

# 2022

ANNUAL REPORT





## WHAT'S INSIDE

<b>ABOUT ROCK THE VOTE</b>	<b>3</b>
<b>A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR</b>	<b>4</b>
<b>IMPACT OVERVIEW</b>	<b>5</b>
<b>REVOLUTIONIZING CIVIC TECHNOLOGY</b>	<b>6</b>
<b>PROVIDING TRUSTED INFORMATION</b>	<b>9</b>
<b>AMPLIFYING THE POWER OF THE YOUTH VOTE</b>	<b>11</b>
<b>PROMOTING VOTING THROUGH CIVIC HOLIDAYS</b>	<b>12</b>
<b>TEACHING DEMOCRACY</b>	<b>13</b>
<b>LEVERAGING CULTURE</b>	<b>15</b>
<b>FINANCIAL STATEMENT</b>	<b>20</b>
<b>BOARD OF DIRECTORS</b>	<b>21</b>

# ABOUT ROCK THE VOTE

Founded in 1990, Rock the Vote is a nonpartisan, nonprofit organization dedicated to building the political power of the diverse youth generation.

Rock the Vote has revolutionized the use of pop culture, music, art, and technology to engage young people in politics and build their collective power.

In 1999, Rock the Vote pioneered the use of technology to help register voters online. Since then, Rock the Vote has added nearly 14.5 million new voters to the rolls alongside more than 1,000 civic engagement, non-profit, and corporate partners. Rock the Vote starts reaching young people before they are even eligible to vote to build enthusiasm and engage them in voting as soon as they turn 18.

Based on independent analyses conducted by Catalist, Rock the Vote's registrants turn out to vote more than 30 points higher than the national youth average. We do this by using research-based strategies that include customized, interactive voter contact and step-by-step guidance to help new voters participate for the first time.



**Democracyfest**  
PRESENTED BY ROCK THE VOTE

**WED NOV 30**  
**FIRST TIME VOTER**  
VOTE BY MAIL • EARLY VOTING  
DEMOCRACY • YOUTH ADVOCACY • ONLINE REGISTRATION  
RUNOFF ELECTIONS • GEN Z VOTERS

**THU DEC 1**  
**MIDTERMS MATTER**  
REPRESENTATION • ONLINE REGISTRATION  
BALLOT READY • CLIMATE CHANGE • COUNT EVERY VOTE  
EDUCATION • BALLOT CURING • HEALTHCARE • BALLOT TRACKING

**FRI DEC 2**  
**HISTORIC TURNOUT**  
ELECTION REMINDERS • STAY IN LINE  
YOUR VOTE MATTERS • POLL WORKERS • WOMEN'S RIGHTS  
SOCIAL JUSTICE • PROTECTING MY FUTURE  
CRIMINAL JUSTICE REFORM

ROCK THE VOTE

## A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

ROCK THE VOTE

In 2022, young voters once again proved to be a force in our democracy. For the third election in a row, voters ages 18–29 made headlines—not simply for showing up, but for doing so in powerful numbers despite the barriers put in their way. Nationally, their turnout rate of 27% was the second-highest for a midterm in the past three decades, and in nine key battleground states it was even higher at 31%. In many of these states—places like Georgia, Pennsylvania, Michigan, and Wisconsin—young voters were not just participants in the process, they were the margin of victory.

The story of the 2022 midterms is not just about numbers; it's about impact. Young voters helped decide the outcome of high-profile Senate and Governor's races, elected the first Gen Z member of Congress, and showed the nation that their political power is real, growing, and here to stay. They leaned into the issues they care most about—abortion rights, gun safety, climate change, and economic justice—often in sharp contrast to older generations. And they voted based on those priorities, not allegiance to parties or personalities.

At Rock the Vote, we met the moment with the urgency and creativity it demanded. We invested deeply in issue-driven outreach, built and expanded tools to cut through misinformation, and partnered with organizations that share our vision for a more representative democracy. We worked to ensure young people—especially those from historically marginalized and underrepresented communities—had the resources, knowledge, and confidence they needed to navigate a complex and often hostile voting environment.

This work paid off. We saw young people, once again, push back against voter suppression with determination, resilience, and hope. Their leadership and vision for the future inspire us daily. And while we celebrate these gains, we know that our democracy is still under threat from those who fear an engaged and diverse electorate. That's why we are committed to building on this momentum—not just in election years, but every day—so that young people are equipped to lead on the issues that define their generation.

