



**GOOD TO VOTE  
CAMPAIGN IMPACT REPORT**

# WHAT IS GOOD TO VOTE?

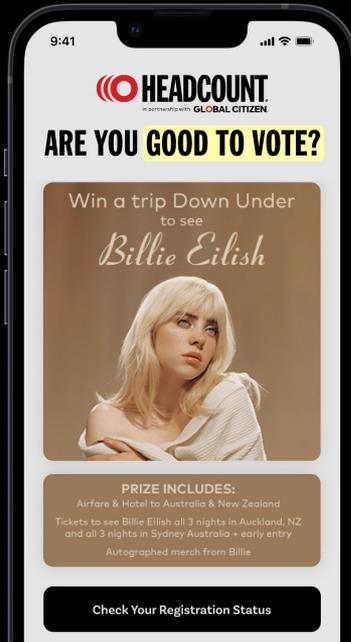


Good to Vote is a partnership between [HeadCount](#) and artists, creators, and influencers, dedicated to ensuring that every eligible voter is registered and ready to participate in the upcoming election. Voters check their registration status to enter to win once-in-a-lifetime prizes and experiences. If they're not registered, they're immediately directed to register online. All participants then receive seven Get Out the Vote contacts.

Since 2020, over **1 million people** have gotten ready to vote through a Good to Vote Campaign.

# 2022 IMPACT

After an initial test in 2020 helped us drive 78% voter turnout, we made a major technology investment for 2022, and brought the program to scale.



## High Reach

520,000+ people got ready to vote via [35 Good to Vote](#) campaigns in 2022.



## Effective

150,000 people registered to vote, 60% via new registrations.



## Youth Focused

50% of those who got ready to vote were under the age of 25, and 80% were under the age of 35.



## Decisive

1 in 3 people who took part in Good to Vote were in a battleground state.



We worked with the **most influential** and **relevant talent** to get a **record number of young people ready to vote** on a highly-effective **cost-per-voter basis**.



# WHY HEADCOUNT?

Our nearly 20-year track record of working with musicians and brands makes us a trusted partner for entertainers. The Good to Vote program and our proprietary user flow gives these entertainers an easy way to maximize their impact using the most advanced technology.





# WHO WE GOT READY TO VOTE



<18  
0.5%

18-24  
48.9%

25-34  
28.5%

35-44  
9.8%

45-54  
6.7%

55-64  
3.3%

30% of entries came from 1 of 12 battleground states



FL



PA



OH



MI



NC



GA



VA



NV



WI



AZ

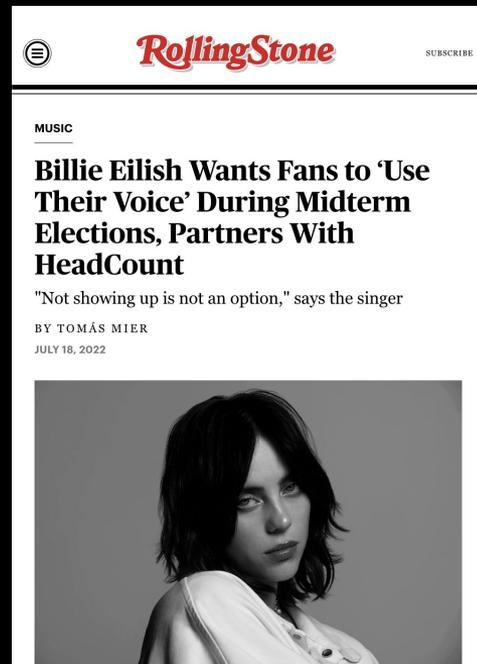
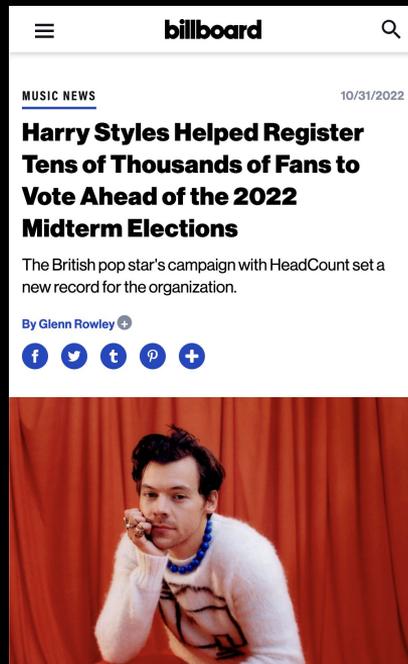


KS



NH

# AMPLIFIED BY THE ENTERTAINMENT PRESS (examples):



# GAMIFIED VOTER REGISTRATION FLOW

In partnership with [Up to Us](#) & [Impactive](#), we developed a simple, gamified voter registration system that served as the backbone for Good to Vote campaigns:



The most powerful & efficient voter registration system:



## Intuitive

Web-based (no app required) with familiar UX for young adults and direct linking to social platforms.



