

# Everybody Votes

## CONFIDENTIAL DRAFT

### What is the Everybody Votes Campaign?

There are large segments of the voting age population that are underrepresented in terms of both voter registration rates and share of the electorate. For underrepresented constituencies including African Americans, Latinos, unmarried women, and young people to have a voice in policy, politics, and civic life, they need to be registered to vote and they need to have their voices heard on election days. A group of funders and seasoned operatives have developed an ambitious detailed plan, the Everybody Votes Campaign, to re-shape the electorate to be more reflective of the population through non-partisan voter registration at scale, sustained over the next five years, and focused on eight states.

The work of registering voters faces many challenges. In addition to ongoing attacks on the Voting Rights Act and the enactment of new barriers to registration and voting across the country, the field has been plagued by a lack of consistent funding, sporadic levels of coordination of voter registration methods and programs, and a shortfall in capacity necessary to conduct registration programs at the level needed to make a meaningful difference in creating a more representative electorate.

Everybody Votes has developed a plan to overcome these obstacles and move beyond the current election-by-election approach. Everybody Votes will build a sustained, well-funded and coordinated campaign to expand capacity and create it where necessary, and harness the collective power of interested donors and active organizations.

### What is the campaign trying to do?

The campaign plans to close the gaps in the rate of voter registration between white and non-white voters in eight states, in the process registering more voters than represented by the average 'margin' that separates winners from losers in statewide elections - in each state. A fully funded and implemented plan would achieve parity in the electorate for the first time ever in these or any other states. The five-year program will register more than 6.3 million voters and generate close to 2.2 million net new registered voters in the electorate across the eight targeted states from 2016 through 2020.

### What will be the impact of the campaign?

The Everybody Votes Campaign aims to not only change the electorate in the eight target states, but to have impacts across the entire non-partisan sector. If the campaign is successful these states will have different public opinion profiles (because of the addition of so many newly registered voters), new prospects for different types of candidates for public office, and new 'power' and respect for more highly registered constituencies and the organizations and leaders that represent them. The campaign will:

- Increase the power and influence of African American, Latino and Asian communities with policy-makers, candidates and elected officials, by increasing the numbers and percentages of people of

color who are registered and voting, eliminating the disparities between white and non-white registration, and adding more newly registered voters of color than the margins that generally decide statewide races.

- Create a national center of gravity for non-partisan voter registration programs that will consistently test and evaluate voter registration strategies, develop best practices, and help the civic engagement infrastructure become more effective and efficient in running voter registration programs.
- Leverage increased funding and capacity for voter registration into groups' ongoing empowerment strategies to increase the overall collective capacity of civil society organizations for integrated civic engagement, leadership development, issue advocacy, and policy change.
- Build modernized, effective, and strategic voter registration capacity utilizing improved methods, targeting, technology, and efficiencies.

## **Why now?**

The elections of 2016, 2018, and 2020 represent critical opportunities to significantly change the make-up of the electorate ahead of and immediately after the next round of redistricting and reapportionment decisions. Non-partisan voter registration at scale can be an important catalyst for seizing that opportunity.

## **How were the registration goals developed?**

Experts calculated average white registration rates, average minority registration rates, and the average 'margin' that separates winners from losers in statewide elections - in each state. The formulas consider a variety of factors including: the number of votes likely to move to a new address and require re-registration; the number of voters expected to become voting-age eligible; the number of voters projected to move out of state and drop off the voting list; and the number of voters projected to move into a state and require local registration.

## **Which states are targets and why?**

The target states were selected based on a combination of factors, including: the number of unregistered people of color, the share of unregistered voters that are people of color, the gap between the white registration rate and the rate for everybody else, and the vote margin from recent elections. The target states also garner a high level of media and public attention on the elections which help generate voter interest and energy. Based on these criteria the eight states are Arizona, Colorado, Florida, Georgia, Nevada, North Carolina, Ohio, and Virginia. These states meet all or most of the criteria of having significant numbers of unregistered minority of voters, gaps in the electorate, and potentially competitive elections that would draw public attention.

## **How much will it cost?**

The total budget for the Everybody Votes Campaign from 2016 to 2020 is \$106 million. This level of program would fund more than 6.3 million roll-changing registrations and close to 2.2 million net registrations – enough to close the current representation gaps or surpass electoral margin goals in each of the eight states. Current founding donors have been identified, but their support is contingent on Everybody Votes demonstrating evidence of additional support. Once additional anchor donors are secured and the campaign is formally launched, the pathway to raising the full \$106 million budget is bright – founding donors have indicated an interest in offering matching funds once the first \$50 million is secured.

This is an excellent opportunity for funders who care about voter registration and civic participation – your investment will leverage significant additional resources dedicated to changing the electorate in important states. And, anchor funders will have a unique opportunity to help launch and shape the campaign.

## **How can I get more information?**

The full Everybody Votes Campaign business plan or executive summary is available on a confidential basis to interested donors or foundations.

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