









# SCALE AND INIONS

in Nonpartisan Voter Engagement

We deserve to live in a democracy where all voices are heard and where decisions are made in a fair and transparent process – it is essential to ensuring that our laws and governance protect people and the planet. But, for far too long, communities of color, Indigenous communities and young people have faced unnecessary obstacles and systematic barriers to the ballot box. We are working to change that.

For years, the League of Conservation Voters (LCV), in partnership with our sister organization LCV Education Fund and our affiliates in 30+ states (collectively the Conservation Voters Movement or CVM) has run one of the largest nonpartisan civic engagement efforts in the nation, and the largest, most impactful program in the environmental movement.

In 2024, our Democracy For All program continued to grow and innovate. We expanded our nonpartisan voter registration and Get-Out-the-Vote (GOTV) programs to new states, building trust and infrastructure in communities, and helped ensure that more voters were registered and ultimately cast their ballots.

To get more people to vote and create a more representative democracy that ensures all communities' voices are represented, Democracy For All focused on three key strategies:

- We increased voter registration among underrepresented communities, at scale, replicating our historically successful programs in new states like California and Ohio.
- We expanded participation in the election among underrepresented communities using innovative, place-based strategies.
- We protected free and fair elections for all voters, especially those who are underrepresented in the electorate.

Building a more engaged electorate that faces fewer barriers to voting requires continued effort and innovation year after year, election cycle after election cycle. To meet the challenges our democracy may face in the years ahead, we must continue to build trust with the communities we have collaborated with and strengthen the infrastructure that we have created. We do not yet know what challenges we will face, but with your continued support, we will be ready to protect our democracy for people and the planet.

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#### more than 6 million voters,

registering more voters than ever before and helping them make a plan to vote.

Since 2012, LCV Education Fund and its partners have helped register

over 2.5 million voters.

#### BY THE NUMBERS



#### More than 436,000 Voters Registered

More than

286,000

**Site-based** Voter Registrations



150,000

Mail & Digital Voter Registrations



After registering voters, we followed up to get them to the polls.

#### **New Registrant GOTV**



1,200,000 Text Messages



555,000 Social Pressure Mailers



286,000 People served digital ads

#### **Place-based GOTV**

#### Site-Based Vote Tripling

- Nearly 750,000 Mobilizers
- Mobilizers Contacted nearly 3,600,000 Friends

#### Out-of-Home Advertising in 9 Cities

- 1.052 Bus Shelter Ads
- 407 Digital Ads
- 5,345 Wheat Paste Posters on 236 Unique Walls

#### **Terrestrial Radio**

- 1,719 Spanish Radio Spots in Phoenix, Tucson, and Las Vegas
- 1,819 Spots on Navajo Radio in partnership with Stewardship Utah and Wingbeat 88

349
Poll Workers
Recruited



CLOSING THE

# VOTER REGISTATION GAP

#### **REGISTERING VOTERS AT SCALE**

Historically, voter registration has been used to intentionally exclude specific people – immigrants, low-wealth individuals, young people, formerly enslaved people, Indigenous People – from voting. Today, the legacy of disenfranchisement continues. Many complex or burdensome registration

requirements create barriers to joining the voter rolls, especially among Black, Latine, Asian American, Indigenous, immigrant, low-wealth, and young voters. Our goal is to help close the voter registration gap between White communities and communities of color.

For years, LCV and our partners have developed efficient and effective ways to register underrepresented voting blocs, and this election was no different. Our experience allowed us to scale our voter registration efforts and register more voters than ever before.

In 2024, we helped to close the voter registration gap using a variety of nonpartisan registration tactics, including site-based voter registration, as well as mail and digital registration programs. We registered more than 436,000 new voters in all 50 states, DC, Puerto Rico, and the U.S. Virgin Islands.

Unlike many voter registration programs, after we registered a voter, we followed up with 286,000 of those newly registered voters to ensure they had the information needed to navigate the voting process and a plan to do so. Over time, we aim to build trust and long-term relationships with voters so they continue to participate in the civic process.



#### **Site-Based Voter Registration**

To register eligible voters who have been historically excluded from voter registration efforts, LCV and LCV Education Fund met people face-to-face in their communities through canvassing, events, school presentations and more. To reach as many people as possible, our canvassers covered high-traffic areas — shopping centers, transit corridors, motor vehicle departments, libraries, campuses, and more — where high densities of people of color and young people congregate.

