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Founded in 1990, Rock the Vote is a non-partisan, non-profit 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 register voters online. Since then, Rock the Vote has added more than 14 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.
We knew 2020 would be challenging. What we didn’t know was that a worldwide pandemic would disrupt and redefine many of our lives, completely derail momentum for one of the most important elections in our lifetimes, and rapidly expose the many vulnerabilities in our democracy.

Despite, and perhaps in spite of, these challenges, Rock the Vote met the moment and delivered a compelling message about the importance of voting, amplified and shared voting information and resources, and ultimately turned out our voters at a rate of 85%, more than 30 points above the national youth average. I am thrilled to share the highlights of our story in the following pages.

I could not be prouder of our team or of how young, new voters navigated unique barriers to vote – all while living through a pandemic. Not only did they keep pace with the broader trend of increased turnout among the electorate, they surpassed the rate of increase among all other age groups, growing their turnout 11 percentage points from 2016.

Young voters, new and unfamiliar with the process, waded through misinformation and constantly-changing election information while trying to navigate transition periods made even more precarious by the pandemic. Answers to questions like, “Where to have one’s absentee ballot sent?” were uniquely challenging to new voters when no one knew if campuses would be open in the fall.

As a digital-forward organization, Rock the Vote quickly pivoted our work to support young voters and partner organizations. We launched new programs, resources and technology, built new partnerships and took action to tackle the challenges presented by the pandemic and exploited by those seeking to undermine our democracy.

Rock the Vote and other organizations like ours had just started the work to rebuild energy toward the election when devastating footage out of Minneapolis captured the world’s attention in May. A brutal 9 minutes and 29 seconds forced us all to directly confront the virus of racism, together. In the weeks that followed, young people took to the streets. Rallied by the murders of George Floyd, Ahmaud Arbery, Tony McDade, Nina Pope, Breonna Taylor, and others, young people raised their voices – in unison – to demand recognition that Black Lives Matter.

Parallel to the electoral momentum built by young people through March for Our Lives in 2018, the 2020 BLM movement transformed tragedy and injustice into action. Everywhere, people protested and called for leaders who would implement change. Young people inspired another multi-racial, multi-generational movement and reinvigorated even the disillusioned to vote and to act.

Ultimately, young people prevailed significantly, increasing their turnout, particularly among those from traditionally marginalized and underrepresented communities. This report tells Rock the Vote’s story and what we did to support young people and our partners in their civic engagement work. But the real story is of the resilience of this generation and the hope they bring us and our democracy.

What follows in this report is an incredible feat, and we could not have done it without supporters like you. Whether you are joining us for the first time or have been with us since the beginning, Rock the Vote is grateful for your support.

We are in this together. Thank you.

Onward,

Carolyn E. DeWitt
### 2020 IMPACT OVERVIEW

#### ONLINE VOTER REGISTRATION
- **619 PARTNERS**
- **2+ MILLION** Registrations Processed
- **832,961** Registration Status Look-Ups
- Supported **700+ Activists** and **24+ Organizations**
  - Transitioning from On-The-Ground to Online Voter Registration Efforts

#### ONLINE ELECTION CENTER
- **12,934,200** VISITORS (85% increase)
- **Election Reminder Program**
  - 43,930,631 Emails
  - 9,988,834 Text Messages
  - 5,150,000 Voters
  - 1.65+ Million New Subscribers
  - Recruited MICHIGAN and WASHINGTON to adopt connected voter registration

#### CIVIC TECHNOLOGY
- **86,698** Ballot and Endorsement Look-Up Tool
- **34,464** Absentee Ballot Request Platform
- **87,000** Ballot Tracking and Curing Tool
- **192,622** Original Peer-To-Peer Texting Platform
- **Helped Thousands of Voters**

#### RELATIONAL ORGANIZING
- **10 STATES** Reached 15,000+ Voters Through Personal Networks
- **69 AMBASSADORS**
- **28 ORGANIZING EVENTS**

#### BRANDS FOR DEMOCRACY
- **58 BRANDS**
  - Gap
  - Sony
  - Warner Media
- **Combattting Disinformation**
  - Fought Executive Order with Rock the Vote v. Trump

#### VOTER MOBILIZATION
- **85% TURNOUT**
  - More than 30 percentage points above national youth turnout average

#### ATHLETES ROCK THE VOTE
- **2,000+ Professional Athletes**
- **100+ Hoopers**
- **24 Partnerships**
In 2020, **619 partners** used Rock the Vote’s Online Voter Registration platform. Together, we processed **2,000,568 voter registration applications**, an **18% increase** over 2016.

**619 Partners**

**2,000,568**

Total Applications

Rock the Vote’s registration status look-up tool enables voters to confirm their voter registration is active and that it is up-to-date with their current address.

**832,961**

Voters Verified Their Registration Status
MEETING THE MOMENT WITH CIVIC TECHNOLOGY SOLUTIONS

Rock the Vote added new functionality to its state-of-the-art civic technology to support the unique needs of voters and partners as they navigated the global COVID-19 pandemic.

Launching Print-and-Mail Functionality
Rock the Vote enhanced its technology to support users who had to submit paper registration applications due to state laws. New functionality allowed these users to receive a pre-populated voter registration form and pre-addressed return envelope that they could mail directly to their local election official’s office, eliminating the need for a printer.

Introducing Electronic Signature Functionality
Rock the Vote collaborated with Minnesota Voice and the Minnesota Department of State to allow registrants to add an electronic signature to their voter registration forms. Rock the Vote then securely printed and directly submitted those applications to the state for processing, significantly improving success rates.

