



PIVOT *for* IMPACT

2020 OVERVIEW & REPORT

WWW.YOUCANVOTE.ORG

A STATEMENT FROM THE EXECUTIVE DIRECTOR

We expected demand for our registration, education, and voter mobilization services would be high in 2020. And we knew our volunteers' interest would be stronger than ever. Nonetheless, we were astounded by the level of involvement and the commitment of our volunteers and partners to ensure every eligible North Carolinian could cast their ballot.

COVID-19's infectiousness threatened our core strategy—1:1 in-person conversations to elicit voters' questions and build their knowledge and enthusiasm. Yet the pandemic also created unanticipated opportunities. Over the course of a March weekend, YCV pivoted to an all-digital operation. We found new ways to connect with hard-to-reach and low propensity voters while safeguarding them and our team.

We re-deployed our staff, civic fellows, and volunteers from home, using calls and texts to answer questions and help voters register and request absentee ballots. We trained civic, religious, and local government agencies as well as businesses to register, educate and turn out their own networks and members. We Zoomed into cellblocks at county detention centers after training Sheriffs' deputies to register and educate inmates. Our relationships with colleges, universities, and community colleges across the state allowed us to send our educational materials and links to the new online registration portal to students wherever they landed.

"We remained resolved to ensure votes were not suppressed through false information, intimidation, threats of violence, and mob rule."

We heard voters' anger about confusing laws and changing rules on voter ID, absentee ballots, and district maps created to preserve power through unconstitutional gerrymandering. Our volunteers and Voting Rights Ambassadors overcame misconceptions and voter apathy by respectfully educating voters about how to cast their ballots, dismantling the disinformation campaigns seeking to suppress their votes.

These suppression tactics disproportionately impact voting rights and access for young people, people with disabilities, low-income communities but, most especially, people of color. YCV's programs and activities described in this report are a necessity to keep our democracy strong.

We are grateful to the State Board of Elections and its workers who administered the election while protecting themselves and voters, ensuring that no COVID-19 clusters were tied to voting sites in North Carolina.

On behalf of YCV's Board of Directors and staff, we want to thank you for being an integral part of this historic effort that led to the highest voter turnout in North Carolina history, a staggering increase in absentee-by-mail voting, and a dramatic decrease in provisional ballots cast on Election Day. Our work continues, but for now, let's celebrate our success!

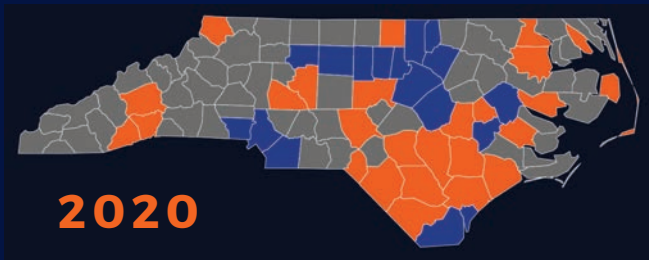
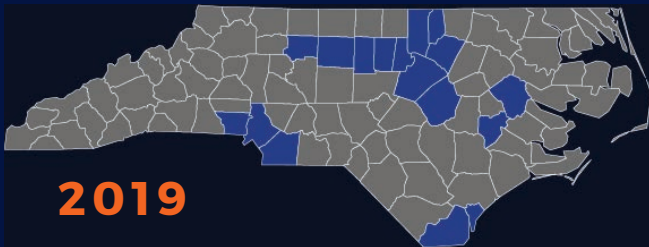


PRIMED FOR IMPACT

Prior to the COVID-19 pandemic, You Can Vote was primed to continue our mission to **Educate, Register, and Empower** North Carolina citizens with in-person contact. We were on track to garner more than **20,000 registrations** and educate more than **250,000 citizens**.



OUR IMPACT ACROSS NC



In 2019, You Can Vote served 17 North Carolina counties and was on track to serve 20 before the pandemic. That number jumped to 43 counties—significantly expanding our reach to underrepresented and under-served citizens.

