











2016 ANNUAL REPORT

ROCK_{THE}✓VOTE

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A Message from our President and Executive Director

Millennials make up the largest and most diverse generation in our country's history. By 2020, they will comprise 40% of American voters and Generation Z will be joining the electorate. According to the Center for Civic Learning and Engagement (CIRCLE), getting young people to vote as soon as they are eligible is the key to raising a new generation of voters.

Rock the Vote has a unique role to play in mobilizing young Americans to get involved. Twenty-seven years ago, Rock the Vote fused arts, culture, and technology to shake up American politics, fundamentally changing the way young people approach elections. Rock the Vote continues to be in a unique role to engage this new generation by building on its 2016 record of accomplishments that include:

Breaking voter registration records by sharing Rock the Vote's free online voter registration platform with 900 partners and processing more than 1.7 million registration applications, including nearly 1.1 million from Rock the Vote programming.

Leading the way in civic technology by creating a groundbreaking app that enables canvassers to digitally register voters in the field without an internet connection.

Shining a light on youth voting by conducting five youth-focused polls with USA Today and earning 9.6 billion media impressions.

Empowering a diverse generation through Truth to Power, an issue-driven campaign that builds community and inspires conversation and action.

Creating a culture of civic engagement with 40 youth brands and 60 top women's media brands to raise the profile of voting.

Advocating for voting rights by playing a leadership role in the Election Protection Coalition and hosting an Election Eve Town Hall that reached more than one million.

Enhancing internal operations by growing and diversifying our staff and board.

Looking forward, Rock the Vote is capitalizing on the renewed spirit of activism sweeping the country. We are reinvigorating civic education and engagement by leading with the issues. We are building strategic local partnerships and focusing on municipal and state elections. We are raising awareness and fighting for voting rights and we are innovating civic technology.

We are excited to be working with you, whether you have seen us grow from our inception, or if you are joining us for the first time. We could not be here without your support. Thank you.

Onward,

A handwritten signature in black ink, appearing to read "Carolyn".

Carolyn E. DeWitt, President and Executive Director, Rock the Vote

Board of Directors

Rock the Vote recognizes that these times call for fresh energy, bold ideas, and a diverse, invigorated set of voices. We have added four new stellar members to our board and are thrilled for them to add their talents to our efforts mobilizing a diverse generation.

Meet our new members...



Amanda Brown Lierman
CO-CHAIR



Jesse Moore
DIRECTOR

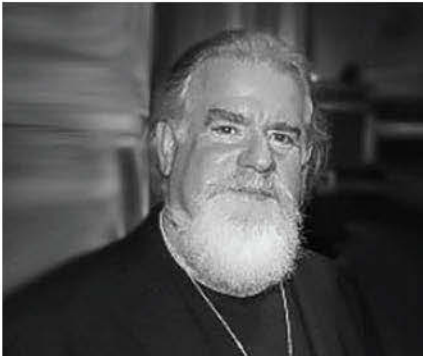


Chris Melody
Fields Figueredo
DIRECTOR



Michael Skolnik
DIRECTOR

...who join our existing board



Jeff Ayeroff
FOUNDER



Lara Berghold
SECRETARY



Wayne Jordan
DIRECTOR



Frank Smith
CO-CHAIR



Heather Smith
TREASURER



Jon Rubin
DIRECTOR

Who are Young People?

Top priority issues¹

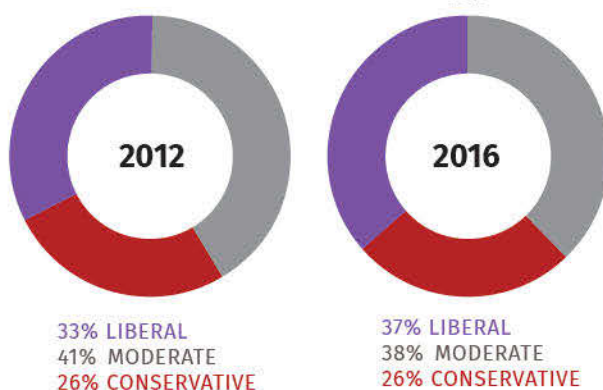
Economy + Jobs
Education + Student Debt
Civil Rights + Police Brutality
Foreign Policy + Terrorism

15% are immigrants²

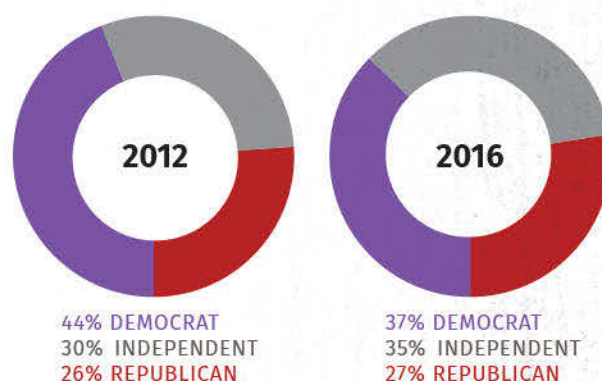
20% have an immigrant parent³

44% are people of color⁴

Political Ideology⁵



Party ID⁶



Youth are more liberal and less likely to identify with the Democratic Party than they were four years ago.



100% own cell phones⁷



99% are online⁸



86% use social media⁹

Sources 1) USA Today/Rock the Vote Poll Aug 2016; 2) Census Bureau; 3) Los Angeles Times; 4) Census Bureau; 5) CIRCLE analysis of the Edison Research National Exit Poll, 2008-2016; 6) CIRCLE analysis of the Edison Research National Exit Poll, 2008-2016; 7) Pew Research Center, Mobile Fact Sheet; 8) Pew Research Center, Internet/Broadband Fact Sheet; 9) Pew Research Center, Social Media Fact Sheet

The Impact of Young Voters in 2016

50% of eligible 18-29-year-olds voted in 2016 - about the same as 2012!