## Customizable

White-labeling and full design customization for talent and brands.



## Gamified

Incentives, a referral program, and unique user links allow for competition and full attribution tracking.



## Intelligent

Ability to display custom and relevant information by state or action type.

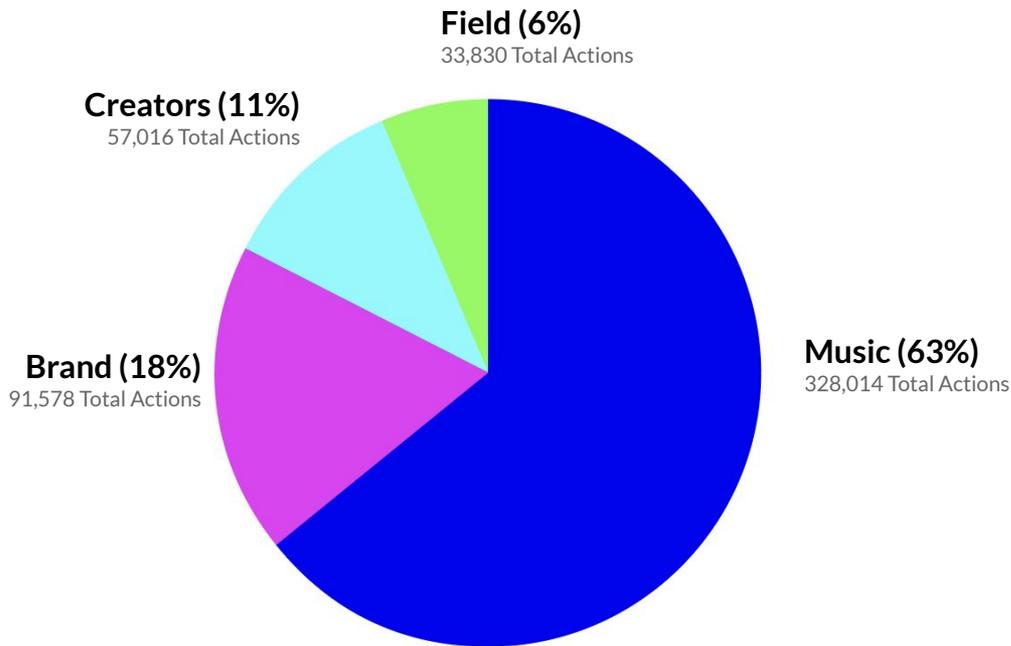


# CAMPAIGN BREAKDOWN

In total, 520,000 people got ready through digital Good to Vote actions in 2022.

Musicians accounted for over 63% of voter actions, while brand campaigns accounted for 18%.

While touching all entertainment spaces, HeadCount leveraged its deep relationships in the music industry to drive the most effective campaigns.



# 2022 PROGRAM COSTS

**\$1.80** per action

**\$6.50** per registration

Inclusive of all program costs

| Tech   | Campaigns                  | Internal Costs                 | Activations                   | Ads          |
|--|----------------------------|--------------------------------|-------------------------------|--------------|
| \$428,332.19                                       | \$276,119.47               | \$134,623                      | \$17,600                      | \$72,000     |
| \$101,778.91k - Impactive Design & Operating Costs | \$75,419.47- Prizing       | \$100,000 - Staff              | \$1,600 - Field supplies      | Distribution |
| \$192,203.28 - Supporting Tech                     | \$133,280 - Agency Support | \$22,623 - Legal               | \$16,000 - Community Platform |              |
| \$134,350 - Tech consultants                       | \$67,420 - Creator Fees    | \$12,000 - Fundraising Support |                               |              |

**Grand Total = \$928k**

In 2022, we invested heavily in technology to increase impact and tested various tactics and campaign models to identify key areas for scale. The result was a program that generated \$1.80 per voter action and \$6.50 per registration, getting 520,000 people ready to vote.

# INCREMENTAL CAMPAIGN COSTS

Direct expenditures on individual campaigns

# \$349k



**58%** Campaign/ Creator Fees

## Creator fees drove up cost per voter.:

Four pro bono campaigns accounted for 2/3rds of all actions and were 2x as cost efficient.

