



# 2018 ANNUAL REPORT

ROCK<sup>THE</sup>VOTE

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# ABOUT ROCK THE VOTE

**Founded in 1990, Rock the Vote is a non-partisan, non-profit organization aimed at building the long-term political power of the diverse youth generation through voter registration, education, and mobilization and reducing barriers to participation by modernizing the civic process and protecting their right to vote.**

Rock the Vote has revolutionized the use of culture, technology, and media to combine online and on-the-ground efforts to fulfill its mission and increase youth civic participation.

The organization pioneered the use of technology in 1999 and continues to innovate and provide its civic technology resources and tailored direct voter contact messaging to more than 1,000 organizations. Together, Rock the Vote and its partners have added nearly 9 million new voters to the rolls turning them out between 30 and 40 points higher than the national youth average by deploying

research-based strategies that include customized, interactive voter contact and step-by-step guidance to help new voters participate for the first time.

Rock the Vote leverages its expertise, resources, and relationships to empower local, state, and national groups and youth-led movements. The organization is building on its long-standing record of working with corporate partners to create a culture of civic engagement by reaching young people where they are with messages that resonate and information that empowers them to become lifelong civic participants.

# A MESSAGE FROM THE PRESIDENT AND EXECUTIVE DIRECTOR



## The 2018 midterm election was Rock the Vote's most successful midterm ever.

The youth vote was the major story emerging from the 2018 midterm elections with the highest midterm youth turnout rate in more than 25 years. Young adults are demonstrating they are a civic-minded and solutions-driven generation that demands to be heard.

Young voters are new voters – meaning they are new to the process, a process that is increasingly becoming more difficult to navigate. In the wake of increased youth activism and turnout, aggressive efforts are taking hold to suppress their vote. Policies such as restrictive voter ID laws, the removal and legal restriction of polling places on college campuses, non-delivery of absentee ballots, and proof-of-residency requirements are all tactics designed to keep young people from having a voice in our democracy.

Rock the Vote works to create a culture of civic engagement reaching young people where they are with messages that resonate and trusted information that empowers them and walks them through the process to participate. We do all of this while simultaneously reducing the barriers to their participation by fighting for their right to vote and leveraging technology to modernize and streamline the archaic civic process.

We are building on the momentum of 2018 and engaging the nearly 9 million new eligible voters who will turn 18 between federal elections. As we gear up for record youth turnout in 2020, we are mobilizing around state and local elections, reinvigorating civics education, uplifting the importance of the 2020 Census, innovating civic technology, building strategic partnerships, and enlisting youth brands to help us create a culture of voting.

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. Mark my words – the youth wave is going to take this country by storm in 2020 and you will want to be part of it. Thank you.

Onward,

**Carolyn E. DeWitt**

President and Executive Director,  
Rock the Vote

# BOARD OF DIRECTORS



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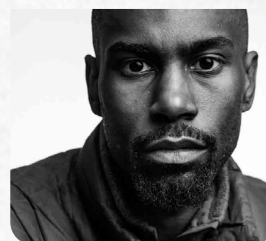
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# Youth voting increased more than 50% over 2014.

While turnout rates increased across nearly all demographics, the surge in youth voting was particularly noteworthy as the discrepancy in turnout rates between older voters and younger voters is usually more pronounced in midterm elections than in presidential elections. According to the Center for Information & Research on Civic Leaderning and Engagement (CIRCLE) at Tufts University:

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## 31%

of youth, ages 18-29, voted in 2018 compared to 19.9% in 2014.

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## 67% v 32%

was an historic vote choice split of young voters who favored Democratic candidates over Republican candidates.

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## 47%

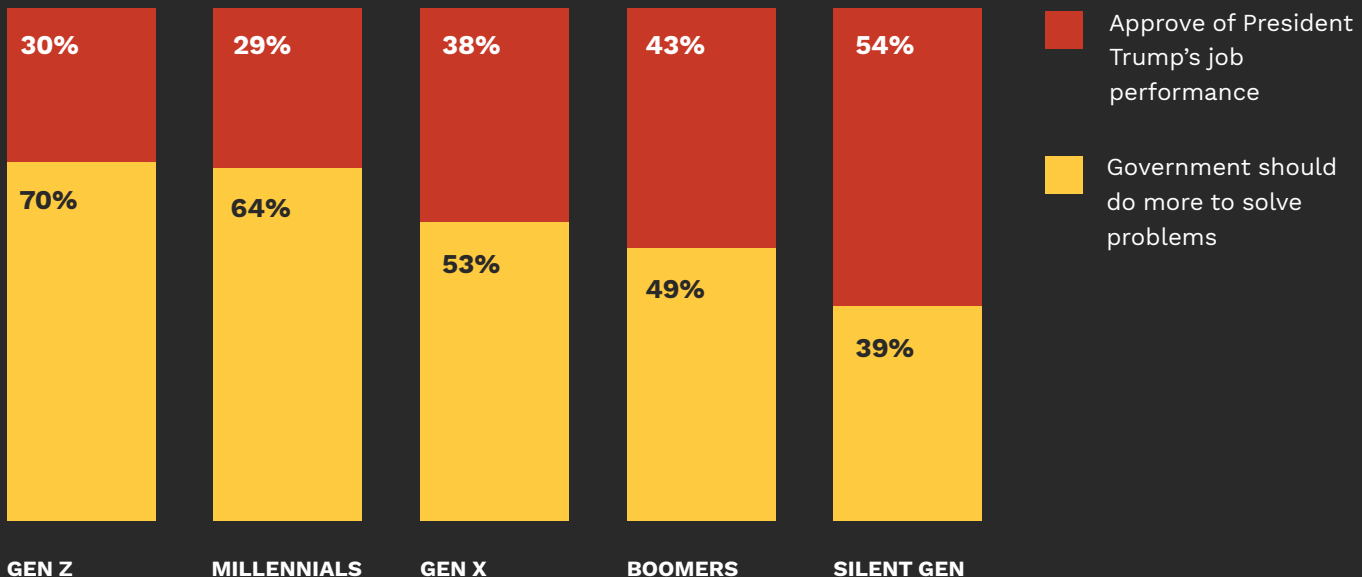
or roughly 14 million youth, ages 18-24, heard about the election from one of the top four social media platforms.



# Voting-eligible youth are between the ages of 18 and 29 and members of Generation Z or the Millennial Generation.

Together, these two generations will comprise nearly 40% of the electorate in 2020.