Our interactions with people across Arizona, California, Michigan, Nevada, North Carolina, Ohio, Pennsylvania, Montana, and Utah resulted in registering more than 286,000 historically disenfranchised voters, the first step toward ensuring that people participate in our country's elections.

#### Partnering to Reach Wider Audiences

Ahead of the elections, LCV partnered with Re:Wild, an organization founded by conservation scientists and Leonardo DiCaprio. We collaborated on social media, urging our audiences to check and update their voter registration status, which engaged more than 13,000 people. A few weeks later, we followed up with a joint post urging people to make a plan to vote.



#### National Voter Registration Day

On September 17th, LCV celebrated National Voter Registration Day. Through email, social media, in-person and online organizing efforts, we encouraged people around the country to register to vote.



### Mail and Digital Voter Registration

This cycle, we partnered with the Voter Participation Center (VPC) and the U.S. Center for Voters Abroad, who sent voter registration applications to underrepresented communities, including young people aging into the electorate and people of color. Through this partnership, we also used digital technology — including digital ads, apps, QR codes, and portals that allow voters to register online — to register new voters and capture voter contact information for follow up.

These mail and digital strategies resulted in 150,000 voter registrations.

CLOSING THE

# VOTER PARTICIPATION GAP

#### INNOVATING TO GET OUT THE VOTE

The racial turnout gap - the difference between White voters and voters of color who cast their ballot in elections - has been growing. Similarly, young voters cast their ballots at lower rates than other voters. LCV and our state partners aimed to narrow this voter participation gap by mobilizing newly

registered voters, infrequent voters, and voters from historically underrepresented communities, including Black, Latine, and other communities of color, Indigenous communities, low-income communities, and young people.

Reaching these voters, especially those whose public information and commercial data is often nonexistent or untrustworthy, required innovative strategies. We built on our successful voter registration programs and followed up with voters we had already registered. We also used our canvassing expertise to meet people in community places where we asked them to remind friends and family of the upcoming elections, quickly expanding the reach of our message. We complimented the canvasses with advertisements in important and highly frequented community spaces, creating layers of communication with difficult to reach voters. **Through these groundbreaking efforts, we reached six million voters**.





## NEW REGISTRANT GET OUT THE VOTE

Because LCV and our state partners have spent decades building a highly effective voter registration program, we were able to innovate and uniquely build on these efforts to ensure our newly registered voters made it to the polls.

After creating trust with communities through voter registration, we reached out to 286,000 those voters and helped them navigate the voting process. Through 1.2 million text messages and 550,000 mailers, we encouraged newly registered voters to make plans to vote and guided them through their voting options.

#### Creating a Plan to Vote

Not only did we encourage registered voters to cast their ballots, but we helped them navigate the complexities of voting and create a plan to vote. That included providing resources about the voting options available in their state, ranging from early in-person voting, to voting by mail, to local drop boxes, to in-person Election Day voting.

#### **National Vote Early Day**

A week ahead of the elections, on National Vote Early Day, we texted LCV members resources about voting and encouraged our social media audiences to make a plan to vote early, too.





#### PLACE-BASED GET OUT THE VOTE INNOVATIONS

Infrequent voters are difficult to reach, as they either do not exist in the voter file, or they have voter file records with outdated information such as address and voting district. These voters also lack reliable third-party commercial data, making attempts to contact them using traditional voter lists unsuccessful. Because of these challenges, the voices of these eligible voters often go unheard and, as a result, the issues these voters prioritize often go unaddressed by elected leaders.

To ensure that all eligible voters have a say in local, state, and federal government, LCV and our state partners found ways to contact people who are often difficult to reach at home. We deployed canvassers in high-traffic locations where people live, study, work and travel and then complimented those canvasses with community advertising along transit lines, on campuses, and in other outdoor ad space. With robust radio advertising on terrestrial and ethnic radio stations, we created a surround sound in these communities about the importance of the election.

#### **Site-Based Vote Tripling**

Field programs historically have struggled to connect with hard-to-reach communities. Site-based vote tripling (SBVT) is a new tactic that aims to address this problem by going to the places where voters live, work, commute, and frequent. We deployed canvassers into targeted high-traffic areas and asked pedestrians to text friends and family members a picture of an informational flier asking them to vote. These interactions allowed us to scale our voter contacts, increasing both the volume and reach to voters.