Those campaigns **cost \$0.78** per registration vs. the average cost of **\$1.72** for all campaigns (not including, tech or internal costs).

**22%** Paid Ads

## Paid ads drove favorable ROI:

We used ads to target potential voters within a creator's audience, voters in battleground states, and to sustain visibility in-between campaign launches.

Ads converted at **\$1.62**, to get someone to take action, and **\$5.60**, to register to vote.

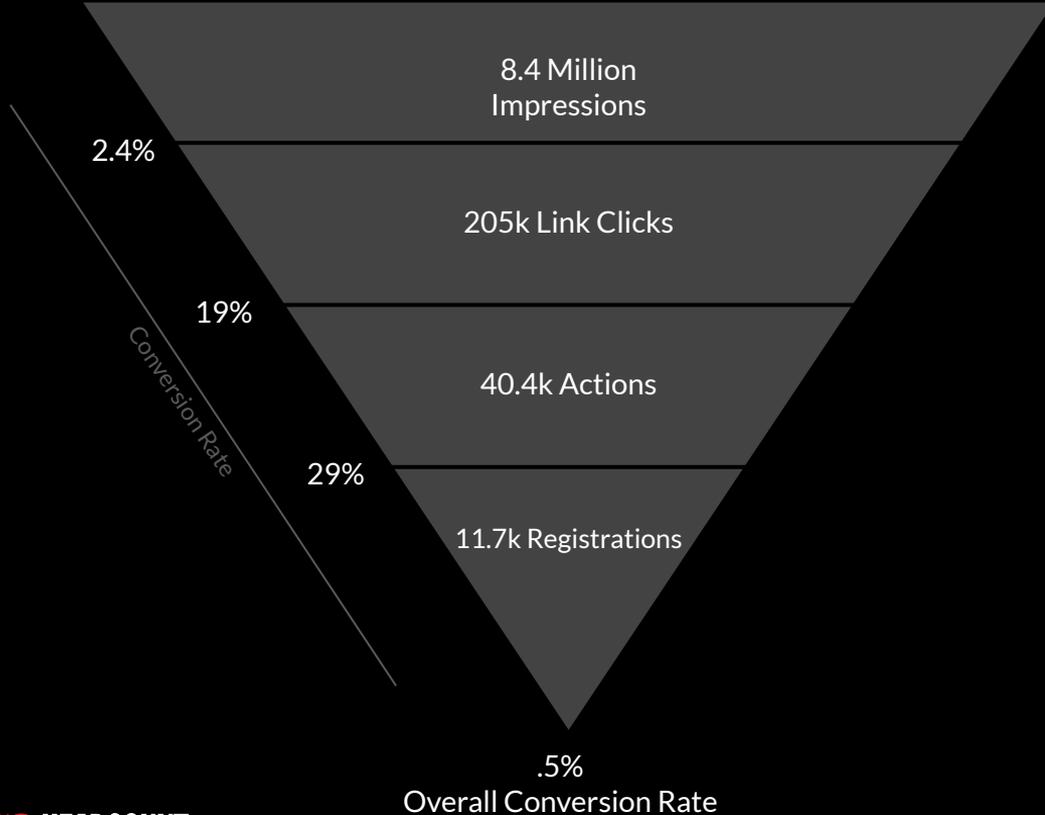
**20%** Prize Cost

## Experiences motivated voters more than standalone prizes:

Trips to meet creators, attend concerts, and go on vacation resonated with our audience.

Average prize value per campaign was **\$2,300**.

# GOOD TO VOTE AD FUNNEL



The **\$72,000** invested in paid advertising drove **9.5% of the total actions and registrations**.

The incremental additions **reduced the overall cost per voter across the campaign**.

A nearly equal amount of **18-25 year olds** were served ads as 25-44 year olds.

# HOW DO WE MOBILIZE A MILLION YOUNG VOTERS IN 2024?



## Full-Cycle Investment

With ever-improving technology now at our fingertips, we can begin testing or rolling out new campaign ideas with significantly more lead time.



## Creators who Care

By working with relevant and diverse talent who are motivated by the 2024 election, our campaigns will have an even greater impact.



## Ads that Deliver

Targeted media will help us scale and reach more first-time, low-propensity, and battleground state voters.

# NEXT-GEN USER FLOW



## Modular

Create a new architecture which allows for different actions, inputs, linking, and educational info to be displayed for each campaign.



## New Features & Greater Reliability

Make voting even easier by integrating polling place locators, the ability to request a mail-in-ballot, and more voter information.



## Supercharged Sharing

Make sharing easier, and create intelligent follow up reminders via SMS and email.