TRACKING PRE-PANDEMIC GOALS

JANUARY 1, 2020 TO MARCH 8, 2020

YCV secured partnerships with:
PUBLIC SCHOOLS
INSTITUTIONS
COLLEGES



YCV registered **6,760 citizens** in person before the shutdown.
(Jan. - March)

YCV's team of **23 staffers** trained **801 volunteers** in person before the shutdown.
(Jan. - March)



PIVOT TO VIRTUAL

Over the course of one weekend in March, we pivoted to an all-digital operation and found new ways to connect with hard-to-reach and low-propensity voters while safeguarding them and our team. Our 2020 programs led the charge, contributing to North Carolina's record voter turnout for the General Election.



VOTING RIGHTS CHAMPIONS

We expanded the distribution of our materials by developing the Voting Rights Champions program for **450 organizations** to get voter education posters, handouts, signs, masks, and digital tools to their constituents.

CENSUS OUTREACH

You Can Vote embraced a new virtual environment and refocused volunteers to get out the count for the Census. We developed a team of over **300 remote phone bankers** using online tools to help **10,860 NC residents** complete the census.

ONLINE VOTER REGISTRATION

The 2020 pandemic significantly shifted our focus from in-person conversations using paper registration forms. We again met the moment by investing in an online registration portal, allowing users to both update their registration and get registered through the DMV system. We empowered **5,400 users** with this online tool.

THE 2020 CENSUS IS HAPPENING NOW!

2020Census.Gov

Hundreds of billions of dollars are at stake.

♥ Health clinics

🎓 Schools

🚌 Public transit

YCV VOLUNTEERS & CAPTAINS

You Can Vote's volunteers and captains are at the heart of our mission. Their hard work and passion help to ensure all eligible NC citizens have the information they need to cast their vote. In 2020, we **trained 2,836 new volunteers and 229 captains** between our remote and in-person activities. Between January and March 8, we **conducted 1,267 in-person events**. By the March 3rd Primary, we **registered 6,760 voters** in person. Of those, **45% were 18 to 24**, and **40% identified as people of color**. Our volunteers continue to be vital in connecting with and educating these underserved voters.



WHAT'S ON THE BALLOT?

The need is greater, now more than ever, for citizens to understand the importance of their vote. Educating citizens about how the duties of the offices on the ballot relate to their own concerns makes the connection for them to have their voices heard. Our What's On the Ballot print materials and videos connected offices on the ballot to Climate, Criminal Justice, Education, Health, and Civil Rights.

WHAT'S ON THE 2020 BALLOT?

www.youcanvote.org

NORTH CAROLINA

What do you care about? Elected officials on your ballot make decisions that impact you and your community. National, state-wide, and local races will be on the ballot in 2020. The results of these races will affect you and your family every day. To make sure your voice is heard.

ELECTION DAYS
MARCH 3, 2020 & NOVEMBER 3, 2020

1 HEALTHCARE

Federal, state, and county officials are responsible for the nation's health. If you care about the quality and availability of health services, public health programs like maternal and child health, nursing homes, and improving mental health, look to your ballot!

[LEARN MORE](#)

2 CRIMINAL JUSTICE

Elected members of the federal and state legislatures decide what is a crime and how it should be punished. Elected district attorneys decide whether to prosecute someone for a crime. Elected judges decide who gets detained and for how long, and who goes to prison and for how long.

[LEARN MORE](#)

3 EDUCATION

Our education system develops the workers and future leaders for our communities both in the public and private sectors. Local, state, and federal elected officials decide how much tax money is spent, educating each child, what is taught in schools, and what is required to graduate.

[LEARN MORE](#)

4 CIVIL RIGHTS

The US and NC Constitutions mandate equal protection under the law for every person. Elected officials have an impact on how equal protection is enforced and are responsible for ensuring freedom of speech, freedom of assembly, and freedom of religion. Most civil rights protections come from federal laws, but states also pass their own civil rights laws.