The following pages tell the story of this extraordinary year: the wins we celebrated, the challenges we faced, and the communities we stood alongside. None of it would have been possible without you—our partners, supporters, and champions. Whether you are reading your first Rock the Vote annual report or have been a supporter for years, please know that your support makes this work possible.

Thank you for standing with us and with the young people who are shaping the future.  
We are in this together.

Onward,



Carolyn E. DeWitt

# 2022 IMPACT OVERVIEW

## ONLINE VOTER REGISTRATION

**436** TECH PARTNERS

**230,262**

REGISTRATIONS  
PROCESSED

**115,132**

VOTER REGISTRATION  
LOOK-UPS

## ONLINE ELECTION CENTER

**2.9** MILLION

VISITORS

## ELECTION REMINDER PROGRAM

**6** MILLION

EMAILS

**4** MILLION

TEXT MESSAGES

## CIVIC TECHNOLOGY

HELPED YOUNG VOTERS LEARN AND  
NAVIGATE THE PROCESS

**172,890** Ballot and Endorsement  
Look-Up Tool

**63,136** Absentee Ballot  
Request Platform

**6,051** Ballot Tracking and  
Curing Tool

## RELATIONAL ORGANIZING

**3,743**

VOLUNTEER  
SIGN-UPS

**8**

ORGANIZING  
EVENTS

## DIGITAL REACH

**12.6** MILLION

IMPRESSIONS



## BRANDS FOR DEMOCRACY

**14** BRANDS



Bath  
& Body  
Works

COX  
MEDIA



Grindr

SONY

## VOTER MOBILIZATION

**69% TURNOUT**

More than **40 percentage points** above  
the national average

## ATHLETES ROCK THE VOTE

**250** Professional Athletes

**28** Partnerships



# REVOLUTIONIZING CIVIC TECHNOLOGY

In 2022, 436 partners used Rock the Vote's Online Voter Registration platform, which is available in 13 languages and is the first nationwide platform that state governments trusted to integrate with state registration systems. Together, we processed 230,262 voter registration applications with more than 400,000 users platform-wide.

**436**

Partners, including:

REPRODUCTIVE FREEDOM FOR ALL

nextgen america

VOTOLATINO\*

Supermajority

**230,262**

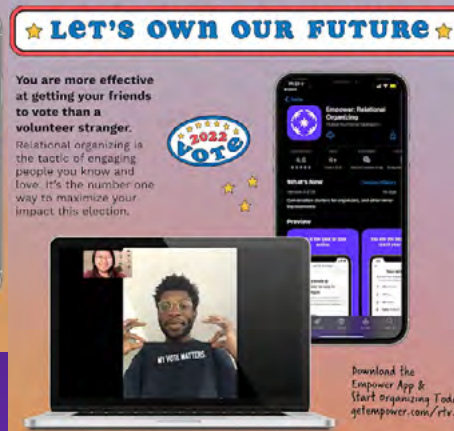
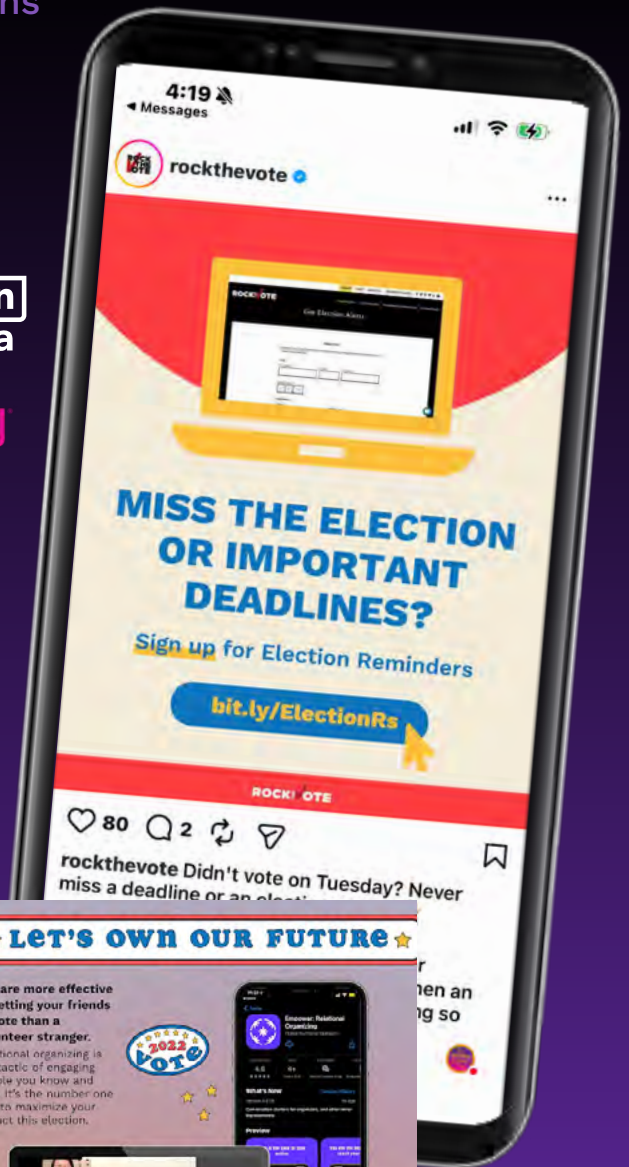
Registration Applications Processed

