

# All Power to All Voters

2020 AT A GLANCE

ALL **VOTING**  
IS **LOCAL**







**Amid a global pandemic that exacerbated existing needless and discriminatory barriers to the ballot, we fought, together with partners, to ensure no voter had to choose between their right to vote and their health. In the face of unprecedented challenges, our work successfully expanded voting access.**

Here are some initial reflections on our successes through our work.

All Voting is Local is a campaign of The Leadership Conference Education Fund, in conjunction with the American Civil Liberties Union, the American Constitution Society, the Campaign Legal Center and the Lawyers' Committee for Civil Rights Under Law. Our mission is to solve problems before they happen, to build a democracy where all voices are heard. Learn more at [allvotingislocal.org](https://allvotingislocal.org)



## WHO WE ARE

In eight states and with a team of 32, we fought to eliminate needless and discriminatory barriers to the ballot before they happened, to build a democracy that works for us all.

**Arizona**

**Florida**

**Georgia**

**Michigan**

**Nevada**

**Ohio**

**Pennsylvania**

**Wisconsin**

## WHAT WE DID

Powered by on-the-ground advocacy and with the strength of coalition partners, we expanded access to the ballot:



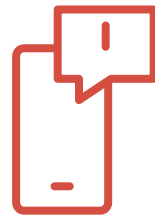
**70**

Total Early Vote  
Sites Added



**675**

Total Ballot Drop  
Boxes Added



**4.6 million**

Voters Texted About  
Their Right to Vote



**176**

Total Voter Education  
Events Held





## Our Three Fundamental Values

- 1. A long-term investment at the state and local level to fight back against voter suppression**
- 2. Laser focused on the decisions that officials make about how, when and where to vote**
- 3. Combining national expertise with in-state know-how & relationships**



# Voter Registration

The first action necessary to participate in our democracy should be easy. Here's how we fought to make voter registration simpler and more accessible.



## ARIZONA

400,000+

**estimated number of people who gained access to online voter registration.** We advocated for changes to the online system so that people with non-standard addresses could access it.



## WISCONSIN

268.5

**additional DMV hours** for voters seeking photo ID to vote. Wisconsin opened a new temporary DMV location and 10 partial DMV locations.



## OHIO

9x

number of voters who were able to register and cast ballots in the Franklin County (Columbus) jail compared to 2016



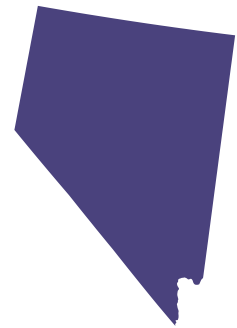
## FLORIDA

50,000

**more voters registered** as a result of successfully pressuring state officials to extend the registration deadline when the online system crashed.

# Mail-In Voting

Amid COVID-19, ensuring access to voting by mail was critical. We fought to ensure safe, secure, by-mail voting was accessible to all.



## NEVADA

1.8 million

voters received vote-by-mail ballot information in English, Spanish, or Tagalog through legislation that All Voting is Local and their partners secured.

7 minutes

The drive time from Ft. McDermitt Tribe Reservation to new ballot drop box we urged Humboldt County Clerk to install. It used to take over an hour.

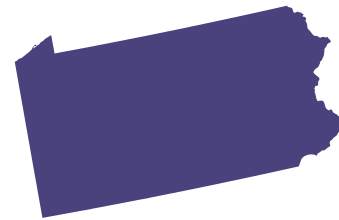


## MICHIGAN

443

**new ballot drop boxes.**

An increase from 780 to 1223 — 57 percent — from the August primary to the November general election.



## PENNSYLVANIA

81

**new ballot drop boxes across five priority counties:** Philadelphia, Delaware, Chester, Montgomery, Allegheny



## GEORGIA

78

**new ballot drop boxes in 15 target counties.**

49 percent of 160 drop boxes added statewide were in our target counties.



## FLORIDA

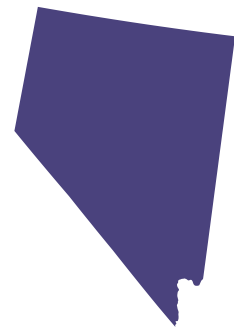
69

**new ballot drop boxes**

in 12 of our 13 target counties — a 44 percent increase in those counties.

# Voting in Person

There is no single panacea for voting during a pandemic. We urged officials across our states to ensure all eligible voters could have the option to vote safely in person.



## NEVADA

12

All Voting is Local and Nevada Native Vote Project added four new voting sites, securing a total of 12 for November's election—a marked improvement from July when only eight Nevada Tribes had access to a nearby voting site.



## ARIZONA

50,000

**Native American voters reached.** Coordinated effort to urge voters on tribal land to vote early—via text, phone, and the delivery of voter safety kits.



## WISCONSIN

11

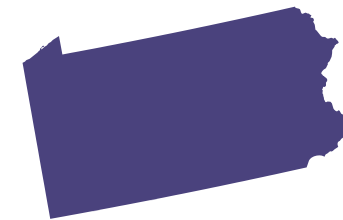
**new early voting sites in Milwaukee for a total of 14—** up from three in the 2016 presidential election.



## OHIO

2,745

**poll workers recruited** through All Voting is Local ads for Power the Polls in Ohio.



## PENNSYLVANIA

28

**new early voting sites** added across five priority counties: Philadelphia, Delaware, Chester, Montgomery, Allegheny.



## FLORIDA

34

**new early voting sites added in 10 of 13 target counties—** a 26 percent increase; with 10 out of 13 of these counties providing the maximum amount of early voting hours allowed by the law.

# Innovative Tactics That Support Our Advocacy

Since 2018 we've been piloting a variety of innovative tactics that have enabled us to be effective.



## TEXT TO VOTERS

Our text campaigns gave voters vital information to make their voices heard in 2020, from texting those whose polling places suddenly changed to text messages to people at risk of having their registrations wrongfully purged from their states' voter rolls.

**4.6 million**

**voters contacted in 2020.** Of these—1.9 million were directly impacted by voter purges.



## PARTNER SUPPORT

Our state work is done in coalition with partner organizations. Our support for such groups is vital to sustaining our advocacy.

**20+**

**data projects in direct service to or collaboration with partner organizations**

**\$1,008,450**

**48 subgrants to state and national partners**

**76.7%**

**of subgrant dollars went to in state partners**



## PRESS AND DIGITAL ENGAGEMENT

Our staff have developed meaningful relationships with state and national media, and worked to grow our digital audiences on various platforms. An overview:

- Our work garnered more than **300 news hits** in 2020.
- Our social media engagement grew exponentially in 2020. Numbers below reflect combined paid and organic impressions.

**95 million**

**Facebook impressions**

**18.7 million**

**Instagram impressions**

**1.9 million**

**Twitter impressions**



## COMMITMENT TO POLL WORKER TRAINING

With Power the Polls, we led in the development of content to supplement their official training and prepare poll workers to serve at the polls. An overview:

- Hosted a live virtual Prep Rally, which was attended by over **36,000 poll worker recruits**.
- Ran digital ads on Facebook, Instagram, Google Display, and YouTube directing viewers to [trainthepolls.com](https://trainthepolls.com), garnering:

**9.1 million**

**impressions** (number of times it was shown)

**710,000**

**people saw the content**

**36,400 clicks**

**leading to our resources page.**



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Thank you.

