

2024 Report and 2025-2026 Plans

Thanks to your support,

2024 was a year of incredible growth for guides.vote. Both in print and online, we brought our guides to far more voters than ever before. Here are some highlights:

- We distributed **over 7 million** guides, including print and online, a 15-fold increase over 2022.
- We placed guides as posters at colleges enrolling **over 2 million** students.
- We sponsored influencers for [Instagram & TikTok videos](#) that reached **3.6 million** people, in English and Spanish.
- We created a new [Spanish home page](#) broadening the availability of our Spanish Guides.



In 2025, we'll build on this work and:

- Produce nonpartisan guides for major statewide races in Pennsylvania, Virginia, Wisconsin, and New Jersey, beginning with the April 1 Wisconsin Supreme Court race.
- Keep engaging new partners and developing ways to boost engagement of current partners.
- Use our existing library of guides to facilitate discussion in classrooms and community groups.
- Lay the groundwork for the most impactful 2026 possible.

After spending two years steadily increasing our local and national partnerships, guides.vote dramatically expanded our reach.

Here are some more specifics:

Print Distribution

- Our partners distributed **5,140,000** guides, primarily through direct canvass outreach.
- We mailed **400,000** guides directly to voters, and partners mailed **600,000**.
- This totaled **6,140,000** printed guides—up from **280,000** in **2022**. Groups and individuals printed and distributed even more guides on their own.
- **600** groups or chapters of national organizations distributed our guides.



Stacks of printed guides loaded in truck ready to be distributed directly to voters

Web Distribution

- **860,000** unique visitors read our guides on our site.
- **180,000** read them on the NAACP site, **totaling 1,040,000** between the sites, up from **204,000** in **2022**.
- In addition, States News Room ran our [Presidential](#), [Senate](#), and [Governor](#) guides on multiple state sites. *Teen Vogue* ran our [Presidential](#) and [Supreme Court](#) guides. [Maria Shriver's Sunday Paper](#) ran excerpts from our Presidential and Vice Presidential guides and links to our other guides. Local sites like North Carolina's [Enlace Latino](#) ran our guides as well.



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Voters report that a lack of knowledge about the candidates keeps them from voting. guides.vote provides a critical service to ensure no voter has an excuse to sit on the sidelines.

—Bryce Bennett, Executive Director, Vote Early Day

We're grateful for our continued partnership. We distributed nearly 1 million of your printed guides to hundreds of NAACP branches, partners and affiliates in 19 states, and also ran them on our website. Voters in our communities loved the resource, saying the guides were really helpful in making clear the differences between the candidates in an easy, accessible, and nonpartisan way.

—Tyler Sterling, National Campaigns Director, NAACP

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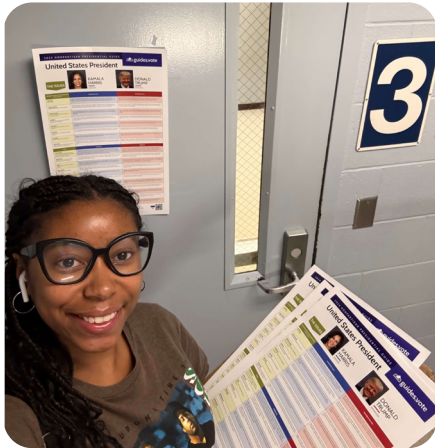
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We distributed your Presidential, Senate and Congressional guides in English and Spanish for our nonpartisan campaigns. The people we spoke with in our canvasses found them extremely useful to make clear the differences between the candidates.

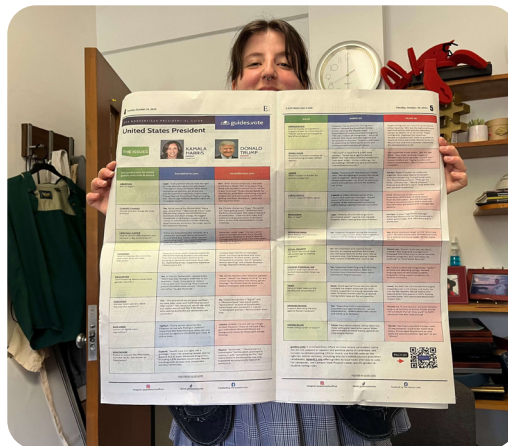
— Danny Friedman, National Director of Campaigns and Programs, Mi Familia Vota Education Fund

College Campuses

- We placed guides as 11" X 17" posters or inserts in student papers at 106 schools with a combined student enrollment of **2,030,000**, placing 100-150 posters per campus.
- In addition to the posters, we distributed 173 guides as 24" X 36" banners at colleges, plus 543 to community groups.
- We reached out to professors through email distribution lists, asking them to share the guides in their classrooms. Over 2,000 faculty in states with closely contested elections checked out our guides. University of Pennsylvania, University of Nevada Las Vegas, and three other schools distributed tailored [Get Out the Vote videos](#) by *Parks and Recreation* actor Jim O'Heir.