24M¹

18-29 year olds voted

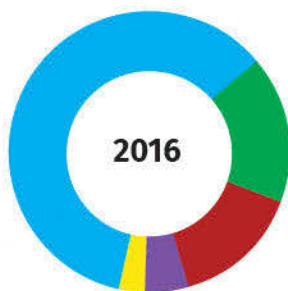
19%²

share of voters who
turned out

70%³

weren't directly contacted
by a campaign or party

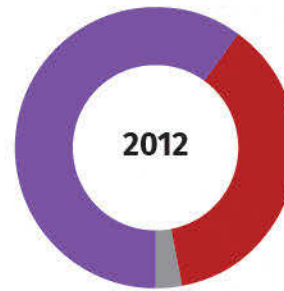
Which Youth Voted⁴



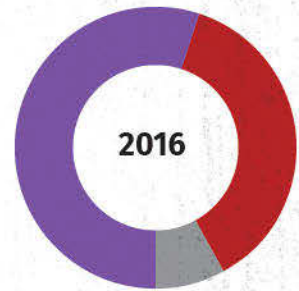
61% WHITE 5% ASIAN
17% LATINO 3% OTHER
15% BLACK

*Similar ethnic diversity to '08, '12
All were more diverse than '04

Vote Choice⁵



60% DEMOCRATIC
37% REPUBLICAN
3% OTHER



55% DEMOCRATIC
37% REPUBLICAN
8% OTHER

ROCK THE VOTE YOUTH TURNOUT⁶

58% were first time voters

81% turnout rate for Rock the Vote registrants

*Rock the Vote registrants have an average voter propensity score that is less than 50 out of 100, categorizing them as "less likely" voters who probably otherwise would not be engaged.

Sources 1) CIRCLE 2016 Exit Poll Analysis; 2) CIRCLE 2016 Exit Poll Analysis; 3) CIRCLE 2016 Exit Poll Analysis; 4) CIRCLE Exit Poll Analysis, 2004-2016; and the Census Current Population Survey 2016 March Supplement 5) CIRCLE 2016 Exit Poll Analysis; 6) Catalyst



42% ROCK THE VOTE
20% CORPORATE PARTNERS
6% POLITICAL
28% CIVIC ENGAGEMENT GROUPS
4% OTHER NON-PROFITS

In 2016, more than **900** partners used Rock the Vote's free online voter registration tool, which is available in 13 languages.

Together, we processed over **1.7 million** registration applications.

Leading the Way in Civic Technology

Rock the Vote made infrastructure improvements to its free online voter registration platform to prepare for the anticipated traffic of registering a record number of voters. We transitioned all backend hosting to Amazon Web Services and improved our ability to pass registrations to state websites while also reducing costs.

Changing the Game for Voter Registration in the Field

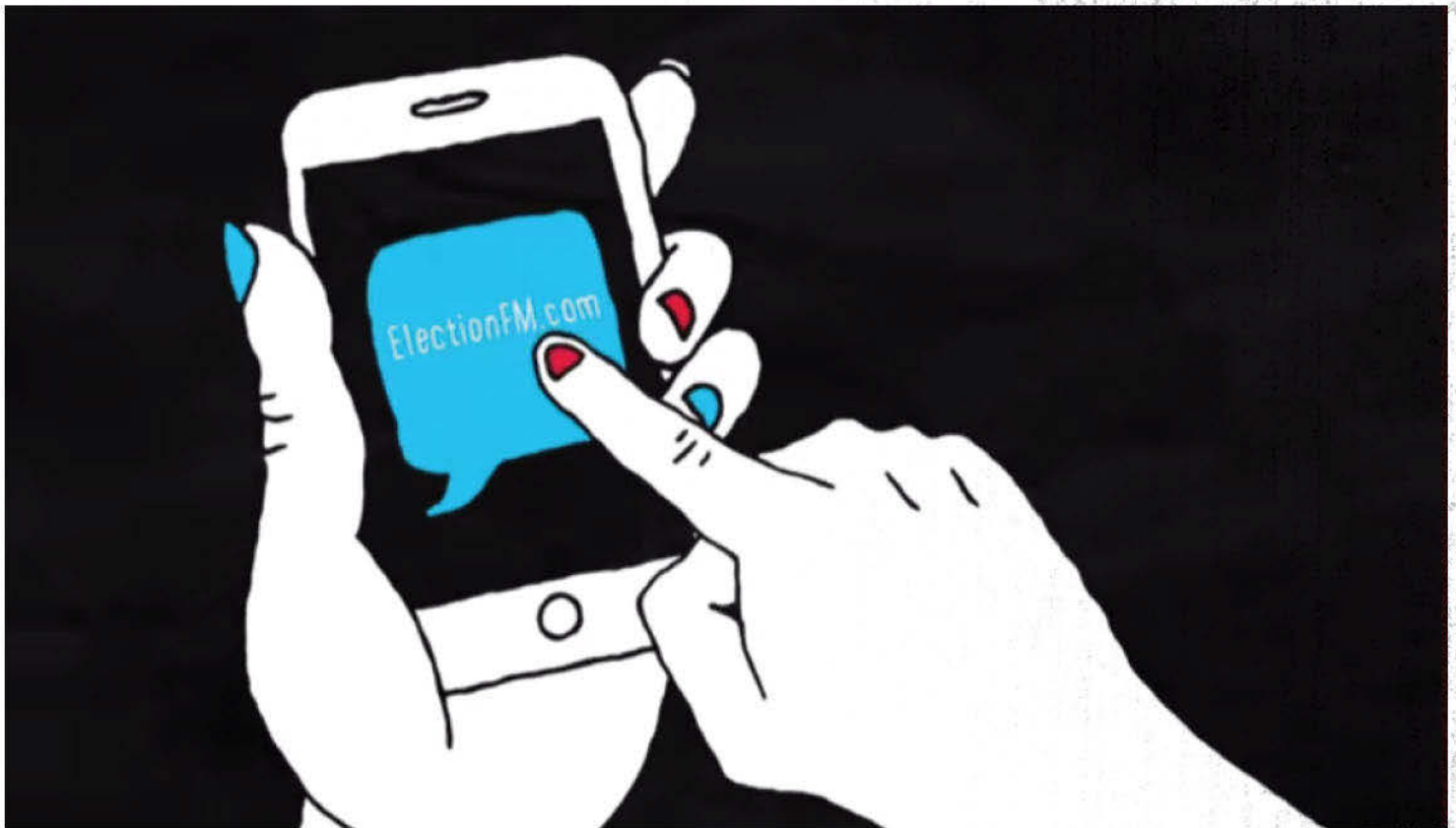
Rock the Vote partnered with Pennsylvania Voice and the Pennsylvania Department of State to develop a groundbreaking app that allowed canvassers to digitally register voters without an internet connection in the field. Registrations and signatures were batch uploaded into the State's database, providing a practical alternative to paper registrations.



