CROOKED

Vote Save America

VOTE SAVE(D) AMERICA

For the past four years, Crooked Media has set out to have a different kind of conversation—not just about what was broken in politics, but about what each of us could do to fix it. That last part is how Vote Save America was born, and four years later, we could not be prouder to be in this fight with all of you. Thank you for never giving up, through triumphs and setbacks, impeachments and awful tweets (ours), and the pain and anxiety of this terrible year. Thank you for listening, volunteering, donating, organizing, protesting, and voting alongside millions of people all over this country.

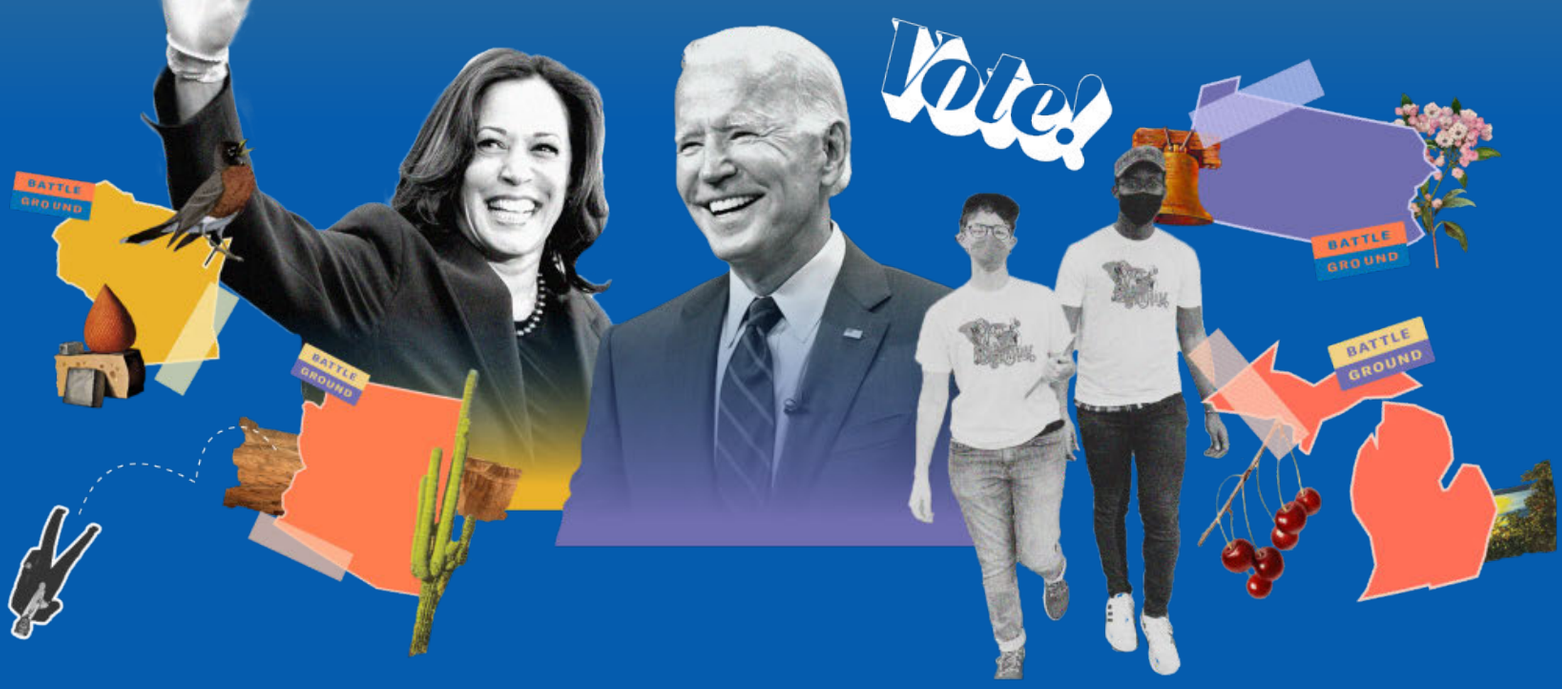
So... what's next? Well, the fight continues. We are in a fight for the Senate. We are in a fight against misinformation and mistrust. We are in a fight to save this country from a vicious strain of rightwing nationalism. We are in a fight for democracy itself. The good news is we know we can win. The hard news is we know what that takes.

That's the lesson of these past four years. We have to keep showing up. We have to be relentless. We have to be like Major the Dog's bloodlust for his enemy Joe Biden: unquenchable.