Student at North Carolina A&T State University with guides



Eastern Michigan University student holding up guide printed in student paper



Guide posted at Montana State University outdoor bulletin board

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We distributed printed copies of your Presidential and US Senate guides and linked to them on our website. We received universal affirmation of their quality and appreciation for their clear non-partisan perspective.

—**Dave Waterhouse, Associate Director, Ginsberg Center, University of Michigan**

You all really made it easy to use, relevant to Gen Z and the University staff/community. One of our new favorite partners!!!

—**Stine Odegaard, Assistant Director for Service, Leadership and Engagement, University of Nevada**

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Between English and Spanish guides, and the Arizona Senate and Presidential, we distributed 55,000 guides at University of Arizona, Arizona State University and Northern Arizona University. They were great.

—**Jessica Mendoza, Executive Director, Arizona Student Association**

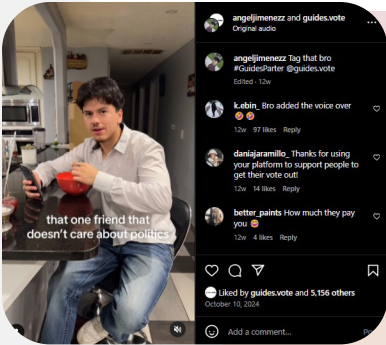


Digital Outreach

- We sponsored 25 influencers for [Instagram & TikTok videos](#), reaching **3,600,000** people, including **2,500,000** in Spanish. Each video included questions and answers from the guides, so people would see some important content without needing to visit our site. Our favorites included [Karla De La Torre](#) and [Benjamin Zamora](#) (both in Spanish), [Chris Punsalan](#), [Ryze Hendricks](#), [Megan Stephen](#), and [Angel Jimenez](#).



Karla De La Torre's Spanish TikTok including Instagram, had 1.9 million views



Angel Jimenez's Instagram reel "That One Friend Who Doesn't Care about Politics"



"Where do they Really Stand" post on guides.vote's Instagram

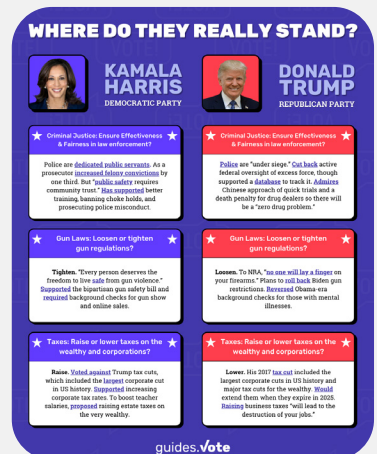


- In an experiment, we texted **4,000,000** voters under age 30. The text included a readable image of the first page of the presidential guide with a link to click for more. Given how phones were flooded with partisan texts by both sides, it's hard to know if they broke through the noise, but this approach offered a new way to distribute the guides. And we set up the outreach for both the texts and our mailings so we can do a randomized controlled comparison in 2025, and see whether the guides have a measurable impact on voter participation even in a saturated political environment.
- 1,500,000 people saw our Instagram/Facebook ads, which included a rotating series of questions and answers from the guides.



First page of Presidential guide texted to voters

"Where Do They Really Stand" rotating questions



A Broad Range of Guides

In 2024, we created 48 nonpartisan guides, in English and Spanish, including a [Presidential](#) (plus an earlier [Biden/Trump](#) guide), [Vice Presidential](#), a [National Congressional guide](#), and our guide to the [Supreme Court](#) and the election. We also created important down-ballot guides for 21 states. We created Senate guides for [Arizona](#), [Florida](#), [Maine](#), [Maryland](#), [Michigan](#), [Missouri](#), [Montana](#), [Nebraska](#), [Nebraska Special](#), [Nevada](#), [New Mexico](#), [Ohio](#), [Pennsylvania](#), [Texas](#), [Virginia](#), and [Wisconsin](#). We had Governor guides for [Montana](#) and [North Carolina](#), State Supreme Court guides for [Michigan \(2 races\)](#), [North Carolina](#), and [Ohio \(3 races\)](#). Plus individual Congressional guides for [California \(6 races\)](#), [Colorado](#), [Maine](#), [Nebraska](#), [New Jersey](#), [New York \(4 races\)](#), [Texas](#), [Virginia \(2 races\)](#), and [Washington](#), plus a guide to [Washington initiative 2021](#) on whether to repeal new climate programs.

