



# 2024 ELECTION Impact Report

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# INTRODUCTION

For 105 years, the League has operated on the principle that we the people power the vote. And in our second century, we’re laser-focused on directing that power to uplift all voters — across gender, race, political party, geographic location, and language. The 2024 election was an opportunity to put that focus to the test. Through everyday partnerships and the support of surge funders, Leagues took on the work of defending democracy.


From making **30 million bilingual voter contacts** to protecting the voting rights of nearly **10 million voters** through litigation that centered diversity, equity, and inclusion...

From hiring dedicated organizers on the ground who engaged voters through education and mobilization to providing election resources to the millions impacted by natural disasters...

From these efforts and beyond, Leagues worked tirelessly to ensure power was in the hands of the people. And we’re far from done. As I write, Leagues are hard at work engaging millions of voters for the elections yet to come.

I’m proud to share their impact up close in this report. More than numbers, this work tells a story — a story of persistence, perseverance, and democracy at work.

Let these achievements inspire us as we continue our work. The 2024 election may be behind us, but there is greater work to be done to ensure more voices are heard.

Onward!  
  
Celina Stewart, Esquire  
CEO, LWV

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# 1 EMPOWERING ALL VOTERS

## Getting Out the Vote

The 2024 federal election was one of the most critical in our nation's history. Knowing this, our 700+ Leagues and 1 million+ supporters worked nonstop to empower voters with the tools they needed to make their voices heard at the ballot box. Leagues worked to expand outreach and into oft-underrepresented communities, such as young, Black, brown, formerly or currently incarcerated, disabled, and female voters.

From January 2024 through the November election, Leagues made **30 million voter contacts** through email, direct mail, social media, textbanks, phonebanks, in-person canvassing, relational organizing, radio, and billboards.

30 Million

Number of voters contacted with election information

9.19 Million

Number of users that visited VOTE411.org

70,000

Number of get out the vote conversations with voters

1,826,306

Number of voters reached via Spanish-language ads

**9.19 million users** visited LWV's one-stop shop for election information in English and Spanish, VOTE411.org. VOTE411 featured information on nearly 56,000 candidates across nearly 29,000 races. It also launched a new campaign finance feature, empowering voters to learn about federal candidates' financial backers.

On the ground, Leagues engaged in direct voter-to-voter conversations. Through vote-tripling events, they empowered volunteers to serve as trusted election information messengers, prompting them to have conversations with their networks about making a plan to vote. LWV also hosted a weekly, virtual space where voters nationwide engaged in get-out-the-vote (GOTV) efforts.

Through all these efforts, Leagues leveraged their on-the-ground presence and digital tools, like League in Action, to hold nearly **70,000 GOTV conversations with voters**.

LWV's GOTV efforts included campaigns to reach Spanish-speaking communities and rapid response communications to voters impacted by climate catastrophes.

Leagues **reached 1,826,306 voters via Spanish-language ads**, and even more through bilingual mailings and social media collaborations with Latina influencers.

When Hurricanes Helene and Milton hit in the weeks leading up to the federal election, turning out the vote could have been a disaster. VOTE411 sent **state-specific alerts to those impacted**, providing voters with the information they needed to cast their ballots, whether they evacuated to another community, lost necessary voting documentation, or experienced other disruptions to the voting process. Meanwhile, LWV of Florida **filed a lawsuit asking the court to order Governor Ron DeSantis to reopen the voter registration process for 10 more days so citizens** wouldn't need to choose between obeying mandatory evacuation orders and their right to vote.





1,500+

Number of young voter registration events hosted by Leagues

600+

Number of events hosted by Leagues nationwide on National Voter Registration Day

117

Number of events held on community college campuses

## Voter Registration

Voter registration is a core component of the League’s GOTV efforts. Throughout 2024, Leagues registered hundreds of thousands of voters. On National Voter Registration Day (NVRD, September 17) alone, Leagues hosted more than **600 registration events nationwide**, making the League NVRD’s highest recruiting partner.

To empower voters across all communities, the League offered grants around the registration and engagement of new citizens, currently and formerly incarcerated people, and young voters. Through 176 grants, **Leagues reached nearly 320,000 potential voters** with voter registration materials. This included the engagement of more than 163,000 young voters and the distribution of 108,000 educational materials.