[LEARN MORE](#)

5 CLIMATE

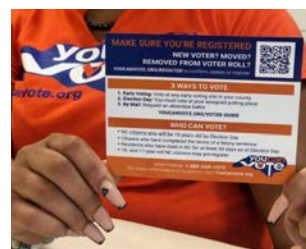
Environmental laws, rules, and regulations are made at the local, state, and federal level. If you care about drinking water, air quality, hazardous waste, hurricane preparedness and disaster response, look to your ballot!

[LEARN MORE](#)

Visit VOTE411.org for candidate information closer to election day. For questions or problems at the polls call 1-888-OUR-VOTE. Copyright © 2020 You Can Vote. All Rights Reserved.

DETENTION FACILITIES

You Can Vote provided education and registration for inmates in **9 large county detention facilities**. When COVID-19 ended our in-person work, we trained Sheriff's deputies as You Can Vote volunteers to register, educate, and assist inmates with their absentee ballot requests.



FUELING VOTER ENGAGEMENT

VOTE TRIPLING

In June and July, our Civic Fellows made over **20,000 calls** and sent over **45,000 texts** to other young NC voters to encourage them to vote and remind three friends to vote. These calls collected over **7,000 pledges to vote** and recruited more than **1,000 young volunteers**. In addition, our research found that when young voters in NC (25 years old and younger) vote in prior elections (2018 and 2019) they achieved well over **90% voter turnout**. This is triple the turnout percentage of young voters who only voted in 2020.

PLEDGE TO VOTE CAMPAIGN

The U.S. experienced a powerful social justice awakening in 2020 and we met the moment by connecting the need for change with voter empowerment. Our Pledge to Vote campaign garnered a commitment from citizens to make their voices heard and create change through their vote. Pledgers received email and text reminders with information on requesting absentee ballots, the voter registration deadline, and early voting dates and locations.



RELATIONAL ORGANIZING

We know people are influenced by those they know and trust. During a time when we could not work directly with voters at churches, businesses, government, and civic organizations, we asked the leaders of those organizations to become Voting Rights Champions. We trained them and supplied the messaging and materials for them to register and turn out their own members and networks to vote.