## Improved Customization

Allow for greater customization by partners while keeping configuration simple.

# LASER-FOCUSED ON IMPACT

In 2024, we'll double down on what worked best in 2020 and 2022.

## HAVE A HAPPY HARRYWEEN AT HARRY'S HOUSE

CHECK YOUR VOTER REGISTRATION FOR A CHANCE TO WIN!

### INCLUDES:

- TWO FLOOR TICKETS FOR OCTOBER 21ST CONCERT AT KIA FORUM IN LOS ANGELES
- SIGNED POSTER AND MERCH PACK
- AIRFARE AND HOTEL FOR YOU AND A FRIEND!

LOVE  
ON  
TOUR



## VIVA DRAG VEGAS!

Enter for a chance to win a trip for 4 to see RuPaul's Drag Race Live in Las Vegas!

- VIP booth seating • Meet the queens
- 2 nights hotel and airfare for you and your friends!
- merch pack for 20 2nd prize winners



## BE A PART OF THE AMERICONE DREAM®

Enter for a chance to win a trip to be **Stephen Colbert's** VIP guest at The Late Show, and a year's supply of **Ben & Jerry's**



Trip Includes:  
Flights for two to NYC + hotel, and VIP tickets



take action and you might win a trip to paris for kehlani's "blue water road trip tour"

trip for two includes vip tickets to nov. 30th show in paris, airfare and hotel

## Target highest reach creators and talent

The top performing campaigns were led by two of the biggest musicians in the world, Harry Styles and Billie Eilish. For 2024 we'll aim to involve the equivalent top-name YouTubers and TikTokers.

## Deeper creator and artist engagement

When our partners shared content across multiple channels their audiences was more than 4x as likely to take an action. When creators lean in, people listen. Identify talent who care already and work with them to build amazing campaigns.

## Improve campaign mechanics

To increase virality, engagement, and appeal to more communities we should:



Focus on securing buzz-worthy incentives



Offer lower value incentives to more people



Incentivize sharing & vote tripling



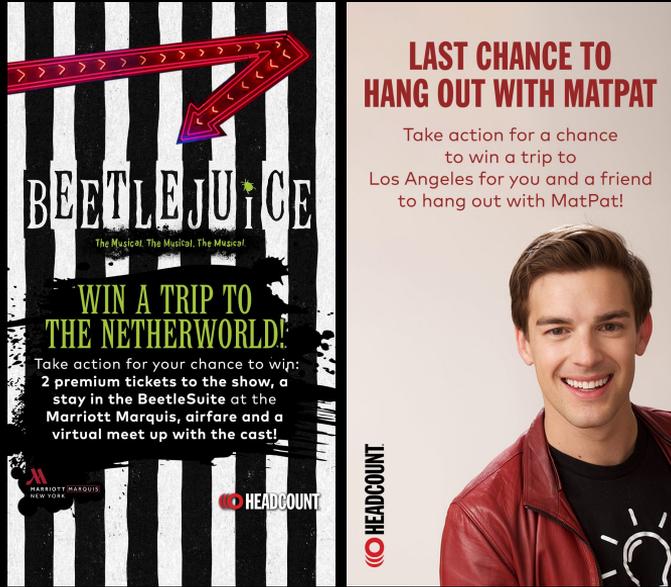
Use challenges and milestones

## Secure talent directly & empower them to recruit others

Relationships and peer-to-peer networking is the best way to secure talent. Going forward, we'll focus entirely on talent who are committed to the cause and tout some as "ambassadors" who invite others to participate.

# MORE PAID SOCIAL

Digital ads can help scale the campaign and reach specific audiences.



## Expand channels

87% of our ads were run on Facebook, with the remaining 13% on Instagram. Going forward, we will run ads on all major social networks, including TikTok, Snapchat, and other emerging platforms.

## Targeted & sustained campaigns

Ads can help us reach low-propensity/first time voters, and those in battleground states. Additionally, ads can help sustain voter engagement earlier in the political cycle and during periods without major campaigns.

## Increase creative options

To avoid creative fatigue and increase relevance, we will have more ad options for each campaign, per platform.

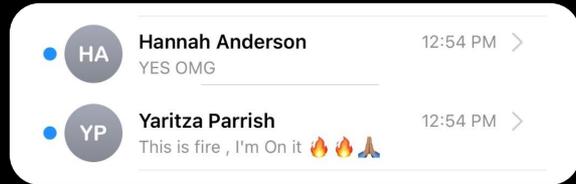
## Prepare for platform nuances

Advertisers/social networks are increasing the barriers for political content. We will proactively identify constraints and timelines and develop strategies accordingly. Specifically, we should:

- Comply with all TikTok privacy requirements to allow direct linking/algo boosting
- Surge Meta ads well in advance of blackouts
- Begin experimenting with Snapchat ads

# IMPROVED TACTICS

Better follow up communication, relational organizing, new channels, and deeper field integrations are all worth investment.



get your friends ready to vote & you could win \$25k

Select an option below to make sure you're ready to vote. You'll get your own shareable link at the end.