To further empower the next generation, Leagues **hosted more than 1,500 young voter registration events** nationwide. Leagues also partnered with SHOWTIME/MTV Entertainment Studios to ready college student voters. Throughout the fall, 23 Leagues hosted **117 events on at least 54 community college campuses** with the support of SHOWTIME/MTV Entertainment Studios, **engaging more than 8,300 college students**.

LWVUS also launched the Young Voter Power Initiative (YVP) to empower and mobilize leaders ages 18-35. YVP participants received organizing training and worked with organizational partners throughout election season to lead voter education and GOTV efforts. Notable efforts included the **“I’ll Rise and Vote” concert series**, where YVP leaders partnered with the Transformative Justice Coalition to organize and support on-the-ground mobilizations in 10 different states, as well as relational organizing parties on college campuses, local community centers, and military bases.

Leagues partnered with elected officials and others on a local scale to reach new voters.

## “I’ll Rise and Vote” concert series

Young Voter Power Initiative leaders partnered with the Transformative Justice Coalition to **organize and support on-the-ground mobilizations in 10 different states, as well as relational organizing parties on college campuses, local community centers, and military bases.**





## 2 DEFENDING A REPRESENTATIVE DEMOCRACY

### One Person One Vote

It's no surprise that most American voters want to eliminate the Electoral College. It's an outdated relic initially created to disincentivize voters — particularly Black voters. Today, it puts decision-making power in the hands of politically motivated Electoral College members rather than the people.

The League collaborated with the University of Massachusetts Amherst to get a direct feel for how Americans view the Electoral College. Over half of respondents support moving away from the Electoral College and toward a more representative system of directly electing the president.



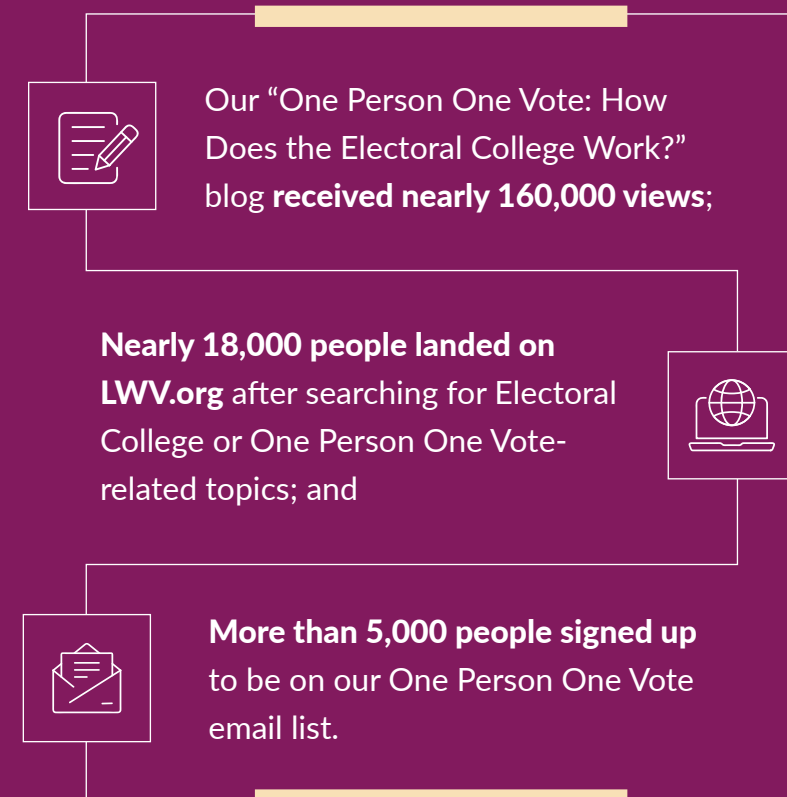
*“Voters, not politically motivated electors, must choose the president. Since 1970, the League has called for abolishing the Electoral College, and this poll proves just how important our work is now to end the Electoral College and center voters once and for all.”*

— Celina Stewart, Esquire  
LWV CEO

### ONE PERSON ONE VOTE

In spring 2024, we launched “**One Person One Vote**,” a long-term campaign to abolish the Electoral College and move our democracy toward true representation. This multi-pronged approach focused on informing and activating communities around the elimination of the Electoral College and ways we can move beyond it.

