



2022

# Impact Report

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No matter where you turn when looking up voting information, you find the tools and data provided by Democracy Works.

When you look up voting information on Google Search or Bing – Democracy Works.

When you receive assistance registering to vote via Microsoft or Starbucks' TurboVote site – Democracy Works.

When you look up your polling location on California's official state website – Democracy Works.

When you research voting location information on websites like Vote.org, Rock the Vote, Vote America and Vote 411 – Democracy Works.

**At Democracy Works, we will continue to work to ensure that America votes – no matter what.**


## Democracy Works powers the civic technology space.

Our tools and data are used by hundreds of partner organizations to ensure that voters have all the information they need to cast a ballot. No other organization works directly with each state to ensure that their trusted data makes it into the hands of voters like we do.

This is not a responsibility we take lightly. We spent 2022 working tirelessly to improve our tools to make them more effective and reach more voters. We invested in the organization and added to our Board of Directors. Now, we're ready to ensure we will meet the needs of America's voters in 2023 and beyond.



**LUIS LOZADA**  
CEO, Democracy Works  
luis.lozada@democracy.works

A photograph of three people, two women and one man, looking at a smartphone together. The man is on the left, wearing a cap and has a beard. One woman is in the middle, holding the phone, and another woman is on the right, looking at the screen. They are in a bright, indoor setting with large windows in the background.

# Why Democracy Works Matters

“

I really like all of the information that TurboVote sends me. I appreciate all of you. Just wanted to say ‘thank you!’

---

JANE IN TEXAS

While voter turnout has surged in the United States in recent years, it still lags behind that of the majority of peer countries.

Many Americans don’t cast a ballot because they aren’t registered to vote. Others have cited that they forget – or don’t know – about an election, particularly in non-presidential years. Some say it’s a hassle to vote, are no longer on the voter rolls, or can’t keep up with the voting laws.

There is no federal database of polling locations, nationwide voter registration assistance, or widespread election reminders. All of these are issues Democracy Works alleviates with our tools and data.

In 2022, we revamped our flagship product, TurboVote. Previously, TurboVote was used primarily to assist with voter registration and send election reminders. Now, users can also check their voter registration status, pledge to register once they turn 18, and locate their polling place.

We grew our Voting Information Project partnerships with more than 40 states to provide voters with official polling location information, found on both official state websites and through routine internet searches.

More improvements are coming in 2023. We are rolling out TurboVote election guides to provide detailed information about thousands of local elections. More states are partnering with the Voting Information Project to provide even better polling location information to voters.

Meanwhile, elections don’t stop. We have already supported more than 250 elections through Q1 2023, with more than 3,000 elections still upcoming throughout the year. And, we won’t rest until ALL of America votes.

# Reaching American Voters

In 2022, Democracy Works' innovations focused on the organization's core value: helping Americans vote.

TurboVote was overhauled in 2022 to guide users through the voting process, from registering to vote, to getting election reminders, to finding your polling location, and more.

Through Democracy Works' Ballot Scout and Voting Information Tool, voters tracked the status of their absentee or vote-by-mail ballot, or found their polling location, in 11 different languages.

## 54,682,142

Election Notifications  
Sent in 2022

## 20,975,572

Election Notifications Sent  
in October and November

### BY THE NUMBERS

## 1,535

elections supported

## 51,822

voter inquiries answered

## 5 min

median reply time

## 25,768

notifications sent in Delaware  
when elections were  
impacted by executive order

## 25,849

notifications sent in Florida  
when elections were  
impacted by Hurricane Ian

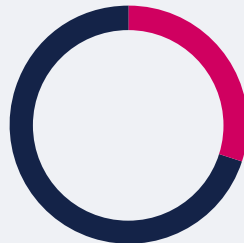
## 715,000

notifications sent in  
Georgia leading up to  
Senate runoff election



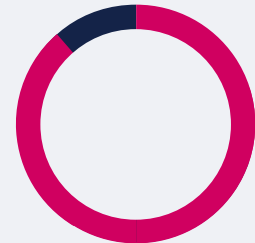
## 140M+

views on Google  
Search through How to  
Vote, Where to Vote



## 32%

of TurboVote users  
identify as people  
of color



## 92%

of questions  
answered within  
an hour





This is the most helpful text I've gotten about voting. Thank you!

SARAH IN MINNESOTA

## TURBOVOTE

When 2022 started, TurboVote had two primary purposes: voter registration assistance and sending election reminders.

As it became clear that more support would be beneficial for voters, Democracy Works overhauled TurboVote to greatly expand its capabilities.