**115,132**

Registration Status Look-ups

**408,848**

Empowered Voters



## POWERING VOTER REGISTRATION & MOBILIZATION

Rock the Vote's state-of-the-art civic technology is the most trusted, comprehensive, customizable, and secure suite of tools available. In addition to our Online Voter Registration (OVR) and voter registration look-up tools, Rock the Vote partners also leveraged:



### Ballot Look-Up & Endorsement Tool

## 172,890 Ballot Look-ups

Rock the Vote's Ballot Look-up and Endorsement Tool matched ballot data with endorsement data collected from civic engagement and advocacy organizations, political committees, and editorial boards that span the political spectrum. Voters were able to curate their own ballot by selecting from among the **633 endorsing sources** to identify who and what on their ballot most aligned with their values. Rock the Vote collected a total of **41,067 endorsements** on **9,444 candidates** that powered the educational tool.



### Absentee Ballot Request Platform

## 63,136 Requests

Building on the success we saw in 2020, Rock the Vote continued to provide an option to help young voters to vote by mail, guiding them through the complex policies of requesting and submitting an absentee ballot in their local jurisdiction and following up to ensure they submitted their ballot by their state's deadline.



### Ballot Tracking & Curing Tool

## 6,051 Sessions

Rock the Vote's Ballot Tracking & Curing Tool enabled voters to track their absentee ballot and provided contact information for their local election official to proactively resolve any issues and confirm eligibility if they utilized a provisional ballot.

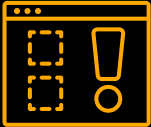


## INCREASING SUCCESSFUL COMPLETION

To ensure all eligible voters complete the registration process and are successfully added to their state's voter file, Rock the Vote runs an aggressive digital chase program.



In states where users are eligible to complete the voter registration process using their state's OVR system, Rock the Vote sent them a follow-up email to ensure they completed the process.



In cases where users drop out of the process at any point on Rock the Vote's platform, we sent a follow-up email to encourage them to complete the registration process.



For states that require a paper registration form, Rock the Vote sent a pre-populated PDF of the National Mail Voter Registration Form, instructions to complete the form, and the address of their local election office.



Rock the Vote also encouraged all voters to confirm they were registered at their current address, allowing them to take action and register if needed before deadlines.

## PUTTING SECURITY AT THE FOREFRONT

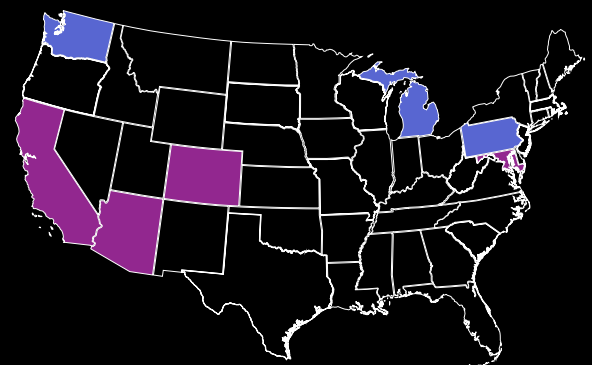
Rock the Vote continues to ensure that all of our tools meet the highest security standards.