They hold different views about the current state of affairs and the role of government than their older counterparts.





## There are major differences between Generation Z and Millennials.

These differences are rooted in their familiarity with technology and information, demographic make-up, and notable events that occurred as they came of age.

	Generation Z*	Millennials*
<b>Born between:</b>	1997 – 2012	1981 – 1996
<b>Age range in 2020:</b>	7 – 23	23–39
<b>People of color:</b>	48% <sup>1</sup>	42% <sup>2</sup>
<b>First presidential election eligible to vote:</b>	2016	2000
<b>Grew up:</b>	Neo digital natives	As technology was developing, digital natives
<b>Came of age during:</b>	Trump's Presidency, Mass Shootings, Climate Crisis	September 11, 2001, Iraq and Afghanistan Wars, Great Recession

# 90%

of young people use one of the main social media platforms <sup>3</sup>

Sources: 1) Pew Research Center, Social Trends, November 2018; 2) Census Bureau; 3) CIRCLE, Five Takeaways on Social Media and the Youth Vote in 2018, 2018.

\*Approximate date ranges as there is no consensus among demographers, researchers, or press.



# The Most Trusted and Innovative Online Voter Registration (OVR) Platform.

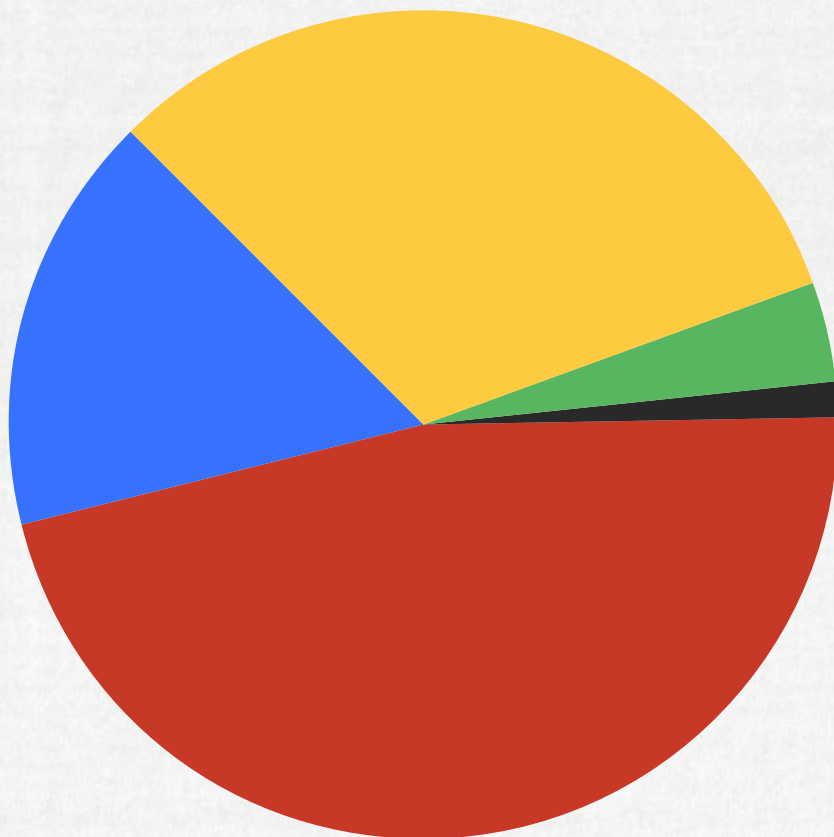
Rock the Vote’s OVR platform provides third-party organizations with a critical tool to register voters and engage citizens in our democracy. Since its creation in 1999, Rock the Vote and our partners have registered more than twelve million voters through this platform, which has a proven track record of accessibility and security. The platform is also mobile-friendly and available in 13 languages.

2018 saw a surge in youth voting resulting in a substantial increase of registrations from 2014. Here is a snapshot:

Registrations processed through Rock the Vote’s OVR Platform	2014	2018	
All registrations (including partners)	690,015	828,966	+20%
Rock the Vote registrations (RTV only)	101,968	235,236	+130%



**In 2018, 1,198 partners used Rock the Vote's OVR platform. Together, we processed 828,966 voter registration applications.**



- Civic Engagement Organizations: **46.32%**
- Rock the Vote: **32.15%**
- Other Nonprofit Organizations: **16.20%**
- Corporations: **3.82%**
- Political Organizations and Campaigns: **1.51%**

## VERIFYING VOTERS' REGISTRATION STATUS

### 499,934 voters

Used Rock the Vote's Registration Status Look-Up Tool which allows voters to input their address to verify their registration status and identify if they need to update their address or if they have been removed from the rolls.



# Streamlining voter registration.

## REVOLUTIONIZING CIVIC TECHNOLOGY

Dedicated to impact, Rock the Vote continually innovates working with state election officials to enhance their technology to significantly improve third-party voter registration and absentee ballot requests, strengthen automatic voter registration, and enhance tracking and accountability.

Working with the states of Pennsylvania and Virginia, Rock the Vote set a new standard as the only nationwide online voter registration platform with full integration directly connected to state systems creating a seamless process where individuals can complete the entire registration process on our website without being transferred to the state site.

**Registered on a streamlined platform:**

**30,275**

PA web

**20,328**

PA app

**6,922**

VA web

**57,525**

Total registrations via connected systems



**Connected Voter Registration Convening in Washington, DC**

Rock the Vote brought together representatives from 65 national, state, and local organizations; election officials from both sides of the aisle; and civic engagement funders to learn about the power of third-party integration with state online voter registration systems.



## REVOLUTIONIZING CIVIC TECHNOLOGY

### Voter Registration in the Field:

Rock the Vote completed a full integration of our OVR platform with Pennsylvania and Virginia, which made us the only national third-party organization where registrants from these states could complete the entire registration process on our website. A seamless process improves success rates of those who start the process and make it onto the voter rolls improving effectiveness and cost efficiency.

**“Rock the Vote’s web tool was connected to our system, making the process of registering through their online programs, and those of their partners, seamless for voters across Pennsylvania.”**

-Kathy Boockvar, Pennsylvania Secretary of State

### Optimizing the Registration Experience

With a seamless online voter registration experience, Rock the Vote was able to control the entire user experience - something no third-party has had the opportunity to do as the registration process has always occurred on state websites. Rock the Vote brought on an industry expert to track users in real-time and make quick updates in advance of 2018 deadlines and identify future modifications to further improve completion rates.