So take a moment to appreciate how far we've come, and the victories we've won. Feel proud, rest up, and hopefully celebrate over the holidays, even if we can't be with our families right now.

A better future is possible. And come 2021, we have a lot more work to do.

We won. Thanks to you.



OVER

300,000+

PEOPLE SIGNED UP TO ADOPT A STATE

OUR VOLUNTEERS SIGNED UP FOR

140k+

VOLUNTEER SHIFTS, THESE VOLUNTEERS

MADE

17M

PHONE CALLS

SENT

8.3M

TEXT MESSAGES

TO VOTERS IN THE MOST IMPORTANT BATTLEGROUND STATES THIS YEAR

28,000+

POLL WORKERS AND

1,700

VOTER PROTECTION VOLUNTEER LAWYERS

SIGNED UP THROUGH OUR EVERY LAST VOTE CAMPAIGN TO HELP RECRUIT ELECTION WORKERS

500,000+

CONTRIBUTIONS TO OUR FUNDS HELPED US RAISE OVER

$46 Million

THIS CYCLE FOR INDIVIDUAL CANDIDATES, VOTER PROTECTION, AND GRASSROOTS ORGANIZERS WHILE SUPPORTING

16	30	33
SENATE RACES	HOUSE RACES	STATE LEGISLATURE CANDIDATES

180,000+

VOTERS REGISTERED WITH THE HELP OF VOTE SAVE AMERICA

350,000

VOTERS CHECKED THEIR REGISTRATION BEFORE THEY VOTED

1.27 Million

VOTERS USED OUR 'BUILD YOUR OWN BALLOT' TOOL TO LEARN WHAT WAS ON THEIR BALLOT AND OVER

500,000+

MADE THEIR PLAN TO VOTE USING OUR 'MAKE A PLAN' TOOL

SUPPORTING GRASSROOTS GROUPS ON THE GROUND

Early investment in grassroots groups and fighting back against voter suppression made all the difference in November.

Vote Save America's fundraising efforts for 2020 actually started in 2019 when we joined Stacey Abrams and **Fair Fight 2020's** effort to fund, staff, and train voter protection teams in **20 battleground states.**

$2.6M

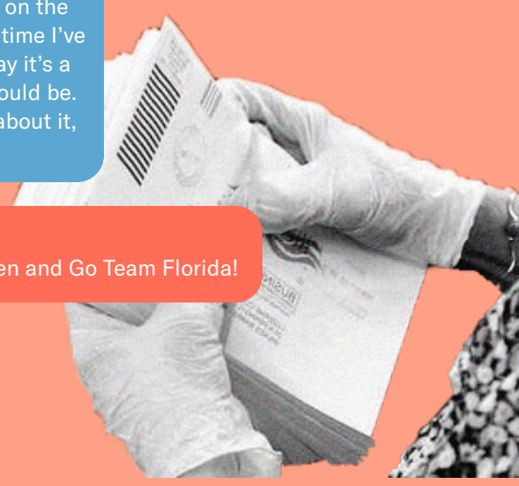
RAISED FOR FAIRFIGHT 2020

55K

CONTRIBUTIONS

STEPHEN B.
Just picked up some shifts and emailed some friends to ask them to pass on the info. This will only be the second time I've phonebanked—trust me when I say it's a LOT easier than it seems like it would be. (Happy to answer any questions about it, just message me)

JULIA L.
Excellent! Go Stephen and Go Team Florida!



Local organizers know their communities best, and are most effective when they can build capacity year-round. Vote Save America's first fundraising effort in 2020 was the **Leave It All on the Field fund,** supporting **Organizing Corps 2020—**a project of the Democratic National Committee to recruit, train, and pay for organizers on the ground ahead of the general election in eight key battleground states: **Michigan, Wisconsin, Pennsylvania, North Carolina, Arizona, Minnesota, Georgia, and Florida.**

$500k

RAISED

1,000

ORGANIZERS HIRED

PowerPAC.org

Voter suppression, lack of community resources, inflexible work schedules — ***all of it robs voters of their voice***. That's why Vote Save America teamed up with *PowerPAC.org* to support aggressive, on-the-ground efforts to mobilize Black, brown, indigenous, and other marginalized communities that are routinely victims of targeted voter disenfranchisement efforts. Our fund directly supported voter turnout groups including:

$150k

ARIZONA CASE ACTION FUND

During the 2020 election cycle, CASE Action Fund, in partnership with the hospitality workers' union UNITE HERE Local 11, conducted the largest field program in Arizona's history, and communities of color broke records in Arizona.