Putting Security at the Forefront
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.

MODERNIZING ONLINE VOTER REGISTRATION
Rock the Vote recruited Michigan and Washington to adopt Connected Voter Registration, which enables a seamless process and dramatically increases the likelihood registrants make it onto the voter rolls.

Michigan became the first state in the country to utilize NIST’s common data format for state voter registration databases, paving the way for a national voter data standard.

Rock the Vote is the only national technology platform with Connected VR in the states where it is offered: Michigan, Pennsylvania, Virginia, and Washington. Rock the Vote also has partial integration in the states of Arizona, California, Colorado, and Maryland.
INNOVATING NEW TECHNOLOGY TO SUPPORT YOUNG VOTERS

Rock the Vote met the moment by developing new technology to facilitate voter’s participation in the 2020 election amidst a global pandemic.

**Ballot Look-Up & Endorsement Tool**

86,698 Voters

Rock the Vote developed a ballot look-up and endorsement tool that allowed users to choose from a pool of endorsements from 31,905 organizations, committees, and editorial boards that spanned the political spectrum to identify who and what on their ballot most aligned with their values.

**Absentee Ballot Request Platform**

34,464 Voters

Responding to the needs of voters who were looking for safe ways to cast their ballot in the pandemic, Rock the Vote launched a cutting-edge absentee ballot request platform that guided voters through the complex policies of requesting and submitting an absentee ballot in their local jurisdiction and followed up with voters to ensure they submitted their ballot by their state’s deadline.

**Ballot Tracking and Curing Tool**

87,000 Voters

Rock the Vote’s first-of-its-kind ballot tracking and 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. Partners at the Election Protection Hotline and When We All Vote, among others, promoted this tool.

**CUTTING-EDGE CANVASSER APP**

We enhanced our cutting-edge Pennsylvania Canvasser App built in partnership with Pennsylvania Voice that enables canvassers to digitally register voters without requiring an internet connection in the field. Registrations are batch uploaded to the state to review once the canvasser returns to the field office and connects to the internet.
Rock the Vote built its own peer-to-peer texting platform that enabled rapid, scaled, and direct one-on-one conversations with young voters while reducing the cost of licensing alternative platforms.

Hi Jeanne! It’s Melissa from Rock the Vote. The voter registration deadline in Florida is 10/5. Do you know if you’re registered?

That’s great! Can you check with 3 friends to make sure they’re registered, too?
The biggest barrier to young people’s civic participation is an archaic process that many don’t yet know how to navigate—a process that in many states is designed to keep them out.

Rock the Vote’s innovative programs, resources, and tools are designed to empower young, new voters with trusted, localized information and step-by-step timely guidance while combating misinformation.

12,934,200 VISITORS

RECORD-BREAKING ELECTION CENTER TRAFFIC

Rock the Vote’s Election Center, a one-stop-shop for voting, provided a state-by-state catalog of election-related information and served as a trusted information source during a time of confusion and rampant misinformation.
PROBLEM
Due to constantly changing election information and misinformation, even experienced voters were confused about how to cast their ballot.

HUGE SURGE IN VOTERS TO ROCK THE VOTE’S ELECTION CENTER

SOLUTION
Rock the Vote invested in a dynamic web design that provided voters the ability to select one of four methods to vote and to receive all the critical information needed to cast a ballot in that method in their particular state.

WHAT ARE MY VOTING OPTIONS?

- **In-Person Early**
  - Vote in-person, usually during a two to three week period before Election Day.

- **Request a Ballot**
  - Complete your absentee ballot at home and drop it at an official location.

- **Mail In Your Ballot**
  - Complete your absentee ballot at home and mail it in.

- **In-Person on Election Day**
  - Vote in-person on the day of the election.

The website was designed for rapid response and was updated daily to reflect shifting policies, dates, and deadlines affecting voting options.
DIRECTLY CONTACTING NEW, YOUNG VOTERS

Rock the Vote sent 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
- Checking 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
- COVID-19 updates

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.

ANSWERING VOTERS’ QUESTIONS

142,978 DIRECT MESSAGES
33,000 EMAILS

COMMUNICATING ELECTION CHANGES DUE TO COVID-19

Following lockdowns, Rock the Vote fast tracked the launch of its new website and created a rapid-response page to communicate COVID-19-related election updates in near real-time. Election changes were pulled through Rock the Vote’s direct voter contact programming, social media, and primary and general election centers.
Empowering Young Voters

ELECTION REMINDER PROGRAM

43,930,631 EMAILS
9,988,834 TEXT MESSAGES

Added
1,650,000 subscribers
5,150,000 total subscribers

MAKING PEER-TO-PEER CONNECTIONS

Peer-to-peer texting about voter registration, get-out-the-vote, and ballot tracking and curing efforts in the 2020 general and Georgia US Senate runoff elections.

192,622 PEERS REACHED
Rock the Vote worked to address and uplift the disproportionate challenges young people faced as new voters in the 2020 election. Millions of young voters were displaced during the spring as colleges and universities rapidly evacuated campuses early in the pandemic. Most students did not know where they would reside in the fall—if colleges and universities would be open or if they would be learning remotely—adding confusion about what address to use to register to vote and receive their absentee ballot.

**FOUGHT MISINFORMATION WITH ORIGINAL CONTENT AND AMPLIFIED VETTED ELECTION INFO**

Rock the Vote produced PSAs, social media graphics, and explainer slides to educate and empower voters with trusted information. We also created and shared messaging toolkits with brand, sports, and nonprofit partners as well as athletes, celebrities, social media influencers, and musicians to distribute on social media, television and streaming broadcasts, and out-of-home advertising—using every means and voice available to fight misinformation and provide trust, accurate information to young people.

