

INTRODUCTION

VoteRiders' strategic direction for 2024 builds upon more than a decade of experience helping millions of Americans navigate complicated, confusing, and costly voter ID laws. **This year, with our work needed more urgently than ever before, we are preparing for unparalleled impact.** After years of refining our model for effective voter ID outreach and assistance, VoteRiders is ready to scale that model to an unprecedented level.

VISION

VoteRiders' vision is a thriving American democracy with an empowered, civically engaged, diverse, and representative electorate. In such a democracy, voter ID laws do not prevent any eligible voters from having a voice at the ballot box.

MISSION

To support the realization of our vision, VoteRiders' nonpartisan mission is to **ensure that no eligible voter is prevented from casting a ballot that counts due to voter ID laws**, either directly from lack of acceptable ID or indirectly because of voter confusion. VoteRiders educates voters and assists citizens to secure their voter ID. We inspire and support organizations, volunteers, and communities to sustain such voter ID education and assistance efforts.

PRINCIPLES

The key values that undergird our mission-driven work include:

- **A strong democracy must include all of us:** Ensuring every eligible voter can exercise their freedom to vote — without any unjust or undue barriers — is a foundational value of our democracy. America's democracy is strongest when everyone has a voice in it, regardless of zip code, income, race, or gender.
- **Voter ID laws undermine and distort our democracy:** Voter ID laws make it harder, more confusing, and more expensive to cast a ballot in America. Every election, they keep millions of voters from successfully casting a ballot, to the detriment of our democracy.
- **Equity must be centered:** Voter ID laws harm Black and Brown communities the most. Youth, people with disabilities, low-income and unhoused folks, and other marginalized communities are also hard-hit by ID laws. Year after year, VoteRiders' work intentionally grows the electorate with equity.
- **Inclusion matters:** Parties and campaigns often ignore lower-propensity or unlikely voters. At VoteRiders, we prioritize their needs as part of a long-term strategy to expand and diversify the electorate by removing the insidious barriers created by ID laws. Reaching low-propensity voters can take more work and more time, but we believe that every eligible voter has a right to be heard.
- **VoteRiders' work is stronger when we do it in partnership:** We support diverse partner organizations to offer ID education and assistance to their communities, offering free, high-impact ID tools and services. Partners help us expand our work and access hard-to-reach communities. We're proud to have worked with 1,500 partner organizations since our founding.
- **At VoteRiders' core, we're about citizens helping citizens:** Our 10,000+ volunteers, including pro bono attorneys, magnify our work through year-round in-person and virtual activities. We empower ordinary citizens to make a difference in their communities and play an active role in strengthening democracy.

WHAT MAKES OUR WORK UNIQUE

VoteRiders fills a **unique and under-addressed niche in the voter engagement ecosystem**, tackling a disenfranchising barrier to the ballot box: the critical gap between voter registration and turnout-focused efforts. Our year-round work supports strong **state-based organizing infrastructure and offers national expertise on the increasingly crucial issue of voter ID**.

Our work is complementary to the voter mobilization work undertaken by parties and campaigns, building the electorate with equity and actively inviting new and more diverse voters into the fold. **2024 offers a uniquely powerful access point** to the very low-propensity voters VoteRiders seeks especially to target and activate.

The issue of **ID provides a strategic entry point** by which to forge partnerships with non-traditional voter engagement partners such as direct service provider groups like shelters and community health clinics. At the same time, voter ID opens the door to partnering with leading democracy organizations that lack the capacity or resources to effectively tackle ID issues in the communities they serve.



NOW IS THE TIME

The need for VoteRiders' work has never been greater. **Thirty-eight states have voter ID laws, and 17 states have passed new or stricter voter ID laws since 2020 alone.** Fifty-two million more voters live in a voter ID state than when VoteRiders was founded in 2012. Our new research reveals that **an estimated 14.8% of eligible voters lack an unexpired government-issued photo ID with their current name and address** on it. Translation: Tens of millions of Americans may lack the specific type of ID increasingly required to vote in their state.

Voter confusion around ID laws will be at an all-time high. We know that confused voters, who are unsure about ID requirements in their state, stay home even though they may have what they need to cast a ballot. Given the sweeping changes since 2020, the threat posed by mis- and disinformation both on- and offline, is only growing.