### Pennsylvania web success rate

2016

**54.54%**

2018, post update

**97.5%**

### Virginia web success rate

2016

**48.41%**

2018, post update

**84.48%**

### Ongoing Commitment to Security

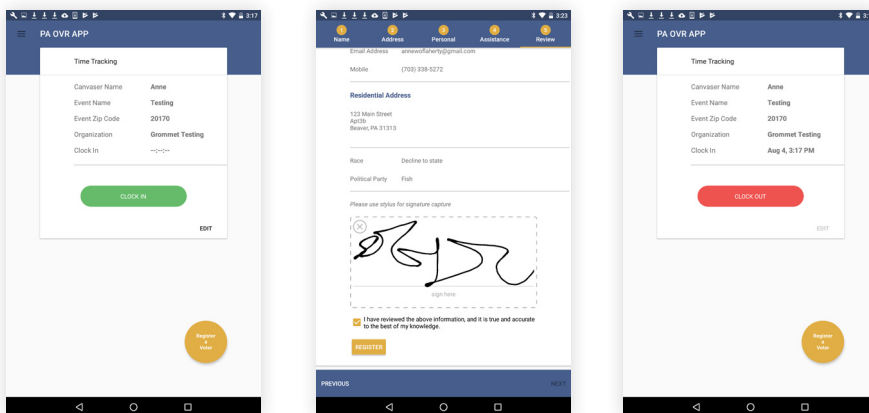
Dedicated to election security, Rock the Vote underwent a robust security audit to comply with National Institute of Standards and Technology’s 800-53 level of compliance, which is the federally recommended level of security for election administration offices.



## REVOLUTIONIZING CIVIC TECHNOLOGY

### Changing Voter Registration in the Field

With Pennsylvania Voice, Rock the Vote tested improvements to its Pennsylvania Canvasser App that enables canvassers to register voters in the field on a tablet without internet and to download the registrations directly into the state's database when connected to the internet.



Registrations  
processed  
by Canvasser App:

**20,328**

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. Registration and signatures were batch uploaded into the State's database, providing a practical alternative to paper registrations. The success rate of those who registered on the Canvasser App making it onto the rolls was: 86.56% in 2016, 89% in 2017, and 90.1% in 2018.

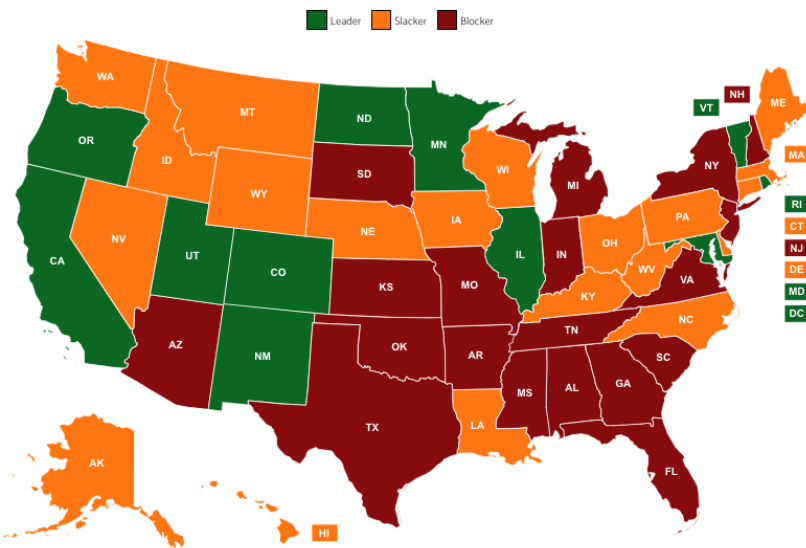


### **Integration Case Study: Pending Registrations**

Rock the Vote's streamlined process in Pennsylvania enables it to obtain a status report within 72 hours of application rather than the typical few months. This means Rock the Vote and its partners are able to identify whether submitted voter registration applications have been approved, declined, or are still pending, including reasons why an application was declined or is pending.

Using these reports, Rock the Vote and partners identified nearly 4,000 applications that had a pending status following the voter registration deadline. The ability to audit applications enabled Rock the Vote and its partners to raise the issue with the state. The state was able to identify the cause of the error, reprocess the applications, and approve all valid registrations before the roster print deadline. Litigation was avoided and voters were able to cast ballots.

# THE MODERN ELECTIONS PROJECT: FIGHTING FOR YOUNG PEOPLE'S FREEDOM TO VOTE



## Young People's Access to Democracy: Demystifying Election Policy

Rock the Vote simplified election policy in its voting rights digital hub that evaluates states on policies and laws that determine young people's access to democracy. Individuals are able to generate and send state-specific letters to their officials and to share easy-to-read state snapshots on social media or through email. Rock the Vote recruited more than 20 organizations not engaged in voting rights to learn more about this issue, distribute information, and mobilize their networks around voting rights.

### Kansas State University

Rock the Vote president Carolyn DeWitt met with students and local organizers at Kansas State University to speak about voting rights through an endowed lecture series.



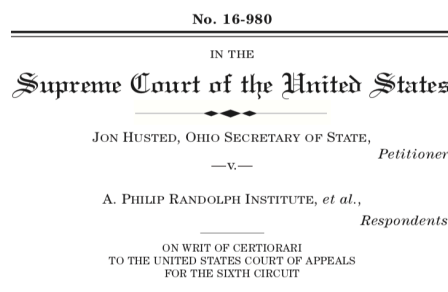
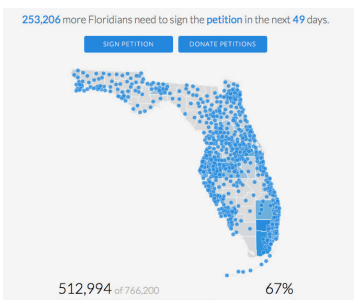


Rock the Vote also supported local and state organizations in their Pro-Democracy movements. We gathered petitions to New York's state legislature and Governor to fund early voting, supported Automatic Voter Registration in Washington state, and supported Michigan's Voter Not Politicians campaign to create independent redistricting.