To determine the most effective places to run these canvasses, we analyzed which zip codes had the highest densities of underrepresented voters. We then prioritized zip codes that met at least two of the following criteria: >20% Black, Latine, AANHPI, or under 40.

These programs have proven to connect us with hard-to-reach voters. In a 2022 randomized control trial, 25% of the voters contacted by SBVT teams were attempted, on average, seven times by allied groups without a successful contact. In the end, our canvassers talked to 750,000 people who, in turn, sent 3.6 million messages to their friends and family, urging them to vote in the election.

#### Using Maps and Data to Reach Voters

To find the most effective places to deploy Out-of-Home (OOH) ads and canvassing efforts, we identified zip codes with high densities of underrepresented voters. In these micro-targeted zip codes, we layered in data about our highest performing voter registration sites, bus shelter reservations, digital OOH ad reservations, and wheatpaste ad locations. This data and spatial analysis allowed us to focus our layered programs in strategic geographies, urging these underrepresented voters to the polls.



#### **Out-of-Home Advertising**

Our Out-of-Home (OOH) advertising campaign connected with hard-to-reach voters in the places they live, work, study and commute, giving them an extra push or reminder to vote and reinforcing our site based vote tripling canvasses.

Public transit is a central way we reach people, as its ridership consists of large numbers of infrequent voters. Across nine cities, we ran ads in 1,052 bus shelters, and along those public transit corridors, we also found 236 strategic locations to display "wild-posting" wheat paste ads that blanketed corridors with visuals amplifying the transit advertising. And, to saturate our target audience, we purchased 407 digital OOH ads in outdoor kiosks, campus ad space, subway stations, and retail centers.

#### **Traditional Terrestrial Radio**

We were also able to reach under-represented voters through terrestrial radio – radio broadcasting where the radio waves are broadcast by a land-based radio station, unlike satellite radio where radio waves are broadcast by a satellite.

We supported American Independent Radio (AIR) – a hub for best-practice, evidence-based efforts on traditional terrestrial radio GOTV programming – to run PSA-style advertisements communicating the importance of voting. Terrestrial radio maintains a sizable audience due to the continued use of older vehicles by commuters. These commuters – like those who rely on public transportation – are often the voters who are difficult to reach through other tactics.

AIR recorded best-practice, tested scripts in multiple languages – Spanish, Diné, and bilingual – and we ran the ads in Spanish language and Tribal media markets, using culturally relevant content to mobilize voters.

In Utah, Arizona, and New Mexico, our state affiliate, Stewardship Utah (formerly Rural Utah Project) partnered with AIR to run a unified radio program that **reached the entirety of the Navajo Nation with 1,819 spots airing across AM/FM stations**. Nativevotehq.org was acquired to use as a named reference where listeners could find voter information. The ad buy included the Tribal owned stations on Navajo Nation, as well stations that served the majority Tribal zip codes we identified by mapping zip codes onto station coverage information provided by the FCC. Additionally, they aired 15 second spots for two weeks on Koahnic Broadcast Corporation's Native News Calling, a nationally broadcast show that serves Tribal communities.

In Arizona and Nevada, AIR ran a four week GOTV ad campaign on Spanish-language radio across Phoenix, Tucson, and Las Vegas that aired 1,719 spots.

Spots were played on Spanish language stations, to the extent possible, as well as English language stations with relatively high Hispanic listenership. While these English language stations primarily broadcast in English, we bought Spanish-only spots, with the assumption that we would reach the same people we would on Spanish-language AM/FM stations.

PROTECTING

#### FREE AND FAIR ELECTIONS

Between targeted disinformation campaigns and new anti-voter laws being enacted in states across the country, voters face an increasing number of obstacles designed to make voting more difficult. This is especially true for voters of color and Indigenous voters, who are most often targeted by voter suppression.

In 2024, LCV and our state affiliates worked to protect the vote and our democracy by drawing on the grassroots power that we

have built over more than a decade of environmental and civic engagement efforts. We leveraged our longstanding relationships with elected and community leaders to protect

against election interference, sabotage, and voter intimidation and suppression efforts. And we partnered with young people and Black, Latine, and Indigenous communities who have, for decades, been fighting for civil rights, voting rights and environmental justice.

