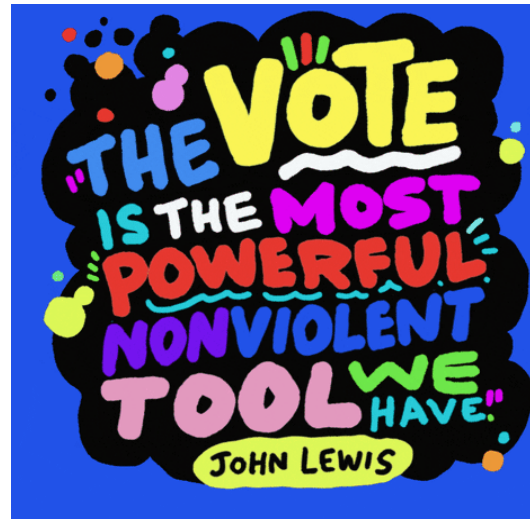


DEMOCRACY IN ACTION



VOTING IS THE FOUNDATION OF OUR DEMO(CRACY



A MESSAGE FROM THE PRESIDENT

Historically, it is in times of great public crisis that our nation's democratic principles and institutions are most at risk. At the beginning of 2019, we at Democracy For All did not know just how much our democratic norms would be tested.

Democracy For All is one of the largest and most dynamic civic engagement programs in the nation and the largest program within the environmental movement. LCV Education Fund and LCV operate in partnership with 30 state affiliates in the Conservation Voter Movement (CVM), which gives Democracy For All substantial capacity and geographic reach.

Over the last two years, Democracy For All pushed for increased access to the ballot, encouraged voters to request mail-in ballots to cast their votes safely and securely, urged expansion of voting rights for all, and educated voters on the critical need to fill out the U.S. Census.

In 2020, our nation struggled to reckon with the interconnected crises of racial injustice, a pandemic, the resulting economic injustice, and the climate crisis. Unfortunately, from the beginning of the pandemic, we witnessed alarming examples of people forced to choose between protecting their health and safety or exercising their right to vote, especially in primary elections where state officials struggled to adjust their processes.

Voting is the foundation of our democracy. We were determined to meet this moment and ensure that the people who historically face the greatest barriers to voting—communities of color, low-income communities, and young people—could safely access and cast their ballots this year.

Because of systemic racism, the communities of color that our country has traditionally left out of the democratic process are the same communities most affected by climate change, pollution, and environmental injustice. Likewise, these communities are disproportionately experiencing the impacts of COVID-19, from higher illness and mortality rates to higher unemployment rates. Voting is a key step in dismantling the racism that keeps our democracy from truly reflecting and representing the diversity of our country.

This year, voter turnout was at its highest rate in 120 years, with voters casting a record-breaking number of early and mail-in ballots. Amid a pandemic, this historic voter turnout did not happen of its own accord—it took a strongly coordinated effort across our nation.

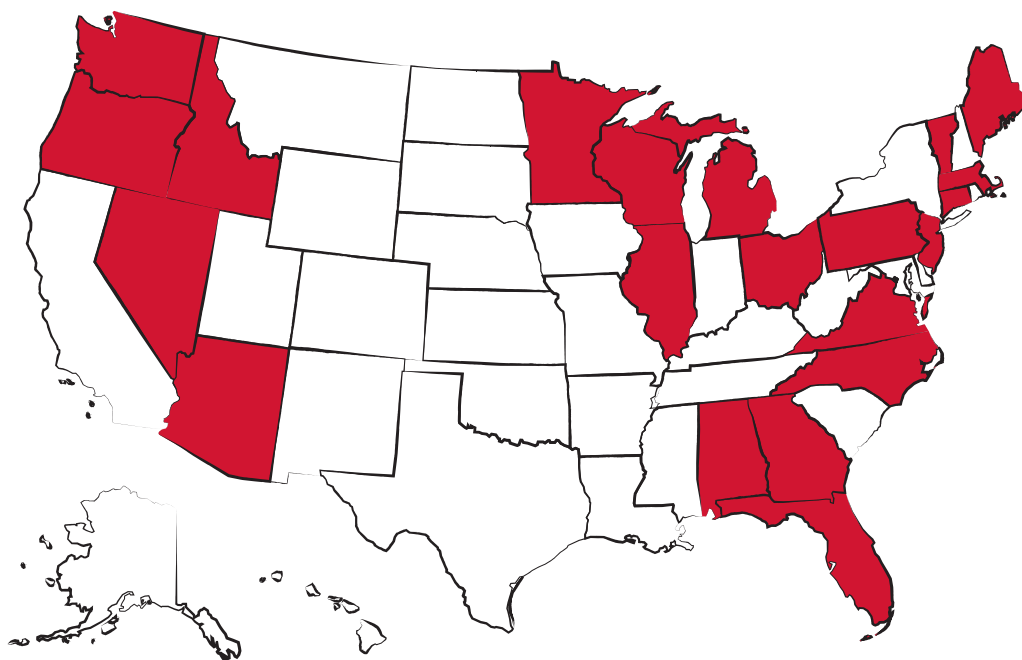
We are proud of all the work we accomplished, and we are grateful for your generous investments in this work, which made it all possible. With your continued support, we will continue to build upon this work and fight for the rights of all in the months and years to come.