### Election Protection Coalition

Rock the Vote was an active leader in the The Lawyers' Committee for Civil Rights Under Law's Election Protection Coalition, and participated in working groups to strategize around voter resources, communications, and rapid response efforts.



### Florida Coalition for Voting Rights Restoration

Rock the Vote served as an active member of the Amendment 4 Youth Outreach Committee, which educated and organized young voters around the successful voting rights restoration ballot measure in Florida. Rock the Vote directly activated 208,809 Florida youth in support of the amendment through education, pledges, and volunteer recruitment. Rock the Vote co-hosted a Youth Call Day to phonebank in support of the ballot initiative, recruited corporate partners to host phone banking days, and regularly recruited its volunteers to remotely phonebank in support of the amendment.



# Trump pick to lead 2020 census pulls name from consideration: report

BY JACQUELINE SCHWARTZ | 7/27/2018 10:04 AM EDT

Just In...

**Michelle Obama praises Florida shooting victims: 'We're behind you every step of the way'**

BY JACQUELINE SCHWARTZ | 7/27/2018 9:59 AM EDT

**Students across US hold protests in solidarity with Florida survivors**

BY JACQUELINE SCHWARTZ | 7/27/2018 9:59 AM EDT

**Florida superintendent: We don't need to arm teachers**

BY JACQUELINE SCHWARTZ | 7/27/2018 9:59 AM EDT

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## 2018 Annual Report

Training comprises the following elements:

# GOTV: DIRECTLY COMMUNICATING WITH YOUNG VOTERS

## EMAIL PROGRAM

**452**

separate emails sent

**>700%**

jump in engagement  
from 2016

**11,080,921**

total emails

## TEXT PROGRAM

Rock the Vote's texting program grew exponentially in 2018, expanding its subscriber base by 45%, continuing the growing trend of youth messaging over mobile devices.

**5,982,418**

text messages sent

**~4000%**

jump in engagement  
from 2016

## Election Reminders and Action Alerts

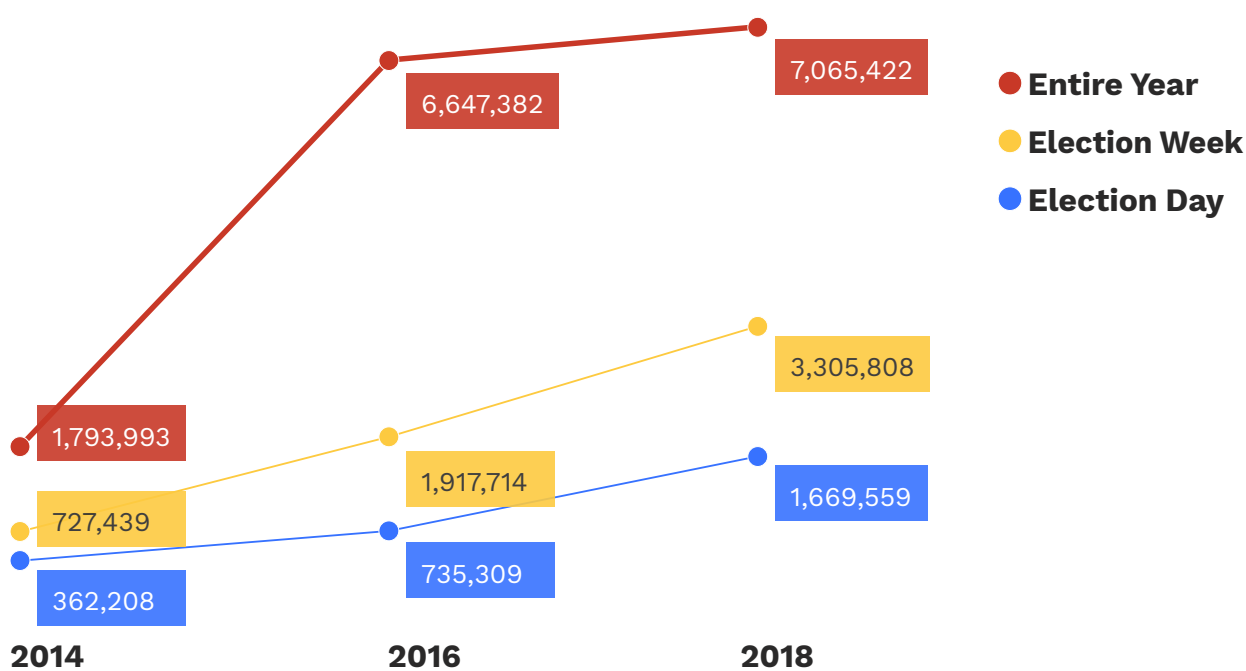
Using an individual's physical address, Rock the Vote sent proven, customized election reminders and action alerts to voters via email and text message. 2018 engagement rates skyrocketed through ongoing testing and optimization, and voters were able to make a plan to vote, look up their ballot and polling place, and explore resources to help them take action on various issues.





As a trusted messenger, young voters look to Rock the Vote for information to help them navigate the voting process. That's why Rock the Vote's election center serves as a comprehensive, one-stop shop for voter information with a state catalog of rules and policies, voter ID requirements, polling place and ballot look-up tools, information on flexible voting options, and more.

## Website and Election Center



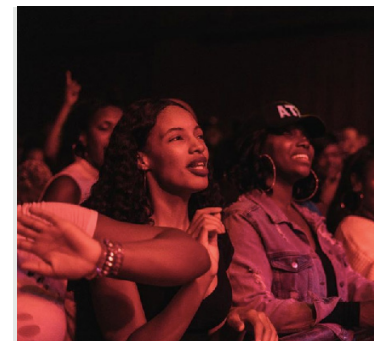
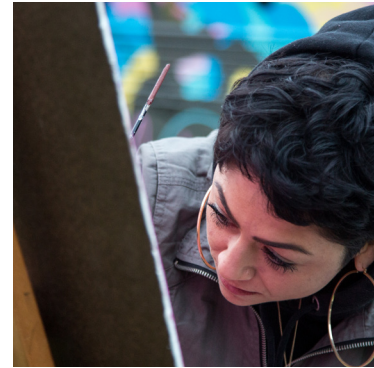
## Voter guides

Rock the Vote worked with state and local partners to develop voter guides in eight states for federal and statewide races. Voter guides were distributed to more than 1 million voters, with more than 160,000 actively interacting with the voter guide platform.