“This app will lower costs that the state and counties incur processing paper voter registration forms as well as third party organizations. It will help ensure that more eligible voters are registered and that their registrations are up to date on Election Day.”

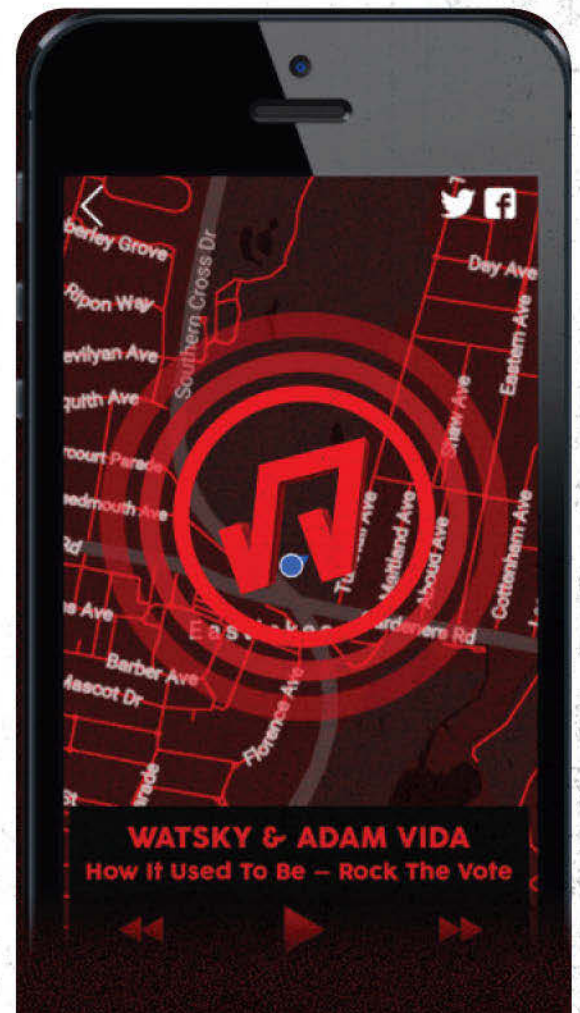
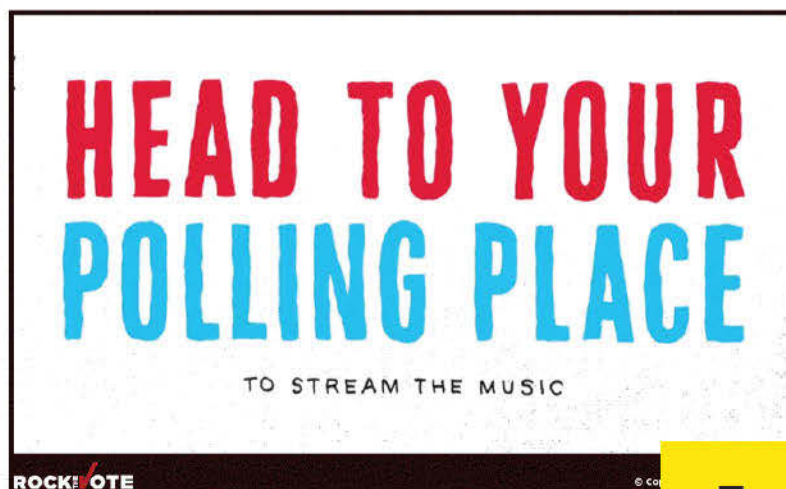
Erin Casey

EXECUTIVE DIRECTOR
PENNSYLVANIA VOICE



Developing Cutting Edge Tech to Drive Youth to the Polls

Teamed up with Goodby Silverstein & Partners to create **Election FM**, a geo-fencing technology that allowed individuals to unlock never before released music within 300 feet of polling stations. The extensive data and mapping requirements were provided in partnership with the Google Maps and Civics teams. Hosting and streaming infrastructure was facilitated by Amazon Web Services





Empowering Young Voters with Information to Cast a Ballot

Rock the Vote launched a state-of-the-art Election Center that garnered **nearly 4 million unique page views** and included polling location and hours, deadlines, ID requirements, early vote options, office responsibilities, and links to candidate websites and social media channels.

Directly Contacting Young Voters to Make a Voting Plan

Rock the Vote sent more than **20 million email** and **12 million text messages** to prospective young voters urging them to vote and to create a plan to vote.

Chasing Registrants Who Did Not Complete the Voter Registration Process

Rock the Vote regularly checked all registrants processed through its Online Voter Registration platform against a third-party voter file. We sent reminder emails to those not found on the rolls and shared this information with partners so that they could follow up with their registrants.

4M+
total unique
page views*



20M+
emails
+
12M+
texts



Empowering a Diverse Generation

With a generation that is 44% people of color who have unique and disproportionate barriers to civic engagement, Rock the Vote has made outreach and empowerment of a diverse generation a top priority of its work.



Rock the Vote launched **Truth to Power**, an issue-based movement. We created a community space in the form of a pop-up art gallery with activist art and a discussion and performance space. Rock the Vote produced **over 33 hours of programming** that sparked bold conversations and looked at issues through a racial lens.

We gathered **over 40 organizations and groups** to join our efforts ranging from youth-focused nonprofit partners to movements. Rock the Vote mobilized **more than 200 artists and activists** and garnered **more than 300 million media impressions**. Thousands watched the live streaming of our panels. That week, **Rock the Vote registered nearly 45,000 voters** and we collected **more than 10,000 contacts of inspired attendees** to whom we've become a trusted messenger.



Through Storytelling

Shining Light on the Youth Vote

Rock the Vote leveraged political, mainstream, entertainment and youth media to highlight the importance of youth and the youth vote. We changed the narrative to empower and inform young people earning more than 9.8 billion media impressions in outlets such as *Buzzfeed*, *Los Angeles Times*, *Teen Vogue*, *The New York Times*, *HLN*, *The Today Show*, *Slate*, *People*, and *The Washington Post*, among others.

Telling the Story of a Diverse Youth Generation

Rock the Vote launched *Tomorrow, Today*, a digital story-telling platform highlighting the diverse backgrounds of young people across the country. The platform was covered by *Nylon Magazine* and images were used by the We Are One Foundation to promote the Unity Concert at the border of San Diego and Tijuana.