As part of that work, Rock the Vote researched and distributed information about state-specific voting laws and policies, such as:

- State-Specific Election Information:
- Registration requirements
- ID requirements
- Voting as a returning citizen
- Voting as a student
- Absentee/vote-by-mail procedures
- Early voting
- Changes due to COVID-19
CHAMPIONED PRO-VOTER ELECTIONS
Rock the Vote promoted pro-voter policies and expanded ballot access for young people while opposing new restrictions. We collaborated with brands and sports partners to boost poll worker recruitment and designate stadiums as polling places and ballot drop sites.

SERVED AS THE LEAD PLAINTIFF IN ROCK THE VOTE ET AL. V. TRUMP
Represented by the Electronic Frontier Foundation, Project Democracy, and Cooley LLP, Rock the Vote filed suit against the Trump Administration and the US government challenging the President’s unconstitutional and retaliatory Executive Order that threatened the First Amendment rights of all websites and online platforms to curate and correct misinformation. Additional plaintiffs included Voto Latino, Common Cause, Free Press, and MapLight.

Filed in US District Court for the Northern District of California, the lawsuit was later withdrawn as the Biden Administration revoked the Executive Order.

ELECTION PROTECTION COALITION
Rock the Vote played a leadership role in the Election Protection Coalition as the main youth organization actively participating in Communications, Field, Legal Strategies, Data and Technology, Election Security, and Scenario Planning Working Groups and regularly promoting the Election Protection Hotline.

1-800-OUR-VOTE
Protecting the Right to Vote

2020 ANNUAL REPORT

Rock the Vote teamed up with The Brennan Center for Justice to develop Know Your Rights Voting Hub to equip voters with in-depth information on their rights. Info related to spoiled, provisional, contested, and missing absentee ballots; witness and signature requirements; changing one’s mind about the method of voting; recounts; waiting in line; the role of poll workers; the Election Protection Hotline; and more.

After Election Day, Rock the Vote worked to ensure every vote was counted through education on the counting and certification process, pending litigation, and complications due to the pandemic and encouraging voters to take action whenever possible.

Launched a Ballot Tracking & Curing Tool and kicked off a peer-to-peer texting campaign to contact voters to proactively track and cure their ballots by deadlines.

Hosted IG Lives with guests from Brennan Center for Justice, Civic Technology and Civic Life, Lawyers Committee for Civil Rights Under Law, National Vote at Home Institute, CIRCLE, andVerified Voting and created educational content and messaging toolkits for brand and sports partners, influencers, athletes and artists to share.

I just looked up my ballot online and saw it was rejected because of something re my signature. I called and was able to fix it with a series of identity confirming protocols. If you live in a state where you can check on your ballot online please do! I never would have known.

ROCKTHEVOTE.ORG
AMPLIFYING THE YOUTH VOTE

Leveraging the Power of Social Media to Reach Young People

Grew social media followers by

40%

407K FOLLOWERS

88.7M IMPRESSIONS

6,961 POSTS

2,491,808 LIKES, SHARES, RETWEETS, AND SAVES

300+ MEDIA HITS

MY VOTE IS MY VOICE
SNOOP DOGG
Teamed up with ObeyGiant and 1VoteCloser to launch a campaign on Snoop Dogg’s first time voting. Posters designed by artist Shepard Fairey were plastered in nine major urban centers in target states and highlighted the need for rights restoration for formerly incarcerated individuals.

LA CREATE-A-THON
Hosted a virtual create-a-thon to promote voting and the Census. Judges included reporter and host Ben Lyons, influencer and founder of I Love Creatives Puno Dostres, and Shop Latinx CEO Brittany Chavez. Winners’ artwork was displayed on billboards in downtown LA donated by Clear Channel.

LIL MIQUELA
The fictional AI influencer reached more than 1 million followers to promote voting and direct followers to Rock the Vote’s election center.

JHENÉ AIKO
Released ‘Vote,’ a powerful song and accompanying music video that were featured on the election-themed episode of ABC’s sitcom “Black-ish.”

ORGANIZING MESSENGERS
From Adweek to SAG-AFRA’s fireside chat, Rock the Vote educated and organized influencers to spread the message about the importance of the youth vote to the 2020 Election.

INFLUENTIAL X ROCK THE VOTE
Teamed up with the world’s largest influencer marketing network to recruit hundreds of influencers to voluntarily create videos and share information to inform young voters in target areas. The effort garnered media coverage in outlets such as Fortune, Forbes and CNN among others.
**CAMEO**
Raised awareness and funds through a Cameo x Rock the Vote campaign in which dozens of influencers donated their time and talents creating personalized videos for fans.

**HEAR ME VOTE PHILLY**
Voter Registration Live virtual DJ event with Questlove and Friends, including DJ Jazzy Jeff, DJ Love, Mike Nyce, Cory Townes, Selekt Sexxx, Gianna Lee, and SwizzyMack.

**MICA GLOBE**
Collaborated with Maryland Institute and College of Art’s Globe to create eye-catching, informative posters to promote and educate voting and provide information to cast a ballot.

**MINECRAFT**
Partnered with Sid Lee to gamify voting through ‘Build the Vote,’ an educational Minecraft experience. Aimed at educating first-time and future voters about the process to cast a ballot, the game achieved 362 million impressions with an 85% conversion rate. The cutting-edge approach was covered in over 100 articles by outlets such as NPR, Ad Age, PC Gamer, and The Verge.

