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[TTV Logo]

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.

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]*

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.

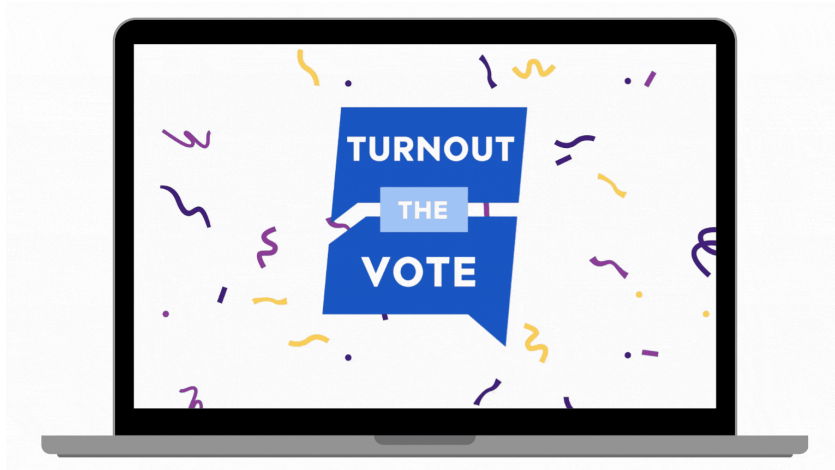
- **Over 40% of 2022 participants returned in 2024**
 - **Referrals became the #1 recruitment source**
 - **Helpful tools + human support = quality at scale**
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We decided every interaction should be meaningful, not just counted.

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

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.

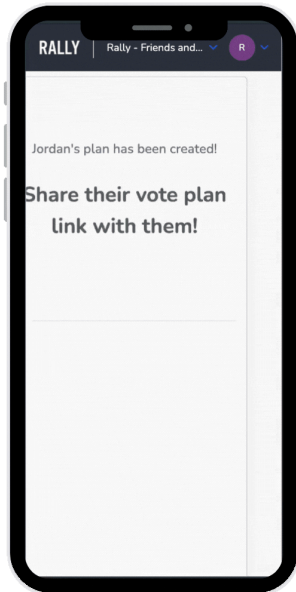
Voter Resource Website

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
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Rally Organizing Tool

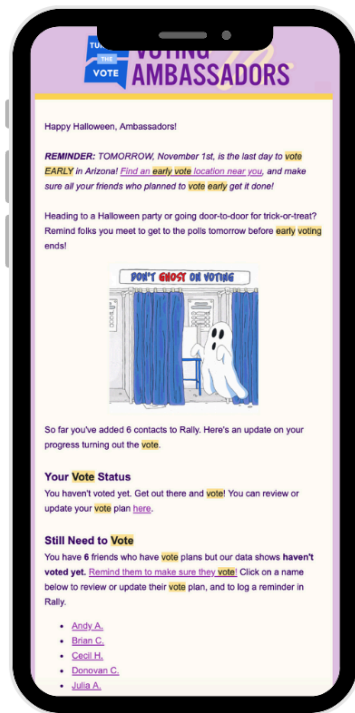
Vote Plans



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

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]