#### **Civic Holidays**

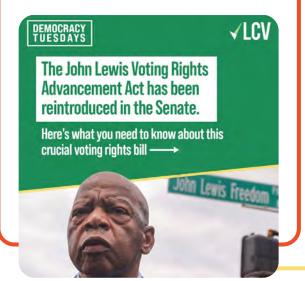
By coalescing around key moments, like National Voter Registration Day and National Voter Education Week, our movement pooled its power to engage voters.

On National Voter Registration Day we hosted the Our Vote, Our Democracy community webinar with interfaith Power and Light, highlighting ways people could become civically engaged beyond voting. Through LCV's website and social media, we also drove people to Vote America's voting resources.

For National Voter Education Week, each day, we used our social media platforms to encourage people to register to vote, look up what was on their ballot, make a plan to vote, volunteer to be a poll monitor, and tell their community to vote.

#### **Democracy Tuesdays**

Every Tuesday, LCV reached its social media audiences with content aimed to get people inspired to protect our democracy. Our posts highlighted the history of voting rights, current voting rights efforts, and the work of our state partners.



#### **Poll Worker Recruitment**

Poll workers play a critical role in ensuring our elections are secure, fair, and accurate, and for the fourth year in a row, we worked with Power to the Polls to recruit 349 people to work in their communities on Election Day. Since 2020, we've recruited 3,792 workers.



#### CONSERVATION VOTERS MOVEMENT STATE PROGRAMS

LCV is one of the few organizations that has the capacity to coordinate a sophisticated, multi-state program that gives voters the tools to resist voter suppression at every turn. Utilizing our network of 30+ state affiliates, LCV supported and coordinated with our state leaders on the ground to protect the vote nationwide by combatting disinformation through community education, engaging election administrators, and mobilizing post-election.

The trust and infrastructure we built across many states and communities ensures we are ready for the challenges we may face in the coming years.

#### Georgia

Georgia Conservation Voters Education Fund (GCVEF) launched a Renew the Vote campaign, with a mission to mobilize historically excluded communities to be more informed and civically engaged voters. As a part of this campaign, GCVEF ran a field program and their materials used language that integrated communities' top concerns with voter engagement.

#### The Power of Popular Culture

We found ways to meet voters in the places, spaces, and conversations they were already having. For example, we worked with the team at Reverb to have CVM members promote voter registration, voter pledges, mock elections and other civic engagement actions at Lake Street Dive and Tyler Childers concerts in eight states. We also created a Dungeons and Democracy role playing game that emulates the popular Dungeons and Dragons game and requires participants to navigate the experience and barriers of trying to vote.



Through the campaign, they made 3,000 phone calls, sent 5,500 text messages, mailed 5,300 pieces of literature, recruited 25 new volunteers, and hosted six events.

#### **Michigan**

Michigan LCVEF worked with Michigan Election Protection and the Democracy Security Project to host two dozen de-escalation training sessions with poll workers, democracy advocates and others across the state. With partners, Michigan LCVEF also co-hosted a virtual media roundtable to push back on disinformation and efforts to undermine the election.

On Election Day, Michigan LCVEF sent out nearly 200 site-based canvassers who served as poll monitors across Detroit. The poll monitors were ready to immediately report issues like long lines, attempted intimidation, and broken equipment to a team of in-state attorneys.

#### **Montana**

Montana Conservation Voters Education Fund launched a Why I Vote ad series that included four 15-second videos targeting young, urban voters in Billings, Bozeman, the Flathead, and Missoula. Each advertisement featured a young person discussing why they were voting to protect Montana's clean air, clean water, public lands, and democracy.

Montana Conservation Voters also **hosted a Pint Night featuring four democracy experts** who highlighted the importance of Montana's Constitution and independent judiciary in safeguarding our outdoor spaces.

#### **New York**

New York League of Conservation Voters Education Fund (NYLCVEF) ran its largest ever Our Vote is Our Power program, which included digital media, advertising, mail, paid phones, text messaging, art activations, and community events. **Overall, they reached approximately 35,000 low propensity voters this election cycle.** 

NYLCVEF supported partners in Art for the Polls, which aimed to inspire voters in underrepresented communities through community art projects. This included the **Eljuri Concerts for Democracy series**, where Our Vote is Our Power collected voter pledges at concerts in Hempstead and Manhattan. Additionally, Project Your Vote **countered voter** 

suppression by projecting larger-than-life civil rights movement images at local polling places and ballot drop boxes. NYLCVEF used imagery from this project for postcards and voter pledges, and projected videos in Syracuse and other upstate New York locations, and partnered with the Brooklyn Public Library to hold an event at the library's Central Branch.