**OMAZE**
Ran a fundraising campaign to give away $100k while raising awareness about the importance of voter registration and turnout.
TENACIOUS D
Released a cover of Rocky Horror’s Picture Show’s “Time Warp” featuring cameo appearances by notable actors, artists, and elected officials. The limited-edition vinyl recording raised awareness and funds to benefit Rock the Vote with the effort garnering coverage by Rolling Stone, Variety, and Billboard among others.

Twitch DJS FOR DEMOCRACY
Partnered with GENERATIONS Party and DJ Franchise for a 12-hour Twitch raid to raise awareness about the importance of the youth vote and promote relational organizing.

Twitch RITUAL MOTION - VARSITY VOTES
Teamed up with Ritual Motion and Gamers Vote for a virtual Varsity Votes Smash event to promote voter registration among first-time voters and gamers around National Voter Registration Day.

QUINCY JONES
Shared a personalized animated gif that promoted voting by mail.
Amplifying the Power of the Youth Vote

**BEYONCE**
Transformed her website to share Rock the Vote’s website for voting information.

**BILLIE EILISH**
Created inspiring videos that highlighted the power of young voters and encouraged fans to register and vote.

**HUNDREDS OF CELEBRITIES AND INFLUENCERS SHARE ROCK THE VOTE’S CONTENT AND LINKS, AMPLIFYING THE IMPORTANCE OF VOTING AND SHARING RESOURCES TO HELP YOUNG VOTERS CAST A BALLOT.**

**COCO AND BREEZY**
Designer, DJ, and producer sisters joined voices on Instagram to share the importance of the youth vote and encourage young people to volunteer with Rock the Vote to learn how to ensure their family and friends also vote.

**BODEGA BOYS**
Desus Nice and The Kid Metro encouraged young people to vote and shared Rock the Vote’s website for guidance on how to vote.

**TYLER, THE CREATOR**
The rapper and producer encouraged his 14 million followers to vote by admitting he had previously never believed in voting and would be casting his first ballot in the election.

**TRAVIS SCOTT**

**ZENDAYA**

**ELIZABETH BANKS**

**MINDY KALING**

**KERRY WASHINGTON**

**LADY GAGA**

**BILLIE EILISH**
“We have to vote like our lives depends on it, because it does.”

BEYONCE
6.30.2020
ROCKTHEVOTE.ORG
Over 30 organizations joined Rock the Vote’s Democracy Summer, a summer-long virtual campaign with events, activations, and calls to action designed to reignite election momentum amidst the COVID-19 pandemic.

DEMOCRACY SUMMER 2020

DEMOCRACY SUMMER KICK-OFF

GOOD TROUBLE: JOHN LEWIS VIRTUAL WATCH PARTY

THE ADA AT 30

WE VOTE, WE RISE: 100TH ANNIVERSARY OF THE 19TH AMENDMENT

DRAG OUT THE VOTE
DEMOCRACY SUMMER KICK-OFF
Marquee event headlined by Katy Perry and Black Eyed Peas

1.5M VIEWERS

25+ PERFORMANCES & SPEAKERS
Alex Wolff
Amara La Negra
Big Freedia
Chuck D.
Dominic Dupont
Dove Cameron
Eve
Greg Jackson
Kyra Stephenson-Valley
Leslie Grace
Little Miss Flint
Lucy Hale
MAX
Michael K. Williams
Ne-Yo
Rich Brian
Saweetie
Skylar Astin
Sofia Carson
Sen. Cory Booker
Sen. Elizabeth Warren
Sec. Julian Castro
Tylik McMillan

30+ NONPROFIT PARTNERS
88 Rising
ALL IN Campus
Democracy Challenge
American Constitution Society
Andrew Goodman Foundation
APIAVote
Asian Americans Advancing Justice
The Association of Fraternal Leadership & Values
Brady Community Justice Action Fund
CIRCLE
Drag Out the Vote
Emerge America
Fair Fight Action
Generation Citizen
Generation Progress
Get Lit
IGNITE
The Leadership Conference on Civil & Human Rights
March For Our Lives
Music Forward Foundation
National Disability Rights Network
Student PIRGS
Students Learn Students Vote
Mississippi Votes
Muslim Public Affairs Council
National Action Network
National Coalition on Black Civic Participation
National Congress of American Indians
People For the American Way
Voto Latino Foundation
When We All Vote

MEDIA & PROMOTIONAL PARTNERS
Facebook
YouTube
iHeartMedia
Influential
Participant Media
Tixr Play
FaZe Clan
Epic Records
THE ADA AT 30
Rock the Vote commemorated the Americans with Disabilities Act’s 30th anniversary with a 1-hour livestream hosted by Shoshannah Stern and Melissa Elmira Yingst.

13+
PERFORMANCES & SPEAKERS
Alana Jane Nichols
Alejandrina Guzman
Gaelynn Lea
Jacob Nathan
José Feliciano
Sean Davis
Sean Forbes
Sean Gold
Senator Tammy Duckworth
Tank and the Bangas
Valerie Novack

PREMIER PARTNERS

2020 ANNUAL REPORT Rebuilding Momentum Together
WE VOTE, WE RISE, 100 YEARS OF THE 19TH AMENDMENT

Rock the Vote marked the 100th Anniversary of the 19th Amendment with a two-hour livestream that showcased the pivotal roles of Black and Native women in the suffrage movement and highlighted the ongoing efforts to fight for and secure women’s rights. The 2-hour live stream, hosted by Tony Award nominee Adrienne Warren, showcased the pivotal roles of Black and Native women in the suffrage movement and the continued fight for women’s rights.