VOTER ENGAGEMENT BY THE NUMBERS

245K

QUALITY 1:1 IN-PERSON &
REMOTE CONVERSATIONS
TO EDUCATE NC CITIZENS



608K

TEXT MESSAGES
EXCHANGED



543K

PHONE CALLS
CONDUCTED



18.5K

VOLUNTEER
HOURS SERVED



16.5K

VOTERS REGISTERED
THROUGH PAPER
FORMS & YCV'S ONLINE
REGISTRATION TOOL



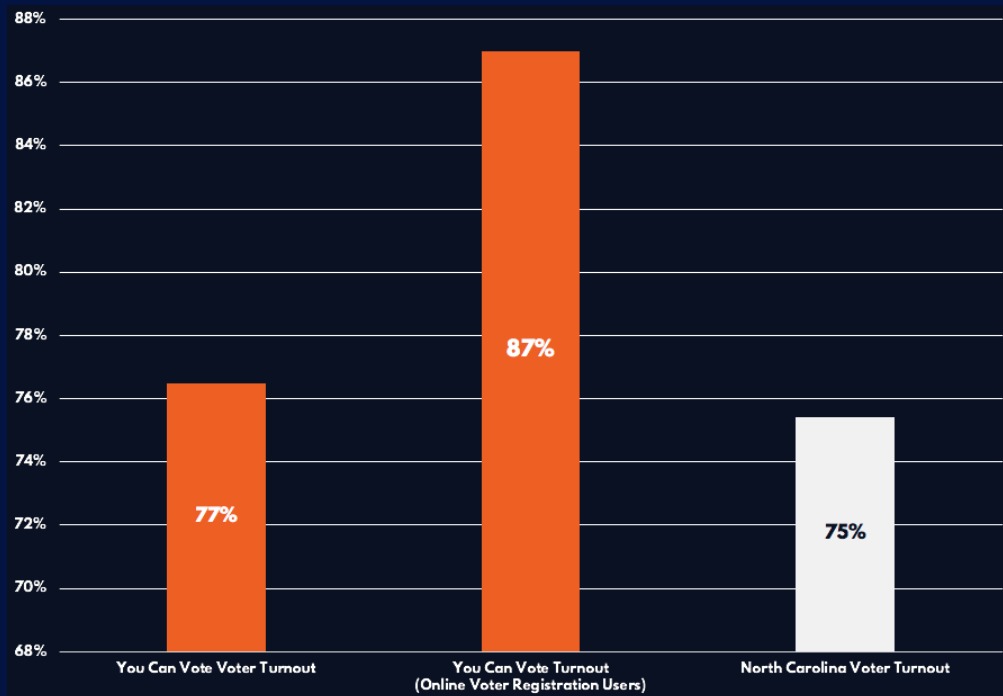
2.8K

VOLUNTEERS
TRAINED (4.1K
TRAINED ALUMNI)

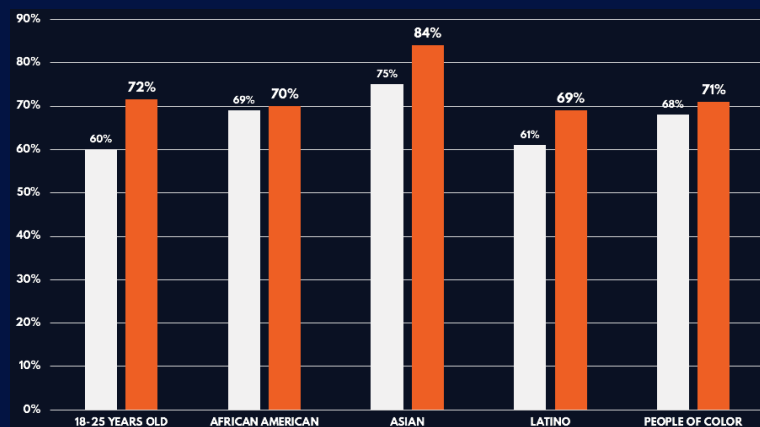


VOTER TURNOUT BY THE NUMBERS

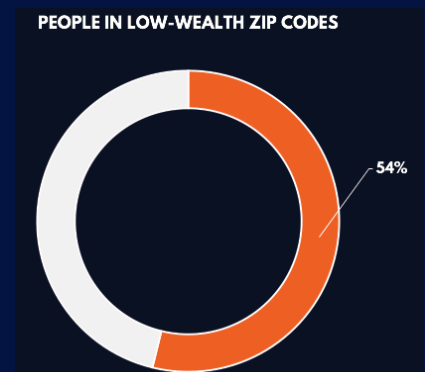
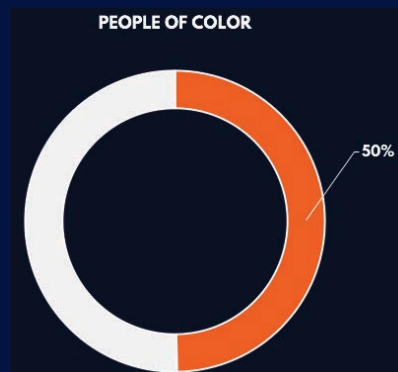
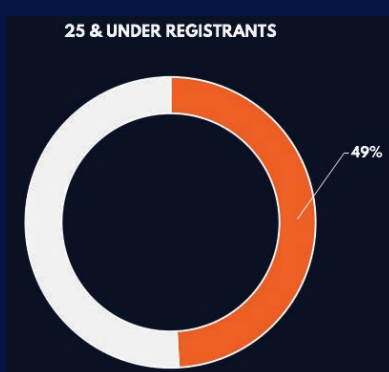
**YOU CAN VOTE REGISTRANTS & ONLINE VOTER
REGISTRATION USERS TURNED OUT AT HIGHER RATES.**



