS

PROCEEDS BENEFIT DRAG OUT THE VOTE

GAY PRIDE APPAREL.
Special Thanks

Everyone at Five Senses Reeling, our trusted marketing agency: Dylan M. Austin, Jason Brotman, Bret Tiderman, and Rachael Brister. Thank you for being our amazing partner and keeping the faith in the mission. We couldn't have achieved what we did without you!

Rick and Shari Wynne Ressler of Michael Best & Friedrich LLP (formerly RWR Legal) for donating their time to our 501(c)3 application.

Chad Kampe from Flip Phone Events, who went above and beyond in organizing our kickoff fundraiser in Minneapolis in January 2020 with over 30 drag artists, including many from RuPaul’s Drag Race. It was a massive undertaking with so many moving pieces, and Chad marshaled an army of volunteers to make it all happen.

The producing team and the 300 artists who all donated their time for Divas for Democracy: United We Slay, a star-studded digital get-out-the-vote event and fundraiser.
  • Executive Producers: Jeff Metzler, Kendra Moore, and Ryan Bogner
  • Directors: Josh Rhodes and Lee Wilkins
  • Musical Supervisor: Stephen Oremus

Len Evans and Jeff Dorta from Project Publicity for donating their time to promote our many events and initiatives.

Hans Schaepman, Rafael Nader, Walid Almaaz and Vanessa Cespuglio from the 1 Brooklyn Bridge Hotel for their hospitality and incredible support of our 2020 Election Day activities.
113 press placements garnered a total of 1,257,805,391 media impressions.
2020 was a very challenging year for fundraising. It was our first full year in existence as an organization, so we were not a known entity with a history to our donors and partners. Also, fundraising during the COVID-19 emergency proved daunting as there were so many organizations in need and tough choices for donors and sponsors to make in their giving. We had to make our own tough decisions in limiting payroll to make sure that our programs were funded to impact the 2020 election. We are very proud of how much we raised during this challenging time, as well as what we accomplished with limited resources.

### INCOME

<table>
<thead>
<tr>
<th>Income Source</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Donations</td>
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<td>Grants</td>
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### EXPENSES

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<tr>
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<td>Contract Services</td>
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<tr>
<td>Total Operating Expenses</td>
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Looking Ahead

It's hard to know what all of 2021 will bring and how it will unfold. Our mission this year is to work with drag performers across the country to promote participation in democracy, including state and local elections. We will be registering voters and helping them get the information they need to cast their votes.

As we saw during the 2020 election, misinformation is rampant and a growing cancer on our civic discourse. People are no longer trusting of traditional media outlets and are falling for information that is either extremely biased if not downright untrue. In 2021, Drag Out The Vote will be focusing on civics education around the importance of voting, why voting must be an every year thing, how to find out who is running in one’s local elections, and on civic literacy.

2021 also offers two realities that are both encouraging and frightening. In multiple states, we already see anti-trans and anti-voting rights bills being proposed. At the same time, we are seeing the federal government return to a policy of equality and fairness. Drag Out The Vote will spend 2021 focusing on Policy Advocacy supporting pro-equality and pro-voting policies.

There is so much work to do. We know it won’t be easy in a non-presidential election year, but we need people to remember there are elections every year, and they need to...

Sashay to the polls. Every election. Every time.