Promoting Civic Engagement Among Young Women

Rock the Vote led #OurVoteCounts, a one of a kind online and field campaign with **more than 60 top women's media brands**, including *Teen Vogue*, *Latina*, *Glamour*, *Essence*, *Self*, *Elle*, and many others to reach more than 60 million women. Rock the Vote also produced a video series for Women's Equality Day highlighting diversity among women and the power of their voice. In addition, we partnered with Ignite National to train affiliates on voter registration.

9.8
billion
media impressions



60
million
women reached

Through Education and Registration

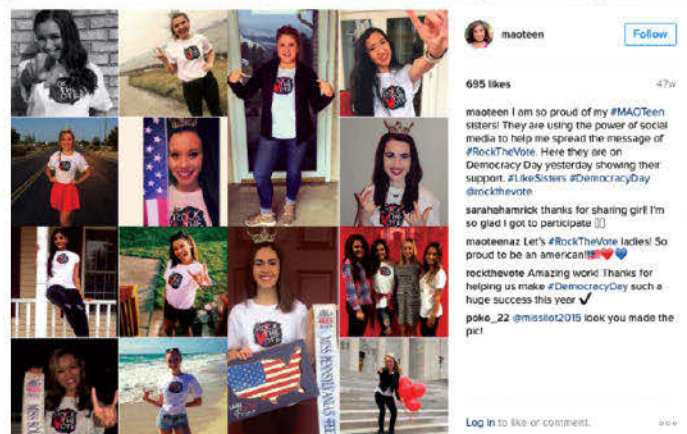
Celebrating Civic Education on Democracy Day

Democracy Day is the anniversary of the 26th Amendment which gave 18-year-olds the right to vote. We celebrated by going into schools to teach Rock the Vote's Democracy Class, a free, interactive lesson plan on the history of voting. Rock the Vote teamed up with Miss America Outstanding Teen and Newsela, a network of **more than 700,000 teachers**, to teach Democracy Class. We also celebrated with mayors in California, Connecticut, Florida, Indiana, Kentucky, Michigan, Tennessee, and Rhode Island and the Oregon Secretary of State who taught the curriculum in local schools and a girls' detention center.



Truth to Power Registration Bus Tour

Rock the Vote went on the road visiting college campuses in Colorado, Iowa, Illinois, Nevada, Ohio, and Wisconsin. During the tour, Rock the Vote teamed up with student organizations and local partners to register and educate voters. Editors from women's media publications participated in panels. The tour was promoted by iHeartRadio and generated media attention around youth voting.



Through Coalition Building

National Voter Registration Day (NVRD)

Rock the Vote served a leading role in National Voter Registration Day, and its registration platform processed a **record-breaking 105,000 voters in 24 hours, including more than 87,000 as a direct result of Rock the Vote programming.** Started in 2008, NVRD is a single day of coordinated efforts that creates awareness of voter registration. On NVRD, Rock the Vote activated more than 100 celebrities and partners such as HBO, Funny or Die, TheSkimm, and Twitter, reaching **more than 4 million on Twitter and 1.6 million on Facebook.**

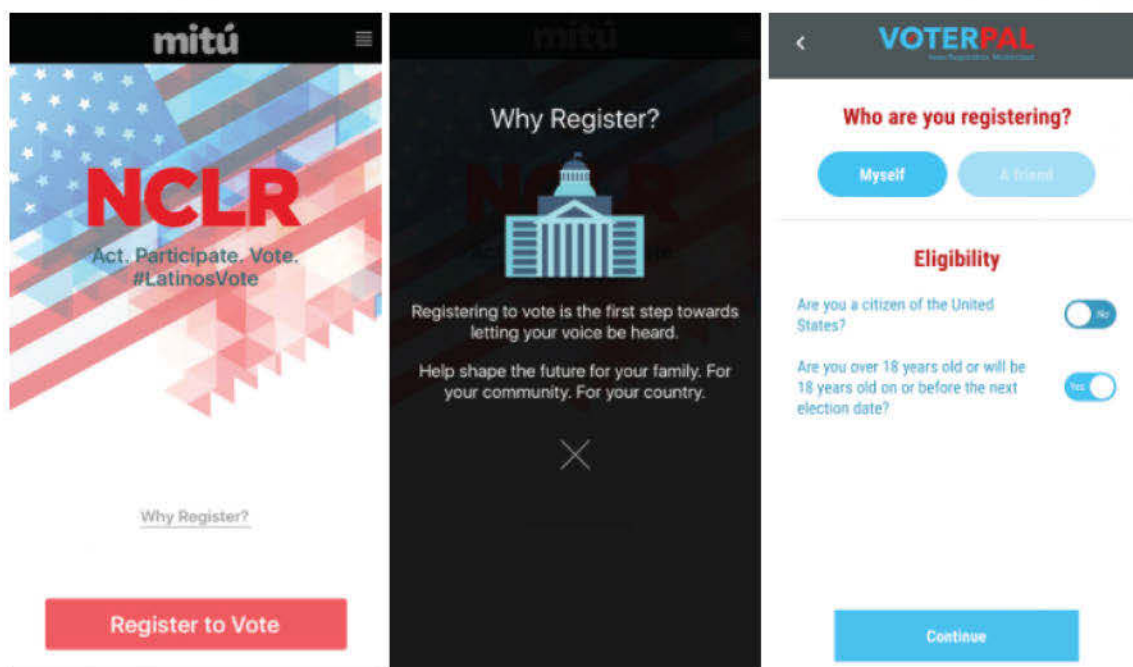


Launching #PowerUp with APIAVote to mobilize AAPI youth

Created a competition between AAPI student groups across the country to promote civic engagement. The campaign included PSAs featuring more than 30 celebrities and influencers created in partnership with The Center for Asian American Media, Kollaboration, I Am Asian American and the television show *Fresh off the Boat*.



Through Technology



Directly Contacting Low Propensity Voters With Plan to Vote and Social Pressure Messages

Rock the Vote sent 11.6 million text messages to 2.8 million young women and people of color who were not regular voters.