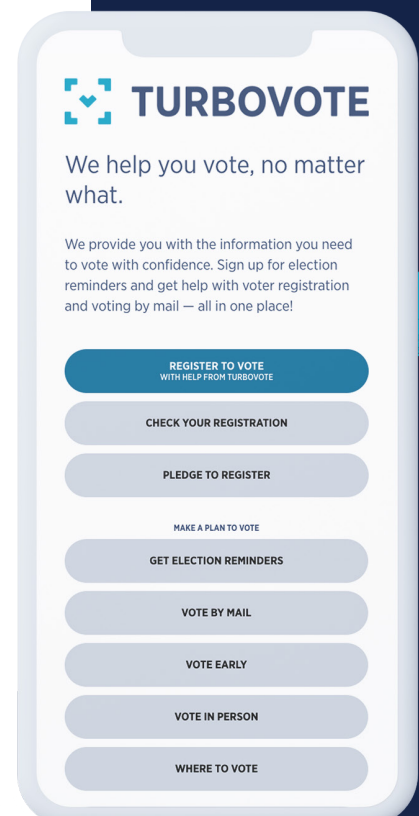
Now, voters can check their registration status, pledge to register to vote once they turn 18, find their polling location, make plans to vote in person or by mail, and even contact their local election office.

These enhancements were designed to ensure that signing up for TurboVote once will help them on their voting journey in every election.



Thank you for all your hard work. I've contacted you a couple of times and you really came through. I filled out my ballot today.

GREG IN CALIFORNIA



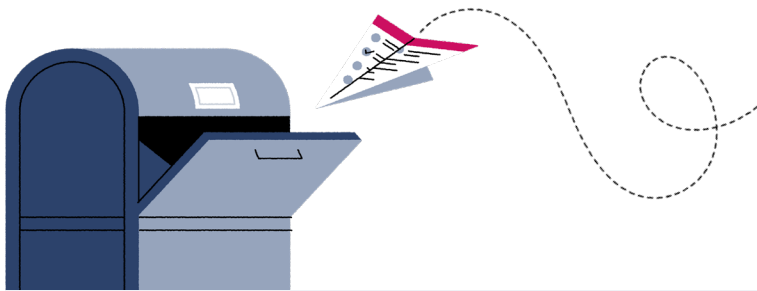
# Working Directly with States



The differentiator between Democracy Works and other voting technology platforms is our official relationships with states. We collaborate with more than 40 state and 150 local election offices to provide official, accurate, and up-to-date polling location and ballot information to voters online through the Voting Information Project (VIP).

VIP publishes its data in an open-source platform, displayed through the Voting Information Tool (VIT). This allows political parties, private companies, and nonprofits like Election Protection Hotline, to use states' trusted information published in the Civic Information API in their civic engagement efforts.

In 2022, we published data for all 50 states plus Washington, D.C., in addition to 68 other elections throughout the year.



Our partnership with the Voting Information Project continues to be a crucial part of delivering reliable, authoritative information about elections and voting to everyone who's eligible.



OFFICE OF THE MINNESOTA  
SECRETARY OF STATE

WE PUBLISHED DATA FOR

13,710

early vote  
locations

109,208

polling places

10

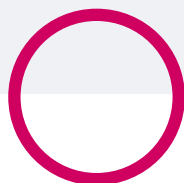
states used VIT  
in 2022

18,032

drop off locations

56

other organizations used VIT  
or linked to Get to the Polls





The North Carolina State Board of Elections has greatly benefited by participating in the Voting Information Project (VIP) since the project began more than a decade ago. In the years since, it has become even more important to get our trusted election information in places voters are likely to see it online.

OFFICE OF THE NORTH CAROLINA  
STATE BOARD OF ELECTIONS



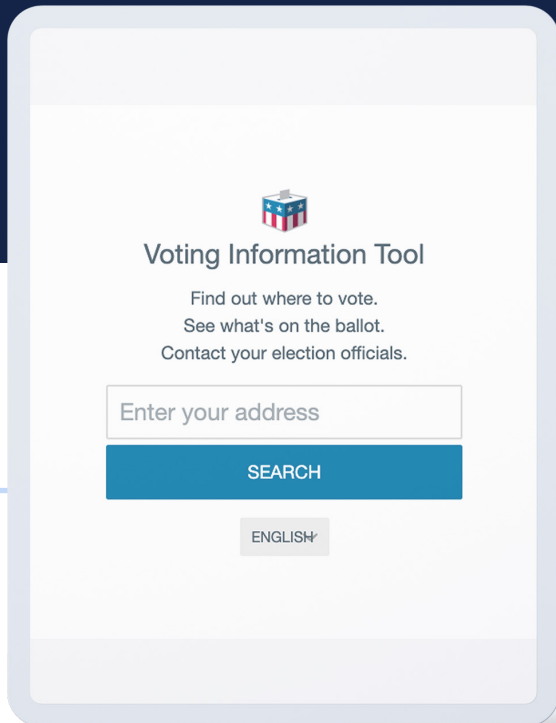
There's always a chance voting locations may need to change at the last minute – whether due to a bad storm, a power outage, etc. When our office receives late-breaking updates to county voting locations, the VIP team processes those changes in real time – so we appreciate VIP working with us to continue providing voters the most up-to-date information.