NONPARTISAN VOTER GUIDE

North Carolina 2024 Supreme Court

JEFFERSON GRIFFIN (REPUBLICAN) | **ALLISON RIGGS** (DEMOCRAT)

This seat on the North Carolina Supreme Court is up for election on November 5. The Democratic nominee is Inoubar Justice Allison Riggs and the Republican nominee is North Carolina Court of Appeals Judge Jefferson Griffin. The winning candidate will serve an eight-year term. The Court consists of five Republican justices and two Democrats.

The Court decides questions of state law that can have significant impact, as well as death penalty cases. The Court issued a number of significant decisions in 2023, including on [public employee pay](#), [state flag](#), [discrimination](#), and [state income tax](#). It is expected to issue an opinion soon in a long-running [education funding](#) case called *Leonard*. The Court is reviewing the case after it previously ordered state officials to disburse education funding to schools throughout the state. Issues expected to come before the court in 2025 include [election law](#), [the powers of pre-emptive legislation](#), and the [governor's power to appoint executive judges](#).

THE ISSUES

- ABORTION** (Should state law restrict or ban abortion?)
- EDUCATION FUNDING** (Should the state increase funding for public schools?)
- STATE INCOME TAX** (Should the state raise or lower income taxes?)
- STATE FLAG** (Should the state change the design of the state flag?)
- DISCRIMINATION** (Should the state strengthen or weaken anti-discrimination laws?)
- GOVERNMENT EMPLOYEES** (Should the state change rules for public employees?)

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North Carolina Supreme Court

GUÍA APARTIDISTA

Nevada Senado de Estados Unidos 2024

SAM BROWN (DEMOCRAT) | **JACKY ROSEN** (REPUBLICAN)

Los asuntos

- ABORTION** (Should state law restrict or ban abortion?)
- CAMPAIGN FINANCE** (Should the state limit campaign contributions?)
- EDUCATION FUNDING** (Should the state increase funding for public schools?)
- STATE INCOME TAX** (Should the state raise or lower income taxes?)
- STATE FLAG** (Should the state change the design of the state flag?)
- DISCRIMINATION** (Should the state strengthen or weaken anti-discrimination laws?)
- GOVERNMENT EMPLOYEES** (Should the state change rules for public employees?)

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Nevada US Senate in Spanish

NONPARTISAN CANDIDATE GUIDE

Wisconsin US Senate 2024

TAMMY BALDWIN (REPUBLICAN) | **ERIC HOVDE** (DEMOCRAT)

THE ISSUES

- ABORTION** (Should state law restrict or ban abortion?)
- CLIMATE CHANGE** (Should state law restrict or ban fossil fuels?)
- CORRUPTION** (Should the state strengthen or weaken anti-corruption laws?)
- ECONOMY** (Should the state increase or decrease taxes?)
- EDUCATION** (Should the state increase or decrease funding for public schools?)
- ELECTIONS** (Should the state change election rules?)
- ENVIRONMENT** (Should the state strengthen or weaken environmental laws?)
- GOVERNMENT EMPLOYEES** (Should the state change rules for public employees?)

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Wisconsin US Senate

NONPARTISAN CANDIDATE GUIDE

California (CA-45) 2024 US House of Representatives

MICHELLE STEEL (DEMOCRAT) | **DEREK TRAN** (REPUBLICAN)

THE ISSUES

- ABORTION** (Should state law restrict or ban abortion?)
- CLIMATE CHANGE** (Should state law restrict or ban fossil fuels?)
- CORRUPTION** (Should the state strengthen or weaken anti-corruption laws?)
- ECONOMY** (Should the state increase or decrease taxes?)
- EDUCATION** (Should the state increase or decrease funding for public schools?)
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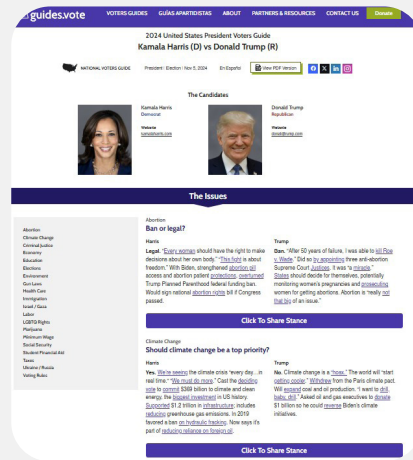
California US House District



New Digital Tools

We also explored new ways to utilize the guides digitally:

- QR codes for all our printed guides.
- An issue-by-issue sharing tool for [all of our guides](#) for readers to easily share individual answers or the entire guide.
- An interactive Online Presidential quiz, in [English](#) and [Spanish](#).
- A tool to embed the Presidential guides in partner emails, in [English](#) and [Spanish](#).