### Independent Security Assessment

Rock the Vote worked with third-party assessors to ensure continued compliance with the NIST 800-53 security framework—the same standards recommended to states to secure their elections systems.

### Connected Voter Registration

Rock the Vote is the only national technology platform with Connected VR, which enables a seamless process and dramatically increases the likelihood registrants make it onto the voter rolls, in all states where it is offered: Michigan, Pennsylvania, and Washington. Rock the Vote also has partial integration in the states of Arizona, California, Colorado, and Maryland.



 **CONNECTED VR**

 **PARTIAL INTEGRATION**

# PROVIDING TRUSTED INFORMATION

Research has demonstrated that the number one reason young people do not vote at the same rate as older voters is that they are unfamiliar with the process, which is too often designed to discourage their participation.

The disparity in voter turnout among older and younger voters is even greater in midterm elections. Given that research has shown that voting is habit forming, Rock the Vote's programs are designed to educate and mobilize young people and put them on the path towards becoming lifelong voters.

**6,000,000**  
EMAILS

**4,000,000**  
TEXT

**2,932,218**  
UNIQUE VISITORS

Rock the Vote's Election Center is a one-stop-shop for voting and a trusted source for state-by-state election-related information. Voters can look up their polling locations and their sample ballot, find state-specific voter ID requirements, and other voting rights information.



## ELECTION REMINDER PROGRAM

Rock the Vote ran an effective election outreach program, reminding youth to vote, to develop a voting plan, and to encourage their friends and family to vote. This includes sending tailored emails and texts, with relevant dates, deadlines, and election policies based on each voter's address, providing:

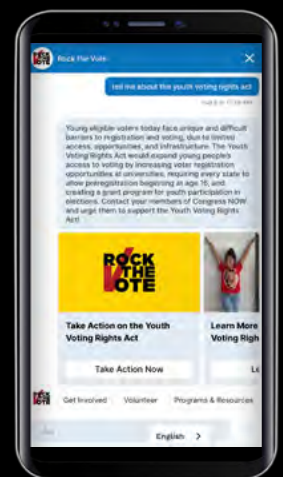
- State-specific primary and general election dates
- Prompts to check their voter registration status
- State-specific voter registration deadlines
- State-specific deadlines to request and return an absentee ballot
- Interactive prompts to make a voting plan
- Early voting with polling site hours of operation



Each reminder included a link to take action or get more information, such as our online voter registration platform, voter registration status check tool, absentee ballot request platform, polling place and designated ballot drop site look-up, and our election center. Over the years, Rock the Vote has built a list of nearly five million subscribers.

## CHATBOT

Rock the Vote significantly upgraded our cutting-edge chat application to answer young voters' questions 24/7 on our website. This was made possible through technology built in partnership with GameOn Technology. All responses are written by Rock the Vote and frequently updated for accuracy. User data is captured, segmented and analyzed to provide insights into voter behavior and voters' queries are used to inform future Election Center content.



# AMPLIFYING THE YOUTH VOTE

Recognizing where young people are, Rock the Vote has cultivated an extensive social media presence. Nearly all actions voters can take on our website have built-in share components—where they can encourage others to register to vote or ask others to join them in creating a plan to vote.

## 12.6+ MILLION IMPRESSIONS

With TikTok as the fastest growing news source and search engine for young people, Rock the Vote devoted creative capacity to build a significant presence on the app ending the year with an audience of over 19k.



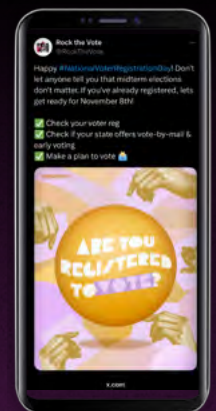
# PROMOTING VOTING THROUGH CIVIC HOLIDAYS

Rock the Vote continued to forge and build on long-standing partnerships with a spectrum of organizations and actively uplifted key civic engagement holidays that serve to educate and bring awareness to young people about the importance of being civically engaged.

## NATIONAL VOTER REGISTRATION DAY (NVRD)

NVRD is a nonpartisan civic holiday celebrated every September that focuses on registering people on a single day of coordinated field, technology, and media efforts. The holiday is endorsed by the National Association of Secretaries of State (NASS), the National Association of State Election Directors (NASED), the U.S. Election Assistance Commission (EAC), and the National Association of Election Officials.