## VoteFest



Working with local and entertainment partners, Rock the Vote launched VoteFest to make civic participation and voting more social and celebratory. Rock the Vote recruited artists, companies, sponsored state and local organizations and campuses, and provided toolkits to self-organized community groups to host event in 12 states. The efforts included free film screenings, a concert series with six-time Latin Grammy winning duo Jesse and Joy, Trap Karaoke concerts, campus and vote center polling parties, homecoming early vote rallies, buses to the polls, and a first-of-its-kind traveling local artist bus tour that provided pop-up entertainment at multiple Detroit polling locations on Election Day.

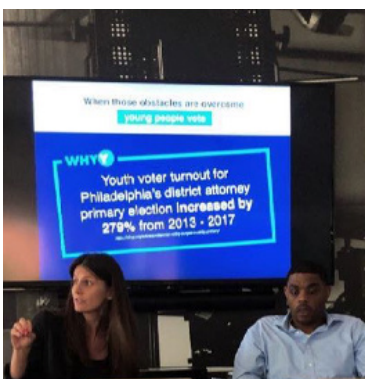
# YOUNG VOICES INITIATIVE: MESSAGING AND EMPOWERING YOUNG PEOPLE

## Messages that Resonate and Information that Empowers

Rock the Vote reached young people where they are with messages that resonates and information that empowers them to take action. We also organized efforts for the creation and distribution of informed civic messaging for young people to ensure coordination, accuracy, and effectiveness of messaging.



## Shifting the Narrative of Civic Engagement



## Rock the Vote's Civic Messaging Workshop

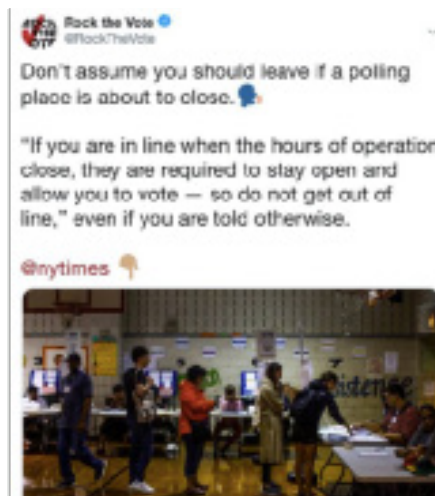
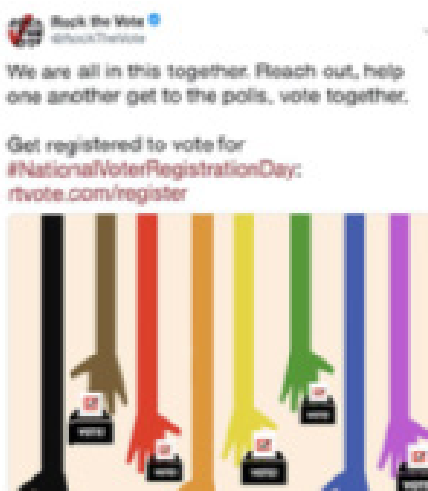
Rock the Vote brought together representatives from more than 60 media and entertainment companies to learn about civic messaging research, different audiences, best practices, and testing at Participant Media.



## Media

Rock the Vote uplifted the importance of youth and the youth vote in national outlets. Rock the Vote was called on to discuss youth activism and how to keep the momentum going into the election in 2018. We received coverage in outlets such as HLN, MSNBC, The New York Times, The Los Angeles Times, Blavity, and Good Morning America.

**2.63 billion**  
media impressions



## Social Media

Rock the Vote used social media channels to reach young people where they are with information and links to resources to empower them to vote.

**75%**  
of top performing  
posts were original  
content

**730 million**  
Accounts Reached



## Trusted Messengers - Influencers

The internet has redefined celebrity. Trusted messengers are not only movie and tv stars, but also social media influencers, activists, and athletes. Rock the Vote works with hundreds of influencers providing them with information and creating opportunities to cut through the noise, and reach young people with messengers they know and trust.

Posts from Rock the Vote:

**379,000**

Number of Influencers:

**100+**





### TAPPING INTO THE POWER OF ATHLETES

Rock the Vote launched Athletes Rock the Vote tapping professional athletes, teams and associations to use their powerful platforms to mobilize young fans. Through the initiative, Rock the Vote built partnerships with the Women's National Basketball Players Association (WNBA), National Basketball Coaches Association, Golden State Warriors, and several WNBAPA teams.



#### **Rookie Jaron Jackson Jr. sported Rock the Vote on NBA Draft Night**

Number four draft pick Jaren Jackson Jr. wore a Rock the Vote lined suit on NBA draft night earning him best dressed by USA Today. He used his social media platform to recruit voting rookies and amplify election moments.



#### **Rock the Vote's President Carolyn DeWitt talking with Warriors' Steph Curry about voter roll purging.**

The Golden State Warriors invited Rock the Vote to attend a practice to educate and register their players and fans at the team's season opener.

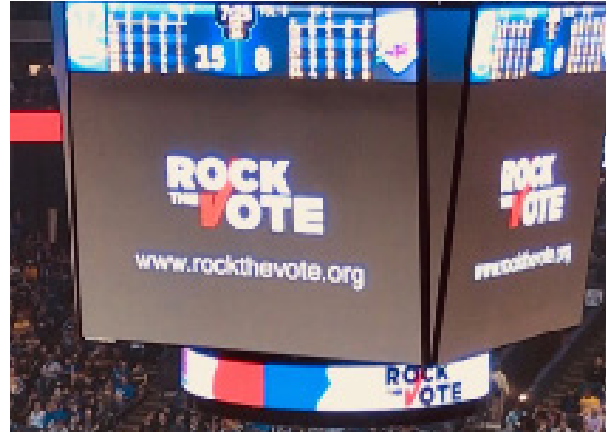


## TAPPING INTO THE POWER OF ATHLETES



### The WNBA and Rock the Vote Kicked Off Its Partnership All-Star Weekend

The WNBA invited Rock the Vote to speak to players and record videos at All Star Weekend that were released on social media. The WNBA and player ambassadors recruited teams to promote registration and voting on jumbotrons at play-off games and on social media channels.



### Rock the Vote Teamed Up with The Golden State Warriors

The Golden State Warriors recorded videos that were aired on jumbotrons at home games and distributed on the team's and players' social media accounts to encourage fans to register and vote. Rock the Vote was onsite to register voters for the season opener.