25+ PERFORMANCES & SPEAKERS

Alok Vaid Menon
Alyssa Milano
Carla Morrison
Cecile Richards
Claud
Cree Cicchino
Gloria Calderón Kellett
Hailee Steinfeld
Isabella Gomez
Justina Machado
Lauren Potter
Lion Babe
Mayor Keisha
Lance Bottoms
Mayor LaToya Cantrell
Rachel Lindsay
Rep. Grace Meng
Rep. Lucy McBath
Rep. Val Demings
SIX
Speaker Nancy Pelosi
Stephanie Margarucci
Tamika Mallory
Tara Setmayer

15+ PREMIER PARTNERS

American Federation of Teachers
House of Blues Music Forward Foundation
Ignite
Institute for Women’s Policy
League of Women Voters
March for Our Lives
March On
National Center for Lesbian Rights
National Women’s Law Center
Period - The Menstrual Movement
She Should Run
Sisters Rising coalition
Supermajority
TIME’S UP
Vote Run Lead
DRAG OUT THE VOTE

Partnered with Drag Out the Vote to stream a virtual event to inspire and mobilize the LGBTQ+ community and its allies. The event featured star-studded performances by Ursula Major (Dragula), Blackberry, and Cissey Walken, and several drag queens from RuPaul’s Drag Race, including Brita Filter, Rock M. Sakura, The Vixen, Cynthia Lee Fontaine, and Jaremi Carey.

JOHN LEWIS: GOOD TROUBLE WATCH PARTY

Teamed up with Participant Media to give away tickets for the world premiere of John Lewis: Good Trouble. Voters were able to view the documentary between the Anniversary of the Civil Rights Act of 1964 and the Voting Rights Act of 1965.
ENGAGING DIVERSE PARTNERS

Rock the Vote forged partnerships with a spectrum of organizations and actively collaborated and led coalitions. As a tech-savvy, digital-first nonprofit, Rock the Vote played a key role in supporting and uplifting a diverse set of organizations and efforts.

SUPPORTING FIELD ORGANIZATIONS

Rock the Vote conducted workshops for more than 720 field organizers from hundreds of organizations who were forced to pivot away from previously planned in-person registration efforts due to COVID-19. Our trainings and expertise helped fuel the necessary transition from in-person to digital efforts, galvanizing hundreds of organizations to adapt and move their work online.
EXPUNGEMENT WEEK COALITION

Rock the Vote continued its active involvement in the Expungement Week Coalition providing voter education resources and helping people with prior convictions register to vote whenever possible.

STUDENTS LEARN STUDENTS VOTE (SLSV) COALITION

Rock the Vote continued to be an advocate for student voters by leading the SLSV Youth Voting Rights Working Group and playing an integral role in the Census Working Group and Communications Subcommittees. Our involvement in the wider coalition encompassed creating valuable resources, including an engaging education video on the Census featuring a diverse cast of young adults.

CIVIC HOLIDAYS

National Voter Registration Day (NVRD) Coalition

Since being an NVRD co-founder in 2013, Rock the Vote has joined thousands of organizations across the country in encouraging people to register to vote each year ahead of their states’ deadlines. As in previous years, we helped to bring awareness to the holiday through partnership activations and also by powering the voter registration tool on the coalition’s website.

We harnessed our extensive network of collaborations with brands, sports teams, leagues, nonprofits, and trusted messengers to amplify the holiday on social media and provide information about voter registration.

Rock the Vote and Belmont University teamed up for an electrifying student-led live-stream Battle of the Bands among Nashville universities, headlined by Moon Taxi.

National Voter Education Week (NVEW)

As a founding partner, Rock the Vote continued to play a pivotal role on the NVEW Steering Committee, powering voter information, tools, and resources on the coalition website and hosting the culminating event to recruit and galvanize volunteers.

National Vote Early Day

Rock the Vote joined over 2,500 companies, organizations, election offices, and schools to amplify efforts encouraging people to vote early. Rock the Vote disseminated information to empower young voters with specific information on how to vote early or by absentee in every state.
Rock the Vote employed a relational organizing program to connect with politically inactive young people. We empowered individuals to engage their networks, sparking meaningful conversations and fueling civic action.

15,000+ Volunteers
69 Ambassadors
10 States
DOZENS OF IG LIVES DROVE VOLUNTEER RECRUITMENT

Rock the Vote co-hosted dozens of Instagram Lives, with views up to 10,000 each, alongside diverse influencers, models, actors, musicians, athletes, and activists to recruit volunteers.

CONNECTED WITH 15,000+ THROUGH RELATIONAL ORGANIZING

Rock the Vote’s Youth Ambassador program gave activists the digital tools they needed to execute a relational organizing program at scale. Ambassadors tracked progress and engaged their family, friends, and classmates to vote. In the final two months, Ambassadors sent weekly calls to action, encouraging their contacts to not only participate in the election but to reach out and engage their networks, too.
HOSTED 28 VIRTUAL EMPOWER BANKS

Virtual Empower Banks used star power to draw participants in and then trained them on how to most effectively reach out to family and friends via text, sparking a cascade of outreach that encouraged voter participation. These general election and Georgia runoff events showcased influencers like Questlove, Logan Browning, Rotimi, X Ambassadors, Billy Porter, Bobby Seals, Reginae Carter, and Dan Campbell.

HBCU Empower Bank sparked 700+ contacts/hour
Rock the Vote continued its work to ignite athletes, teams, leagues, and sports associations to reshape civic engagement and voting culture.

