

America's Midterm Election Resource Center

Your Nonpartisan Guide To Voting And Supporting Democratic Elections

Mission: Accessible, safe and secure elections are the bedrock of our political system. However, millions of Americans right, left and center have deep concerns about the degree to which our current election processes live up to these ideals. We think that the best way to ensure free and fair elections is to make it much easier for ordinary citizens to get up to speed, decide what they want and have their voices heard. We've seen how things play out if the only people deciding the rules are self-serving politicians. It's time to level the playing field by empowering American citizens. That's the sole mission of the Midterm Election Resource Center. It's sponsored by a coalition of non-partisan organizations that include Republicans, Democrats and Independents who are dedicated to putting citizens back at the center of American politics where they belong.

Approach: We have no intention of telling Americans what to think or who to vote for - we exist to give them the information they need to make up their own minds, successfully express that at the ballot box and get involved in the election reforms they feel are important.

How It Will Work: America's leading election and civic renewal organizations are coming together to put all the very best tools for learning about and getting involved in the 2022 midterm elections in one place. This unprecedented collaboration will make it much easier for Americans to navigate the voting process and lean into the election issues that matter to them most. All these resources and tools will reside on an easy to use online platform that will put finding and acting on election related topics just a click or two away for all Americans.

Design: The election resource center will offer the best non-partisan information, tools and volunteer opportunities to support Americans as both voters and advocates for a free, fair and secure process. These highly actionable resources will be organized into three categories:

1. **Be Heard:** How To Cast Your Vote
2. **Step Up:** Opportunities To Support An Inclusive, Safe And Secure 2022 Election
3. **Fix The System:** Explore Election Reform Ideas And Initiatives

Who Is Behind This: This program is being hosted by Citizen Connect in partnership with top elections and bridging organizations from across the political spectrum. Citizen Connect is a non-partisan platform dedicated to helping Americans right, left and center find ways to heal our divides and strengthen this great nation. We have more than 500 member organizations led by Republicans, Democrats and independents and have already helped tens of thousands of Americans find ways to work together and overcome differences. We're committed to bring our skills, capabilities and network to bear on making the 2022 midterms an election cycle we can all be proud of.

The Support We Need To Seize This Opportunity: We already have a scalable online platform in place and a member community with a rich set of related resources - so getting this off the ground will be extremely cost effective. We also have a communications and social media team with a strong track record in this space. What we don't have is lots of time to gain traction. We'd like to begin development in May and have a first version of the hub up and running in June. For that reason, we'd like to secure baseline funding of \$250k no later than May 1st. Below is a high level breakout of expense categories:

- Design, development and user message testing: \$20k
- Project management and oversight: \$30k
- Audience development including paid social and media partnerships: \$200k

Proposed Timeline:

- **March/April:** secure core partners, baseline funding and begin design
- **May:** launch beta and initial audience development program
- **June:** launch 1.0 release
- **July - November:** ramp up audience development and iterate design and messaging as appropriate
- **December:** evaluate initiative impact and lessons learned - and begin planning for 2024 election cycle offering

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