

# #ChooseTheFuture

Voter registration  
Non-partisan 501(c)(3)

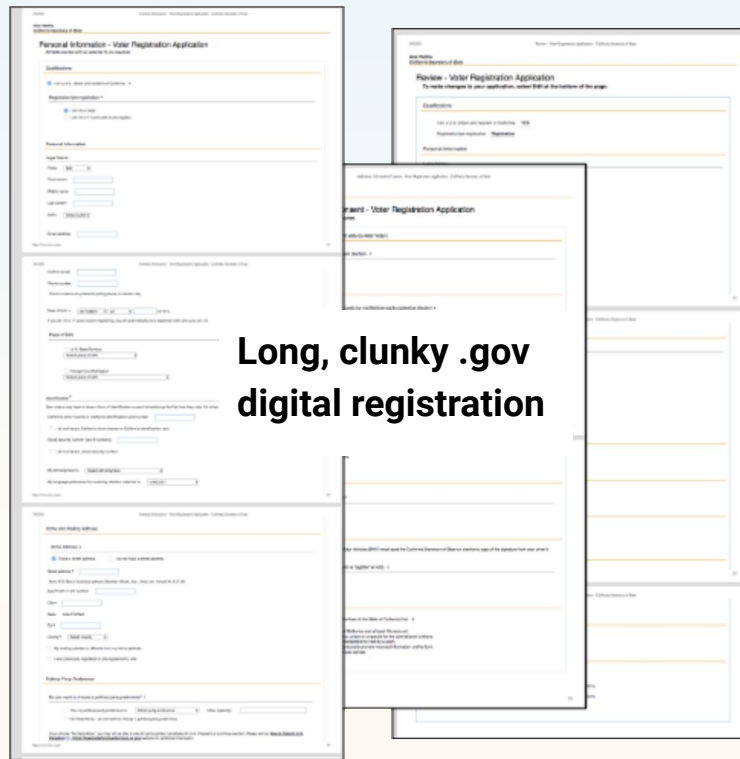
**There is a voter registration crisis.**

# Problem: Online registration completion rates are low

# Up to 83% FAIL

% of people who begin online voter registration that **DON'T** complete

**With COVID-19 most 2020 voter registration will likely be online**



# Online completion matters + much more online now



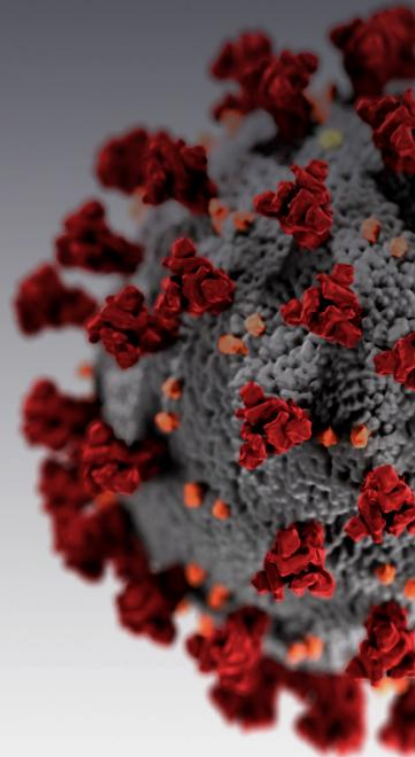
## 56% online

56% online registrations by civic organizations in 2016. Registration now even more critical with likelihood of heavy vote-by-mail (no resolving voter reg issues at polling locations)

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## 30% obstructed

30% field-based (in-person) voter registrations in 2016. Registration organizations now forced to shift field registration to online with coronavirus.



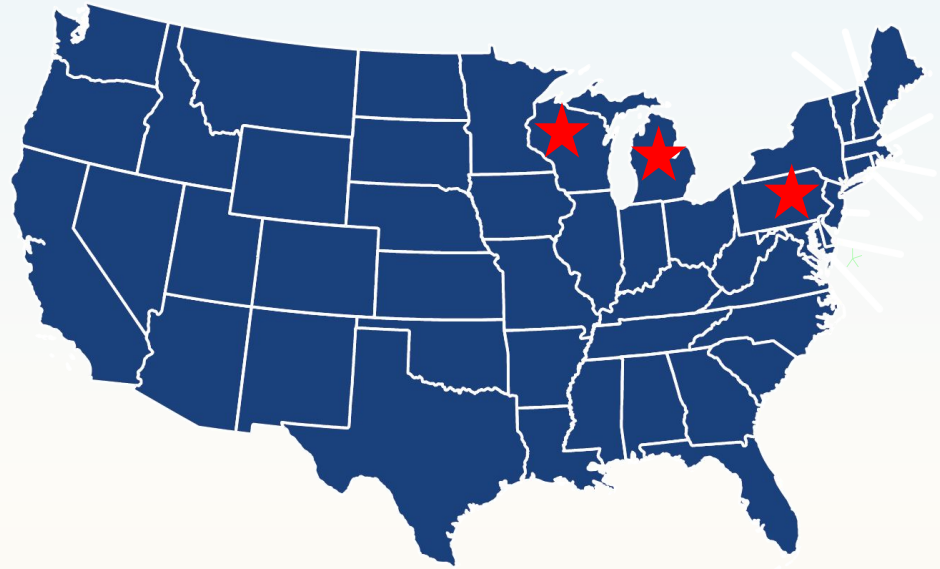
# Problem: Voter engagement + turnout is low


**78,000**

Voters that decided the last presidential election in Pennsylvania, Wisconsin and Michigan

**92,000,000**

People that didn't vote in 2016.  
(About 9,000,000 unregistered in the 3 deciding states)