Share your link with everyone you know. We'll tell you every time someone uses it to get ready to vote.

The person who gets the most people ready to vote wins \$25k.

Every day, someone who gets ready to vote wins \$1000.

Get Your Friends Ready To Vote & You Could Win \$25k | Check Registrat...

app.impactive.io

HAVE A HAPPY HARRYWEEN AT HARRY'S HOUSE

CHECK YOUR VOTER REGISTRATION FOR A CHANCE TO WIN!

INCLUDES:  
TWO FLOOR TICKETS FOR OCTOBER 21ST CONCERT AT RIA FORUM IN LOS ANGELES  
SIGNED POSTER AND MEMORABLE  
AIRFARE AND HOTEL FOR YOU AND A FRIEND!



Harry Styles | Good to Vote | Voter Registration

app.impactive.io

## Invest in follow up communication

With over 1 million people taking part in Good to Vote, we have a tremendous opportunity to amplify our impact through more frequent and personally-targeted follow up communication. With better tools, new types of contests, relational organizing, and greater retention are all possible.

## Experiment with Community platform

This year, we learned that using [Community](#), combined with the Good to Vote campaign model, could lead to impressive and cost-effective results. Over 80% of Kehlani and Amy Schumer's actions came from the platform. Going forward, we will establish a deeper relationship and see how we can grow our impact.

## Bring Good to Vote on concert tours & to festivals

This year, we began to experiment with Good to Vote field integrations with Harry Styles, Kim Petras at NYC Pride, Kehlani, Amy Schumer, Noah Cyrus, and others. With the next-gen flow, we have the opportunity to create additional entry points at experiential activations (QR/SMS/AirDrop), try real-time contests, and encourage talent to promote campaigns during their concerts.

# HOW WE GET TO 1 MILLION VOTERS

## Improved Campaigns

\$850k

\$400k - Prizing

\$150k - PR & Talent Support

\$175k - Campaign  
Creative/Production

\$125k - Campaign Costs  
(Production, Editing, Studio,  
etc.)

## Improved Ads

\$2.45M

\$200k -  
Ad/Social/Performance  
Marketing

\$150k - Ad  
Development

\$2M - Distribution

60% to battleground  
states w/high youth  
potential  
40% to proactive &  
sustained registration

\$100k - Emerging &  
Experimental Media

## Improved Tech

\$875k

\$75k - Module Improvements

\$250k - Module Operating  
Costs (Impactive)

Exclusivity = \$25k  
Enterprise Contract = \$75k  
2M Reg Checks = \$150k

\$350k - Supporting Tech

\$200k - New Tech +  
Experimentation  
(Improved Follow Up, New  
Social Integration,  
Performance, Emerging  
Trends)

## Improved Tactics

\$305k

\$210k - Good to Vote Field  
Campaigns

\$30k = Festivals  
\$30k = Integrated Tours  
\$150k = Ongoing Concerts  
& Community Activations

\$95k - Community Platform

## HeadCount Internal Costs

\$600k

\$450k - Staffing/Consultants

\$150k - Legal & Liability

**Total = \$4.8M**

To reach our goals during the presidential cycle, we will sustain our investment in infrastructure and staffing the program and grow internal expertise. We will increase our investment in campaigns, including tactics and paid advertising to grow reach through proven methodology.

# TIMELINE

## H1 2023

- New tech features
- Test tech, new ideas
- Launch high-profile campaign should opportunity present
- Partner with major promoters, management companies and agents

## H2 2023

- Begin talent outreach
- Soft launch of experiential campaigns
- Continued tech improvements, partnership development and fundraising

## H1 2024

- Secure talent commitments via partnerships and relationships
- Launch ad-supported campaigns
- Regional campaigns tied to presidential primary calendar
- Align with brands for prizing, promotion

## H2 2024

- Launch major campaigns with top-tier talent
- Amplify via storytelling and PR
- Continue ad-support
- Voter follow-up and Get Out the Vote programs

# Our Partners

We have cultivated deep relationships with some of the most relevant brands and organizations in the country.





Tappan Vickery • [TappanV@HeadCount.org](mailto:TappanV@HeadCount.org)

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