

VOTERIDERS

DEMOCRACY IN ACTION

2024 Annual Impact Report



LETTER FROM THE EXECUTIVE DIRECTOR

Dear friends,

At VoteRiders, we measure our success not by election outcomes, but by our long-term impact in making democracy accessible to all Americans.

Reflecting on 2024, I am heartened by VoteRiders' remarkable achievements and sobered by the clear reminders of why our work remains so vital.

The challenges of 2024 were unprecedented. This year, 38 states had voter ID laws in place—more than ever before. Tens of millions of voters were confronted with the dual challenges of rising ID-related barriers to the ballot box and confusion over rapidly changing laws. The onslaught of these new laws particularly harmed many of the same communities that have long faced systemic obstacles to voting.

I couldn't be prouder of how the VoteRiders team rose to meet these challenges. We helped more Americans than ever before to navigate complex voter ID requirements, obtain necessary documents, and cast their ballots with confidence. For many, the IDs we helped them secure immediately changed their lives for the better.

This year, we **directly reached nearly 16 million voters** with crucial ID information and assistance—our most expansive impact yet. These numbers speak to both the vast need for our work and the growing power of our VoteRiders community of staff, partner organizations, volunteers, and supporters. Together, we're laying the groundwork for the democracy we all deserve.

While the political landscape remains deeply divided, **VoteRiders' nonpartisan mission to build a more resilient and inclusive democracy is more important than ever.** As we look ahead, we remain committed to breaking down barriers to voting and strengthening our democracy through increased participation—one ID at a time.

Thank you for standing alongside us in this crucial work.



With gratitude,

A handwritten signature in cursive that reads "Lauren Kunis".

Lauren Kunis
CEO and Executive Director | VoteRiders



The 2024 Landscape: Democracy Under Pressure

As Americans prepared to vote in a historic election, they confronted the most extensive web of voter ID requirements in history.

Thirty-eight states had voter ID laws in place—with eighteen states having passed new or stricter laws since 2020 alone.

This rapidly shifting landscape left many voters confused about what they needed to cast a ballot. Millions of eligible voters—especially first-time voters, young people, students, Black and Brown voters, and naturalized citizens—found themselves unsure if they had the right ID to make their voices heard on Election Day.

In this shifting landscape, VoteRiders’ mission to ensure every eligible voter can cast a ballot became more vital than ever.

18 states have passed new or stricter voter ID laws since 2020.

IS YOURS ONE OF THEM?

VOTERIDERS

VOTERIDERS

**THESE
38 STATES
HAVE
VOTER ID
LAWS**

GET READY TO VOTE!

VOTER ID | NON VOTER ID

VOTERIDERS

Answering the Call: Our 2024 Impact by the Numbers

In 2024, VoteRiders reached more voters than ever before with ID information and assistance:

15.9 MILLION

voters directly reached with ID information and free help



1.6 million

Voter ID Info Cards distributed nationwide



12 million

text messages sent to voters facing ID barriers



156,299

handwritten letters mailed to at-risk voters



27,797

phone calls to first-time voters



29,924

in-person conversations about voter ID requirements



26,298

voters received one-on-one free help with ID questions or documents



2,200

historical partner organizations



9,205

volunteer shifts completed



Voter ID in Focus: Research Highlights

34.5 MILLION
 voting-age US citizens don't have a state-issued photo ID with current information
 VOTERIDERS

In 2024, VoteRiders partnered with the Center for Democracy and Civic Engagement (CDCE) at the University of Maryland and the Brennan Center for Justice to release the first comprehensive voter ID research in nearly two decades.

The national study revealed that **34.5 million voting-age US citizens—14.5% of eligible voters—lack a state-issued photo ID with current information**, disproportionately affecting young voters, communities of color, and low-income Americans across all political affiliations. The research also found widespread confusion about voter ID requirements, with over half of Americans

in states requiring photo ID unaware of their state's laws.

Additional research exposed the impact of **proof of citizenship requirements**, finding that **21.3 million US citizens lacked ready access to these vital documents**. We also released state-level findings for Georgia and Texas examining voter ID access, barriers, and voter knowledge.

These groundbreaking findings shaped VoteRiders' strategic approach and attracted significant media attention, establishing us as a leading authority on voter ID issues while expanding our reach to voters needing assistance.

NOT-SO-FUN FACT:
55%
 of people living in states with photo ID requirements do not understand that a **photo ID is required to vote**.
SOURCE: SURVEY CONDUCTED BY 2024 SEPT-OCT 2023
 VOTERIDERS



ELECTIONS

1 in 10 eligible U.S. voters say they can't easily show proof of their citizenship

JUNE 11, 2024 · 10:00 AM ET



Here to Help: Voter ID Assistance

Whenever and wherever voters needed help, VoteRiders answered the call. Messages to our Voter ID Helpline surged 261% this year compared to the 2020 election, as Americans confronted increasingly complex voting requirements. Our team responded to every call, text, email, and chat with free, personalized assistance to help voters make their voices heard.

We met voters where they were—in high schools, shelters, community centers, and beyond. At our Voter ID Clinics, we provided comprehensive support: arranging transportation, covering document costs, offering legal guidance, and individually helping nearly 9,000 voters obtain the ID they needed. We didn't stop there. We ensured these voters knew when and where to vote through dedicated follow-up efforts, even providing free rides to the polls.