$75k

FLORIDA IMMIGRATION COALITION

Organizations like Florida Immigration Coalition (FLIC) are imperative to keeping Florida within reach through necessary long-game engagement and educational campaigns targeting Afro-Caribbean voters. During the 2020 election cycle, they were integral in Florida's successful Amendment 2 expansion, which will raise the state's minimum wage, and championed Daniella Levine, newly elected progressive Miami-Dade County Mayor.

$50k

MICHIGAN PEOPLE'S CAMPAIGN

Michigan People's Campaign, a statewide organization of leaders working for economic and racial justice, recruited over 500 volunteers in key counties to contact over 150,000 voters in the "Rising American Electorate"—African-Americans, Latinos, Asian-Americans, young people, and unmarried women.

$75k

PENNSYLVANIA CASA IN ACTION

With a network of 70 canvassers and 523 volunteers, CASA in Action made over 660,000 calls, sent more than 525,000 texts, and knocked on over 52,000 doors. That's a total of 1.2 million times that they contacted primarily Black and Latinx voters in Pennsylvania, a critical swing state that delivered Joe Biden his victory.

$50k

WISCONSIN - VOCES DE LA FRONTERA

By galvanizing new and infrequent Latinx and multiracial youth voters, Voces de la Frontera Action delivered over 20,000 Hispanic voters to help flip Wisconsin for President-elect Joe Biden and Vice President-elect, Kamala Harris as well as seven state Assembly and state Senate candidates.

$934k

RAISED FOR POWERPAC GROUPS

We also knew that with an unprecedented number of candidates battling it out in the 2020 Democratic

primary, we would be losing ground to the Trump campaign. So we partnered with Swing Left on our **Unify or Die** fund to build support and funding for the eventual Democratic nominee throughout the process.

Over $1 Million

RAISED FOR JOE BIDEN AND KAMALA HARRIS

INFORMING AND PROTECTING VOTERS IN A PANDEMIC

IT WAS CLEAR EARLY ON THAT VOTING IN 2020 WAS GOING TO BE DIFFERENT THAN ANYTHING WE'D EXPERIENCED BEFORE. A KEY PART OF GETTING VOTERS PREPARED IN A PANDEMIC WAS GETTING THE WORD OUT ABOUT VOTE BY MAIL AND EARLY VOTING OPTIONS.

In July, we partnered with **NextGen America** on **"National Vote By Mail Day"** to get the word out about which states offered no excuse absentee voting and to encourage people to request their ballots.

OVER 300,000 PEOPLE USED OUR VOTE BY MAIL TOOL POWERED BY BALLOT READY.

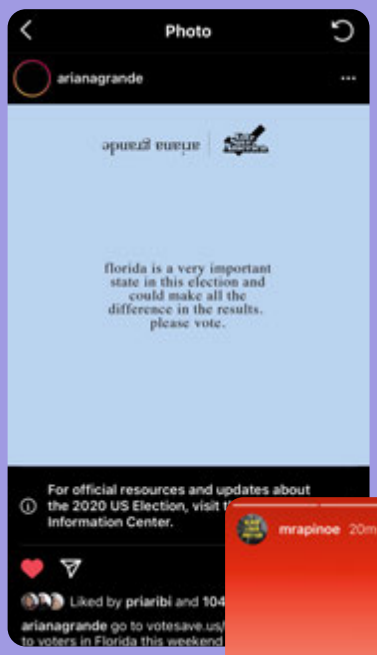
VOTE SAVE AMERICA'S ADOPT A STATE VOLUNTEER COMMUNITY HELPED SEND 3,656,924 TEXTS AND MAKE 54,513 CALLS TO YOUNG VOTERS IN 11 BATTLEGROUND STATES.

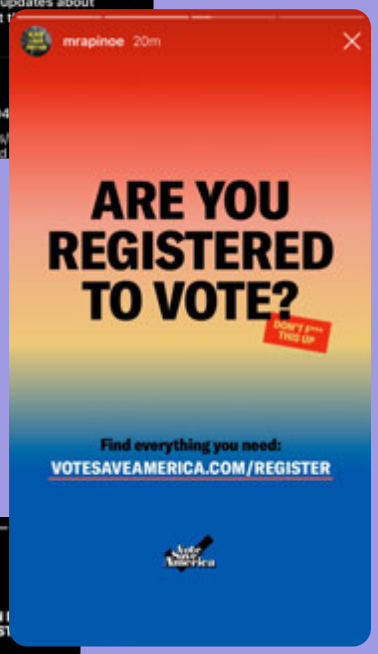
GET YOUR SHIT TOGETHER

*In late September, we spearheaded efforts with partners on **"Get Your Shit Together Day"**—an effort to encourage people to figure out how and when they were going to vote, so they could do as early (and as safely) as possible.*