Onward,



Gene Karpinski | LCV and LCV Education Fund President

DEMOCRACY FOR ALL PROGRAMS



WHAT WE ACCOMPLISHED

More than
238,500
VOTERS REGISTERED

More than **12,000**
POLL WORKERS
RECRUITED

More than **351,000**
PLEDGES TO VOTE

Nearly **18,000**
CENSUS PLEDGES

HOW WE DID IT

More than
16.5 MILLION CALLS Made to Voters

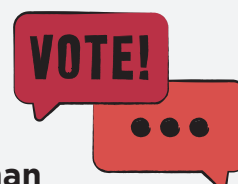


Nearly
4.5 Million
Voter Registration
Calls

More than
2 Million
GOTV Calls

More than
10 Million
Vote-by-Mail Calls

More than
2 MILLION TEXTS Made to Voters

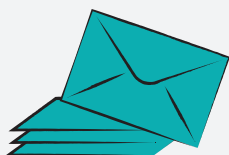


More than
1.6 Million
Voter Registration
Texts

More than
450,000
GOTV Texts

More than
46,000
Vote-by-Mail Reminder Texts

337,000
PIECES OF MAIL



Sent to Unregistered Voters

More than **13,000**
HANDWRITTEN POSTCARDS



Sent to Unregistered &
Newly Registered Voters

9.8 BILLION
VEWS



of Open Source
Distributed Content

Nearly
69 MILLION
IMPRESSIONS



of Early Vote
& GOTV Ads

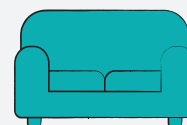
5 Art
Interventions
& Activations



20 Artist
Collaborations



55+ Couch Parties & Events





VOTER REGISTRATION & MOBILIZATION

The Conservation Voter Movement (CVM) has worked for years to ensure and expand ballot access by executing strong, smart, and measurable nonpartisan civic engagement programs. Since 2012, we have collected more than 1.5 million voter registration forms through efforts that contact people by mail, on-the-ground in communities, via text messages and online ads.

In 2019, we began building out a bold site-based nonpartisan voter registration program, focused on communities of color. However, in 2020, to keep both our staff and voters safe amid the pandemic, we dramatically shifted away from our ambitious site-based registration programs and focused instead on remote tactics to register as many voters as possible, especially people who voter suppression efforts traditionally target, including communities of color and young people. And, before the pandemic hit, our in-person programs registered over 63,500 individuals this cycle.

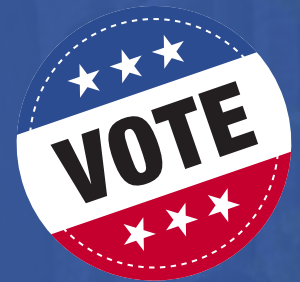
During the pandemic, we knew that Online Voter Registration (OVR) would be the only way that voters could register without physical interactions or direct mail, so we quickly scaled up our efforts to encourage voters to utilize OVR. In some states with application interfaces already in place, such as Pennsylvania and Virginia, this process was easy. In other states, we engaged our CVM partners to advocate for the funds to expand OVR access. In addition, we worked with the Voter Participation Center to send 9 million mail registration forms to voters in 12 states.

The Democracy For All Difference

Reached more than
9 MILLION
women, young people,
and people of color
with voter registration
applications

Helped nearly
238,500
people register
to vote

Sent
2 MILLION
nonpartisan turnout
text messages



SINCE 2012,

DEMOCRACY FOR ALL

PROGRAMS HAVE

COLLECTED MORE

THAN 1.5 MILLION

VOTER REGISTRATION

FORMS.



