

# AMERICA ✓ VOTES

## America Votes works to build durable progressive power at every level of government.

America Votes was founded to create shared strategy and efficiency by coordinating all the voter mobilization and electoral spending outside of the candidates. We are the **permanent campaign infrastructure** in the states – America Votes is on the ground well before traditional campaigns begin and well beyond Election Day. This coordinated campaign infrastructure makes progressives smarter about how we engage voters – to deploy all of our resources as strategically as possible and maximize our collective impact.

## Why America Votes Matters in 2020 & Beyond

America Votes plays an essential role in the state-by-state effort to take back our country from Republican control – from the White House to state legislatures. In 2020, America Votes will be operating in nineteen states, including the most critical battlegrounds on the path to 270 electoral votes and the defeat of Donald Trump.

Our campaign coalition brings together hundreds of grassroots organizations on the front lines in the states alongside the largest progressive organizations and political committees in the country, including the Senate Majority PAC, House Majority PAC, Priorities USA, Planned Parenthood Action Fund and the League of Conservation Voters.

Leveraging these trusted partnerships, America Votes builds strategic voter mobilization plans for each state – to ensure every organization, no matter how big or small, is working from the same blueprint to win. America Votes also houses one-of-kind data infrastructure to then coordinate coalition-wide voter targeting, implement hundreds of voter contact programs, and conduct real-time evaluation and quality control.

As a result, our coalition’s voter mobilization and issue advocacy efforts are fully aligned across organizations and tactics. **Through the work of America Votes, progressives are smarter – creating a shared plan to win, building data tools to effectively target and engage voters, and maximizing the impact of every organization and every dollar invested in the field.**

### Maximized Impact in 2020

The coordinated strategy, shared data hub and permanent state infrastructure provided by **America Votes** form the foundation of how we build the single, united front needed to defeat Donald Trump and his allies in 2020.

## What We Do: America Votes Core Programs

In 2018, America Votes retooled our campaign strategy and guided our most coordinated and geographically expansive voter mobilization effort, resulting in 53 million voter contact attempts to mobilize our voters and drive the highest midterm turnout in more than century. The resulting wins up-and-down the ballot are proof that when we build truly coordinated, data-informed campaign infrastructure, we can maximize our impact - and *win*. Our core programs include the following:

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Contributions or gifts to America Votes are not tax deductible as charitable contributions or as business expenses under IRC Section 162(e).

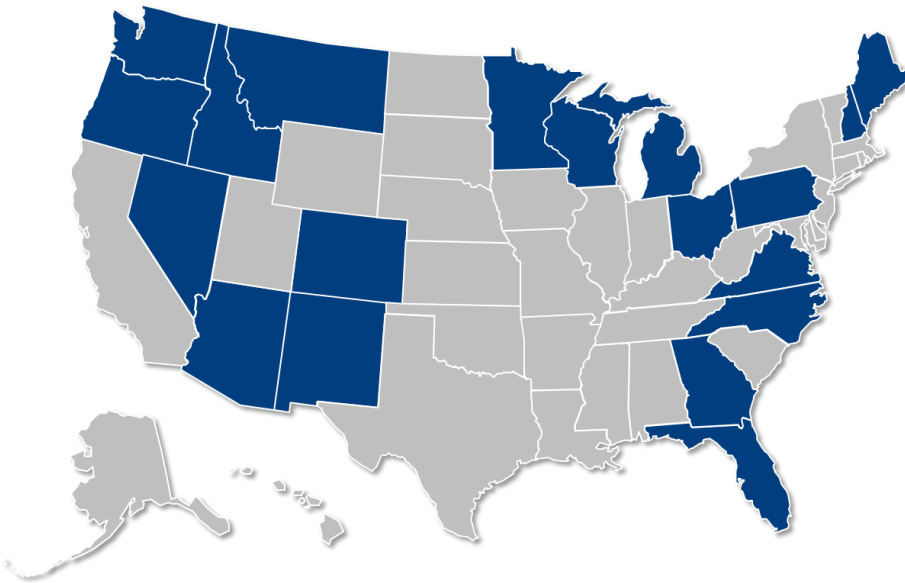
**Strategic Electoral Planning:** America Votes builds strategic plans for each battleground state, outlining the path to victory for targeted elections and establishing shared strategic imperatives and goals across tactics, issues and geographies.

**Coordinated Voter Targeting:** America Votes sets the target universe to persuade and to get-out-the-vote, ensuring each of our partner organizations is talking to the most critical voters – and not wasting money talking to the same voters or the wrong voters.

**Preeminent Data Infrastructure:** America Votes manages the one-of-a-kind data infrastructure to support and enable hundreds of voter engagement programs in the states, including an innovative coordination hub to execute, track and evaluate programs in real-time.

**Aligned Investment Hub:** America Votes serves as a trusted investment advisor to national donors and organizations interested in funding in-state voter engagement in the lead-up to key elections, identifying and driving resources toward the most urgent gaps.

## Where We Operate: 20 Battleground States



## How to Learn More: [Join America Votes on the Road to 2020](#)

Given the enormous stakes ahead in 2020, **America Votes is focused on putting the most critical pieces together now – to cut through the noise well before the primary is over and voter engagement campaigns typically get underway in the states.**

We are expanding operations nationally and in the most important battlegrounds to strategically plan the smartest coordinated campaigns and build the strongest set of data tools and systems to execute our coalition’s largest voter mobilization effort in 2019 straight through Election Day.

From Pennsylvania to Wisconsin to Arizona, the work to take back our democracy must begin today. America Votes is responsible for bringing each piece together to create the single, coordinated front – to defeat Trump and elect Democrats at every level of the ballot in 2020. To learn more about America Votes and our priorities for 2019 and 2020, please contact Evan Kost at [ekost@americavotes.org](mailto:ekost@americavotes.org) or (202) 383-8831.