STRATEGIC OBJECTIVES

In pursuit of VoteRiders' mission, we aim to:

- Provide uniquely effective, accessible and widely-utilized voter ID educational resources
- Offer free, low-lift, high-impact voter ID tools and services to voters, partners, and the broader community
- Deliver crucial and up-to-date voter ID information and free help to the voters who need it most
- Elevate the issue of voter ID and its impact on our democracy to voters, partners, supporters, the media, and the general public
- Increase collaboration in the voter engagement field by changing the industry standard for how democracy and direct service provider organizations address the issue of ID



2024 ELECTION CYCLE GOALS

Through the below-described programs, VoteRiders aims to **directly reach at least 10 million voters in the 2024 election cycle (2023-2024) with ID information and free help.**

In 2024, our work will include:

- 2,000,000 Voter ID Information Cards distributed
- 5,145,000 voters contacted via text messages, handwritten letters, and phone calls
- 35,000 voters reached through tabling, community outreach, trainings, and presentations
- 500,000 voters contacted by partner organizations with VoteRiders resources
- 11,500 calls, texts, and emails fielded by our Helpline and Chatbot
- 10,000 voters assisted with ID documents
- 305,000 individuals visiting educational pages on our website or viewing PSAs

VoteRiders also aims to collect and uplift the real-life stories of the voters we support to enrich our quantitative goals with more qualitative impact stories. In early 2025, we will conduct an analysis of the voters we reached to gauge the extent to which they were able to successfully register and vote in 2024 following our outreach.

By mid-2024, we anticipate growing our team to nearly 30 dedicated individuals across the country supporting our field programs, facilitating greater volunteer engagement, and providing cross-cutting management and operational support.

PROGRAM ACTIVITIES

To achieve VoteRiders' mission, we will continue and expand the following programs on a year-round basis in 2024 and beyond:



VOTER ID EDUCATION

- Maintain a comprehensive and bilingual website with accessible and up-to-date information on voter ID laws as well as community-specific ID guidance for students, first-time voters, voters with disabilities, LGBTQ+ voters, and more
- Distribute Voter ID Information Cards and other key voter ID educational products
- Lead specialized trainings, webinars, and presentations on voter ID laws and our offerings
- Conduct community outreach and tabling, meeting voters where they are with free ID help
- Organize partnership-based voter outreach and informational campaigns, including a National Voter ID Month of Action in April 2024



VOTER ID ASSISTANCE

- Provide in-person and virtual help to voters who need state-issued ID and/or underlying documents such as a birth certificate or Social Security card to vote, including paying for all associated costs and transportation
- Organize site-based Voter ID Clinics, partnering with direct service providers such as shelters, community health centers, employment fairs, and more to access the most marginalized voters
- Operate a 24/7 bilingual Helpline and Chatbot that voters can call, text, or email with voter ID questions or to initiate the process of free ID help
- Continuously empower and support a community of in-person and virtual volunteers to support and scale this work
- Issue a call for proposals for Voter ID Assistance Hubs in voter ID states, which will independently offer ID help to the communities they serve with technical assistance and financial support from VoteRiders



VOTER CONTACT

- Organize year-round text-banking and letter-writing events, powered by volunteers, to contact hyper-targeted lists of at-risk voters with timely and crucial information on their state's voter ID law
- Contact voters in need of ID help, who have been referred to us via partner organizations
- Hold regular phone banks to call voters we assist with ID, following up with election reminders and assistance to boost the conversion of new IDs into new voters



DIGITAL OUTREACH AND COMMUNICATIONS CAMPAIGNS

- Use social media and other digital communications such as our blog to engage voters, partners, volunteers, and supporters in our work
- Run targeted digital campaigns on social media platforms and via Google Ads to reach Gen Z voters in particular
- Pursue talent engagement and content creator partnerships to support our volunteer programs and expand our social media reach
- Run PSAs on hundreds of local radio stations and in movie theaters nationwide



RESEARCH AND THOUGHT LEADERSHIP ON THE ISSUE OF ID

- Engage national, state, and local media to raise awareness of voter ID laws and VoteRiders' effective programming to counteract their impact
- Widely publicize and foster dialogue around the findings from our 2023 national survey on voter ID access, barriers, and knowledge
- Capture and uplift voter stories to better inform the media, policy-makers, partner organizations, and the general public on the real-world impact of ID laws

AUDIENCE

VoteRiders' resources and outreach efforts are **national in scope, with digital resources and virtual help available for the entire voting public.**

To maximize our impact in **2024, we will expand our field presence in eight states: Arizona, Florida, Georgia, North Carolina, Ohio, Pennsylvania, Texas, and Wisconsin.** Through partner organizations and volunteers, we will additionally prioritize Michigan and Virginia, and will ensure proactive and responsive outreach to additional state-based partners and voters in states with strict photo ID laws and/or new ID laws in place.



From a **community-based outreach** perspective, VoteRiders' partnerships and organizing strategy will center the following groups of voters, whom we know are most likely to lack an accepted form of ID to vote: youth, students, BIPOC voters, people with disabilities, low-income and unhoused individuals, seniors who no longer drive, and trans and nonbinary folks as well as others who change their names.

In terms of **sectoral focus**, our outreach will cast a wide net among democracy and direct service providers, as well as pursue partnership-building with companies and brands, election offices, public agencies, and school districts. Our ID assistance work will more intentionally focus on reaching individuals via three priority sectors – high schools and colleges, employment-focused organizations, and housing-focused organizations.

