

THE★VOTER★PARTICIPATION★CENTER★

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www.voterparticipation.org
@RAElectorate

Thank You

America is strongest when every citizen exercises their fundamental right to vote. But 73 million Americans, more than 1-in-3 of us, are not registered to vote.

That's why the Voter Participation Center (VPC)

& all of you

work year round to ensure that every eligible American can participate equally in our great democracy and that our voting system is free, fair, and accessible to all.

Thank you, champions of democracy

What we do

List-Based Technology and Models

Our program is grounded in research. We run tests on everything from language to package design to response-prediction models. Thanks to this research, we know how and when to reach out to the RAE.

Lists:

We constantly weave new protocols into our list building :

- ❖ Excluding names that appear infrequently on the voter file
- ❖ Doubling Pet/Fake Names List
- ❖ Removing records where the first name is an initial
- ❖ Matching more broadly to the SSA Master Death File
- ❖ 13 Improvements to List Process that VPC initiated to improve vendor lists

Our Processes

**We go to exhaustive lengths to comply with
all state regulations including:**

- ❖ Informing SoS offices of upcoming mailings
- ❖ Providing SoS sample mailers for review & approval
- ❖ Editing our mailers per instruction(s)
- ❖ Accepting all legal and substantive edits
- ❖ Double & triple checking mailers contain alterations



Our Research Shows in Our Results.

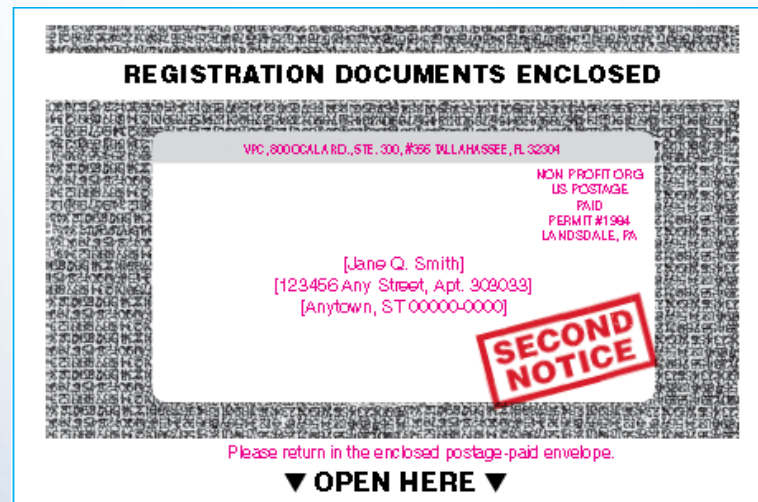
Since September 2011, we and our partners have mailed nearly 7 million voter registration applications in 30 states. **Over 480,000 Americans have returned these applications.**

Including:

70,000 African Americans

Over **60,000** Latinos

Over **200,000** young people



Cost Per App:
\$6.32!

September 2012 Mailing

With our partners, we will be sending out **4.3 million** registration applications in 28 states.

With our partner LCVEF, we will be sending out over **1 million** vote-by-mail applications to voters in 10 states.

**Total program – September 2011 – September 2012:
approximately 800,000 returned applications**



Media Attention

RS REDSTATE

Virginia voter fraud used Voter Participation Center registration form

Stealing Virginia and maybe the presidency, Chapter 2.

Richmond Times-Dispatch



UPDATE: Romney camp asks Va. to probe voter forms

“The Voter Participation Center ... effort goes way beyond helpful to absolutely necessary.”

- O. Ricardo Pimentel, San Antonio Express-News

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Posted at 10:34 AM ET, 07/25/2012

In Va., dogs and the dead are invited to vote

By [Laura Vozzella](#)

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Express-News Sports RANGERS COUNTDOWN SHOW RANGERS

Group tries to keep voters going to the dogs

By O. Ricardo Pimentel

Updated 2:37 a.m., Wednesday, July 4, 2012

Victory in VA

On August 6, in a victory for the citizens of Virginia, the State Board of Elections rejected the demand from the Romney for President Campaign to stop elections officials from processing more than 16,000 voter registration applications generated by the VPC.

The Board also rejected the campaign's call to investigate the VPC, reaffirming the VPC's goal to register as many qualified citizens as possible.

Fox News Coverage



“Growing fears of election fraud as folks across the country get prefilled out registration forms, but they don't have your name on it. They have the name of your dead pet, or dead relative, or live pet. Your pet shouldn't be on there...and that's causing some controversy.”



Media Action Plan

- Intensive 1-on-1 briefings for political reporters and bloggers
- Desk-side briefings with key national reporters
- Op-Eds
- Go on the Offensive
- Continue Strong Defense

The sheer size of our September mailing and the recent request from Romney's campaign guarantees media backlash.



How You Can Help

- Sign Statement of Support
- Developing independent validators
- Reaffirming the need and defending our work
 - Writing Letters to the Editor
 - Broad Letter of Support
 - Commenting on blogs/forums
 - Utilizing social media to spread our work
- Using your media/communications infrastructure
- Visibility as needed
- Nationally: Election Protection Coalition
- By State: Election Protection State Coalition, State Voices
- Give Us Your Ideas!



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