



2014 ANNUAL REPORT



MESSAGE FROM ROCK THE VOTE'S PRESIDENT

Twelve months ago, I became President of Rock the Vote and took the helm of one of the nation's premier civic engagement organizations. And in the last year, I've had the pleasure of seeing firsthand the power Rock the Vote has to engage young people and our elections -- and the importance of doing so. With an all-out assault on voting rights across the country, increased barriers to voting, and partisan dysfunction driving many young people away from politics, it's clear that Rock the Vote's work is more important than ever.



In 2014, to counter this widespread disinterest, Rock the Vote engaged in a variety of tactics to inspire young people's civic participation. We registered nearly 800,000 voters, helped make voting rights a major topic in news coverage, and made voting cool through numerous digital and cultural campaigns that featured cultural leaders like Lil Jon, Kendall Jenner and Lena Dunham. Our "Turn Out For What" music video garnered 10.5 million views online and became the election-year anthem. We also measured our impact every step along the way to inform our programming in future years.

While I'm extremely proud of what this organization accomplished, we cannot rest on our laurels. As we approach our 25th anniversary -- and also the 2016 elections -- we have the opportunity to prove once again that we are more than capable of meeting tomorrow's challenges. We must continue to cultivate a culture of voting; educate young voters; and fight to make it easier to participate in our country's democratic process.

The work to launch such a large effort and engage millions of young voters begins now. With partners like you, we will continue to push forward and prepare for what lies ahead.

Thank you for your support and leadership.

Ashley Spillane
President, Rock the Vote

ROCK THE VOTE 2014: BY THE NUMBERS



While young people have the potential to become the most significant voting bloc in the nation, their political participation is much lower than other age cohorts.

50 MILLION

eligible voters between
the ages of 18-29
in the U.S.

(The largest and most diverse
generation ever - outnumbering
even the Baby Boomers!)

+12,000 more turn
18 every day



43% are from
communities
of color

It's so important to meet young people where they are.

93%
of Millennials
are online ¹

98%
own cell
phones ²

75%
use social
networking

And we need to get young people excited about the political process so they register and vote. **This year, we made it easier than ever to register to vote online from your computer or phone!**

In the year leading up to the 2014 election, Rock the Vote processed nearly

★ **800,000** voter registration
forms online

We also fought to protect the right to vote, established strong partnerships, and worked with cultural leaders to make voting cool and relevant to the Millennial generation.

¹ <http://www.pewresearch.org/millennials/teen-internet-use-graphic/>

² <http://www.pewinternet.org/fact-sheets/mobile-technology-fact-sheet/>

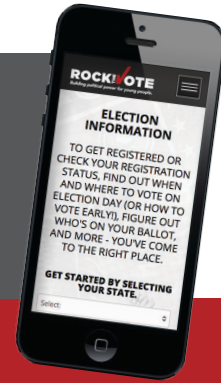
WE MADE VOTING EASIER

NEW MOBILE FRIENDLY WEBSITE



Online voter registration tool
now available in

13 LANGUAGES



Partnered with technology platforms including **Facebook, Tumblr, Comcast, Reddit, Pandora, WordPress, Live Nation, and Video Game Voters Network** to engage and register hundreds of thousands of young people to vote.

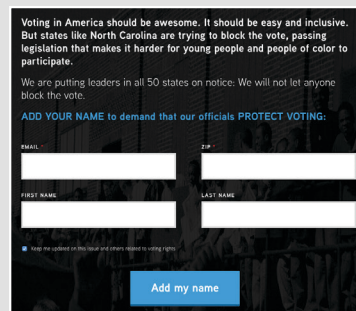


PROTECT VOTING

Rock the Vote focused like a laser on voting rights this year, making sure that young people were aware of their rights and not disenfranchised by discriminatory judicial rulings and legislative changes. Specifically, we:

Launched a petition to #ProtectVoting in response to anti-voting laws, and garnered **10,000+ signatures** with the support of **over 55 partners**. We hosted a Twitter chat with more than **520 contributors** and garnered over **13.5 million impressions**.

Consistently pressed the issue in the media -- from op-eds in the Washington Post to coverage of our campaign on MTV.