Powering Voter Registration Apps for Latino Youth

Rock the Vote provided technical assistance and infrastructure for two mobile voter registration apps: *Latinos Vote* for mitú and the National Council of La Raza (NCLR) and *VoterPal* for VotoLatino which populates a voter registration form by scanning an individual's driver's license. Rock the Vote also partnered with Voto Latino and mitú to provide rides to the polls with Lyft and Uber and released PSAs in Spanish and English in partnership with Voto Latino that featured Latino artists like Prince Royce and Becky G.

Supporting the Disability Community with Civic Technology

Rock the Vote powered the technology and supported media outreach for the 2016 National Disability Voter Registration Week sponsored by the American Association of People with Disabilities.

Additionally, Rock the Vote trained attendees of the #VoteDisability 2016 GOTV Leadership Conference hosted by the Disability Organizing Network.

Providing Technical Support to Native Vote

In addition to providing its Online Voter Registration platform, Rock the Vote hosted webinars on civic education, polling, technology and registration for Native Vote.

Creating a Culture of Civic Engagement

Rock the Vote developed partnerships with celebrities, entertainment companies, and brands to promote a culture of civic engagement.

These partners accounted for 20% of all voters registered using Rock the Vote's tool and provided the organization with nearly **\$4 million of in-kind support**.

Corporate Civic Responsibility (CCR) Program

More than **40 brands** participated in Rock the Vote's CCR program to create a culture of civic engagement for consumers and employees. The program was co-chaired by California Secretary of State Alex Padilla (D) and Washington Secretary of State Kim Wyman (R).



Microsoft's Bing search engine served Rock the Vote's OVR tool to users looking to register to vote. Users were also able to opt to receive election reminders. Microsoft **registered nearly 190,000 voters**. Additionally, Microsoft promoted voter registration and sent employees election information.



Driving Readers of theSkimm to Register to Vote

As part of theSkimm the Vote campaign, Rock the Vote provided resources such as a custom OVR tool, a custom registration status look-up tool and absentee voting information for a mini-election center. **The campaign registered more than 110,000 voters.**



\$4M

in-kind support



40+
brands



190K

new voters
registered
via bing



110K

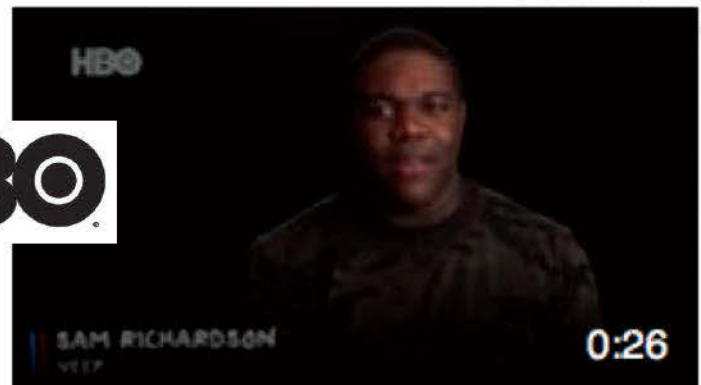
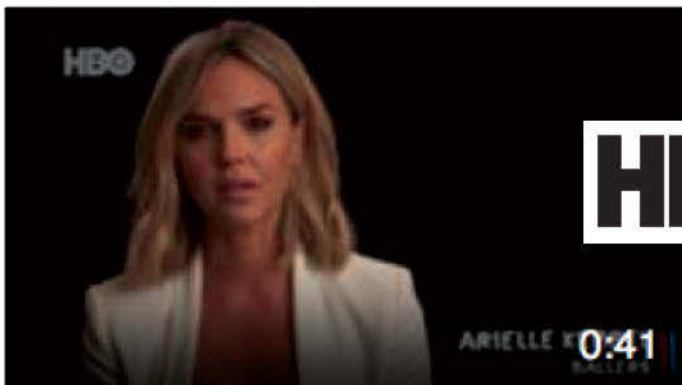
new voters
registered
via theSkimm

ROCK THE VOTE Creating a Culture of Civic Engagement



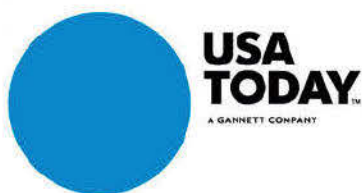
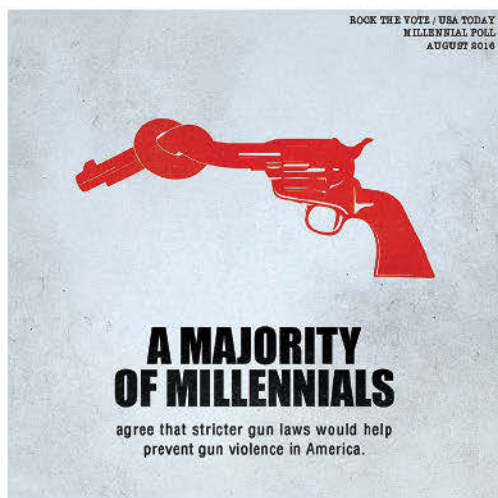
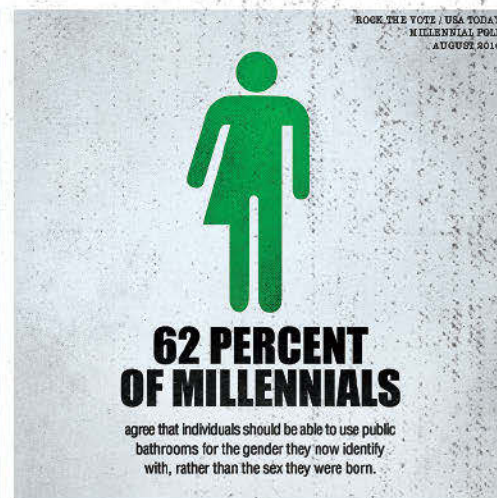
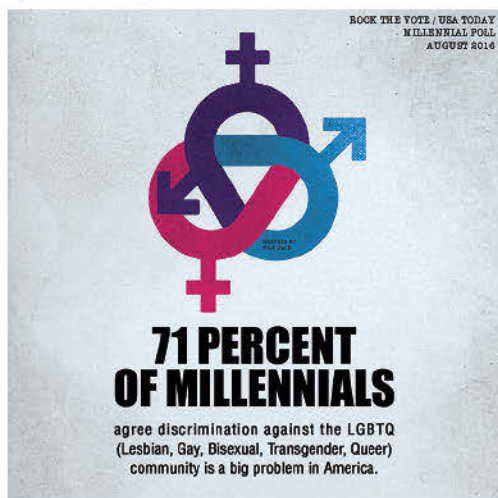
Developing Emotional, Issue-Based #WhyIVote Video Series With Vevo and Artists

VEVO and Rock the Vote developed a series of moving, issue-based videos and a panel discussion with leading artists under the campaign #WhyIVote. The series, which received **5.2 million views**, featured Vic Mensa, Kesha, T.I., Becky G, John Legend, Common, and Joanna “Jojo” Levesque, among others. These videos addressed issues such as drug addiction, poverty, mental illness, immigration, LGBTQ rights, climate change, mass incarceration, and police brutality.