The theme of NVRD 2022 was getting America #VoteReady. The civic holiday brought together more than 4,000 community partners across the country. We helped to bring awareness to NVRD through partnership activations, digital promotion and also powering the voter registration tool on the coalition's website.



## NATIONAL VOTER EDUCATION WEEK (NVEW)

Rock the Vote continued to serve on the NVEW Steering Committee along with 26 other civic engagement organizations. Rock the Vote also participated in this weeklong educational initiative that mobilized hundreds of organizations to uplift critical information about registering, securing a mail-in ballot, developing a voting plan, and volunteering through social media. Rock the Vote specifically powered voter information tools and resources on the coalition website.



## NATIONAL VOTE EARLY DAY

Rock the Vote continued its role as a premiere partner of National Vote Early Day, which was founded in 2020 to promote this flexible voting option of voting early to increase voter participation. Rock the Vote disseminated information to empower young voters with specific information on how to vote early or by absentee in every state.



# TEACHING DEMOCRACY

Through original programming and content, Rock the Vote provided civics education to thousands of young people who too often are not taught the history and importance of voting in local, state, and federal elections.

## DEMOCRACY EXPLAINERS

**17**  
explainers

**23,678**  
VIEWS

## DEMOCRACY CLASS

**3,500**  
11th & 12th  
graders  
REACHED

**470**  
sign ups



## DEMOCRACY CLASS

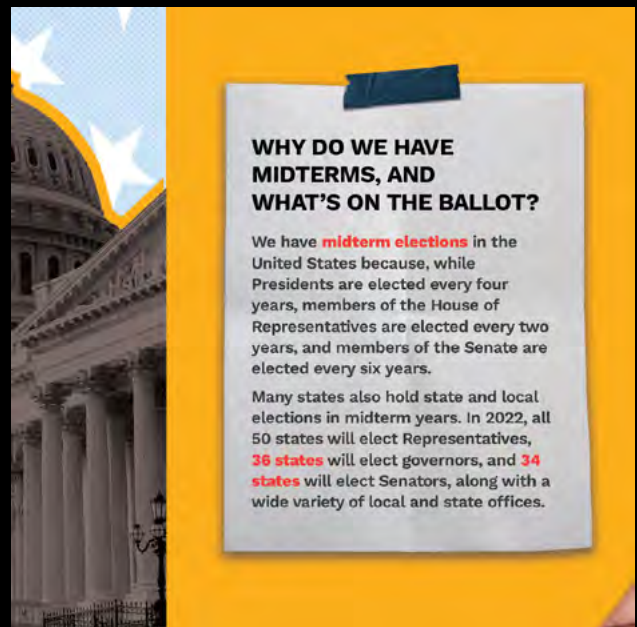
For the second year, Rock the Vote partnered with Atlanta Public Schools (APS) to teach the Democracy Class curriculum to all 11th and 12th graders. These interactive lesson plans were taught to approximately **3,500 APS students** with an understanding of the history of voting and the importance of state and local elections, and empowered them to register and pre-register to vote. Rock the Vote developed supplemental teaching materials and conducted a teacher training in advance of the effort.

Lesson plans, used by community organizations, libraries, church programs, after-school programs and teachers are available to download for free. Nationwide, there were 470 sign-ups to teach.

## DEMOCRACY EXPLAINERS

Rock the Vote continued its work to help young people better understand our democracy through Democracy Explainers, which are easy-to-understand summaries on complex topics such as the electoral college, gerrymandering, and the Census.

In 2022, Rock the Vote published new explainers on the National Voter Registration Act, voter rolls and voter purging, the history of the 19th Amendment, and an explanation of what a mid-term election is, which was viewed 8,497 times alone, with the full collection of explainers garnering a total of 23,678 views. Rock the Vote also undertook the process to migrate all of our Democracy Explainers from an external forum to our website to ensure easier access to those looking for information.



# LEVERAGING CULTURE

Rock the Vote fostered a culture of civic engagement by harnessing the influence of trusted messengers to connect with young eligible voters where they already are—across pop culture, sports, and beyond. Through dynamic collaborations with entertainment brands, youth-focused companies, and athletes, we amplified pro-voting messages and helped make civic participation an integral part of youth culture.

