

Every Woman Vote 2020



"The one thing you've got going is your one VOTE."

- Shirley Chisholm



In these dangerous and uncertain times of the coronavirus pandemic, EWW2020 will have enormous impact by encouraging more women to register and vote and by providing expertise on voting from home and by mail.

The most effective way for them to get this information is from a trusted source, such as a representative of a nonprofit organization to which they belong and believe in, or from a family member, colleague, or friend.

THE STRATEGY

EWW2020 works with Collaborating Partners which will mobilize millions of members and contacts, educating them about the reasons for and mechanics of registering and voting, in this challenging and pivotal year of 2020.

EWW2020 Collaborating Partners include dozens of charitable, nonpartisan organizations, as trusted sources for their members and contacts to motivate voting participation.

EWW2020 provides action ideas, toolkits and discussion leader guides to their partners for virtual, and hopefully ultimately, in-person gatherings, with media and communications support on the website.

The growing list of EWW2020's Collaborating Partners includes the following charitable and nonpartisan organizations:

- [Black Women's Roundtable of the National Coalition on Black Civic Participation](#)
- [Feminist Majority Foundation](#)
- [Ms. Magazine](#)
- [National Abortion Federation](#)
- [National Center for Health Research](#)
- [National Council of Jewish Women](#)
- [National Organization for Women Foundation](#)
- [National Vote at Home Institute](#)
- [2020 One Woman One Vote Festival](#)
- [Our Bodies Ourselves](#)
- [Project LPAC](#)
- [Vote Mama Foundation](#)
- [Vote Run Lead](#)
- [Western Native Voice](#)
- [Women's Action for New Directions Education Fund](#)
- [Women's Equity Center and Action Network - WE CAN](#)
- [WomenWerk](#)

THE CHALLENGE

2020 is a watershed year for voting rights - it is the Centennial Anniversary of the 19th Amendment to the U.S. Constitution for women's suffrage and the 55th Anniversary of the Voting Rights Act which expanded voting rights for people of color.

Today, women outnumber men as registered voters, with more potential than ever before.

In 2018, a surprising 31.5% of women were not registered to vote, and 45% of eligible women voters did not turn out to vote, representing approximately 53 million lost votes.[1]

Every Woman Vote 2020 (EWW2020) will change this by ensuring that diverse women, especially young women and women of color, are informed about the importance of voting.

[1] U.S. Census Bureau, Current Population Survey, 2018.

THE MISSION

EWW2020 is an effective grassroots initiative to commemorate the centennial of women's suffrage and inspire diverse women to vote for candidates who represent their values and share their viewpoints. It is not enough to have the right to vote - WE HAVE TO GET OUT THE VOTE!

THE IMPACT

EWV2020 uses a proven methodology that has a track record for success, called Trusted Sources.

In 2008 Trusted Sources:

- Registered 100,164 new voters from lists of 1,277,507 partners' contacts. This represents a 15.1% increase in registration among participating organizations, compared with a national increase of 5.4% in 2008 over 2004.
- Registered 19,257 new voters from early 2008 to post election in seven targeted states. (CO, MI, NC, NM, PA, VA, and WI).
- Turned out 14,449 first time voters in six targeted states (CO, MI, NC, NM, PA, WI), representing 11.67% of the turnout from coalition members, which was slightly above national average.
- Turned out voters at 74.2% while the national average was 61.7%.

With COVID-19 defining our lives this year, our Trusted Sources approach is needed now more than ever because traditional methods of canvassing and tabling cannot be used. But also, notice in the data above that even when those methods were used, the Trusted Sources approach was far more effective.

CONTACT US



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www.everywomanvote2020.org

SUPPORT US

Donate for Women Voters and help us reach our goals!

Online donation page:

<https://www.everywomanvote2020.org/donate/>

Mailing Address:

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Takoma Park, MD 20912

READY TO VOTE?

Go to www.vote411.org/register to register to vote. It's quick and easy - it will only take you two minutes.

"We've chosen the path to equality, don't let them turn us around."

- Mary Church Terrell