Madres Get Out the Vote

Bold, immediate action is required to address climate change, and Latinx mothers led the way by committing to vote for—and encouraging others to vote for—officials who would fight the climate crisis and protect their childrens' future.

LCV's Chispa was pleased to join Latino Victory Fund and other groups as part of their #VoteLikeAMadre campaign to encourage Latinx moms to support action on climate change in their voting. Celebrity madres Jennifer Lopez, Salma Hayek, and Zoe Saldana were active supporters of the campaign that asked Latinx mothers to #VoteLikeAMadre.



THEY'LL HAVE A STABLE LIFE.
There are already such big hurdles to succeed in our country. Now, climate change threatens to make that even harder for our kids. More storms, floods, droughts, and disasters will slow the economy and make a safe, stable life harder to come by.

THIS ELECTION WILL BE A GAME CHANGER.
¡AHORA ES CUANDO!
IF WE DON'T DRASTICALLY REDUCE THE AIR POLLUTION CAUSING CLIMATE CHANGE, OUR KIDS WILL MISS OUT ON THE THINGS WE LOVE MOST ABOUT OUR WORLD.

#VoteLikeAMadre
★ ★ ★

THEY'LL LIVE IN A WORLD FILLED WITH LIFE.
Biodiversity is what makes life on earth possible. All the things we love in nature rely on a diverse ecosystem. But that chain is breaking down, with dozens of species and plants going extinct every day and never coming back.

Spreading the Message on Telemundo

Telemundo's Vanessa Hauc talked with Deputy Director of Civic Engagement Hilda Nucete in two segments about her experience becoming a citizen and voting for the first time in a presidential election, the importance of voting, and the role of young people in the climate movement.



Community Leadership



NICOLE MORALES, Chispa Arizona's Civic Engagement Director, grew up in Arizona and became DACAmented when she was 20 years old. Nicole cannot vote, but she fought for our democracy by organizing in her community, inviting everyday people into the movement, encouraging them to assert their power and vote.



SEBASTIAN CAICEDO, Democracy For All's Florida Director, grew up in Bogotá, Colombia, and gained his U.S. citizenship after spending many years in this country. Sebastian votes for what he thinks is best for his children. He organized his community, educating them on voting methods, so they too can safely voice their opinions in this democracy.



VOTE-BY-MAIL AND VOTER MOBILIZATION PROGRAM

During the COVID-19 pandemic, voting by mail provided voters with a safe way to cast their ballots, but to many it was a new process. To ensure that voters understood the vote-by-mail process, LCV launched a nonpartisan vote-by-mail generation and education program that engaged voters of color and young voters.

Beginning in June and running through mid-September, our organizers called voters to share fundamental information about how to request an absentee ballot, and asked them to commit to vote by mail or in person. We followed up with all committed voters with text messages and postcards.

The Democracy For All Difference

Made more than
10 MILLION CALLS
to voters who historically
face barriers to the ballot
box, or who had never
voted by mail before

More than
70%
of conversations with
270,000+
people resulted in commitments
to vote by mail or in person

Launched a
DIGITAL AD CAMPAIGN
about the ease, safety,
and popularity
of voting by mail

Sent follow-up
text messages to
46,000
voters who committed
to vote by mail





Stories from Young Voters and BIPOC Voters

As LCV's organizers contacted voters, encouraging them to cast their ballots by mail, many people shared their voting experience. Young voters and Black, Indigenous and other voters of color highlighted the barriers they faced, making clear that changes must be made to our electoral process to ensure voting is safe and accessible to all voters, especially those who have been systematically discouraged from voting.

ALEXANDRA, a 22 year old Pennsylvanian was under the mistaken impression that she could not vote by mail because she did not have a driver's license.

DJANICE, an 18 year old first-time voter from Arizona, chose to vote by mail because, as a full-time student, a full-time restaurant worker, and the primary caregiver for her child, there was little free time to vote in person.

DOLORES, a native Spanish-speaker from North Carolina voted for the first time this year because, as a part of a marginalized community, she felt it was especially critical to have her voice heard.

**SIGNED.
SEALED.
DELIVERED.**

North Carolina Vote-By-Mail Ad

LCV launched a \$400,000 ad campaign to encourage North Carolina voters who historically face barriers to the ballot box, or who have never voted by mail before, to request a vote by mail ballot.