### Promoting Civic Education Through Democracy Class

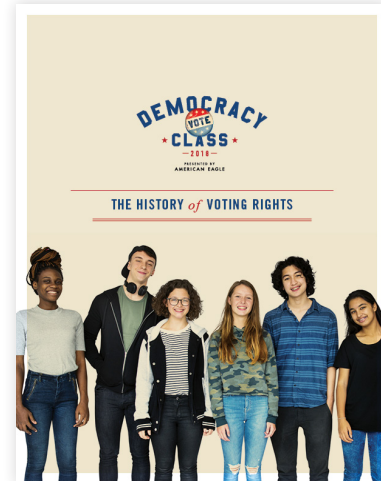
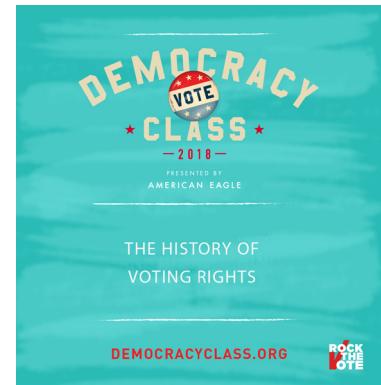
Rock the Vote highlighted the need for civic education by building a coalition of over 100 organizations and relaunching Democracy Class. We teamed up with Teaching Tolerance, a project of The Southern Poverty Law Center, to revamp and expand the curriculum to include free, interactive lesson plans on the history and importance of voting, the importance of local elections, voting rights and a hands-on exercise on a local issue. Democracy Class lesson plan also registered and pre-registered students to vote. Rock the Vote recruited nonprofit partners and the school districts of Baltimore, Los Angeles, and Philadelphia to distribute the lesson plan to schools, community centers, and after school programs.

Coalition Partners:

**100+**

Schools Reached:

**1,200+**



# Rock the Vote helped entertainment and youth-branded companies create a culture of civic engagement for their employees and/or customers.

This program focused on registration, civic education, voter information, getting out the vote, and volunteer opportunities. A few of the brands included:



## AMERICAN EAGLE

**American Eagle** held a nationwide t-shirt design contest among its customers with the theme of using one's voice and voting. Four shirt designs were sold in select stores with 100% of the proceeds being donated to Rock the Vote. American Eagle also provided critical funding for Democracy Class and promoted voter registration and GOTV efforts.



**VOTE**  
~~THE~~ CHANGE  
 YOU WANT TO  
 SEE IN THE  
 WORLD.

**CHIME**  
 FOR CHANGE  
 FOUNDED BY GUCCI

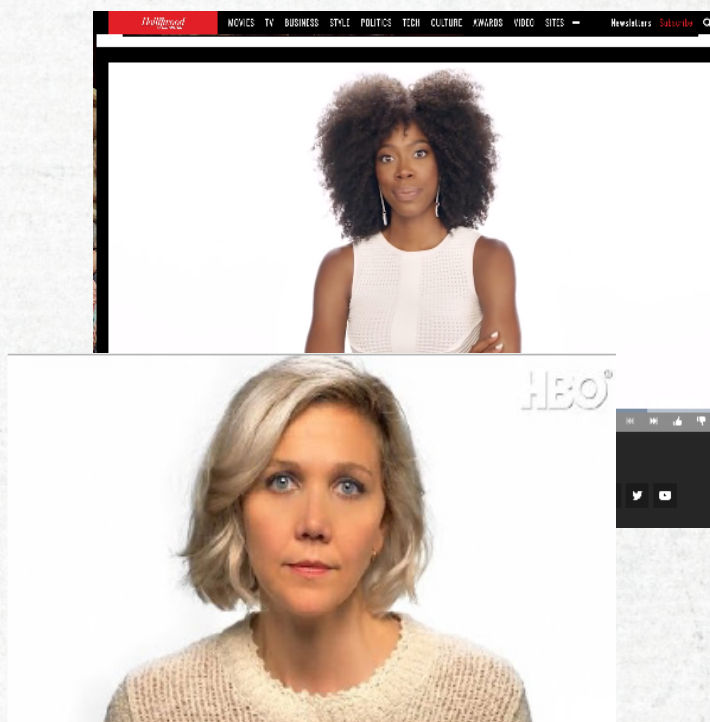


## GUCCI

**Gucci** incorporated voting into its Chime for Change program and Cleo Wade Tour and placed ads in New York Magazine, The New York Times, New Yorker, Wall Street Journal, The Washington Post, and New York's Times Square. Gucci recruited influencers and promoted registering and voting on its social media channels. We built a mini-election center and recruited partners to work with them to register voters on dozens of college campuses. (Madison, WI, Athens, GA, Tempe, AZ, Charlottesville, VA, and Ann Arbor, MI)

## HBO

**HBO** encouraged its employees and the public to use their voice and vote. HBO released and promoted multiple videos featuring everyday people and celebrities such as Westworld's Ed Harris, Veep's Tony Hale, Barry's Anthony Carrigan, Insecure's Yvonne Orji, and Crashing's Pete Holmes. Sarah Jessica Parker recorded a special message to HBO employees. HBO funded videos on social media and television and recruited more than 100 ambassadors to conduct voter registration drives on 50 college campuses.





**Levi Strauss & Co.**, a new partner, mobilized employees and customers to register and volunteer. Rock the Vote trained their employee voting captains. The company conducted in-store voter registration in 19 of its most active retail stores and six outlets; posted signs in their windows and in stores; provided customers with a reminder to vote card at point of sale; released a “Vote” t-shirt; and created and funded a video for TV and social media about the importance of voting. The CEO wrote an op-ed that encouraged companies to give employees time off to vote.



**Tinder** launched a “Swipe the Vote” campaign by releasing a video inspired by the animated TV show *Schoolhouse Rock* and a series of blog posts. These included educational information on the importance of voting in the midterm elections, the importance of registering to vote, and voting options such as early and Election Day voting and absentee ballots. Tinder also placed Tinder University Ambassadors on college campuses to register students to vote.





**TOMS Shoes** covered the cost for Rock the Vote to attend and conduct a robust voter registration program at the Teen Vogue Summit in June of 2018. Rock the Vote registered attendees while TOMS and Teen Vogue captured video content that was used in digital ads to promote voter registration and turnout to Teen Vogue readers. TOMS also set up mock voting booths with voter registration and information in select stores.