OFFICE OF THE UTAH  
LIEUTENANT GOVERNOR



“

Participating in the Voting Information Project (VIP) helps the Secretary of State's Office connect Idaho voters with their official polling place information and gives us access to useful resources at no cost to the state. When the Elections Division website had a technical issue on the morning of the 2022 Primary Election, we were able to temporarily redirect our page to VIP's free voting location lookup tool while this was resolved. Because we provide trusted polling place information directly to VIP, this backup tool allowed our voters to continue finding the information they needed on election day, without a disruption.

OFFICE OF THE IDAHO  
SECRETARY OF STATE

  
Voting Information Tool  
Find out where to vote.  
See what's on the ballot.  
Contact your election officials.

SEARCH

ENGLISH



# Power through Partnerships



One of the key ways Microsoft protects fundamental rights like democracy is by ensuring that everyone, everywhere can participate and have their voices heard. Microsoft is proud that our partnership with TurboVote engaged more than 130,000 users in 2022 by helping voters easily and efficiently navigate the voter registration process, check their registration, and sign up for election reminders.

DAVE LEIGHTMAN, MICROSOFT, DIRECTOR, CORPORATE CIVIC RESPONSIBILITY, DEMOCRACY FORWARD

90

nonprofit and  
government partners

18

corporate partners

50+

new partners in 2022

179

campus partners

30

community  
colleges

39

minority-serving  
institutions

39

states  
represented



# Inspiring Civic Participation through Competition

Colleges and universities in the U.S. often have long-standing rivalries that compel their students to win homecoming games, raise the most funds for a given cause, and encourage healthy competition. The century-old football rivalry between the University of Florida and the University of Tennessee has now become the basis for their newest student body competition: Getting the most students ready to vote with TurboVote. Powered by a strong implementation strategy, UF came out on top.

The University of Florida used QR and referral codes in print and online campaigns, recorded voter registration messages from head basketball and volleyball coaches that were played at games, and set up voter registration tables across campus. UF's President recorded a video encouraging all faculty, staff, and students to register to vote internally, and UF also put together a video for their TurboVote site to help inspire users to vote.



Our competition was driven around reminders, and we were excited to get over 2,000 reminder enrollments.

TERESA CORNACCHIONE, CIVIC ENGAGEMENT COORDINATOR & LECTURER AT UF

They also have a polling location on campus, and can easily direct students to cast their votes there. "Our partners at the Panhellenic Council facilitated a competition among sororities to get the most election reminder enrollments. Since TurboVote allows us to create and share referral codes, it was easy for us to make a fun internal competition among student organizations." UF's sororities even accumulated more than 1,000 TurboVote signups in one night.

# Student Led Voter Engagement

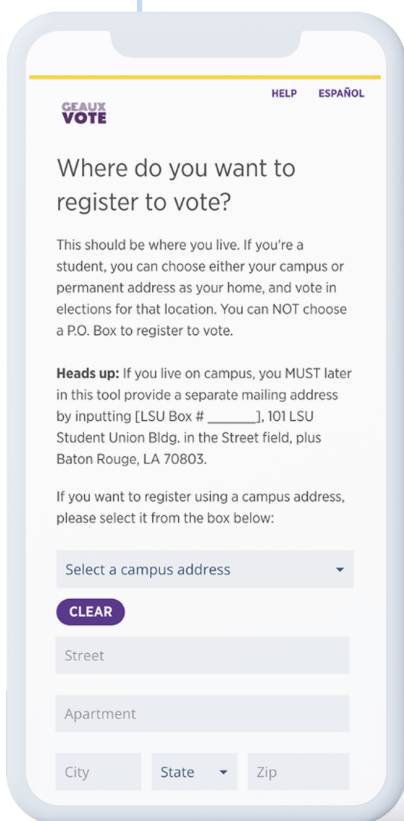
Even the best civic engagement plans can falter without student engagement and integration into already-used technologies. At Louisiana State University, students like Charlie Stephens have stepped up to ensure peers are able to cast their ballots in every election. To do this, Charlie embraced TurboVote, and came up with novel solutions to increase students' engagement with LSU's TurboVote site within existing student technology.