ACTIVATING THE SPORTS WORLD

SCORING BIG ON SOCIAL WITH HOOPERS VOTE

Hoopers Vote, an award-winning, visually-driven campaign, engaged more than 100 past and present professional and college basketball players, media figures, and prominent fans, flooding basketball culture’s social media streams with vibrant, tailored graphics to motivate basketball enthusiasts to register, familiarize themselves with their ballot, and leverage flexible voting options like vote by mail. Catching the attention of basketball media outlets, Hoopers Vote was featured in Beyond The W, ESPN, Fanside, and SB Nation.

The campaign showcased renowned figures such as Cassius Stanley, Kevin Love, Jaron Jackson Jr., Duncan Robinson, Jason Collins, Alex English, Grant Hill, Isaiah Thomas, Lisa Leslie, Sue Bird, Elena Delle Donne, Kerry Washington, and more.
CHANGING THE GAME: WNBPA POWER

We also joined forces with steadfast ally and partner WNBPA to amplify the importance of the election on social media and interviews. Players donned “Vote” face masks during a prominent media moment and crafted a video reciting Maya Angelou’s *Still I Rise*.

The WNBPA donated ad time on ESPN and TNT to amplify *The Voting Playbook*, a WNBPA and Rock the Vote PSA guiding viewers through the voting process.

Rock the Vote teamed up with various athletic entities, including:

- Atlanta United Professional Soccer Team
- Black Sports Professionals - Atlanta
- Pacific Athletic Conference 12
- USA Basketball
- Voice in Sport
- Women in Sports and Entertainment - Atlanta
TEAMING UP WITH THE NFL

In 2020, Rock the Vote was NFLVotes’ premier partner, spearheading a league-wide push for voter education, registration, and participation among the football community.

36
SESSIONS

2,919
PLAYERS & STAFF

13
NFL TEAMS

4
NFL OFFICES

Rock the Vote coordinated a full-scale campaign with community-based voter education events and registration drives, stadiums as voting sites, poll worker recruitment efforts, custom civic technology, social media across league, team and player accounts, and PSAs that aired regularly on sports media throughout games.
LA RAMS
In partnership with the Los Angeles Rams, we launched a voter registration and education bus tour throughout Los Angeles neighborhoods.

ATLANTA FALCONS
Rock the Vote also organized high school and college athletic directors to recruit athletes to train and serve as poll workers throughout the state.

NEW ENGLAND PATRIOTS
In Boston, Rock the Vote produced a voter registration drive at Roxbury Community College featuring NFL legends Willie McGinest, Tedy Bruschi, TY Law, and Deion Branch.

HOUSTON TEXANS
Down south, we hosted a voter registration drive in partnership with high school classmates of George Floyd. NRG Stadium, home to the Houston Texans, was one of many stadiums that answered the call to serve as a polling and/or ballot drop site, providing voters ample space, parking, and options for public transportation.

KICK OFF THE VOTE
Rock the Vote organized *Kick Off the Vote* as one last education and voting push the weekend before the election with stenciled fields, warm up “vote” shirts, and a coordinated media effort.

CLEVELAND VOTES
In partnership with the Cleveland Cavaliers, Cleveland Monsters, and Cleveland Browns, Rock the Vote executed a united initiative to amplify voter education efforts, boost voter turnout, and promote civic action across the city.
Together, we ignited a culture of civic engagement through voter registration, education, and the activation of employees and customers to vote.

**Created** tailored voting hubs with cutting-edge civic tech tools empowering voters to register to vote, verify their status, locate polling sites, access state-specific voting guidelines, and stay informed on pandemic-related election updates.

**Collaborated** on messaging, in-store and window displays, PSAs, social media graphics, stories, and merchandise.

**Recruited** partner employees to volunteer through peer-to-peer texting, relational organizing, and postcard writing.

Throughout 2020, Rock the Vote created a culture of civic engagement by leveraging the power of trusted messengers to reach young eligible voters where they are: in pop culture, sports, and beyond. Dynamic collaborations with entertainment, media, and brands enabled us to flood the market and spread a pro-voting message and relevant resources.
Aeropostale
Launched The Future is on Your Ballot activating employees and customers through email, social media, in-store promotion, and an influencer campaign with over 100 influencers driving traffic to a branded digital voter hub.

Bad Robot
Aimed for precise impact through employee-written get-out-the-vote postcards resulting in 750 postcards being sent to newly eligible young voters of color in Georgia.

BH Cosmetics
Collaborated on a vibrant initiative kicked off on National Voter Registration Day featuring an imaginative social campaign, channeling the power of beauty and activism and launching the Rock the Vote Lip Set, complete with an exclusive Rock the Vote branded bandana.

ADIDAS & REEBOK
Launched a state-specific campaign with a centralized digital hub, storytelling, interactive posts, and an influencer campaign that leveraged social media platforms, including Beyoncé and Pharrell. PSAs ‘For Those Who Can’t Vote’ inspired eligible voters to exercise their power by shining a spotlight on those unable to vote, including 16 & 17-year-olds, Puerto Rican citizens, permanent resident green card holders, and those with special needs who are unable to vote. Released a Vote shoe to empower voters to spread the message.
FOOTLOCKER
The Foot Locker brand family - Champs Sports, Eastbay, FootAction, Foot Locker, Lady Foot Locker, and Kids Foot Locker - harnessed their unique Gen Z connection. Launched on NVRD, the homepage of all brand websites were transformed to feature “one click” access to a custom election center. Stores ran employee programs, produced in-store activations, and displayed signage with QR codes to the election center. A comprehensive social media campaign spanned all channels of all family brands to inform and connect voters with resources to cast a ballot.

Cricket Wireless
Launched the “Your Vote is Your Voice. Use It.” campaign with a branded voting hub aimed to provide employees and customers with information and tools to help them cast their ballot.

