# **(OHEADCOUNT.** 2023 MPACT REPORT

# **2023 HEADCOUNT IMPACT**

237,594 ADDITIONAL VOTER ACTIONS\*

**3.3M+** ELECTION EMAILS & TEXTS SENT

78,512

**REGISTRATIONS** 

**96K+** NEW ELECTION EMAIL SIGNUPS

**668K+** VISITORS TO HEADCOUNT.ORG

**226K+** TOTAL SOCIAL MEDIA FOLLOWERS

\*status check, ballot request, election alerts and advocacy

**(C) HEADCOUNT** 

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# HEADCOUNT ON THE ROAD

845+ **CONCERTS** 

245+ COMMUNITY EVENTS

1,225+ **TOTÁL EVENTS** 

> 40+ **FESTIVALS**

100+ SPORTS GAMES

9,500+ NEW VOLUNTEERS

**HEADCOUNT** 





Expanded sports partnerships by joining MLB Together, activating with the league and 12 teams:









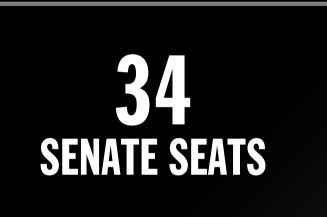
All Time Low • Allison Russell • Ani DiFranco • Beg Miller Big Freedia • Bobby Weir & Wolf Bros. • boygenius • CAKE Chappell Roan • Dave Matthews Band • Dead & Co. Death Cab for Cutie/The Postal Service • Eric Andre Fall Out Boy • Faye Webster • Gracie Abrams • grandson Harry Styles • Hayley Kiyoko • Ilana Glazer • Jeremy Zucker Kesha • Lizzo • Lizzy McAlpine • LP Giobbi • Mac Ayers Maggie Rogers • Michael Franti • My Morning Jacket Noah Cyrus • Noah Kahan • ODESZA • Penatonix Portugal. The Man • re:SET Concert Series • Sad Summer Fest • Sylvan Esso • Tank & The Bangas • Tessa Violet The Chicks • The Disco Biscuits • The Lumineers Umphrey's McGee • Young the Giant



# **2023 ARTIST SUPPORT 50**- NEW ARTIST PARTNERS

# **2024 ELECTION: WHAT'S AT STAKE**











## **ENTIRE** HOUSE OF REPRESENTATIVES

### **COUNTLESS** LOCAL ELECTIONS

# HEADCOUNT GOALS **2023-24 ELECTION CYCLE**

### 1.2M520,000 **ADDITIONAL** REGISTRATIONS **VOTER ACTIONS\***

**35**K

**NEW ELECTION** 

**EMAIL SIGNUPS** 

10M

**VISITORS TO** 

**HEADCOUNT.ORG** 

\*status check, ballot request, election alerts and advocacy



### **20K NEW VOLUNTEER SIGNUPS**



# **2024 HEADCOUNT PROGRAMMING & PLANS**



# TOURING & IN-PERSON ACTIVATIONS

Voter registration at shows, festivals & events

### MAKE SURE YOU'RE GOOD TO VOTE

YOU COULD WIN A TRIP TO AUSTRALIA & NEW ZEALAND FOR "HAPPIER THAN EVER, THE WORLD TOUR"

Take action to enter for a chance to win

> Billie Eilish × «OHEADCOUNT

# SWEEPSTAKES CAMPAIGNS

Online action with high-value prizes





# **VOTE HBCU**

Partnership to drive participation at HBCUs

# THE WOLLES ARE COUNCE

### PARTNERSHIPS Partnerships@HeadCount.org

ARTIST RELATIONS ArtistRelations@HeadCount.org

### **COMMUNITY & VOLUNTEERS** Field@HeadCount.org

# **HEADCOUNT**