Between the campaign's launch and the end of 2024:



In the years to come, One Person One Vote will organize our efforts to ensure the will of the people is known and protected.



9.3 Million

Number of voters protected  
by Leagues through election-  
related litigation in 2024

## Flexing Our Legal Muscle

Leagues protected 9.3 million voters through election-related litigation in 2024.

When laws or policies threaten to disenfranchise voters — particularly marginalized groups such as people of color, low-income communities, and those with disabilities — the League turns to the courts to challenge them. By flexing our litigating power, we ensure that constitutional principles are upheld while setting legal precedents that safeguard voter rights across the country.

Ahead of the 2024 election, the League filed or won several lawsuits challenging restrictive voting laws related to voter identification, the purging of voter rolls, and barriers to absentee voting. Some of these included:

**Stopping Unfair Voter Purges (*Alabama Coalition for Immigrant Justice et al. v. Allen et al.*)** — Campaign Legal Center, Alabama voters, and civil rights groups successfully defended naturalized Americans who were unfairly purged from Alabama’s voter rolls. A federal judge halted Alabama’s illegal and last-minute purge program, which put the freedom to vote for thousands of Alabamians in jeopardy, holding that Alabama could not systematically remove voters from the rolls in the 90 days before the 2024 general election.

**The Right to Voting Assistance, (*League of Women Voters of Ohio v. LaRose*)** — LWV of Ohio and Jennifer Kucera, an Ohio voter with muscular dystrophy, filed a federal lawsuit against several provisions of HB 458 (which imposed several significant restrictions on assisting voters with returning their absentee ballots). LWV of Ohio and Ms. Kucera asserted the provision violated the *Americans with Disabilities Act* (ADA), the *Rehabilitation Act of 1973*, the *Voting Rights Act of 1965*, and was unconstitutionally vague under the Fourteenth Amendment’s Due Process Clause.



**Fighting Voter Suppression, (*La Union Del Pueblo Entero v. Abbott SB1*)** — The League of Women Voters of Texas and partners filed a lawsuit challenging Texas’s voter suppression legislation, Senate Bill 1, which imposes strict ID requirements for mail-in ballots, a restriction on aiding voters who need help completing or returning their ballots, and a ballot collection ban. In the fall of 2024, the district court struck down two harmful provisions of SB1 challenged by the League, both related to restrictions on assistance to voters.

In total, the **League filed or joined 53 election-related cases** through November 5, 2024, with 28 in federal and 25 in state courts. Of those cases, the **League had a 71% win outcome**, protecting more than nine million voters. Twenty-five states were represented in these cases, and 85% had a diversity, equity, and inclusion impact.

53

Number of election-  
related cases through  
November 5, 2024

71%

Win rate of cases,  
protecting more than  
nine million voters

25

Number of states  
represented in the  
election-related cases



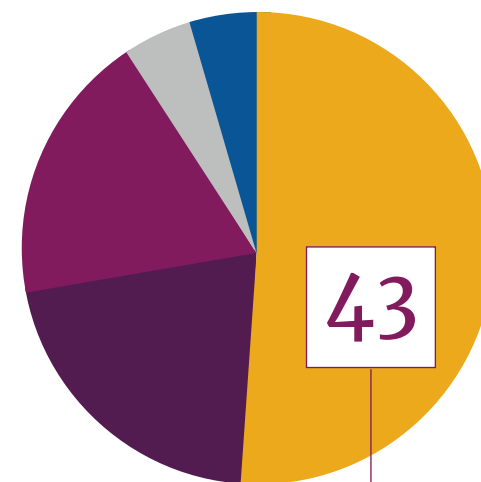


## 3 WORKING IN PARTNERSHIP

Ahead of the election, the League expanded our partnership program, collaborating with a diverse range of corporate, organizational, and other partners to supercharge our election impact and show up in new spaces: in major corporate headquarters and warehouses, on Broadway, at sporting events, and more. **Our national office established partnerships with 43 major brands, associations, sports organizations, nonprofits, and media outlets.**

Further, thanks to the generosity of League supporters, we were able to surge our election funding and ramp up our voter empowerment efforts. We're incredibly thankful to all our partners, from large corporations to private citizens.