WE MADE VOTING APPEALING



Engaged cultural leaders like **Leonardo DiCaprio** and **Kendall Jenner**, who registered to vote on video and shared it with her **13 million Instagram followers**

Covered by over

25 OUTLETS

from New York Times to Rolling Stone to Cosmo and on broadcast and cable television, earning 20 million media impressions worth over

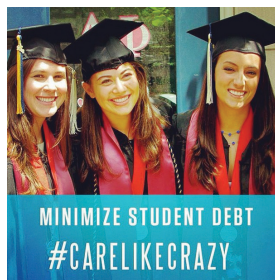
\$200 MILLION

Garnered an estimated

22 MILLION VIEWS



on Facebook, YouTube, Good Morning America, The View, E! News (and more) of our 'Turn Out For What?' music video featuring **Lil Jon, Lena Dunham, Whoopi Goldberg, Sophia Bush, Ben Lyons, Natasha Lyonne and Fred Armisen!**



Developed a campaign that challenged young people to channel their energy for climate change, women's rights, student loans, voting rights, and more into a passion for voting.

Worked with coalition of over

2,000 PARTNER ORGANIZATIONS

to promote National Voter Registration Day. The hashtag for NVRD, #CelebrateNVRD, was trending as a **top-10 Twitter topic** that day.





WE MADE VOTING HARD TO FORGET

Leading up to November 4th, Rock the Vote executed an aggressive email, text, and phone-banking program to remind young people to vote.



OVER
500,000
GOTV **TEXTS**



were sent reminding people to vote and also allow them to text a reminder to friends.



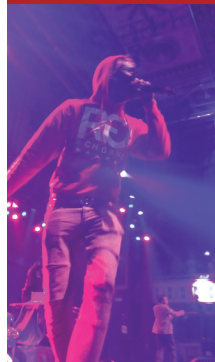
OVER **20 MILLION**

emails were sent in 2014 including a reminder to submit registration forms, registration deadlines, Election Day reminders and information about where to vote.



14,000 GOTV **CALLS**

were made from our phone bank the week before the election.



GOTV HIP HOP CONCERT

with **Rich Homie Quan** and **Young Thug** for 4,000 young people in Atlanta.

OVER **300,000 VISITS**

to RocktheVote.com resources on Election Day, second highest in organization history.

WE MEASURED OUR IMPACT

Woven throughout all of this work, we tested different aspects of our program to ensure that we register people who then turn out and vote. Specifically, we looked at whether:

- ✓ Rock the Vote's brand can encourage voter registration as compared to official Secretary of State forms.
- ✓ Election-reminder Facebook ads can encourage greater registration and turnout rates among 18-29 year olds.
- ✓ Plan-making messaging in GOTV text messages can increase turnout rates.

'14 ELECTION TURNOUT

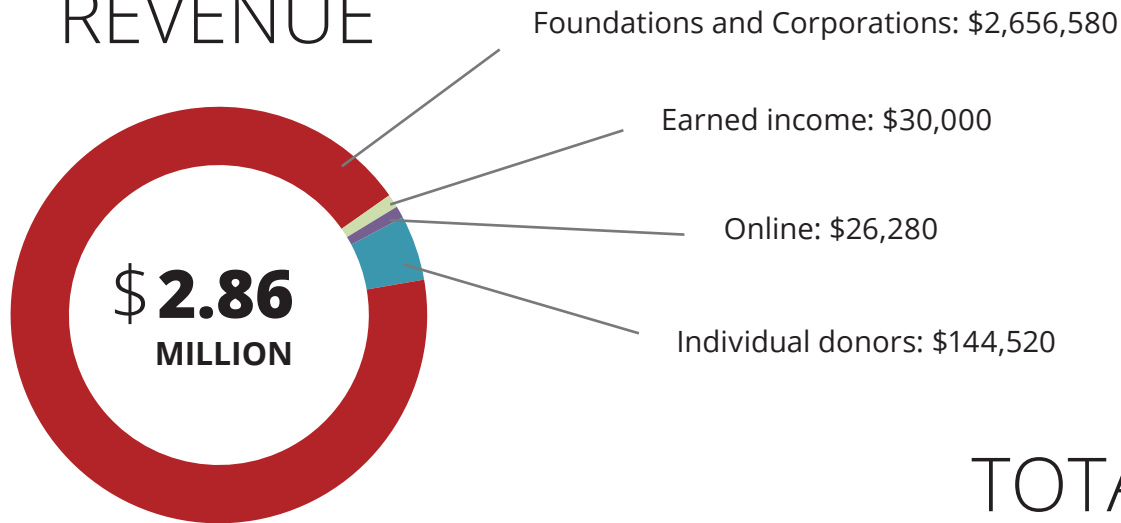


If a user registered to vote through Rock the Vote's tools, we used a multifaceted approach to ensure those individuals made it onto the voter rolls and cast a ballot.