690M+

POTENTIAL SOCIAL REACH





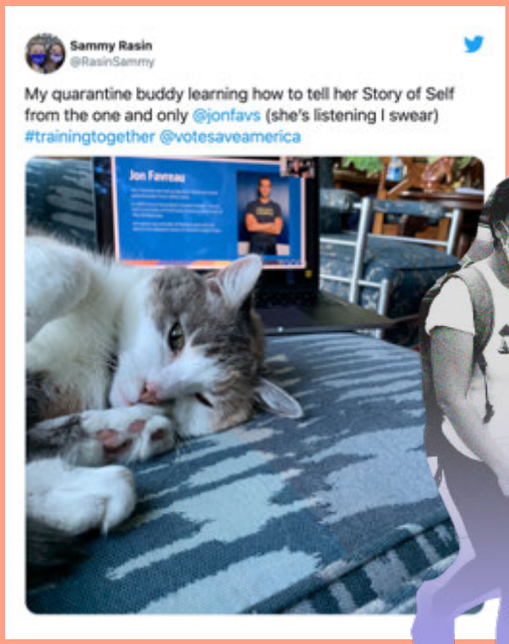
GETTING OUT THE VOTE — EVERYWHERE

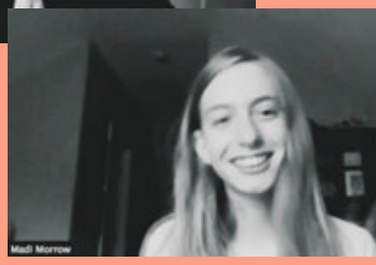
The Adopt A State Community

Even before the pandemic hit, Vote Save America 2020 was designing a program to bolster efforts being made in the states that would matter most to support the eventual nominee when the dust settled from the primary. But when all organizing became digital organizing, our Adopt a State program shifted to become fully remote so volunteers from across the country could help make a difference in key states, no matter where they lived.

In June, we partnered with Organizing Together 2020 to train our volunteer community to become digital organizers.

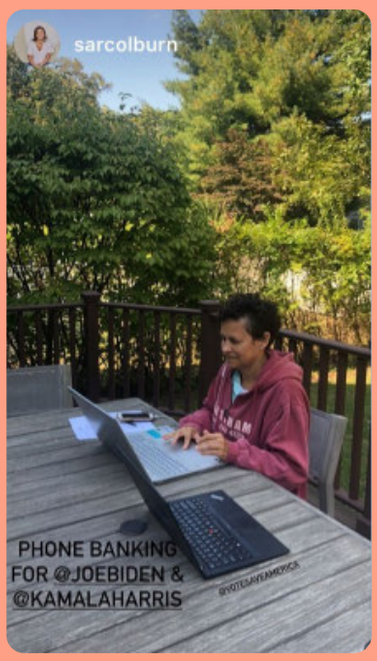
Following the organizer training series, we saw that people were hungry to continue learning and to feel like they were part of a team, so we built a community for our most dedicated volunteers. Together, 4,200 strangers built a support system through our Adopt A Volunteer program, got to know each other through our regular virtual coffee dates and went in depth into how campaigns work through ongoing training. They hosted their own events and fundraisers and became volunteer leaders with many of our partner organizations.





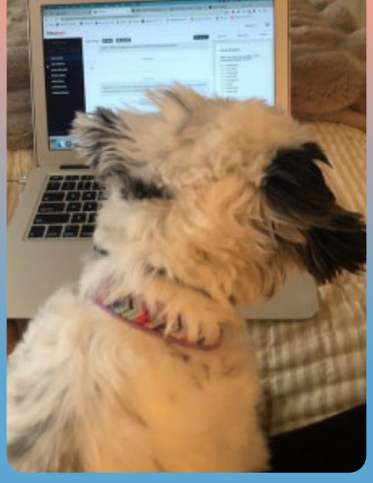
VALERIE D.
My neighbor is 10 and she's very interested in voting. She asked me to make my calls outside so she could watch.😍

Our volunteer community trained and supported 2,993 volunteers across the country as we helped call 1.25 million voters in key battleground states. The volunteer community finished the cycle strong by hosting a four day **Get Out the Vote marathon**, calling voters as part of our "Virtual Staging Location" for the Biden campaign.