**Comedy Central** hosted a #ShouldWeVote campaign that launched videos on air and on social media that featured every day voters asking celebrities if they should vote. The tongue-in-cheek campaign played on celebrity-driven messaging, encouraged voters to tag celebrities online to ask them #ShouldWeVote, and drove viewers to pledge to vote and to look up information to help them cast a ballot.

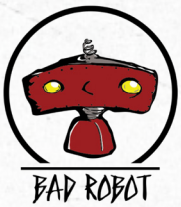
**TAG YOUR FAVORITE CELEBRITY  
#SHOULDWEVOTE**



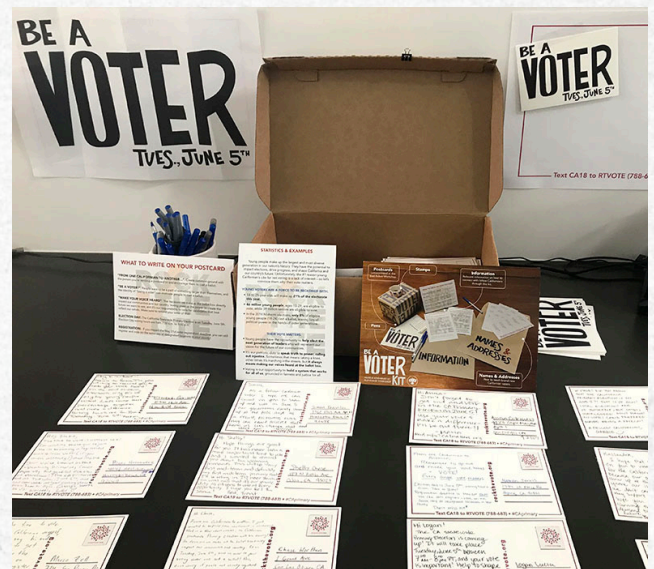


## The New York Times

**Get with the Times** was The New York Times's live conversation series for college students. Hosted by top journalists paired with notable figures in entertainment, politics, sports, business, and more, the series inspired young people to get involved in the issues. Events were filmed live on a college campus and broadcast to watch parties hosted on other campuses across the country, including a conversation between Senator Bernie Sanders and NY Times' Alex Burns.



**Bad Robot's** "Be A Voter" GOTV Postcard Campaign. The effort brought together an impressive coalition of over 20 media and entertainment partners that engaged employees to send more than 3,000 postcards to first-time voters in California that encouraged them to get out and exercise their right to vote in the 2018 primary.





### @TRAPKARAOKE

**Trap Karaoke**, a touring, interactive hip-hop experience, hosted early vote events.

### LinkedIn

**LinkedIn** ran voter registration and get-out-the-vote campaign for employees with tabled events during their employee engagement and training day.



**Kensington Presents** produced a five-concert series in Los Angeles that featured civic engagement themed text-to-code banners, photo booths, and shout-outs from the stage. A percentage of ticket sales was donated to Rock the Vote.



**Participant Media** hosted seven sold out "early vote" free film screenings of the film RBG in strategic locations in Florida, Texas and California. The partnership recruited the American Constitution Society to help target law and pre-law students.



CONCORD MUSIC

**Concord Music** hosted a VoteFest concert the weekend before the election in downtown Los Angeles.



**Red Bull** hosted a VoteFest civic engagement pop-up in Venice, California to promote the importance of voting in the upcoming election.

### COSMOPOLITAN

**Cosmopolitan** launched a campaign in early 2018 to encourage readers to vote in both the primary and general elections and created a shirt with states and primary election dates in the style of a music tour shirt.

# Rock the Vote partnered with national, state and local nonprofit groups across the country

coordinating and providing free resources, tools, information, communications support, and in some cases, funding to empower on the ground organizing and mobilization.



### When We All Vote

Rock the Vote teamed up with When We All Vote during the 2018 election cycle. The effort was led by celebrities, including Michelle Obama, Janelle Monae, Chris Paul, Faith Hill and Tim McGraw, among others. Rock the Vote provided customized civic technology to power digital voter registration and status look up efforts, GOTV and election reminders, and recruited volunteers and shared data for peer-to-peer GOTV text messaging.



Hi! I'm Sarah, a volunteer w/ Michelle Obama's When We All Vote and Rock the Vote. The midterm elections are important, and your voice is even more important! According to our records you may live in California, a state that allows you to vote early. Tap here to confirm where you can vote: <https://weall.vote/2Rh50iQ>. Can your community count on you to vote early?

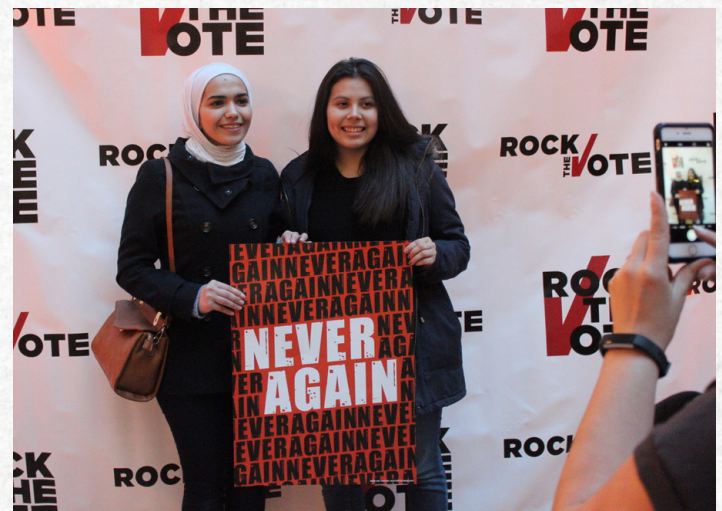
OCT 27, 8:21 PM



## MARCH FOR OUR LIVES

### March for Our Lives and Road to Change

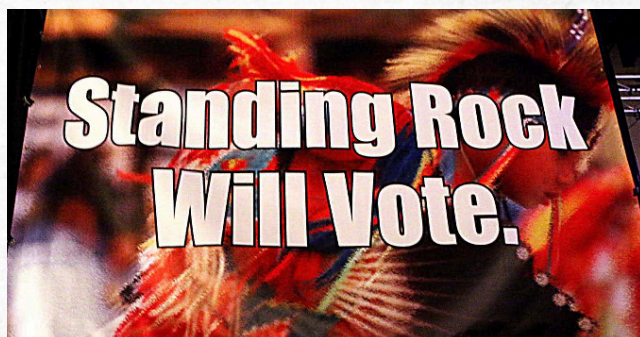
Rock the Vote was proud to provide critical support to Parkland students in their quest to bring about transformational change. We partnered with March for Our Lives and their Road to Change bus tour by powering their digital voter registration efforts through customized online voter registration and look-up tool, creating voter registration and social media toolkits, helping to coordinate and set up volunteer training, hosting the official pre-march poster-making event, and sending GOTV and election reminders to youth.





