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## 2024: Five States, One Million Reached

Our **largest paid relational organizing program** to date, spanning five battleground states: Arizona, Georgia, Michigan, North Carolina, and Pennsylvania.

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**We lowered costs 32% and produced an estimated 47,533 net democratic votes.**

Want the full data? Access our detailed [2024 Program Toplines](#). *[Davis to provide new protected link]*

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## How It Worked

We guided Voting Ambassadors through four key steps from recruitment to Election Day “GOTV” activities.

### 1. Recruitment & Application

- Applied online through Rally platform
- Automated and manual application review
- Top candidates accepted within 48 hours

### 2. Attend Onboarding

- Attended a 1 hr virtual training
- Watched state-specific voter education video
- Learned about the presidential and down-ballot races

- Signed contract and scheduled next event—all on the call
- **85%** signed their contract during the Onboarding
- **80%** scheduled their next event before leaving

### 3. Make Vote Plans

- Mapped friends and family in Rally
- Had conversations about voting for Democrats
- Helped contacts make detailed voting plans
- Attended virtual "Palooza" work sessions for live support

### 4. Get Out The Vote

- Received daily updates on who voted
  - Reminded contacts to vote
  - **21,603** Ambassadors attended optional Election Day Bonus Palooza events
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## By the Numbers

- **97,000+** voters applied to be Voting Ambassadors
  - **40,000+** attended civic education training
  - **27,000+** successfully completed the program and were paid
  - **1 Million+** unique contacts reached
  - **84%** of contacts voted early or made a vote plan
  - **2.2pp** increase in turnout among contacted voters
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## Why It Worked

States where we ran programs before saw 32% lower costs compared to first-time states. Each cycle compounds: faster recruitment, lower costs, stronger impact.

- **Over 40% of 2022 participants returned in 2024**
  - **Referrals became the #1 recruitment source**
  - **Helpful tools + human support = quality at scale**
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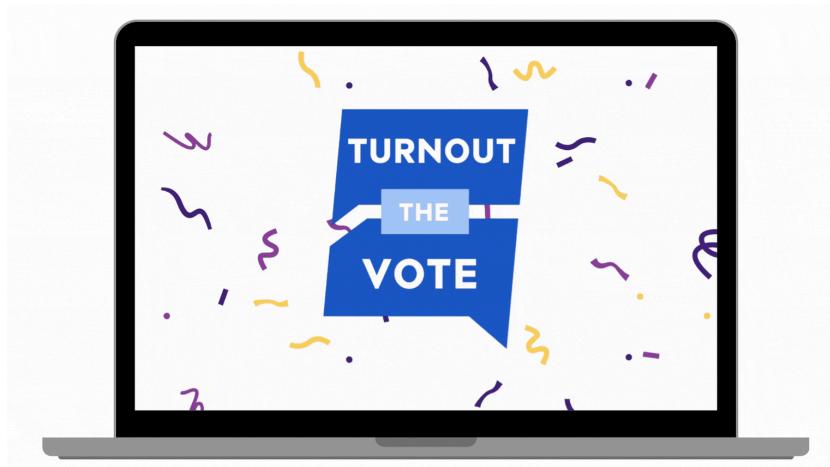
**We decided every interaction should be meaningful, not just counted.**

Every participant and contact received thorough, high-quality treatment—not rushed check-ins. That's how we reached people and moved them to vote.

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## Training & Education

### State-Specific Training Videos



Each state got a custom 20-minute video covering:

- Why the presidential race matters to your daily life
- Down-ballot races (Senate, Governor where applicable)
- Key issues at stake
- How to talk about it with friends and family

These videos played at every Onboarding session, ensuring every Ambassador started with the same foundation.

### Voter Resource Website

The Voter Education team built a central hub with:

- State-specific voting information and deadlines
- Sample conversation guides for tough situations:
  - Persuading someone considering a third-party vote
  - Talking to someone who's undecided
  - Encouraging someone thinking about sitting out
- Shareable social media graphics & videos
- Articles on key issues

# Rally Organizing Tool

## Vote Plans



Ambassadors used Rally to create **762,000+** detailed, shareable voting plans for each contact:

- **Exact polling location** (via IWillVote API integration)
- **State-specific ID requirements and deadlines**
- **Vote method selection** (early, absentee, or Election Day)
- **Complete plan details:** What time? Who are you bringing? How will you get there?
- **Shareable link** that didn't require recipient to have a Rally account

## Daily Vote Reports



Every morning during early voting, Ambassadors received a personalized email with three lists:

- **Contacts who already voted** → Celebrate with them!
- **Contacts with plans who still need to vote** → Send a reminder
- **Contacts who need to make a plan** → Help them get ready

#### The Impact:

- **56%** of Ambassadors opened these daily emails
- **16%** clicked through to take action
- **65%** opened the Election Day email (customized by time of day)

## Ongoing Support

### 12-Hour Daily Support Line

Ambassadors could text or email the Support team any time from 11am-11pm ET:

- Tech support for Rally
- Help brainstorming more contacts to add
- Answers to voting questions
- Encouragement to stay on track

On Election Day, the text line became a voter protection hotline.

## Personalized Daily Reminders

Our Support team sent daily “chase” texts and emails tailored to where each Ambassador was in the program:

- Need to sign your contract? Here's the link.
- Haven't scheduled your Turnout Palooza? Let's get you signed up.
- Ready to add more contacts? Here's how.

**The rule:** One ask per day. Never overwhelming, always helpful.

## E-Day Voter Protection Hotline

Every Election Day Palooza event was staffed with a "Voter Education Captain" who:

- Answered real-time voting questions
  - Escalated voter protection issues
  - Updated Ambassadors on polling place extensions
  - Ensured everyone had accurate, up-to-date information
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# Our Infrastructure Made It Possible

## Custom-Built Technology

We devoted our *entire* engineering team to building:

- **Applicant tracking system** with 5-tier automated sorting
- **83% auto-match rate** to voter file (using Google Maps API for accurate addresses)
- **E-signature integration** for seamless contract signing
- **Events infrastructure** integrated directly into Rally (no third-party platforms)
- **Zoom integration** for automatic attendance tracking
- **Daily AVEV data pipeline** for real-time vote status updates

## Specialized Staffing for Events

Event Leads were recruited from **performing arts communities**—actors, musicians, dancers, camp counselors—people who could:

- Bring energy and warmth through a screen
- Manage 100+ people on a Zoom call

- Roll with last-minute changes
- Make civic education feel exciting, not transactional

#### **Why it worked:**

- **90 part-time** Event Leads stayed fresh and focused
- **Specialized role** = streamlined training
- **Non-traditional** backgrounds brought authentic connection

### **Training Ambassadors at Scale**

Over **87,000 individual event attendances** across **1,329 unique events**.

Events ramped carefully:

- First 4 days capped at 50 Ambassadors per event
  - Scaled to 100 per event (ideal size)
  - Eventually accommodated up to 400 per event as demand surged
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## **What We Know**

**People want to be part of democracy, but they need:**

- Fair compensation for their work
- Training and resources that actually help
- Technology that makes the work easier, not harder
- Support when they get stuck

**Interested in our programs?**

Email us to find out how we can work together to reach voters traditional campaigns miss.

[Email Relentless]