



 **HEADCOUNT[®]**
2023 IMPACT REPORT

2023 HEADCOUNT IMPACT

78,512
REGISTRATIONS

237,594
ADDITIONAL
VOTER ACTIONS*

3.3M+
ELECTION EMAILS
& TEXTS SENT

96K+
NEW ELECTION
EMAIL SIGNUPS

668K+
VISITORS TO
HEADCOUNT.ORG

226K+
TOTAL SOCIAL
MEDIA FOLLOWERS

*status check, ballot request, election alerts and advocacy



 **HEADCOUNT**

10 YEARS OF
SHAKY KNEES



HEADCOUNT ON THE ROAD

1,225+
TOTAL EVENTS

845+
CONCERTS

40+
FESTIVALS

245+
COMMUNITY
EVENTS

100+
SPORTS
GAMES

9,500+
NEW
VOLUNTEERS

NEW IN '23



TOGETHER

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



HEADCOUNT

2023 ARTIST SUPPORT

50+ NEW ARTIST PARTNERS

All Time Low • **Allison Russell** • Ani DiFranco • **Bea 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
Umfrey's McGee • Young the Giant

2024 ELECTION: WHAT'S AT STAKE

**PRESIDENT
OF THE UNITED
STATES**

**34
SENATE SEATS**

**ENTIRE
HOUSE OF
REPRESENTATIVES**

**11
GOVERNORS**

**44
STATE
LEGISLATURES**

**COUNTLESS
LOCAL
ELECTIONS**

HEADCOUNT GOALS

2023-24 ELECTION CYCLE

520,000
REGISTRATIONS

1.2M
ADDITIONAL
VOTER ACTIONS*

35K
NEW ELECTION
EMAIL SIGNUPS

10M
VISITORS TO
HEADCOUNT.ORG

20K
NEW VOLUNTEER
SIGNUPS

*status check, ballot request,
election alerts and advocacy

2024 HEADCOUNT PROGRAMMING & PLANS



TOURING & IN-PERSON ACTIVATIONS

Voter registration at shows, festivals & events



SWEEPSTAKES CAMPAIGNS

Online action with high-value prizes



VOTE HBCU

Partnership to drive participation at HBCUs

THE VOTERS ARE COMING

PARTNERSHIPS

Partnerships@HeadCount.org

ARTIST RELATIONS

ArtistRelations@HeadCount.org

COMMUNITY & VOLUNTEERS

Field@HeadCount.org

