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 1.5 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

- 18-24: 48.9%
- 25-34: 28.5%
- 35-44: 9.8%
- 45-54: 6.7%
- 55-64: 3.3%
- <18: 0.5%

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):

**Variety**
Kehlani Partners With HeadCount to Encourage Fans to Vote in Upcoming Midterm Elections
By Thania Garcia

**Billboard**
Harry Styles Helped Register Tens of Thousands of Fans to Vote Ahead of the 2022 Midterm Elections
The British pop star's campaign with HeadCount set a new record for the organization.
By Glenn Rowley

**Rolling Stone**
Billie Eilish Wants Fans to ‘Use Their Voice’ During Midterm Elections, Partners With HeadCount
"Not showing up is not an option," says the singer
By Tomas Mier
JULY 18, 2022
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.
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.
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.

### 2022 Program Costs

<table>
<thead>
<tr>
<th>Category</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tech</strong></td>
<td>$428,332.19</td>
</tr>
<tr>
<td>Campaigns</td>
<td>$276,119.47</td>
</tr>
<tr>
<td>Internal Costs</td>
<td>$134,623</td>
</tr>
<tr>
<td>Activations</td>
<td>$17,600</td>
</tr>
<tr>
<td>Ads</td>
<td>$72,000</td>
</tr>
</tbody>
</table>

**Total Program Costs:** $928k

- $1,017,789.1k - Impactive Design & Operating Costs
- $192,203.28 - Supporting Tech
- $134,350 - Tech consultants

**Inclusive of all program costs:**

- $75,419.47 - Prizing
- $133,280 - Agency Support
- $67,420 - Creator Fees
- $100,000 - Staff
- $22,623 - Legal
- $12,000 - Fundraising Support
- $1,600 - Field supplies
- $16,000 - Community Platform
- $101,778.91k - Impactive Design & Operating Costs
- $192,203.28 - Supporting Tech
- $134,350 - Tech consultants
INCREMENTAL CAMPAIGN COSTS
Direct expenditures on individual campaigns

$349k

58% Campaign/ Creator Fees
22% Paid Ads
20% Prize Cost

**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).

**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.

**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**.
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.
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.

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.

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

<table>
<thead>
<tr>
<th>Improved Campaigns</th>
<th>Improved Ads</th>
<th>Improved Tech</th>
<th>Improved Tactics</th>
<th>HeadCount Internal Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>$850k</td>
<td>$2.17M</td>
<td>$875k</td>
<td>$305k</td>
<td>$600k</td>
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<tr>
<td>$400k - Prizing</td>
<td></td>
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<td>$450k - Staffing/Consultants</td>
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<tr>
<td>$150k - PR &amp; Talent Support</td>
<td>$170k - Ad/Social/Performance Marketing</td>
<td>$75k - Module Improvements</td>
<td>$210k - Good to Vote Field Campaigns</td>
<td></td>
</tr>
<tr>
<td>$175k - Campaign Creative/Production</td>
<td>$120k - Ad Development</td>
<td>$250k - Module Operating Costs (Impactive)</td>
<td>$30k = Festivals</td>
<td></td>
</tr>
<tr>
<td>$125k - Campaign Costs (Production, Editing, Studio, etc.)</td>
<td>$1.87M - Distribution</td>
<td>Exclusivity = $25k</td>
<td>$30k = Integrated Tours</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Enterprise Contract = $75k</td>
<td>$150k = Ongoing Concerts</td>
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<td></td>
<td></td>
<td>2M Reg Checks = $150k</td>
<td>&amp; Community Activations</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>$350k - Supporting Tech</td>
<td>$95k - Community Platform</td>
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<td></td>
<td>$200k - New Tech +</td>
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<td>Experimentation</td>
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<td>(Improved Follow Up, New</td>
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<td>Social Integration,</td>
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<td>Performance, Emerging</td>
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<td>Trends)</td>
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<tr>
<td></td>
<td></td>
<td>$100k - Emerging &amp; Experimental Media</td>
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<tr>
<td>$450k - Exclusivity</td>
<td>$75k - Enterprise Contract</td>
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</tr>
<tr>
<td>$25k - Enterprise Contract</td>
<td>$25k - Exclusivity</td>
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<tr>
<td>$2M Reg Checks = $150k</td>
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<td></td>
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<tr>
<td>Total = $4.8M</td>
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<td>$30k = Festivals</td>
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</table>

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.