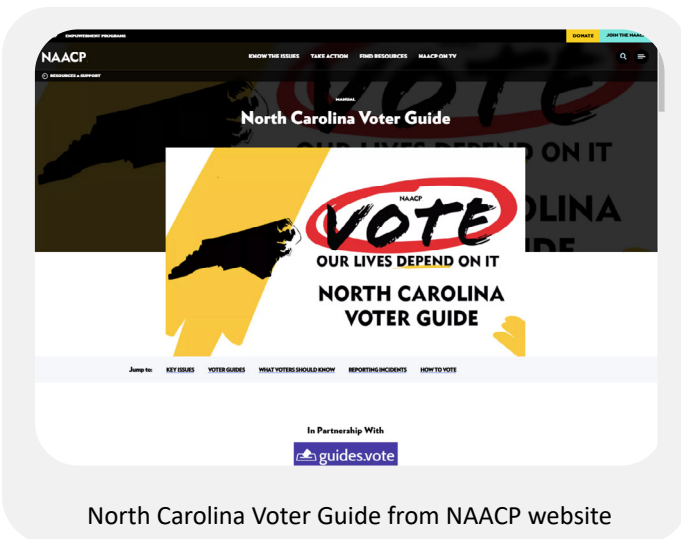
Issue-by-Issue easy to share button
“Click to Share Stance”



Broadening and Deepening Partnerships

We expanded our reach with new partners and expanded the commitment levels of existing partners. With more Spanish-language content, and more ways to access it, we particularly increased our presence in the Latino community, with distribution from the nonpartisan efforts of major national Hispanic organizations like UnidosUS, VotoLatino, Mi Familia Vota Education Fund, Poder Latinx, Southwest Voter Registration Education Project, and Chicanos por la Causa, plus lots of local groups. We also had social media coverage through Latino Media Network and the major *Univision* division, *Entravision*. Pennsylvania’s *Impacto*, which prints 50,000 copies in English and Spanish, ran our Presidential, Vice Presidential, and PA Senate guides. Hispanic Association of Colleges and Universities (HACU) wants to collaborate more going forward.

The 620,000 printed guides we distributed to Latino-targeting organizations is far smaller than the over 3,000,000 to African American organizations like the NAACP and local partners of the Black Voters Matter Capacity Building Institute, like Save the Children North Carolina, Souls to the Polls Milwaukee, and the Ohio Unity Coalition. But we expect our Latino reach to grow similarly with further engagement.



North Carolina Voter Guide from NAACP website

2024 brought a wide range of other new partners. The Players Coalition, which engages major NFL, NBA, NHL, and MLB players in social issues, promoted us every week on social media. We worked with new service-oriented groups, like the Afterschool Alliance, Every Library, and Youth Volunteer Corps. Much of our growth came from local community groups such as Peach Concerned Citizens in Georgia, Moses Action in Michigan, A Better Chance, a Better Community in North Carolina, Pennsylvania Alliance Foundation, and Metcalfe Park Community Bridges in Wisconsin. In all cases we stipulated, of course, that they’d distribute the guides in a nonpartisan way. Groups like these were crucial in broadening our reach to its dramatically increased levels.

Moving Forward 2025-2026

Developments like the expansion of AI underscore the critical need for conveying accurate, nonpartisan, and transparently sourced information about where candidates stand. We will continue to build on our 2024 reach as we continue to enlist new partners and develop new ways to deliver the guides. In 2025:

- We're producing a nonpartisan guide for the 2025 Wisconsin Supreme Court. The April 1 election will again decide control of the court, redistricting, election law, abortion, and pretty much every other major issue in the state. We'll build on the model of the Wisconsin Supreme Court guide [we did in 2023](#).
- We'll create Fall 2025 guides for the Pennsylvania Supreme Court (three races), Virginia's governor, lieutenant governor and legislative races, and New Jersey governor. We may also do guides for special elections.
- We'll work with local groups on how to use our approach to produce their own guides for races like municipal elections.
- We'll continue to engage new partners and develop ways to engage existing partners more deeply, building on the models of groups that have steadily expanded their collaborations.
- We'll work with new kinds of partners to further hone our guides and how they're presented, to make sure they're as accessible as possible in their various formats.
- We'll create new resources using our existing library of guides to spur discussion in classrooms and community groups—looking at what elected leaders promised and what occurred once they took office, including whether they got their policies passed, and if not, why.
- We'll develop new digital approaches to distribute our guides—expanding approaches like the presidential quiz to state races.
- Once official voting data is in, we'll use our 2024 mail and text outreach to see if our outreach data increased voter participation, despite the saturated political environment.
- We'll also raise the resources, develop critical infrastructure, and test out new approaches laying the groundwork for 2026, when we'll create a full range of guides.

Thanks for helping make all of this possible. We'd love to talk about all that we accomplished—and are now doing and planning for 2025 and 2026.

To talk further, please contact [COO Lendsey Achudi](#), or support our work [here](#).