Rock the Vote provided messaging toolkits and digital tools for partners, such as text-to-codes and customized voting hubs that enabled voters to check their registration status, find their polling site, and review state-by-state voting policies.

**Partnered with 14 youth brands and media and entertainment companies to promote registering and voting**

**Engaged 20 micro-influencers through Influential partnership**

**Ramped up Athletes Rock the Vote through 28 partnerships and 6+ leagues and player associations.**



## BRANDS FOR DEMOCRACY

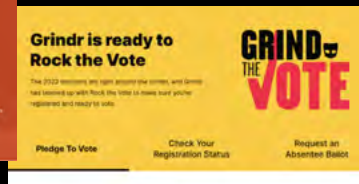
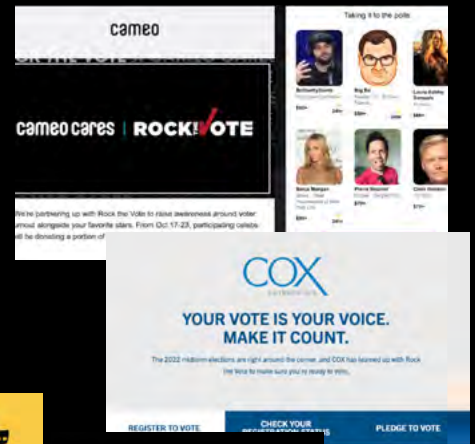
Rock the Vote partnered with 14 companies, including: Bad Robot, Bath & Body Works, Cameo, Cox Enterprises, Gap Inc., Grindr, H&M, Macy's, Mastercard, and Sony Music.

Together, we sparked a culture of civic action by registering, educating, and mobilizing employees and customers to vote and volunteer.

Rock the Vote provided all partners with messaging toolkits and a range of civic technology tools, including text-to-codes. In addition, Rock the Vote built dedicated election centers for several partners, which served as comprehensive, one-stop hubs offering voter registration, registration status checks, absentee ballot requests, ballot lookups, polling place lookup, and state-specific voting information.



Bad Robot and Gap Inc. launched employee postcard writing campaigns to send GOTV postcards to new voters in Arizona, Georgia, Pennsylvania, and Wisconsin.



Bath & Body Works +

ROCK THE VOTE

## ACTIVATING THROUGH MICRO-INFLUENCERS

Rock the Vote partnered with Influential, the largest influencer marketing company in the world. Influential recruited more than 20 micro-influencers with targeted audiences in key states to post about election information.



## ATHLETES ROCK THE VOTE

Rock the Vote built new and activating existing partnerships with the National Football League (NFL), NFL Players Association, Women's National Basketball Association (WNBA), WNBA Players Association (WNBPA), Voice in Sport, 10 NFL teams, nine WNBA teams, Los Angeles Lakers, Atlanta United, Pac-12 Conference, and The Renee Montgomery Foundation (Atlanta Dream co-owner and former player).



RENEE MONTGOMERY  
FOUNDATION

VOICE IN SPORT



Rock the Vote teamed up with the Los Angeles Lakers to create a custom-branded Election Center for fans and provided messaging guidance and creative content to uplift during key election moments.



## TEAMING UP WITH THE WNBA AND WNBA PLAYERS ASSOCIATION

The WNBA and WNBA Players Association sponsored a Week of Action, a social media campaign that directed fans to Rock the Vote’s tools and resources. Seven WNBA stars made PSAs, including Sue Bird, Naphessa Collier, Ariel Atkins, Kelsey Mitchell, Courtney Williams, Alyssa Thomas, and Elizabeth Williams.



Rock the Vote collaborated with the WNBA and WNBA Players Association to host the WNBA Commissioner’s Cup Voting Rights Town Hall at Chicago’s Wintrust Arena. It was livestreamed and recorded on WNBA’s social media channels and WNBA.com.



WNBA Finals featured voting-themed games in which teams wore “Vote” t-shirts, announcers both in-game and on-air encouraged fans to prepare to vote and called attention to the upcoming midterm election, and the arena’s jumbotron displayed a text code to direct fans to Rock the Vote’s website.

The Voting Rights Town Hall was moderated by Rock the Vote’s President and Executive Director Carolyn DeWitt and featured ACLU Voting Rights Project Co-Director Sophia Lin Lakin and New Georgia Project Executive Director Nsé Ufot.