## TYPES OF PARTNERSHIPS



The number of partnerships that the League's national office established with major brands

Major Brands	51%
Nonprofits	21%
Associations or Unions	19%
News Organizations	5%
Sports Teams/Leagues	5%

91

Number of LUSH cosmetic stores across the US that hosted League voter registration events

## Corporate and Organizational Partnerships

By promoting our nonpartisan voter resource VOTE411.org, supporting GOTV efforts, and providing educational programming, partners joined us in ensuring that every American had the opportunity to vote as the pivotal 2024 presidential election neared.

Two memorable examples included our partnerships with the Washington Mystics WNBA team and LUSH Cosmetics.

Thanks to our partnership with the Washington Mystics, members of LWVUS and Leagues from DC, Maryland, and Virginia were able to share the importance of civic engagement at several Washington Mystics games throughout the season.

In addition, LUSH Cosmetics stores across the US **hosted 91 League voter registration events** in celebration of National Voter Registration Day.

We look forward to growing our partnerships further to empower every voter with the tools they need to participate in our democracy.



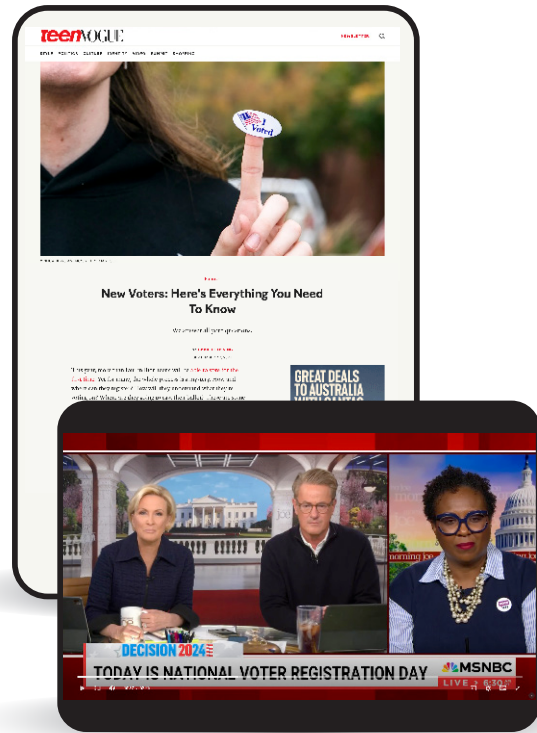
## Nonprofit Partnerships

Across the country, state and local Leagues partnered with national, state, and local organizations to reach voters right in their communities, mobilizing them to vote, volunteer as poll workers, and more. We're proud to have continued our century-strong practice of working with libraries, shelters, food banks, and groups focusing on social justice, racial equity, and climate change to amplify our efforts.

As part of LWV's Young Voter Power Initiative, Leagues in Florida organized multi-day voter registration and GOTV events with partners Transformative Justice Coalition, Rhizome, and the NAACP Florida, among others.

LWV also officially partnered with the American Library Association to equip librarians with voter engagement resources in the November 2024 election.

Countless additional partnerships occurred nationwide with pro-democracy organizations to empower voters.



## LWV in the Media

The League's work was featured on many national and local news outlets, including MSNBC's Morning Joe, where CEO Celina Stewart made an appearance to discuss NRVD on September 17.

Teen Vogue also featured LWV and VOTE411, sharing our work to "set up informational stands for voter registration, visit schools to educate young people on how to vote, and provide many resources and voting guides."

Our long list of partners reflects the strength of the pro-democracy movement that is driving voter engagement in communities across the nation.



## Influencer Impact

We were honored to have Vice President Kamala Harris recognize the League alongside other voting rights organizations, sharing a picture on her Instagram of LWVUS President Dianna Wynn registering voters with the Wake County (NC) League. While we don't endorse candidates or political parties, we view every opportunity to share nonpartisan voter resources as a win.

Even when influencers simply mentioned the act of voting, the League and VOTE411 saw increased activity. Following Taylor Swift's endorsement of Harris, **the League saw a nearly 100% increase in people accessing VOTE411.**






Adding to the star power, many other influencers promoted VOTE411 as an election resource on their Instagram accounts. We're grateful to have garnered recognition from:

# 100%

The increase in people accessing VOTE411

- Cyndi Lauper
- Ellen DeGeneres
- Karlie Kloss
- Kerry Washington
- Octavia Spencer
- Taraji P. Henson
- Tony Goldwyn
- Tracee Ellis Ross



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