"At my high school, I've set forth a mini-organizing effort. I've gotten about 30 people to Adopt a State and volunteer on their own time and there's nothing better than somebody coming up to me at school saying 'Hey, I spent yesterday text banking for Gary Peters in Michigan.'"

MADI, TEAM PENNSYLVANIA

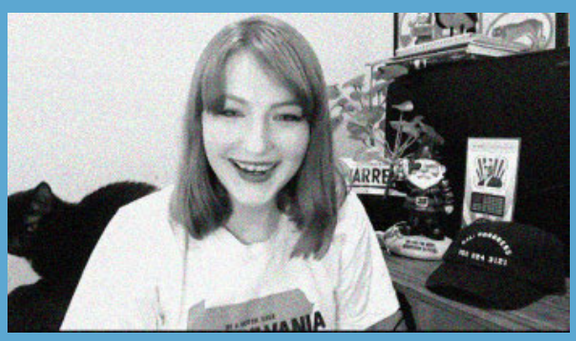


"I make about 150 calls a day...The most rewarding part is when I ask them whether they can ask two or three more people to vote for Biden...and one yesterday from Miami-Dade county, this woman told me 20 people in her family had voted for Biden."

SALVATORE, TEAM FLORIDA

"I'm only 13, I can't vote in this election or the next one—so why am I making thousands of calls to voters? No matter how many Marvel movies I watch, there's just no such thing as superheroes. There's just normal people doing the right thing, and right now the right thing is to help people vote."

HERSCHEL, TEAM ARIZONA

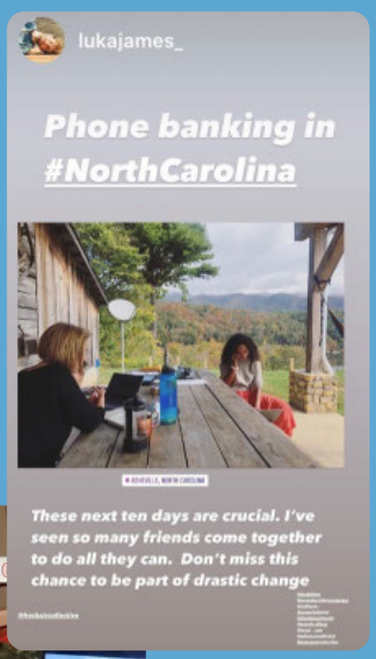


"We work in the entertainment industry, which has been annihilated by the pandemic, so we are in the unique position of being fully unemployed right now and had the ability to commit to full-time volunteering. I feel like a big reason to volunteer is for all the people who can't and would like to...When we realized we actually could clear out the space to really go hard, we knew we had to."

ANDREW & SAM, TEAM ARIZONA

"As a first generation immigrant, things have been rough for my family growing up, but there's always been this image I had of America and what I grew up knowing America was and could be, and I just didn't see that in the last four years...I was really scared to start phone banking...and then somebody had a Spanish-speaker, and nobody except for me knew how to speak Spanish. My Spanish is a little choppy sometimes, but being able to use my background and my heritage to help another Hispanic person make sure their vote gets counted was really really nice. That's when I was totally hooked and knew I had to keep doing this."

ENRIQUE, TEAM FLORIDA



"My son was born a few weeks before the 2016 election, so during that election cycle I was very much distracted by the fact that I was about to have my first child and did not really do any volunteering...With everything that's been going on with Covid and with Black Lives Matter, I was really feeling down, here I am as a single mom stuck at home with my four year old and what can I do? Then a friend posted about Adopt a State...and I thought that seems like a way I can really proactively help out that will make actual, tangible change."

MALLORY, TEAM MICHIGAN

In total, across the six states in the program Arizona, Florida, Michigan, North Carolina, Pennsylvania and Wisconsin:

We registered **69,693 voters**, verified the registration of an additional

56,447 voters, provided state-level race descriptions for our Build Your Own Ballot tool, which was used **208,795 people** in these key states, and raised **$1,487,932 for 89 candidates** and **44 organizations.** We filled **48,221 volunteer shifts**, in which Adopt a State volunteers sent **5,043,198 texts** and made **15,390,131 phone calls** to potential voters. We also recruited **3,968 poll workers** and supported **34 winning races** (including statewide flips for Joe Biden) in these key states. Here's a closer look at exactly how the Adopt a State community helped pull off the biggest wins:

TEAM ARIZONA

Arizona had not elected a Democratic president since 1996, and before that, the last Democrat the state elected was Harry Truman in 1948. In a state with over 7 million people, President-elect Biden won by just over 10,000 votes. Arizona also flipped a Senate seat for Democrats, and Mark Kelly will be heading to D.C. to fill the rest of Sen. John McCain's term. Team Arizona also supported seven winning State House races and three State Senate races.

