

PROMOTE THE VOTE

Promote the Vote is cutting through the partisan noise to advance and enhance voting rights for the people of Michigan.

2022 YEAR IN REVIEW

Promote The Vote is the leading nonpartisan, trusted voice on preserving and protecting voting rights in Michigan. We work in coalition to identify and advance priorities that expand access to the ballot and increase the power of the people in our democracy.

GOALS & OBJECTIVES

- Eliminate disparities and expand civic participation in Michigan elections.
 - Engage and educate Michigan voters by investing in and supporting trusted community partners.
- Grow the capacity of Michigan organizations to expand access to the ballot and protect democracy in Michigan.

WHAT WE'VE ACCOMPLISHED



In January, PTV launched the Promote the Vote 2022 campaign to pass a constitutional amendment to make voting more accessible and secure in Michigan.

- PTV established independent operations and fundraising for the \$20 million ballot initiative campaign.
- PTV22 built a coalition of more than 25 organizations that collected more than 170,000 signatures.
- The PTV22 campaign (Proposal 2 of 2022) won with 60% of the vote, in 45 of Michigan's 83 counties



PTV coordinated the MI-2022 Election Protection Program with dozens of Michigan partners.

- PTV raised over \$750,000 for partner regrants to support the Election Protection program.
- PTV managed Michigan's call center which included recruiting 195 volunteers, filling 640 volunteer shifts, and responding to more 2,600 calls from Michigan voters.
- PTV managed Michigan's nonpartisan challenger program, which included securing credentials in all 83 counties, training and deploying 426 challengers to 53 Election Protection jurisdictions on Election Day.



PTV made sure voters, partners, the media, elected officials and other stakeholders had accurate information on voting and democracy in Michigan.

- Maintained MichiganVoting.org, which saw 95,000 visits between July and November .
- 39 PTV digital digests sent to more than 200 local, state and national partners.
- Created 244 educational graphics, 168 of which were translated into Spanish, Arabic and Bengali.
- PTV printed and distributed 45,000 copies of the Know Your Rights guide to partners, in Spanish, Bengali and Arabic.

WHERE WE'RE GOING

- Implement new voting rights in Proposal 2 and advocate for adoption of additional pro-democracy policies.
- Coordinate development of 2023-2024 Election Protection Plan.
- Develop research and analysis on civic participation in Michigan focusing on disparities in civic participation and solutions for addressing them.

PTV is building an effective and impactful strategy for advancing our mission and goals through a myriad of opportunities, and we remain committed to working in coalition to identify and advance priorities that expand access to the ballot and increase the power of the people in our democracy.

Preserve. Protect. Enhance.