#### **Pennsylvania**

Conservation Voters of Pennsylvania (CVPA) worked on an ambitious election protection and democracy program this year to ensure Pennsylvanians were ready to vote and help the election process run smoothly. CVPA prioritized connecting with low propensity voters and BIPOC voters, knowing that BIPOC voters are historically disenfranchised, both from voter suppression and environmental injustices.

Overall, CVPA recruited 95 poll workers and signed up 3,310 new advocates through democracy protection efforts.



#### **Virginia**

Virginia LCV collaborated with Richmond Public Schools to ensure soon-to-be graduates had access to voting information. They also partnered with two Historically Black Colleges and Universities (HBCUs) — Norfolk State University and Virginia State University — for two events:



the Future Leaders' Summit and Trojan Fest. These events combined school spirit, student-led activities and panel discussions, and calls to action inspiring students to vote.

Virginia LCV hosted a panel discussion, the Fresh Start Listening Session, focused on criminal justice reform and voting rights. Speakers shared their personal experience navigating the criminal justice system, offered advice on supporting others in their communities, and Virginia LCV provided voting resources and pledge-to-vote cards. Ultimately, nearly 140 people signed a voting rights restoration petition.

#### INDIGENOUS VOTER TURNOUT AND CIVIC ENGAGEMENT

With electoral interference in rural counties this year, Indigenous voters and advocates were especially important to support, coalesce, and activate during early voting, on Election Day, and after. Our state partners worked with Indigenous communities to help voters make a plan to vote in Arizona, Montana, New Mexico, Utah, Washington, and Wisconsin.

This work extends beyond the election. The CVM has worked with Indigenous communities to address the unique civic engagement challenges facing these often rural communities. Each month, we bring together Indigenous organizers and organizers who work in Indigenous communities to share tactics, struggles, successes, and opportunities for collaboration.

#### **Arizona and Utah**

LCV partnered with Wingbeat 88 and Stewardship Utah in the largest voter registration effort on the Navajo Nation in the past decade. Together, we helped register 11,225 eligible voters across the Navajo Nation in Arizona and Utah, which included voters in nearly every zip code in Arizona and Utah on Navajo Nation.

#### "

We have a dream to lead, provide and advocate for our people on our own terms. We're organizing to spark community compassion and engagement while educating and informing our Diné relatives about their voting rights."

Liv Knoki

Executive Director of Wingbeat 88

#### Montana

Montana Conservation Votes (MCV), who has a longstanding working relationship with Western Native Voice, placed billboards near the population centers of each of the seven reservations in Montana. The billboards featured influential members of the local tribes, including Chris La Tray, a member of the Little Shell Tribe and Montana's current Poet Laureate. MCV also recorded a series of short Public Service Announcements where these same individuals talked about why they vote. These ran as both YouTube and radio ads.



#### **New Mexico**

Conservation Voters New Mexico, in response to the passage of the Native American Voting Rights Act, **created a 2.5 minute Public Service Announcement** explaining the history of Native America Voting Rights and the positive changes the law has made.



#### **Washington**

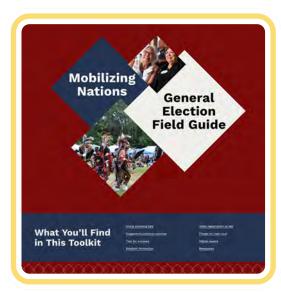
Native Vote Washington has been building Indigenous leaders all year with the monthly training series Voting Is Good Medicine. From that series, they created an Election Field Guide to promote civic engagement in communities across the county.

#### Wisconsin

Wisconsin Native Vote, a project of Wisconsin Conservation Voices, worked closely with the 11 federally recognized tribes in Wisconsin to get out the vote. On Reservations, they knocked on 4,000 doors, partnered with Tribes to offer free Tribal IDs that could be used for voting, ran digital ads, sent mail to members of nine Tribes, and texted 8,000 community members celebrating voting.

Wisconsin Native Vote also held community events that brought together voters in Tribal communities. They hosted 3-3 basketball tournaments in Bad River and Menominee, and organized a 1,000-person tailgate at a Milwaukee Brewers baseball game where local Indigenous communities were honored and Urban Native Vote Organizer Anne Egan-Waukau threw out the first pitch.