## TEAMS



Atlanta Dream



Chicago Sky



Connecticut Sun



Dallas Wings



Las Vegas Aces



Los Angeles Sparks



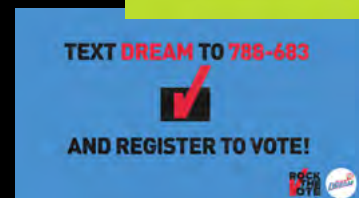
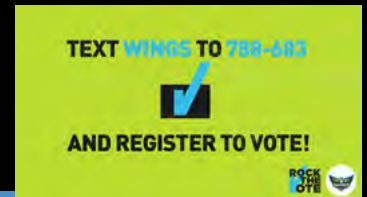
New York Liberty



Seattle Storm



Washington Mystics



## TEAMING UP WITH NFL

The NFL reached more than 160 million people through its “NFL Votes” league-wide, non-partisan initiative that encouraged the civic engagement and voting of NFL players, legends, club and league personnel, and fans. Rock the Vote was one of three organizations that the NFL selected to partner with them on this effort. Through the partnership, Rock the Vote created a custom-branded Election Center for the NFL, giving fans easy access to voter registration, registration status checks, absentee ballot requests, ballot information, polling place lookups, and state-by-state voting details. A unique “Text NFL Votes” text-to-code connected fans directly to these tools and election reminders.

Rock the Vote hosted a voter registration drive at the annual NFL Hall of Fame pre-season game, conducted civic engagement trainings for nearly 200 NFL rookies, and created two animated educational videos with NFL veteran players voiceovers. Videos explained the importance of the midterm elections and flexible voting options such as early voting and vote-by-mail.



## TEAMS



Atlanta Falcons



Carolina Panthers



Cleveland Browns



Dallas Cowboys



Indianapolis Colts



Las Vegas Raiders



Los Angeles Chargers



Minnesota Vikings



Pittsburgh Steelers



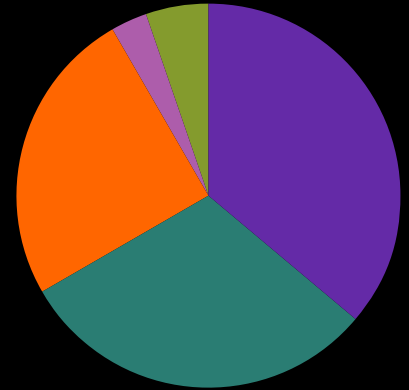
San Francisco 49ers

# FINANCIAL STATEMENTS

## REVENUE

### Contributions

Foundations	\$866,925
Corporate & Organizational	\$728,316
Individuals	\$596,574
In-Kind	\$69,988
Other Revenue	\$124,244
<b>Total Revenue</b>	<b>\$2,386,047</b>



## EXPENSES

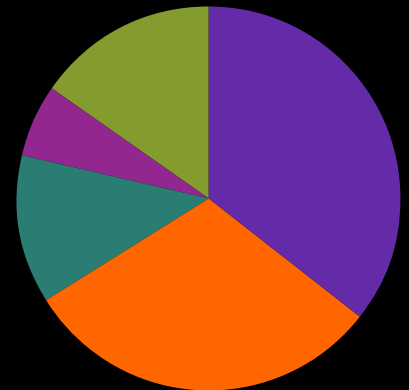
### Program Services

Registration & Mobilization	\$979,792
Civic Technology	\$834,121
Voting Rights & Education	\$349,372
<b>Total Program Services</b>	<b>\$2,163,285</b>

### Support Services

Fundraising & Capacity Building	\$165,087
General & Administrative	\$415,032
<b>Total Support Services</b>	<b>\$580,119</b>

**Total Expenses** **\$2,743,404**



**\$650,343**

Changes in Net Assets

**\$1,519,880**

Beginning Net Assets

**\$869,537**

Ending Net Assets

# BOARD OF DIRECTORS



**Jeff Ayeroff**  
Founder, Emeritus



**Amanda Brown Lierman**  
Chair



**Lara Bergthold**  
Secretary



**Jessica Reeves**  
Treasurer



**Russell Glass**  
Director



**Wayne Jordan**  
Director



**DeRay McKesson**  
Director



**Jesse Moore**  
Director



**Michael Skolnik**  
Director



**Mũthoni Wambu Kraal**  
Director

# ROCK THE VOTE

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