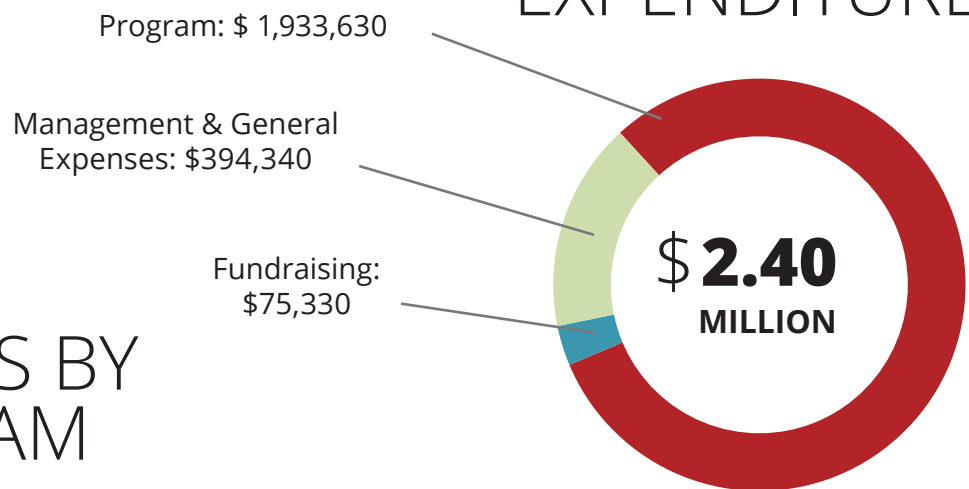
53% of Rock the Vote tool users voted in the 2014 election. This is **10 points higher** than the 43% turnout rate of other civic engagement organizations, and **17 points higher than the national turnout rate** of 36%.

2014 FINANCIAL INFORMATION

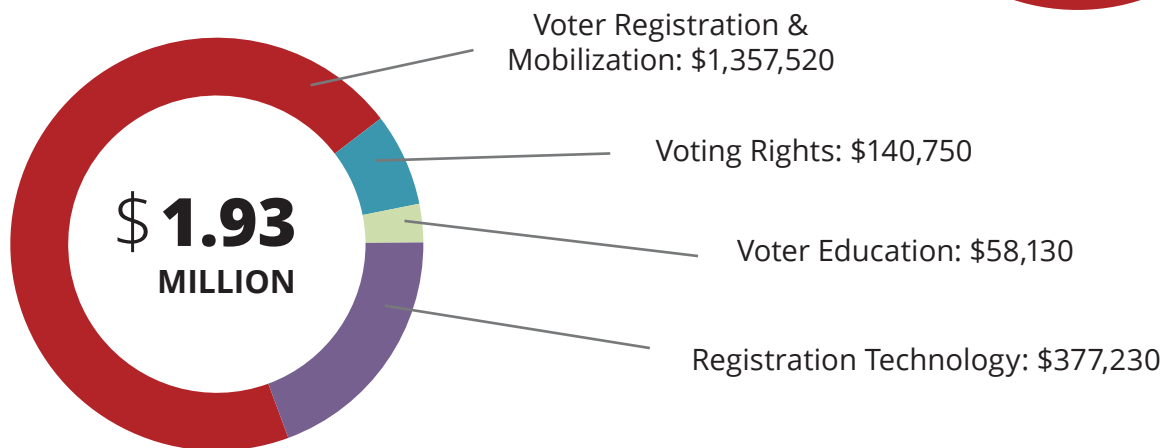
REVENUE



TOTAL EXPENDITURES



EXPENSES BY PROGRAM



All figures rounded to nearest ten thousand

ROCK THE VOTE BOARD OF DIRECTORS

2014-2015

Jon Rubin, Co-Chair

Heather Smith, Co-Chair

Jeff Ayeroff, Director and Founder

Frank Smith, Treasurer

Chrissy Faessen, Secretary

SOCIAL MEDIA PROPERTIES



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[@RockTheVote \(instagram.com/rockthevote\)](https://instagram.com/rockthevote)



rockthevote.tumblr.com



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