Launching a Video Series Use Your Voice, Use Your Vote With HBO Stars and Civic Nation

Stars of hit HBO series such as VEEP, Ballers, The Leftovers, Insecure and Westworld participated in this video series to mark National Voter Registration Day. The campaign featured actors Bryan Cranston, Thandie Newton, Issa Rae, Martin Starr, and Justin Theroux, among others, who discussed the impact of civic engagement on issues facing our country. HBO saturated its social media channels with GOTV messaging and campaign content in the week leading up to the election.



Conducting Five Polls About the Views of Young People with Gannett/USA Today

Under the banner of One Nation, Rock the Vote and *USA Today* conducted five polls that provided insights into the issues of concern to young people and their views on civic engagement. Rock the Vote oversampled young people of color to ensure accurate representation of diverse voices. The polls were widely covered in outlets such as *The Washington Post*, *The New York Times*, *The Wall Street Journal*, *Daily Kos*, and *Bloomberg*, among others. Gannett teamed up with local affiliate publications to host nine issue-based forums across the country.

Influencers and Entertainment Partners



Katy Perry

Funny or Die produced a PSA featuring Katy Perry that received more than **4 million views** and was wildly covered by the press, including Billboard, CBS News, Entertainment Weekly, and Time, among others. Katy Perry served as a Rock the Vote spokesperson recording PSAs and directing social media followers to Rock the Vote resources.



Beyoncé

Beyoncé drove her social media followers, including her **89.9 million Instagram fans to Rock the Vote's website**. During her concerts and online, she called on fans to register, to make a plan and to get information on how to vote.



Draymond Green

Golden State Warriors produced a PSA on voting featuring Draymond Green which was distributed online and was aired on the Jumbotron during games.

ROCK THE VOTE Influencers and Entertainment Partners



iHeartRadio recorded **25 celebrity and musician PSAs** that were aired across urban, top 40, country and Spanish language stations with **more than 290 million listeners** totaling more than \$3 million of free advertising. We also ran a pledge to Rock the Vote campaign in which pledgers were entered to win tickets to iHeartRadio's Fiesta Latina. Rock the Vote's Bus Tour stopped at the iHeartRadio Music Festival.



MTV hosted Total Registration Live, a one hour special aired on National Voter Registration Day and streamed on MTV's digital channels, including the ElectThis.com website. MTV also conducted a pledge to Rock the Vote drive in which pledgers were entered to win a trip to MTV's Video Music Awards. They also aired early Rock the Vote PSAs as weekly *Throwback Thursday* content.



Apple Music launched a special Rock the Vote station with diversely themed playlists that featured artists who have been active in promoting civic engagement. This station will continue and playlists will be regularly refreshed in 2017, in partnership with The Beat and Path, a digital media collective based in Washington, DC and focused on music and art.

COSMOPOLITAN

Cosmopolitan launched PollProposals as part of its #CosmoVotes campaign that featured celebrities such as **Tony Goldwyn** and **Selenis Leyva** to invite each other to the polls on Election Day.

POPSUGAR.

POPSUGAR created a 10-step Good Citizen Challenge to drive readers to customized voter registration and pledge tools. Rock the Vote and POPSUGAR created co-branded shirts for employees and celebrities and worked with **Chelsea Handler** to produce a rap video about voting that **garnered more than 23 million impressions**.

STUDIO NUMBER ONE

Studio Number One, founded by street artist and activist **Shepard Fairey** who created the iconic Obama Hope poster, launched the Make America Smart Again campaign promoting voter registration and Pledge to Rock the Vote.



Disney and ABC Freeform partnered with Rock the Vote to produce get out the vote videos with **casts from The Fosters, Shadow Hunters, and Famous in Love**.

Peanuts conducted a Rock the Vote campaign that encouraged users to register and Pledge to Rock the Vote. This campaign had a presence at Comic Con in San Diego and drove traffic to PeanutsRockTheVote.com with more than **40 celebrity PSA, such as Taye Diggs, Alec Baldwin, and Aisha Tyler**.

Participant and Render Media launched the #JustVote campaign featuring videos and encouraged users to Pledge to Rock the Vote and enter to win a trip to Washington D.C. for the Inauguration. The first video, narrated by Terrence J, focused on criminal justice. Two other videos were aired on Virgin America airlines and on Participant Media's Pivot TV channel to which **50 million homes** subscribe. Videos received **788,000 views and banner ads reached 14.2 million**.

Young Adult Authors partnered with more than **20 young adult authors** to produce series of #FirstVote16 videos. These authors included E. Lockhart, Gayle Forman, Libba Bray, and Veronica Roth, among others. These authors encouraged their loyal readers and fans to vote.

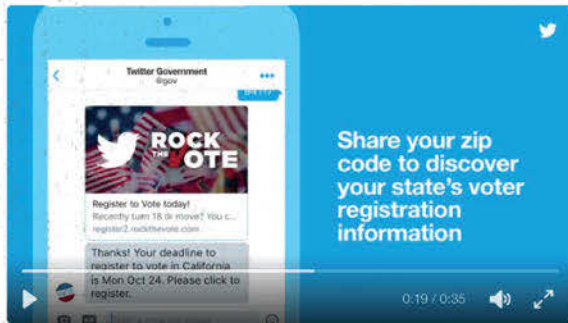
Creative Artists Agency hosted a roundtable discussion on the importance of engaging fans in civic participation with California Secretary of State Alex Padilla and online internet influencers. Rock the Vote and CAA also taught a group of high school seniors about the right to vote with musical artist Becky G and led a discussion and debate watch-party with the support of Beats by Dre.

Technology Partners



Following

Through a Direct Message with @Gov, Twitter can help you find your state's voter registration deadline and register to vote.