Organizations Supported

- RAZE
- NORTHEAST ARIZONA NATIVE DEMOCRATS
- OUR VOICE OUR VOTE
- ARIZONA WINS/CASE
- AZ DEMS VOTER PROTECTION
- ADLCC
- LUCHA
- MI FAMILIA VOTA

VOTERS REGISTERED 2,688
VERIFIED REGISTRATION 7,940
BUILD YOUR OWN BALLOT USERS 18,938
MAKE A PLAN TO VOTE 6,136
VOLUNTEER SHIFTS FILLED 5,473
TEXTS SENT 263,741
PHONE CALLS MADE 312,344
POLL WORKERS RECRUITED 438
RAISED $816,082
CANDIDATES SUPPORTED 24

Arizona Spotlight

Six percent of Arizonans are Indigenous, and the Navajo Nation alone makes up about 67,000 registered voters—more than six times the number of votes by which Joe Biden wound up winning the state. **Adopt a State Arizona helped raise over $52,000** to support organizers and purchase personal protective equipment for the Navajo Nation and neighboring Native tribes, who turned out 60 to 90 percent for Democrats in November.

Back in 2019, Christine Marsh (SD-28) was interviewed by Jon Favreau for *The Wilderness*. She's an award-winning school teacher who first ran for office in 2018 and lost by only **267 votes.** Her suburban Phoenix district was exactly the kind of place Democrats needed to make inroads to win Arizona in 2020, and thanks in part to the **641 Adopt a State volunteers** who made over **31,000 calls** with the Arizona Democratic Legislative Campaign Committee, Christine won this year by **4,499 votes.**

TEAM MICHIGAN

Democrats lost Michigan by the closest margin of any state in 2016 —just two votes per precinct. We weren't going to let that happen again. Thanks to organizing everywhere in the state, Joe Biden wound up winning it by an undeniable margin of over 148,000+ votes, over 14 times the 10,704 vote margin that Trump won by four years ago. And in a year of devastating Senate losses, incumbent Democratic Sen. Gary Peters held on to his seat by 84,478 votes thanks in no small part to the efforts of Adopt a State Michigan. Team Michigan also supported four winning State House candidates, and helped keep all-star Rep. Elissa Slotkin in Congress.

Organizations Supported

MICHIGAN PEOPLE'S CAMPAIGN
SOUTHPAW
MI VOTER PROTECTION
DETROIT ACTION
MOSES
MOTHERING JUSTICE

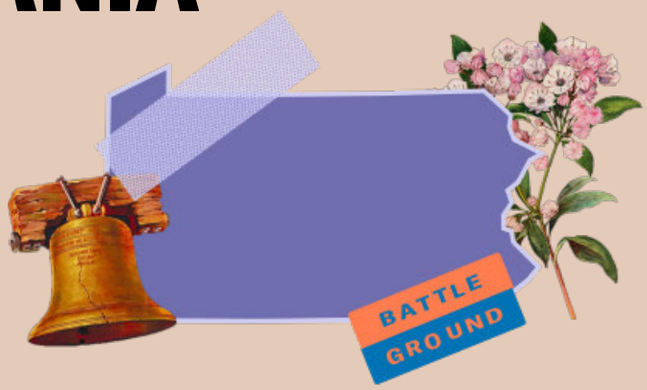
VOTERS REGISTERED 8,058
VERIFIED REGISTRATION 7,014
BUILD YOUR OWN BALLOT USERS 31,012
MAKE A PLAN TO VOTE 7,073
SHIFTS FILLED 5,800
TEXTS SENT 639,027
PHONE CALLS MADE 1,122,269
POLL WORKERS RECRUITED 508
RAISED $3,522,635
CANDIDATES SUPPORTED 10

Michigan Spotlight

In Michigan's eighth congressional district, Democratic **Rep. Elissa Slotkin** held her seat by a little over **15,000 votes**, while Trump won the district by 1,600 votes. An Adopt a State push recruited **55 volunteers** in the final days of the campaign who made **40,000 calls to voters in the district**, which helped make the difference on November 3.

Adopt a State Michigan led the Gary Gang, helping make over **80,000 calls** for Sen. Gary Peters in a race that came down to just **84,478 votes.** The Vote Save America community also helped raise **$2.8 million dollars** for the must-win Senate seat through the **Get Mitch or Die Trying** fund.