### We Stand United

Rock the Vote partnered with We Stand United led by Mark Ruffalo and Fisher Stevens, by providing messaging and best practice support and customized civic technology for digital voter registration and GOTV election reminders. We Stand United teamed up with March for Our Lives to create a First Time Voting video that included Parkland students and actors, such as Black Panther's Chadwick Boseman, Captain America's Chris Evans, and Zoe Kravitz, among others. We Stand United also created a video specially targeted for Native youth.



## eighteen x 18

### Eighteen x 18

Rock the Vote partnered with actress and activist Yara Shahidi's Eighteen x 18 effort that focused on registering and mobilizing first-time voters in the 2018 midterm election. Rock the Vote provided on-site voter registration at Yara's 18th birthday, including custom civic technology and information about key election moments.





### State and Local Partners

Rock the Vote supported and empowered state and local groups through its national partnership network by providing more than \$50,000 in subgrants to partners in states, such as Georgia, Florida, Kansas, Ohio, Michigan, Mississippi, and Nevada for GOTV activities.



Rock the Vote  
2018 Annual Report



# AUDITED FINANCIALS



## REVENUE

### CONTRIBUTIONS

Foundation, corporations &  
organization contributions:  
\$1,594,538

Individual contributions:  
\$567,586

Online contributions:  
\$153,695

### TOTAL CONTRIBUTIONS:

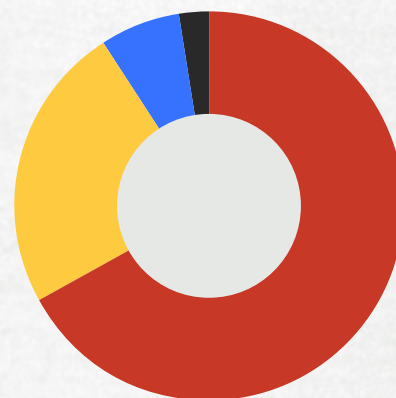
\$2,315,819

### OTHER REVENUE:

\$60,116

### TOTAL REVENUE:

\$2,375,935



- Foundations, corporations & organizations: **67%**
- Individual Donors: **24%**
- Online: **6.5%**
- Earned Income: **2.5%**

## EXPENSES

### PROGRAM SERVICES

Registration & mobilization:  
\$602,838

Civic technology:  
\$296,932

Voter education:  
\$372,412

Voting rights:  
\$31,807

Total program services:  
\$1,303,989

### SUPPORT SERVICES:

Fundraising & capacity building:  
\$67,389

General & administrative:  
\$184,194

Total support services:  
\$251,583

### TOTAL EXPENSES:

\$1,555,572

### CHANGES IN NET ASSETS:

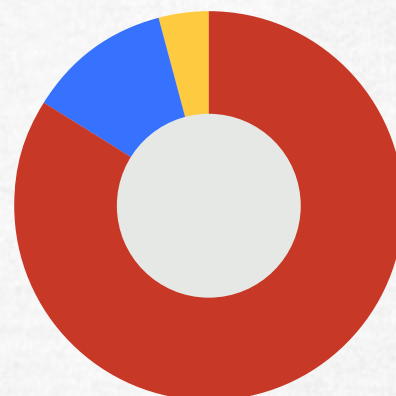
\$820,363

### BEGINNING NET ASSETS:

\$658,885

### ENDING NET ASSETS:

\$1,676,112



- Programs: **84%**
- General & Administration: **12%**
- Fundraising & Capacity Building: **4%**

# THANK YOU

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

Alexandra Konings	Howard and Geraldine Polinger Family Foundation	Stephen and Minda Dolmath Charitable Fund
American Eagle Outfitters	Jackie McElroy-Edwards Charitable Fund	Stevenson Family Fund
Austin Community Foundation	James A. Rosen	Streisand Foundation
Ayco Charitable Foundation	James Irvine Foundation	Stromwell Hess Family Fund
Bad Robot	Jeffrey K. Ayeroff & Marty Longbine	The 4348 Albermarle Fund
Benefit for Rock the Vote: Kulak's Woodshed	Jewish Federation of Cleveland	The Abel Family Fund
Benefit for Rock the Vote: Old Oak Cellars	Jordan/Delaney Family Trust	The Allen Blue and Kira Snyder Fund
Beverly Stein and Rob Freeman	Julie Pearl Charitable Fund	The Benevity Community Impact Fund
Blue Heron Charitable Fund	Karsten Family Foundation	The Bruce Martin and Carolyn Costin-Martin Charitable Fund
Bowen Family Charitable Gift Fund	Laurie McNeill Lee	The Ender Family Fund
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Champlin Valley Unitarian Universalist Society	NBA Coaches Association	The Roscommon Racalmuto Fund
Climate Reality Project	NEO Philanthropy	The Scholtz - Unangst Fund
David Frane and Charla Gabert	NGP Van	The Wittrop and Rhodes Family Charitable Fund
Democracy Engine	Marika Gerrard	The WNBPA Foundation
Dorothy A. Dunn	McNeill Charitable Foundation	Toms Shoes LLC
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FThree Foundation	NGP Van Inc.	Triangle Community Foundation
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Goldhirsh Foundation	Pennsylvania Voice	Uni Music
Griffen Family Fund	Perkins Malo Hunter Foundation	Wade and Sally Monroe Family Fund
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Hilary Brown and Charles Read Charitable Fund	Pledgeling Foundation	William Morris Endeavor
Hearst	Reinys-Fox Charitable Fund	WME
Home Box Office, Inc.	Remy Cointreau USA	WNBPA
	Robert Pattison	
	Seth & Brae Blackley	
	Sheila and Dan Weiss Fund	

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.

\*Includes supporters who contributed more than \$250

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