CULTURAL ORGANIZING CAMPAIGN

In the Spring of 2020, Democracy For All began a cultural organizing strategy with the aim of uniting art and activism into our programs as a means to ignite passions and organic conversations around our issues. As part of this effort, we launched a nonpartisan cultural organizing campaign to help shape the civic engagement narrative around the 2020 elections.

The campaign generated culturally relevant, artist-driven content with the intention of building community, sparking excitement, and mobilizing voters across the nation to participate in historic numbers. This artist-driven content was distributed through open source channels to build grassroots power by providing content for people to advocate on their own behalf.

The campaign focused exclusively on mobilizing young people and communities of color who are historically underrepresented and excluded from the political process. These same populations are disproportionately impacted by climate change and environmental degradation, and they care deeply about these issues.

The Democracy For All Difference

Supported the launch of a
CREATIVE LAB
with animators, printmakers,
illustrators, and meme makers
whose artwork shaped the social
media narrative on platforms
like GIPHY and Tenor

Launched a
**“WEEK OF ACTION”
DIGITAL TOOLKIT**
to support organizers across the
country with shareable content that
encouraged voter registration
and civic participation

Drove more than
9.8 BILLION VIEWS
of civic engagement and GOTV content
across social platforms, including over
2.6 BILLION SHARED VIEWS
of our content

Collaborated with artists to host
**LARGE-SCALE ART
INTERVENTIONS**
in swing states, including
Georgia, Michigan, North Carolina,
and Pennsylvania

Honor the Vote



On August 15, sixteen artists from across Atlanta, in collaboration with the Georgia Conservation Voters Education Fund, unveiled Honor the Vote, a community art intervention that marked the 55th Anniversary of the Voting Rights Act. The exhibition was designed to build community and engage viewers in civic action through the use of artist-rendered voting booths that recognized the legacy of civil rights leaders and the importance of expanding safe access to democracy for all. The event was held in one of Atlanta's oldest historically Black neighborhoods, Sweet Auburn, in front of the city's 60-ft memorial to the late Congressman John Lewis, whose activism spurred the passage of the Voting Rights Act.



Fighting for Madre Tierra

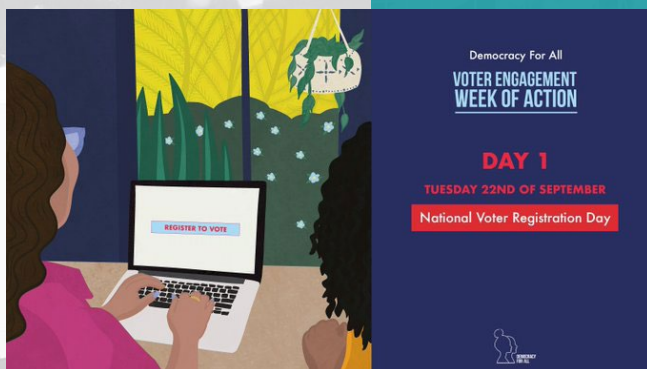
Chispa and Democracy For All collaborated with the Redford Center to launch Power the Vote, a campaign empowering storytellers and filmmakers to help get out the vote in the weeks leading up to the election. Chispa National Communications Director Pita Juarez created a short film, "Fighting for Madre Tierra." The film focuses on Chispa National Deputy Director Estefany Carrasco-Gonzalez, a first-time voter, immigrant, and climate activist, who shares her personal story of resilience and leadership as she fights for her family, her community, and #MadreTierra.



Watch "Fight for Madre Tierra": <https://redfordcenter.org/powerthevote>

Voter Engagement Week of Action

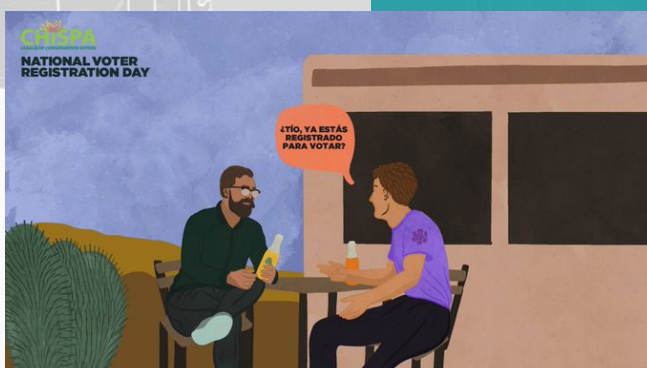
Just over a month before the polls closed, Democracy For All put together a week of voter engagement activities, starting on National Voter Registration Day. The week's events and resources included:



A **COUCH PARTY** where state teams battled to see who could register the most voters

A **VOTING RIGHTS WEBINAR** with civil rights leaders from the Leadership Conference

Instructions for forming **VOTE PLANS** and verifying voter registration



Multiple car **CARAVANS** that drove through underrepresented communities registering people while maintaining social distance

Calls for **ARTIVISM** through our #chalkthevote campaign in partnership with Future Coalition and OneMillionOfUs, which people shared over social media.



Tools to put **FAITH IN VOTING** and engage congregations in doing so too

Information on **VOTER PROTECTION** and hotlines to troubleshoot voting problems



VOTING RIGHTS PROGRAM

For years, LCV & LCV Education Fund have pushed for structural democracy reforms to hold the government accountable to its constitutional promise of equal representation by helping to pass ballot measures, advocating for changes in the redistricting process, and organizing community-driven campaigns that move people to take collective action.

Democracy For All's Voting Rights work became even more important during an election year in which the COVID-19 pandemic made voting more challenging. We saw alarming examples of the public having to choose between protecting their health or exercising their right to vote, despite polling consistently showing that voters wanted to protect both their right to vote and their health and safety.

Voters Faced Barriers in a Pandemic

IN WISCONSIN, Amanda, a Green Bay voter, never received her mail-in ballot for the April primary election, despite requesting it weeks in advance. In the middle of a pandemic, she waited 3 hours in a line with 200 people at one of only two open polling places in the city.

IN WASHINGTON DC, Julie's mail-in ballot never arrived, which meant she waited in line for nearly five hours during both a pandemic and city-wide curfew that the mayor had implemented during the George Floyd protests. In her mostly Black and Latinx community, people bonded over pizza and conversations, yet COVID-19 and notable police brigades heightened the anxiety among these voters.

Preserving Our Vote *A Voting Rights Webinar*



✓ LCV

WEBINAR

PRESERVING A VOTING ENVIRONMENT: THE 55TH ANNIVERSARY OF THE VOTING RIGHTS ACT

WEDNESDAY, AUGUST 5, 2020
12 PM PT/3 PM ET

[REGISTER NOW](#)



STACEY ABRAMS
Author, Serial Entrepreneur,
Nonprofit CEO and Political
Leader



ERIC HOLDER
Chairman, National
Democratic Redistricting
Committee



JUSTIN KWASA
Voting Rights Program
Director, League of
Conservation Voters
Education Fund

On the eve of the 55th Anniversary of the Voting Rights Act, Democracy For All hosted a virtual conversation highlighting our Voting Rights program. The webinar discussed the importance of protecting voting rights and creating a stronger, more inclusive democracy, especially amid a pandemic that makes this election unlike any other in history. The discussion included voting rights leaders **Stacey Abrams** and former U.S. attorney general **Eric H. Holder, Jr.**, as well as **Gayla Tillman**, a Generation-Z community leader and civic engagement organizer at Georgia Conservation Voters, and LCV Education Fund's Director of Voting Rights **Justin Kwasa**.

Advocating for Safe Voting

With our state partners, we engaged governors and secretaries of state to adopt voting procedures that maximized voter participation while safeguarding public health. We launched efforts like a letter-drafting campaign with Conservation Alabama Foundation to advocate for the elimination of ID requirements for absentee ballot applications, and we helped Wisconsin Conservation Voices educate the public and election officials on alternative absentee ballot systems used across the country, both during and after the state's ill-fated primary.



The art installation pictured, **Inscribete A Votar**, is a celebration of Latin American culture and civic duty in a collaboration between painter Calo Rosa and sculptor Michael Murphy.



Protecting the U.S. Postal Service

Throughout the election Donald Trump repeatedly attacked vote-by-mail, dropboxes, and the Postal Service, and Postmaster General Louis DeJoy testified that he would not bring back essential equipment like sorting machines and letterboxes after their removal caused significant mail delays. In an unprecedented election where more people voted by mail than ever before, we called for DeJoy's dismissal because we needed a postmaster who would rise to the occasion and help voters safely cast their ballots.