Twitter

launched its Direct Message Election Bot, which provided users with a **customized hub where they could register** and find any and all information related to voting which was powered by Rock the Vote. Twitter also promoted voter registration through promoted tweets from its @Gov and @Policy handles and activated its top influencers such as Katy Perry (most followed person on Twitter), Lea Michele, and Reese Witherspoon.



Door Dash allowed diners to order a voter registration form along with their food delivery.



Grindr drove users to a customized election hub to register and to look up polling and ballot information powered by Rock the Vote.



Yikyak, a social media app localizing conversation to **over 2,000 campuses**, teamed up with Rock the Vote to build in voter registration across its platform.



Tinder

launched 'Swipe the Vote,' a quiz on a series of issues that matched users to the presidential candidate who most aligned with their views. Within one day of the campaign going live, more than **100,000 people** had taken the quiz. By the middle of May, that number had risen to more than **350,000** and a **total of 85 million impressions**. Rock the Vote and Tinder also hosted a Swipe the Vote party for the White House Correspondents Dinner.

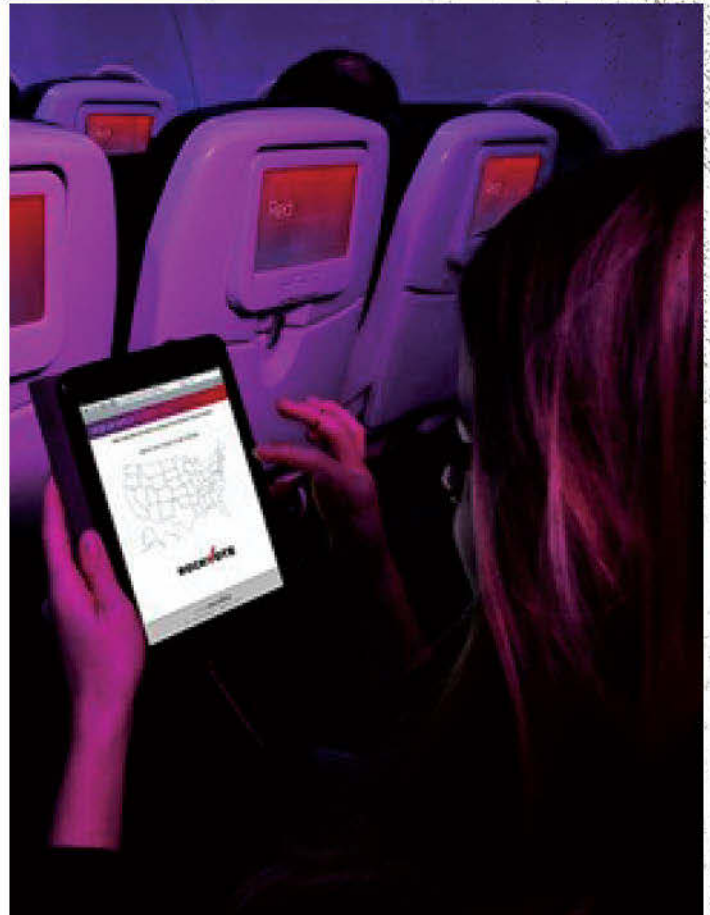
Brand Partners



AMERICAN EAGLE
OUTFITTERS

American Eagle Outfitters

rolled out an election-themed apparel collection, and **100% of the proceeds were donated to Rock the Vote**. Rock the Vote secured actress Madison Pettis as the face of the collection. AEO also launched a major initiative to encourage employees to vote.



Virgin Airlines

registered voters 35,000 feet in the air while in flight and aired Rock the Vote PSAs after the airline's safety video and on its inflight entertainment system. As a force-view PSA, the videos were viewed by all 673,000 passengers.



ROCK THE VOTE Brand Partners



Doritos created the Boldest Choice Campaign with Rock the Vote emphasizing that not voting means no choice. Doritos placed campaign branded vending machines on college campuses to raise awareness. The campaign was featured on *Good Morning America* and drove viewers to an election hub to register and look up polling and ballot information powered by Rock the Vote.

TOMS

TOMS launched an Election Collection of apparel in addition to making voter registration and election reminder opportunities available on its website and with mock polling booths in stores.



Do Something sponsored a Lose Your V-Card Campaign which encouraged members to help friends “lose their V-Card” aka registering to vote for the first time. **More than 147,000 DoSomething.org members participated** in this campaign powered by Rock the Vote.



Amalgamated Bank selected Rock the Vote in the fall as the Donate the Change nonprofit and launched the #VoteForProgress campaign, which included advertising to promote economic fairness, social justice and fair pay.

KENNETH COLE NEW YORK

Kenneth Cole launched *Stand Up, Show Up, or Shut Up* featuring a special edition t-shirt and advertising campaign on billboards and buses. The campaign drove customers and employees to a customized election hub to register and to look up polling and ballot information powered by Rock the Vote.



Mattel created a diverse Rock the Vote Barbie line to raise civic awareness among young children.



National Geographic and **theSkimm** brought 'Before the Flood' to 50 universities around the country to raise awareness about climate change. Leonardo DiCaprio participated in the tour and encouraged audience members to register to vote through Rock the Vote.

NEWSEUM

Newseum set up kiosks powered by Rock the Vote as part of its exhibit “CNN Politics Campaign 2016: Like, Share, Elect” and on the museum’s website.

wework

WeWork and Rock the Vote partnered to promote voter registration on their intranet site for members and employees and held in-person voter registration drives at their locations.

Advocating For Voting Rights

Rock the Vote raised awareness in the national media about voting rights and the need to restore the Voting Rights Act (VRA). In 2016, Rock the Vote was immersed in election protection and voting rights expansion efforts.

JOIN US FOR AN **ONLINE CONVERSATION**

ABOUT **VOTING RIGHTS**

with:

CORNELL WILLIAM BROOKS

President & CEO of NAACP

KRISTEN CLARKE

President & Executive Director of the National Lawyers' Committee for Civil Rights Under Law

ARI BERMAN

Journalist at The Nation and Author of Give Us the Ballot: The Modern Struggle for Voting Rights in America

Monday, Nov. 7 @ 3pm EST / Noon PST
RSVP AT SHINDIG.COM/EVENT/ROCKTHEVOTE

Held an Online Voting Rights Town Hall

Viewed by More than One Million

Amidst reports of voter intimidation at the polls, Rock the Vote held an online Election Eve town hall that was shared by activists and celebrities, including Eminem, who shared the **livestream with his 91 million followers**. The panel featured Kristen Clarke of the Lawyers Committee for Civil Rights Under Law; Ari Berman of *The Nation*; and Cornell William Brooks of the NAACP.