The impact of this work rippled far beyond the ballot box. For many, their new ID opened doors to housing, employment, healthcare, and other life-changing opportunities. That's the power of VoteRiders' work: we're not just helping Americans vote—we're helping them thrive.

*I attempted to get my ID 20 or so times but I would always get stopped at the door... The biggest service VoteRiders provides is **having your back**.*

Edward, Alabama

VoteRiders changed my life. It's amazing that VoteRiders got done in four days worth of time what other people couldn't get done in three months.

Willie, Ohio

VoteRiders team members are so knowledgeable and thorough and tireless. They're absolutely incredible people. I'm the kind of person who quits very easily, but they didn't give me a way to quit.

Carolina, Florida

As vulnerable as we were, we never once felt abandoned, stranded, or unsupported by these two VoteRiders volunteers.

Elle, Georgia

The Power of Partnership

Since 2012, VoteRiders has partnered with over 2,200 diverse organizations across the country that serve those most affected by voter ID laws. By equipping these trusted groups with free ID resources and comprehensive training, we've expanded our reach to millions of voters who might otherwise face barriers to voting.

We meet voters where they are—whether through our “ID-Me” bus tour with Black Voters Matter in North Carolina, a voter ID-focused drag show in New York City, or weekly Voter ID Clinics at Houston job readiness centers. Our outreach extends through bus wraps, billboards, and newspaper inserts to reach eligible voters in their daily lives.

Our impact grows through education and voter ID capacity building. Hundreds of partner organizations participated in our voter ID webinars this year, and we developed specialized resources for communities facing unique challenges to voting, including new citizens and tribal voters. We were honored to receive accolades from leading coalitions, such as the Students Learn Students Vote Coalition's recognition of our work removing barriers for young voters, highlighted by our presence at more than a dozen community college campuses nationwide.



Breaking Through & Amplifying Our Message: Digital & Media Impact

As voter ID laws became increasingly prominent in the national discourse, VoteRiders established itself as a leading voice through an innovative, multi-channel communications strategy. Understanding that today's voters—especially young and first-time voters—engage largely through digital platforms, we dramatically expanded our online presence.

Our digital campaigns resonated across social media platforms, from TikTok and Instagram content creator partnerships (see below) to an attention-grabbing viral video collaboration with Eleven Films and DemCast. Meanwhile, a dedicated volunteer team succeeded in placing hundreds of PSAs on local radio stations nationwide, and we ran bilingual PSAs in movie theaters across several states. Our message likewise reached commuters through strategic transit station billboards and bus ad campaigns.

The impact was clear: Traffic to VoteRiders.org reached almost half a million visits between June and November 2024 – 69% of which occurred between October 1 and November 5, 2024. Our influencer and digital partner campaigns resulted in our reaching over 3.5 million users on Instagram and 1.3 million impressions on Twitter. Our expertise was increasingly sought after by major media outlets, resulting in over 50 features in national and local press, from NPR, TIME Magazine, the Associated Press, USA Today, and Teen Vogue to community newspapers.

Our multi-channel strategy helped break down complex voter ID laws into clear, actionable, and digestible information—reaching voters wherever they were with exactly what they needed to cast their ballot with confidence.



@dylanmulvaney



@ravenreveals



@hoochiegawd

The Power of Community: Our Volunteer Network

At the heart of VoteRiders' success lies an extraordinary and ever-growing nationwide volunteer community. In 2024, these dedicated individuals filled 9,000 shifts, working both virtually and in person to break down barriers to voting. The numbers speak for themselves: Our volunteers reached new heights this year, powering much of our unprecedented reach to millions of voters.

Some volunteers wrote personal letters and joined virtual text-banks from home, while others worked directly in their communities at Voter ID Clinics and outreach events. Many answered the call to serve our democracy quite literally, helping field the thousands of messages that flooded our Voter ID Helpline in the months leading up to Election Day.

Our many pro bono legal volunteers provided crucial support behind the scenes, conducting research to keep our resources current, providing legal assistance to voters, and filing public records requests to ensure hyper-targeted outreach.

Since 2012, **more than 14,000 volunteers** have joined our mission, creating an unstoppable force for democracy that grows stronger every year.



Building for Tomorrow: A Look Ahead

The defense of democracy is both urgent and permanent. Our year-round work remains essential as an organization with a long-term view of building a more representative electorate. With roughly one-third of eligible Americans not participating in the 2024 election, the scale of work ahead remains clear: too many voices are still going unheard in our democracy.

In 2025 and beyond, VoteRiders will continue empowering these unheard voters through ongoing voter ID help.

The road ahead presents significant challenges. We anticipate new voter ID laws being introduced at the state and national levels, along with the continued emergence of onerous proof of citizenship laws. The implementation of REAL ID requirements in May 2025 will likely create widespread confusion. Meanwhile, millions of voters will head to the polls for crucial state and municipal elections – and VoteRiders will be there every step of the way to ensure they can make their voices heard.

As we move into 2025, our work continues with renewed determination. We remain deeply grateful for each person who contributes to this vital mission, knowing that the strength of our community matters now more than ever.



Acknowledgments

VoteRiders' impact is made possible by our dedicated Leadership, Staff, partners, and thousands of volunteers across the country.

We are also profoundly grateful to these supporters who powered our pro-democracy mission in 2024.

Democracy Champions (\$50K+)

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Electoral Game Changers (\$20K-\$49.9K)

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Voter ID Ambassadors (\$10K-\$19.9K)

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THANK YOU!