Fossil
Sparked a social media and digital campaign under its Making Time for Good initiative to drive followers to Rock the Vote's election center to prepare to vote.

Cox Enterprises
Launched a pioneering civics drive with a custom election center and targeted messaging to community members nationwide, from its headquarters in Atlanta to locations in Arizona, California, Illinois, Kansas, Missouri, North Carolina, and New York. Employee engagement included peer-to-peer texting, postcard outreach, and relational organizing. Wide-ranging, this effort included Census awareness, a voter registration push, vote-by-mail resources, and a GOTV component. It also included $50,000 of donated ad space on Autotrader and Kelley Blue Book websites. Motivated employees organized a customer-focused ‘Drive the Vote’ campaign.
GAP

Introduced Gap Inc. Votes to empower employees and customers to raise their voices for equity. Gap House Sessions, digital events, live talks, and a social media campaign drove young eligible voters to a co-branded election hub and promoted voting- and unity-themed shirts and a mask.

Gap - Athleta

Activated women through Exercise your Rights, a community-focused digital campaign to register and turnout women voters. Hosted a virtual (EM)power Hour with diverse activists to inspire women to use their collective power. The campaign included an election-themed graphic tee.

Gap - Banana Republic

Introduced ‘Will Work for a Better Republic,’ driving voter registration and turnout via email and social media, featuring election reminders, educational resources, absentee ballot assistance and vote mask sales.

Gap - Intermix

Kicked off its ‘Make a Statement’ campaign in early 2020, with a postcard writing campaign, street installations of in-person voter registration booths, and PSAs spotlighting impactful women like Sophia Bush, Carly Cushnie, Dee Poku Spalding, Rebecca Hessel Cohen, Olivia Anakwe, Andrea Liberman and others.

Gap - Old Navy

Joined forces with Gap Inc. Votes, encouraging employees, associates, and customers to step up civic engagement by participating in the 2020 election. The company launched a vote themed shirt sported by actress Katie Holmes.

Hello Products

Encouraged customers and employees of the socially conscious brand to vote and released Empowermint, a limited-edition voting themed toothpaste on National Voter Registration Day.
**HULU**

Unveiled an 18-month campaign as the go-to for “Election 2020” streaming destination with enhanced live coverage, including full debates and election night. Built unique partnerships to produce informative content like a series of topic-specific videos in collaboration with TheSkimm. The campaign included a major registration and turnout effort that leveraged talent and PSAs around key election moments, a text-to-code, email to its 16M subscribers, and social media to drive viewers and followers to its custom-branded election hub.

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**JibJab**

Created “Go Vote” themed music videos for users to personalize and send to their friends and family.

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**Kate Spade**

Coordinated a social media and email campaign directed at registering and turning out their employees and customers to vote.

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**Levi Strauss & Co**

A committed partner in multiple election cycles, Levi Strauss & Co executed a dual-track program with distinct centralized voting hubs. The community initiative focused on employees in retail stores across the country and distribution centers and offices in CA, FL, IN, KY, MS, NV, NY, and OH. The company relaunched its vote captain program, training employees to mobilize colleagues and participate in relational organizing leading to a volunteer count of over 400. The public campaign Use Your Voice featured in-store designs, an Amazon AR experience, signage behind home plate at MLB games, text-to-code and digital ads to inspire voters. A robust social media campaign encompassed a full calendar of posts, stories, and IG Lives featuring Rock the Vote’s relational organizing director and president and NFL notables Nate Burleson and Robert Woods to talk about the importance of voting and organizing personal networks.

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**Mad Tasty**

Each can of Mad Tasty featured a QR code that led individuals to Rock the Vote’s website to register and access voting information. The hemp-infused water was launched by singer, songwriter, and OneRepublic frontman Ryan Tedder.

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**Morning Brew**

Donated ad space in daily national newsletter to boost Gen Z and Millennial voting, showcasing their growing electoral influence.
NIKE X CONVERSE X JORDAN

Collaboratively launched multi-brand campaigns anchored by tailored voting hubs. The effort featured billboards in top media markets and strategic in-game signage and ad time during sporting events; targeted digital ads; and a robust athlete influencer drive. Hiro Murai directed and Regina King narrated the film “You Can’t Stop Our Voice,” spotlighting LeBron James, Naomi Osaka, Odell Beckham Jr, Sue Bird, Ja Morant, A’ja Wilson, Tim Anderson, and more, underscoring that voting empowers all. Nike also partnered with Lyft to provide discounted rides to the polls for historically underserved areas.

Pepsi

Launched ‘Unmute Your Voice’ voter awareness platform during the 2020 VMAs to engage 18-24 year olds driving voter registration, education and turnout. Hosted a two-night concert streamed on Triller, YouTube and Twitch featuring Demi Lovato, Chance the Rapper, Chloe x Hailey, Brett Young, SAINt JHN, Ava Max.

PopSockets

Premiered a Rock the Vote x Popsocket page with 10 vibrant voting designs via its Poptivism program.
Pyer Moss

Ralph Lauren
Encouraged employees and customers to vote via social media and produced classic vote-themed apparel, including a fleece and hat.

SONY
Unveiled the “Your Voice, Your Power, Your Vote” initiative, featuring a comprehensive digital hub with assets, graphics, playlists, voter information, and resources. Iconic Sony artists starred in a powerful collection of PSAs and acted as ambassadors on social media, reaching millions of voters. Notable artists included Chloe x Halle, Cyndi Lauper, DJ Khaled, Gloria Estefan, Miguel, Jennifer Hudson, French Montana, P!nk, Pharrell Williams, Shakira, Vic Mensa, Meghan Trainor, Camila Cabello, G-Eazy, will.i.am, and others. Garnered media attention from Variety, Billboard, grammy.com, and Music Business Worldwide.
Spencers
Launched a multi-media campaign, *Vote Like Your Life Depends on It* featuring branded digital voting hub, storefront displays and wraps, and employee face masks, and leveraged email, social media, influencer marketing and voting-themed merchandise.