TEAM PENNSYLVANIA



All eyes were on Pennsylvania the week after November 3 as the state that would secure Joe Biden's Electoral College victory. In 2016, Donald Trump won the state by a little over 44,000 votes, but Joe Biden's win margin now stands at over **82,000**. An all-hands-on-deck voter information campaign successfully averted potential catastrophe around mail-in voting errors, and thanks in large part to our Adopt a State volunteers, Pennsylvania saw what is said to be the biggest statewide calling program in American political history.

VOTERS REGISTERED 25,737
VERIFIED REGISTRATION 12,889
BUILD YOUR OWN BALLOT USERS 54,093
MAKE A PLAN TO VOTE 20,253
SHIFTS FILLED 19,954
TEXTS SENT 707,856
PHONE CALLS MADE 6,886,028
POLL WORKERS RECRUITED 1,146
RAISED $1,184,711
CANDIDATES SUPPORTED 15

Organizations Supported

PA VOTER PROTECTION
PA LEGAL DEFENSE FUND
PA STANDS UP
CASA IN ACTION PAC
MAKE THE ROAD PA

Pennsylvania Spotlight

Bucks County, Lancaster County, and Delaware County were the three Pennsylvania counties that had the tightest margins in the 2016 presidential and the 2018 midterm elections. In 2020,

Register2Vote identified 43,506 unregistered voters in these counties that we could help get registered. For every dollar donated, they mailed pre-filled voter registration forms to unregistered voters with a prepaid return envelope. Vote Save America and the Adopt a State community helped raise **$217,574** to send registration packets in these counties and several more, which helped over **23,000 new voter**s register in key counties in Pennsylvania.

TEAM WISCONSIN

While Trump won Wisconsin by less than one point in 2016, Wisconsin Democrats turned it around in 2018 and won the governorship by less than one point. Thanks to a new and improved organizing strategy, Wisconsin was able to secure a win for Joe Biden with 20,565 votes out of 3,289,421 votes cast. Wisconsin Democrats were also able to stop a Republican attempt to build a legislative supermajority that would have allowed the GOP to bypass Gov. Tony Evers' veto power and advance their extreme agenda.

VOTERS REGISTERED 6,554
VERIFIED REGISTRATION 3,986
BUILD YOUR OWN BALLOT USERS 13,607
MAKE A PLAN TO VOTE 5,255
SHIFTS FILLED 10,541
TEXTS SENT 226,904
PHONE CALLS MADE 3,210,794
POLL WORKERS RECRUITED 364
RAISED $587,242
CANDIDATES SUPPORTED: 10

Organizations Supported

BLOC
WI VOTER PROTECTION
SOULS TO THE POLLS
COMMON GROUND
WI LEGAL DEFENSE FUND

Wisconsin Spotlight

In Wisconsin, Republicans were just three seats away in each legislative chamber from a supermajority. If we didn't stop them in 2020, they would have been able to override any progress Democrats could make in the state in the near future, in addition to being able to gerrymander themselves into power until at least 2032. Understandably, this was a top priority for Wisconsin Democrats, who launched a **Save the Veto** campaign to support legislative candidates who would prevent a Republican supermajority. The Adopt a State community raised **$30,000** and signed up for **491 volunteer shifts** to support nine legislative candidates, six of whom won. Democratic Gov. Tony Evers will retain his power to veto extreme legislation as well as unfair district lines.