Participating in Coalition Efforts to Restore Voting Rights

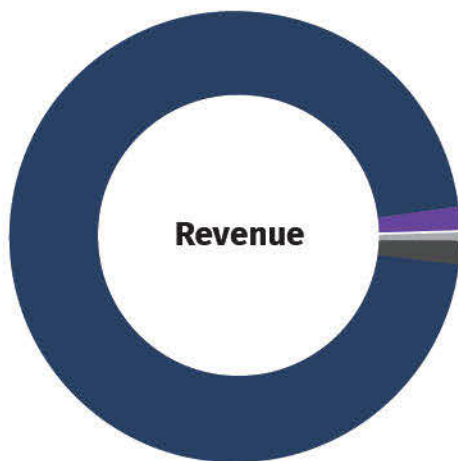
Rock the Vote served as an active member of the Election Protection Coalition, leading the coalition's communication efforts during the VRA Anniversary Week. Rock the Vote participated in weekly #RestoreTheVRA Twitterstorms led by The Leadership Conference on Civil and Human Rights and hosted a VRA Anniversary Twitter chat with The Leadership Conference and the Southern Poverty Law Center that reached **more than three million and trended nationally**.

Advocating for the Expansion of Voting Rights

Rock the Vote publicly supported restoring the voting rights of 50,000 Californians; called out North Carolina for its voter suppression laws that were eventually overturned; and demanded that Florida extend its registration deadline following hurricane evacuations. Rock the Vote teamed up with Mic to publish two stories on the negative impact of the *Shelby County v. Holder* decision and launched its Truth to Power event with a panel on voting rights.



2016 Financials

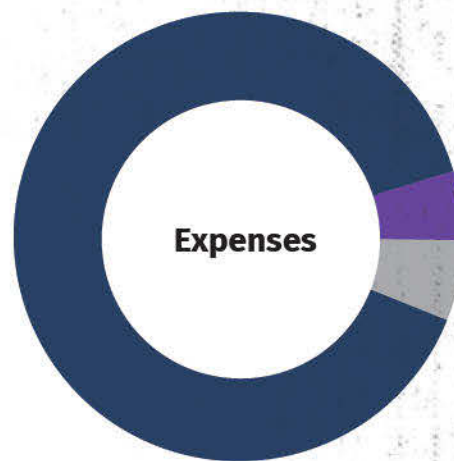


FOUNDATIONS, CORPORATIONS
& ORGANIZATIONS: 96%

EARNED INCOME: 1.5%

ONLINE: 0.5%

INDIVIDUAL DONORS: 2%



PROGRAMS: 89.4%

FUNDRAISING
& CAPACITY BUILDING: 4.8%

GENERAL & ADMINISTRATION: 5.8%

REVENUE

Contributions

Foundation, corporation & organization contributions	\$4,050,989
Individual contributions	\$76,257
Online contributions	\$19,789

Total Contributions **\$4,122,035**

Other Revenue **\$63,773**

Total Revenue **\$4,274,580**

EXPENSES

Program Services

Registration & Mobilization	\$4,814,285
Civic Technology	\$418,220
Voter Education	\$360,005
Voting Rights	\$60,703

Total Program Services **\$5,548,554**

Support Services

Fundraising & Capacity Building	\$295,230
General & Administrative	\$360,005

Total Support Services **\$655,235**

TOTAL EXPENSES \$6,203,789

CHANGES IN NET ASSETS -\$1,965,153

BEGINNING NET ASSETS \$2,986,668

ENDING NET ASSETS \$1,021,515

Thank You



Rock the Vote would like to acknowledge the generous support of the following contributors* for making our work possible.

Alison Crowe
Alma Chapa
Amalgamated Bank
American Eagle Outfitters
Amoeba Music
Angie Schiavoni
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Warren Goldfarb Fund
Wayne Jordan & Quinn Delaney
William B. Wiener, Jr. Foundation
Zachary Busser

*Includes supporters who contributed more than \$250

There were so many who worked tirelessly to support our mission. We would like to recognize all who contributed whether it was through your sweat, leveraging your platform, sharing your ideas, making introductions, lending us your art or sending us five dollars or five hundred thousand. We could not have accomplished all we did without you. Thank you.

Looking Forward

Going Local

Rock the Vote is contributing to building state and local infrastructure by forming new partnerships and leveraging its brand, relationships in the entertainment industry, and expertise to empower state and local organizations. We will create electoral organizing opportunities with local partners, including sharing data for GOTV efforts; producing digital voter guides that include an introductory video from the candidate; co-hosting and promoting social media candidate forums; and sending out registration, early voting, and Election Day text and email reminders. Key sites include Atlanta, Charlotte, Detroit, Los Angeles, New York, Philadelphia, and the state of Virginia.



Building a Movement for Voting Rights

Rock the Vote is doubling down on its commitment to fight for increased access to democracy. Rock the Vote is building a pro-voting movement to increase awareness and understanding of election policy to better position young people to advocate for laws and elected officials who support their right to vote.

#PROVOTING

Leading with the Issues

Rock the Vote is channeling the renewed spirit of activism sweeping the country to promote year-round civic engagement through issues. We are educating and mobilizing young people to take action on issues they care about and are impacting their lives. These include education, civil rights, healthcare, LGBTQ rights, and immigration.

What is the Election Assistance Commission? An Explainer



What is a Sanctuary City? An Explainer



Changing the Game Through Civic Technology

Rock the Vote is streamlining the voter registration process online and in the field. By working with states and developing new technology, Rock the Vote will increase the number of young people who complete the entire registration process by ensuring they can register on Rock the Vote's or a partner's website without being transferred to their Secretary of State's website. These improvements would also allow Rock the Vote to develop state apps to streamline voter registration for field organizations in that state.

The background is a dark, high-contrast photograph of a building's structural frame. The image is mostly black and white, with some highlights on the concrete and metal beams. There is a lot of graffiti on the walls and beams. A red checkmark graphic is integrated into the word 'VOTE' in the title.

ROCK^{THE}VOTE