**YOU CAN VOTE PRODUCES HIGHER VOTER TURNOUT
FOR UNDERSERVED CITIZENS THAN NC OVERALL.**



**NEARLY 50% OF THOSE SERVED BY YOU CAN VOTE
ARE FROM UNDERREPRESENTED GROUPS.**



BUILDING CIVIC LEADERS

You Can Vote built the base of new North Carolina leaders through large-scale student and community-focused leadership programs. These leaders built digital and personal communications skills, participated in research projects, organized poll station tents, conducted 1:1 conversations with citizens, and led group presentations – experiences they will use throughout their lives.

VOTING RIGHTS AMBASSADORS

You Can Vote created and implemented a Voting Rights Ambassadors program to protect, educate, and empower voters at **54 Early Voting sites** serving communities of color for all **17 days of Early Voting**. We trained local students and other community members who provided a welcoming space to support voters experiencing threats, intimidation, misinformation, and disinformation at sites serving largely black and brown communities. The vast majority of ambassadors had no prior experience in civic engagement. We trained them to answer voters' questions, offer materials and PPE, and provide a welcoming presence to anxious voters. We were proud to provide this service and gratified that 98% of the workers, surveyed after the election, wanted to continue this work and felt proud to serve as a leader in their community.



NC CAMPUS CHALLENGE



You Can Vote partnered with more than 10 HBCU's, technical and community colleges, and public and private universities to support student voting through a friendly competition we called U Can Vote's NC Campus Challenge. The Challenge included student registration "couch parties" in partnership with the Carolina Panthers, in-class or remote classroom presentations, and our customized campus videos called, "Welcome to College, Welcome to Voting". You Can Vote served 37 NC campuses in 2020.



NC CIVIC FELLOWSHIP PROGRAM

Working with the A.J. Fletcher Foundation, Duke University, NCSU, NCCU, UNC, and the NC Justice Center, we recruited, mentored, trained, and deployed **73 Civic Fellows**, a highly diverse group of high school and college students. Some of these students had been awarded a summer fellowship with another organization but lost it because of the pandemic. We prepared the Civic Fellows to register, educate, and mobilize other students to vote, in person and remotely. In addition, we created a curriculum for students that prepared them not just for this work, but for professional careers with an eye towards non-profit and social justice.



STUDENT VOTER ENGAGEMENT BY THE NUMBERS

250

CLASS RAP
PRESENTATIONS
DELIVERED



5K

STUDENTS EDUCATED
THROUGH CLASS RAP
PRESENTATIONS



11K

STUDENTS REACHED
THROUGH RELATIONAL
ORGANIZING



17K

STUDENTS REACHED
THROUGH EDUCATIONAL
MATERIALS



SUPPORTING THE MISSION

The financial support of individuals and entities unleashed the power of voter education and empowerment in NC.



\$2.7M

AMOUNT RAISED
THROUGH CONTRIBUTIONS



2.7K

NUMBER OF DONATIONS MADE
TO YOU CAN VOTE IN 2020

LEADING THROUGH 450+ PARTNERSHIPS

You Can Vote's 2020 impact was fueled by the contributions and support of trusted NC and national partners. Their commitment to NC voters ignited record voter turnout and unprecedented civic engagement across the state.

BUSINESSES
COURTHOUSES
SENIOR CENTERS
LITERACY CENTERS
PUBLIC COLLEGES & UNIVERSITIES
PRIVATE COLLEGES & UNIVERSITIES
NONPROFIT AGENCIES
PARKS & RECREATION

RELIGIOUS CONGREGATIONS
LGBTQ+ CENTERS
NEIGHBORHOODS/CIVICS GROUPS
COMMUNITY CENTERS
JAILS/DETENTION CENTERS
RE-ENTRY GROUPS
LIBRARIES
PROFESSIONAL SPORTS TEAMS



EDUCATE. REGISTER. EMPOWER.

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