Collaborating with Patagonia

Ahead of the elections, Patagonia hosted LCV Voting Rights Director Justin Kwasa and professional rock climber Tommy Caldwell on Instagram Live to discuss ways to safely cast ballots. Together they reviewed voting options, encouraged people to become poll workers, and talked redistricting. Kwasa reminded voters, "We are 20 days from when polls close. And I specifically say 'when the polls close' because we are in the middle of election season right now...We want everyone to be an October voter. As much as you can, vote early and vote by mail."

Recruiting Poll Workers

We also worked to ensure that polling places had enough workers to conduct this year's elections. Traditionally, older people account for a disproportionate share of poll workers. This year, with a pandemic that put older people at higher risk of contracting and suffering health impacts, poll worker numbers declined in many primary elections, which was one cause of long lines and, in some states, a justification for closing polling locations. In an effort to ensure as many polling places as possible remained open, we partnered with Power to the Polls to recruit poll workers. More than 12,000 people signed up to become poll workers thanks to Democracy For All's efforts.

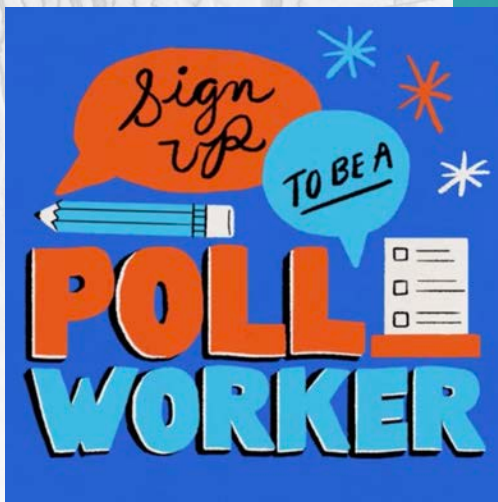
Looking Ahead

Among our federal advocacy work, Democracy For All's top priority will continue to be passing HR 1, the For The People Act. Among many things, HR 1 is a comprehensive democracy bill that will ensure a more accessible and more secure election process moving forward. We will also be working with our CVM partners to influence the redistricting process in their respective states, ensuring that our elected leaders are truly representative of the diverse communities that make up our country.





MORE THAN
12,000 PEOPLE
SIGNED UP TO BECOME
POLL WORKERS THANKS
TO DEMOCRACY FOR
ALL'S EFFORTS.



National Poll Worker Recruitment Day

Amid a pandemic and never-ending Trump administration attacks on our democracy, we tried to make voting as accessible as possible, which included recruiting poll workers. LCV emailed our membership, celebrating poll workers and providing resources to become poll workers in their communities. More than 1,900 LCV members signed up to become poll workers.



CENSUS CAMPAIGN

Once every decade, the United States conducts a nationwide Census, which is used to determine how political districts will be drawn, federal funding will be distributed, and communities will invest in services, such as transportation and education.

To establish equitable representation, Census data must accurately capture the number and diversity of residents in a given community. This is especially important in “hard-to-count” communities where residents may not live in traditional housing, may belong to cultural or linguistic minority populations, or may live in rural or geographically isolated areas.

In 2019, Democracy For All began engaging hard-to-count communities of color in Alaska, Georgia, Idaho, Maine, Michigan, Ohio, Oregon, Virginia, Washington, and Wisconsin. We encouraged residents in these communities to take our Census Pledge, a commitment to complete the Census and ensure their representation in Census data. In all, we contacted over 195,000 people, and secured 17,946 pledges.

To reach people, we began by hosting community events and engaging in door-to-door canvassing. When the COVID-19 pandemic resulted in stay-at-home orders across the nation, we shifted our work to virtual organizing and engaged in outreach via phone, text, and digital parties via social media platforms.

The Democracy For All Difference

Provided people multiple options for
COMPLETING THE CENSUS
 and instructions for accurately filling it out

Uplifted the importance of
 the Census, including how
FUNDING FOR COMMUNITIES,
 like COVID-19 stimulus funding,
 is determined by accurate
 population counts

Highlighted that a
CITIZENSHIP QUESTION
WAS NOT INCLUDED
 in the Census and the government cannot
 use Census data for alternate purposes



DEMOCRACY
FOR ALL

DEMO(CRACY
IN ACTION



**DEMOCRACY
FOR ALL**

For more information or to get involved, visit lcvef.org/democracy-for-all

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