Additionally, the Native Vote program partnered with the Native American Rights Fund to staff 35 legal observers at 15 predominantly Native polling locations around the state.





#### ADVOCATING FOR DEMOCRACY POLICY

As we continue to narrow the voter registration and participation gap between White voters and voters of color, we need laws that guarantee a more just and equitable democracy. LCV and our state affiliates continue to push for laws, at the federal and state level, that enshrine voting rights and dismantle barriers to voting, especially for historically disenfranchised voters. We also have experience blocking policies that would make it more difficult for eligible voters to cast their ballots or undermine our democratic institutions.

At the federal level, LCV is a leader in the democracy community, playing a key role in coalitions like the Green Democracy Table (GDT) and the Declaration for American Democracy (DFAD). LCV hosts the GDT, a space where more than 140 staff from national environmental organizations coordinate and support one another's democracy efforts. This election cycle, GDT organized important briefings and conversations, including a meeting of 20 environmental CEOs the week before the election to outline how the community could best prepare for post-election interference. LCV also serves on the steering committee of the DFAD coalition. In this role, we helped coordinate online and in-person education and advocacy events in support of the Freedom to Vote Act, John Lewis Voting Rights Act, and DC statehood.

Together, LCV, our state affiliates, and coalition partners have built the experience and apparatus through which we can protect voting rights and our democracy. And as an organization that has met each new challenge with innovation and determination, we are ready to meet the challenges we face with a Trump administration and anti-environment Congress.

#### **Preventing Anti-voter Legislation**

Along with coalition partners like DFAD, GDT, the Leadership Conference, and the Not Above the Law Coalition, LCV helped pressure Congress to prevent the passage of two anti-democracy bills: the so-called American Confidence in Elections Act (ACE Act) and the Safeguard American Voter Eligibility Act (SAVE Act). Both bills would have undermined eligible voters' ability to participate in our elections and promoted fearmongering and divisive rhetoric. Thanks in part to LCV's advocacy, the SAVE Act was removed from the must-pass continuing resolution that kept the government funded through the end of the year.

#### **Promoting Pro-Voter Legislation**

LCV helped organize and was a featured speaker at a joint press conference on the third anniversary of the January 6th insurrection with DFAD and the Not Above the Law coalition. The press conference encouraged Congress to pass legislation ensuring our democracy and elections are protected from potential interference.

As the chair of the DFAD grassroots committee, LCV helped develop a series of Democracy Roundtables, in-district townhall events where members of Congress hear directly from their constituents on the need to pass pro-voter legislation like the Freedom to Vote Act. Two of the five events were co-hosted by CVM partners. Conservation Voter of Pennsylvania co-hosted an event at Wilkes University with Representative Matt Cartwright and California Environmental Voters hosted an event at a Huntington Beach Public Library with Representative Katie Porter.

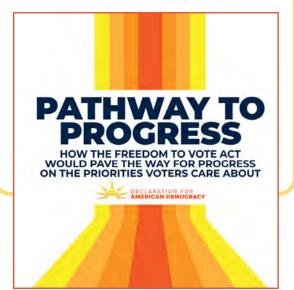
### **Encouraging Pro-Voter Executive Action**

In 2024, DFAD led a petition asking the Biden administration to do more to protect voting rights – more than 100,000 people signed the petition, 8,000 of which came from LCV members. LCV also joined democracy allies in delivering those petitions, speaking outside of the White House press conference and public handoff to the Biden administration.



#### **Pathway to Progress Coalition Report**

The Declaration for American Democracy commissioned the Pathway to Progress report, which details the ways the Freedom to Vote Act would safeguard our civil rights and a more inclusive country. LCV was responsible for writing the Environmental Justice section of the report, helping people understand the way democracy and the environment are inextricably linked.



LOOKING FORWARD -ONGOING WORK With the Trump administration sure to attack our democracy, LCV will be at the forefront in developing the national strategy, with coalition partners, to resist the administration and Congress. LCV will continue to play a key role in coalitions like DFAD and GDT.

With no federal Democracy policy expected to be passed in the next four years, voter protections will come from the states, and LCV will be activating its 30 plus state partners to pass legislation, build relationships with election administrators, and educate the public to ensure that everyone can vote in 2026 and 2028.

For more information or to get involved go to LCV.org/democracy