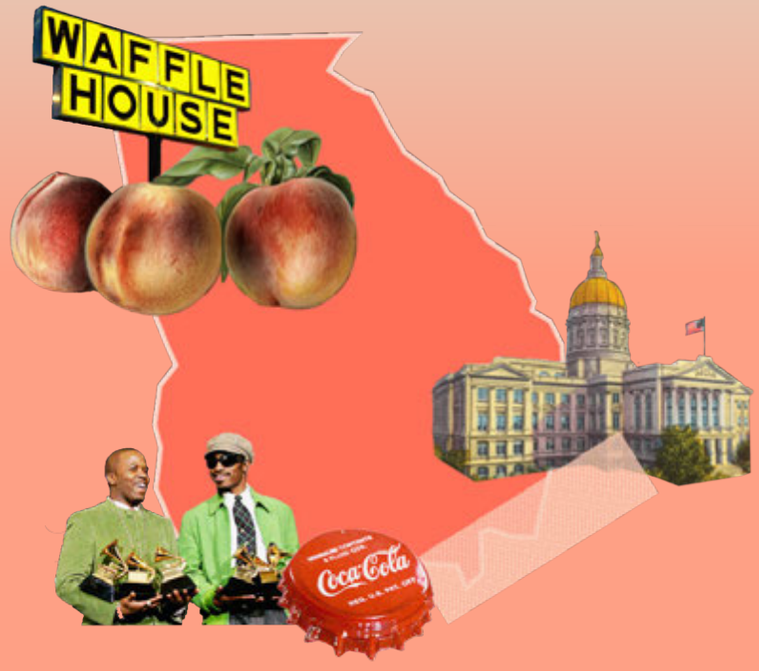
FLORIDA AND NORTH CAROLINA

While we didn't manage to flip two of the states in the Adopt a State program, the work we did there wasn't in vain. Both states will have competitive Senate races in 2022, and have the potential to turn blue in years to come thanks to the infrastructure we helped build.

In *Florida*, we helped register **2,599 new voters** and raised more than **$1.3 million** to support local organizers working in every community to start building a ground game we'll return to in 2022. Those groups include Forward Florida Action, Florida Watch, Florida Rights Restoration Coalition, Florida Immigration Coalition Votes, and New Florida Majority. We volunteered to support these organizers by filling over **6,000 shifts, sending over 1.5 million texts, making over 3,000,000 calls, and recruiting 693 poll workers.**

In *North Carolina*, the Adopt a State program made a huge difference in re-electing Governor Roy Cooper and electing Joe Biden and Kamala Harris. Donald Trump had to spread his resources thin to play defense in places like North Carolina where he won by less than 1.5 points—2 points less than his 2016 margin. Democrats were able to win four down ballot races with the help of Adopt a State volunteers who made calls on behalf of state legislature candidates. Democrats also picked up **two House seats.** The Adopt a State team helped do that by helping raise almost **$3.5 million for progressive candidates and organizations, registering 24,000 new voters, sending 1.6 million text messages, making more than 750,000 phone calls, and recruiting 819 poll workers.** Organizations like FLIP NC, Down Home NC, and Carolina Federation would not have reached as many voters as they did if it weren't for these efforts.

GEORGIA



Despite the compelling case made by Stacey Abrams, Georgia was not officially part of the general election Adopt a State program. We were thrilled to be wrong when Joe Biden managed to flip the state for the first time since 1992 by over 12,000 votes:

VOTERS REGISTERED 1,460
REGISTRATION VERIFICATION 10,181
BUILD YOUR OWN BALLOT USERS 33,096
MAKE A PLAN 21,820
SHIFTS FILLED 8,680
TEXTS SENT 1,830,000
PHONE CALLS MADE 32,358
POLL WORKERS RECRUITED 626
MONEY RAISED $6,679,970

While it wasn't an official Adopt a State, we did send volunteers and resources over to Georgia in the general election (and earlier through our Fair Fight fundraising), and our work continues as we head to the January 5 Senate runoffs through the official ***Adopt a State Georgia*** *program.*

We launched our Adopt Georgia program just days after the General Election was called. In just a few weeks,

42k+ PEOPLE HAVE SIGNED UP TO ADOPT GEORGIA AND GET PLUGGED INTO REMOTE VOLUNTEER OPPORTUNITIES

5,000 volunteers signed up to volunteer with local groups on the ground in Georgia, an effort organized by *America Votes*

2,300 volunteers wrote letters to Georgia voters, an effort organized by *Working America*

1,000 volunteers made **108,000 calls** to unregistered Georgians through *New Georgia Project Action Fund*

We've also raised

$3.6 Million+ TO SUPPORT REV. WARNOCK, JON OSSOFF, AND FAIR FIGHT ACTION

$1.25 Million+ FOR 14 GROUPS DOING SUSTAINED GRASSROOTS ORGANIZING IN GEORGIA THROUGH OUR EVERY LAST VOTE FUND

$260k FOR REGISTER 2 VOTE TO SEND 375,000 VOTER REGISTRATION FORMS TO POTENTIAL GEORGIA VOTERS

$48k+ FOR THE GEORGIA 55 PROJECT TO SUPPORT VOTER EDUCATION AND VOTING ACCESSIBILITY

Win or lose on January 5, there is still more work to be done as we head into 2021. But as we've seen over the last four years, when we work together, we can accomplish big things. We hope that seeing this all makes you feel hopeful and proud, and maybe even

encourages you to reach out to your friends and family and invite them to join you in the fight. There's still time to Adopt Georgia, and plenty of work to be done in the year to come. And Vote Save America will be right there with you through all of it.

Stay tuned!

@VOTESAVEAMERICA
VOTESAVEAMERICA.COM

2020 Political Impact Report