"I appreciate the ease of use and low barrier to access information regarding the civic process to be the best thing about TurboVote," Charlie explained. "It also allows Geaux Vote to track our impact on campus and at the ballot box."

Regarding LSU's voter engagement work in 2022, Charlie shared that he is, "most proud of our efforts to institutionalize voter registration and engagement by integrating TurboVote into a homepage button" on TigerLink, the university's student engagement app. LSU linked to its TurboVote site from the main page of the app.

LSU campus housing also did not have mailing addresses, which made it difficult for students to understand how to register without an address if they wanted to vote in Louisiana elections. Geaux Vote, the campus organization Charlie is part of, tackled this issue by working with LSU and the City of Baton Rouge to create and standardize these addresses. After this process was completed, Charlie shared this list of addresses with TurboVote to create their campus address dropdown menu, making it easier for students to find their address and register to vote.

When asked what he would advise to other students leading civic engagement and voter participation efforts on campus, Charlie responded, "Be persistent and be prepared with research about what the university's peer institutions are doing in regards to civic engagement, and use that research as a catalyst to enable change on your campus through conversations with your university, department, and student leaders."



GEAUX VOTE

HELP ESPAÑOL

Where do you want to register to vote?

This should be where you live. If you're a student, you can choose either your campus or permanent address as your home, and vote in elections for that location. You can NOT choose a P.O. Box to register to vote.

**Heads up:** If you live on campus, you MUST later in this tool provide a separate mailing address by inputting [LSU Box # \_\_\_\_\_], 101 LSU Student Union Bldg. in the Street field, plus Baton Rouge, LA 70803.

If you want to register using a campus address, please select it from the box below:

Select a campus address

CLEAR

Street

Apartment

City State Zip



# Adding Transparency to Voting by Mail

## BALLOT SCOUT

As more and more Americans vote by mail, the need to track ballots through the mail has only increased. Ballot Scout provides greater visibility into each step of the ballot mailing process, creating increased confidence and transparency in voting by mail.

Ballot Scout utilizes United States Postal Service Intelligent Mail barcode (IMB) data and internal election office data to track and share each mail ballot's full chain of custody, ensuring that ballots are not simply lost in the mail system.

In 2022, Ballot Scout was utilized across 89 elections, most in its history. At the same time, positive responses from voters more than doubled.

Ballots were tracked in 11 languages: Arabic, Chinese (simplified), English, German, Korean, Polish, Russian, Spanish, Swahili, Tagalog, and Vietnamese.



**1,242,798**

ballots tracked

**10,955**

notification sign-ups

**62,171**

tracking tool searches

**139,624**

notifications sent

## OUR REACH

1,306

member  
companies

5.8M

employees

45+

industries

54

Fortune 1000  
members

6

events hosted

70

member  
newsletters sent

17

toolkits and resources  
developed

# Businesses for Democracy

 civic  
alliance

The Civic Alliance is America's premier nonpartisan coalition of businesses united by our commitment to a thriving democracy. Co-founded by Democracy Works in 2020, the Civic Alliance stands together in support of fair and transparent elections, in which voting is safe and accessible.

## THE CIVIC ALLIANCE ENCOURAGES MEMBER COMPANIES TO:

- 1 Institute time off **policies** to vote
- 2 Inform and inspire **consumers** to vote in all elections
- 3 Create a **culture** of civic service
- 4 Engage and empower **employees** to participate in all elections
- 5 Demonstrate **leadership** and civic resiliency in protecting our democracy





At Under Armour, we empower those who strive for more. Rooted in our value – Stand for Equality – we focus on meaningfully supporting the communities we serve, including our teammates, athletes, and consumers, so everyone trains for and actively participates in Election Day.

PATRIK FRISK, UNDER ARMOUR CEO (2020-22)



IN 2022

36

new members who reach

63,238

employees across

15

industries

Published the Corporate Civic Playbook, a first-of-its-kind guide that makes the business case for corporate civic engagement and helps companies take nonpartisan actions that support our democracy. It received a PR Daily Award for Thought Leadership Communications, and was downloaded more than 650 times.





Serving voters.  
Powering elections.  
Building a better democracy.

To support us: [democracy.works/give](https://democracy.works/give)

To reach us: [democracy.works/contact](https://democracy.works/contact)

To learn about us: [democracy.works](https://democracy.works)