Tidal
Kicked off a one-year out voting-themed, 5-hour long concert at Barclays Center in New York City. Hosted by Miss Dominican Republic and Angie Martinez, features over 20 artists and surprise guests, including Alicia Keys, Lil Uzi Vert, H.E.R., Fat Joe, Latin pop artists like Becky G, Farruko, and CNCO, hip-hop newcomers like Lil Tecca, and Lucky Daye.

Tommy Hilfiger
Ran a social media campaign and in-store registration booths to drive associates and consumers to a central voting hub to register and get more information to cast a ballot. The campaign also featured an array of voting-themed merchandise, including shirts, patches, and stickers.

WarnerMedia
Gathered business units - BleacherReport, Cartoon Network, CNN, CrunchyRoll, DC Comics, HBO, Sesame Street, TNT, WarnerBros and more - to understand the 2020 Election and incorporate civic engagement into their strategies. WarnerMedia initiated a dual-track program featuring co-branded election centers for internal and external audiences. Units tapped into WarnerMedia resources, applying their own brand’s flair. Examples include a CrunchyRoll and WarnerBros’ employee voter session, external campaigns, and the creation of original content.

Warner Media - Bleacher Report
Launched a dynamic social media effort, utilizing co-branded graphics, Instagram stories, and informative posts to educate and direct followers to voting resources. They also covered Rock the Vote’s sports engagements with the WNBPA, Hoopers Vote, NFLVotes, and other professional sports team partnerships. Donated digital signage behind home plate during MLS games aired on TBS.

WARNER MEDIA - DC COMICS
Through *Battle For The Vote*, DC Comics uplifted the history of democracy and voting rights in the United States. The comic featured DC Heroes Superman, WonderWoman, Batman, Cyborg, Batgirl, Beastboy, and more and included a tribute to the late Congressman John Lewis.
WARNER MEDIA - HBO

Launched “Vote Because __ Depends On It” campaign, with powerful PSA videos starring HBO talents such as Spike Lee, Natasha Rothwell, Robin Thede, Samantha Bee, and Henry Winkler, among others. HBO Max enriched its content with pertinent documentaries on civil rights, the environment, women’s rights, health care, the economy, civic engagement, and past elections. Voting kits were sent to HBO talent and 10,000 community members, driving a strong social media presence. The campaign garnered coverage in AdWeek, Axios, The Futon Critic, Broadway World, MediaPlayNews, COED, and The Drum.

Warner Media - TNT

Utilized on-air programming to enhance awareness regarding the significance of voting in the 2020 election. Consistent discussions and sharing of voting resources on shows like Inside the NBA played a crucial role inspiring viewers to participate in the voting process.

Warner Music Nashville

Executed a comprehensive campaign aimed at motivating employees and fans to vote. The campaign showcased PSAs spotlighting artists Troy Cartwright, Trea Landon, Tyler Braden, Shy Carter, Ryan Griffin, Ingrid Andress, BeXar, and Devin Dawson.

Yelp!

Ran an integrated brand campaign prominently displaying a call to action on the app’s main screen to encourage voting and guided users to access voter information at Rock the Vote’s election center.

Yum! Brands

Launched Let Your Voice Be Heard campaign to inspire employees and patrons to register and vote. The parent company of Taco Bell, Pizza Hut, KFC, and The Habit Burger & Grill, Yum! Brands promoted its election hub equipping voters with tools and information. Using KFC’s Buckets on Buckets, WNBA’s Chelsea Gray highlighted the Rock the Vote collaboration.

Zumiez

Debuted Stand Up and Vote at its annual 100k store and sales leadership event, uniting Rock the Vote, Voto Latino, Amplifier, Studio One, and Rastaclat representatives for a voting panel. Using its broad employee-customer network in 600+ stores, the initiative urged registration and voter turnout. The campaign included employee-driven relational organizing, peer-to-peer texting, virtual events like Don’t Ghost the Vote and digital strategies directing voters to a branded election center for resources.
FINANCIAL STATEMENTS

REVENUE

Contributions

- Foundations $2,073,053
- Corporations & Organizations $2,329,356
- Individual Contributions $808,079
- In Kind Contributions $183,036
- Other Revenue $60,415
Total Revenue $5,825,694

EXPENSES

Program Services

- Registration & Mobilization $2,338,943.38
- Civic Technology $486,928.89
- Voter Rights & Education $707,836.67
Total Program Services $3,533,710 (87.4%)

Support Services

- Fundraising & Capacity Building $186,079 (4.6%)
- General & Administrative $325,237 (8.0%)
Total Support Services $511,316

Total Expenses $4,045,026

Changes in Net Assets $1,418,913
Beginning Net Assets $1,660,637
Ending Net Assets $3,079,550
BOARD OF DIRECTORS

- Amanda Brown Lierman
  Co-chair

- Frank Smith
  Co-Chair

- Jeff Ayeroff
  Founder and Director

- Lara Bergthold
  Secretary

- Chris Melody Fields Figueredo
  Treasurer

- Russell Glass
  Director

- Wayne Jordan
  Director

- DeRay McKesson
  Director

- Jesse Moore
  Director

- Michael Skolnik
  Director