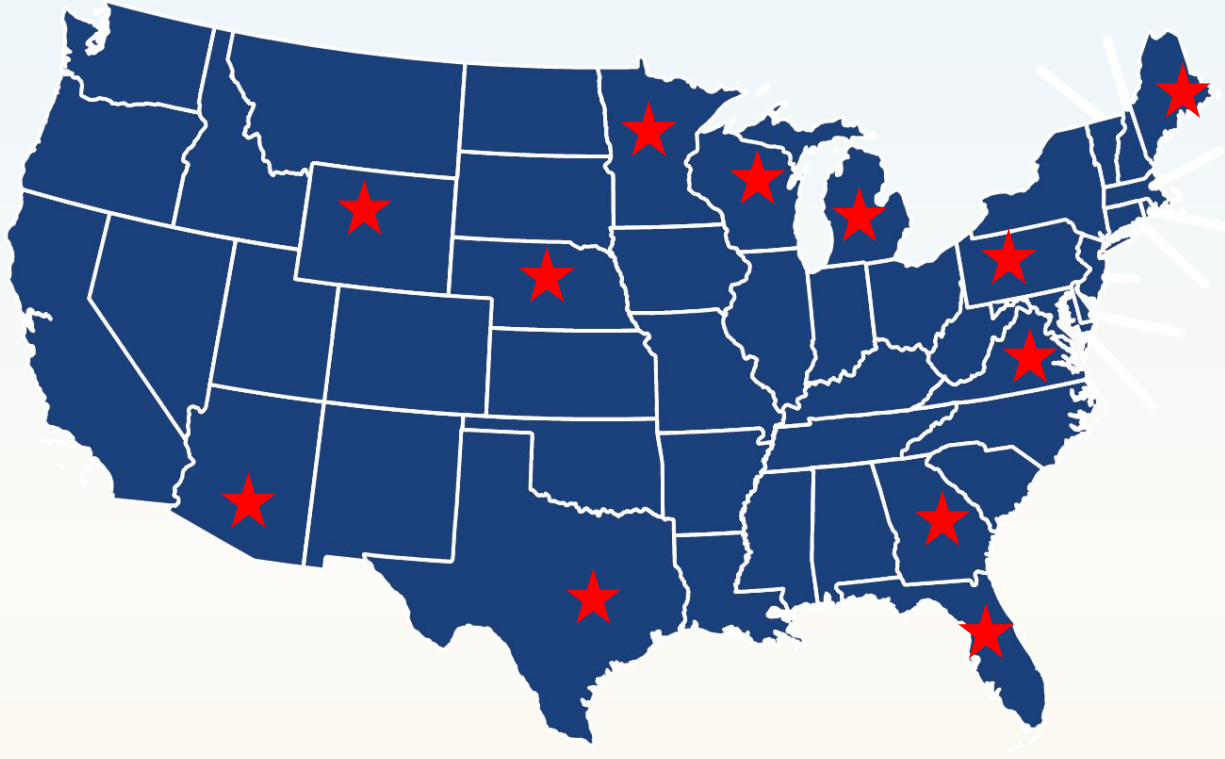
 States that decided the presidential election in 2016

**What you can do to help  
get more people registered**

# Option 1 :: text, email your friends or do a social post

- **Encourage your friends via text or email to check their registration, register to vote if they are not, and vote.**
  - *FYI these states are considered "battleground" states this year (meaning they are places that where things will likely be close - so voter registration matters most to determine what the outcome will be): PA, MI, WI, TX, AZ, NC, VA, FL, MN. ME, NE, etc - see map on next slide* ✕
- **A simple text message like this is good:**
  - *"Hey, I think voting is really important this year to help create positive change [OR ADD YOUR REASON]. Here's a link where people can check their registrations, and register to vote if they are not. Please pass it on if you want to help! Thank you! [www.register2vote.org](http://www.register2vote.org) "*

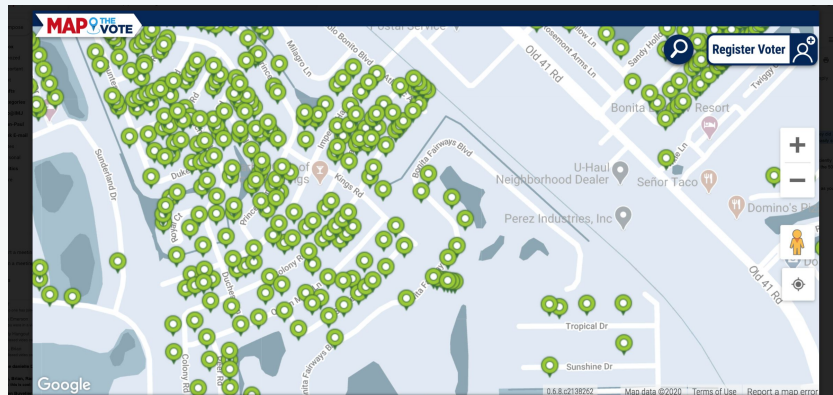
# Option 1: states where decisions are likely to be close





# Option 2: Find unregistered voters

- Identify who of your neighbors are likely not registered and help you get them registered .. stop by, drop a note in their mailbox
  - Use Map The Vote - [www.mapthevote.us/](http://www.mapthevote.us/) ..
- Get on Nextdoor (the app) for your neighborhood to do virtual reachouts to unregistered people



# Option 3: Support the most efficient civic orgs

- Typical spending of civic organization per registration is \$30 - \$50
- Register2Vote is the most efficient organization I have seen
  - Achieving about \$2 per registration
  - 500,000 registrations so far this year
  - Donate funds at [Register2Vote.org](https://Register2Vote.org) (click on “donate”)



**Thank you**