

2024

 **HEADCOUNT[®]**
IMPACT REPORT

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INTRODUCTION

HeadCount is a 501(c)(3) organization that drives participation in democracy through music, pop culture, and digital creators.

We work with the most popular entertainers and creators to turn their fans into voters.

Our model is to meet young voters where they are — at concerts and online — to engage in a fan-to-fan conversation and talk about democracy. We continue the conversation with multiple points of contact through Election Day to turn out our voters, many of whom are entering the democratic process for the first time.

2024 ELECTION CYCLE

This election cycle posed a unique set of challenges and opportunities. Historic turnout nationally and among young people in particular in the 2020 presidential election drove home the absolute necessity of engaging the young electorate going into the 2024 cycle. In the four years since 2020, where and how Gen Z voters were exchanging ideas fundamentally shifted.

Gen Z, born during the digital era, has shifted conventional wisdom on who can influence and how movements can spread. On college campuses across the country, young people made their voices heard in the spring of 2024 and leveraged their domestic political power to drive discourse in global events. This generation is the most diverse the U.S.

has ever seen in the demographics of race, ethnicity, and queer identity, and while outlook on the current state of American life was low, young people’s belief in the capacity for change [remained high](#).

After growing up in an era of gridlocked, divisive government, this cohort has become deeply distrustful of traditional institutions like the legal system and the U.S. Congress to solve their most pressing issues. Over the course of the cycle, the national political field paired down to a rematch of two largely unpopular campaigns for president, further alienating young people.



A RECORD YEAR

In this environment, HeadCount was uniquely placed to meet the moment, and support young music and culture fans as a trusted platform for civic engagement. Despite the daunting landscape, we pursued the most ambitious course of action in our 20-year history. While youth voter turnout nationally did not reach 2020 levels, [it did hold at 2016 levels](#) — and HeadCount engaged its largest base of voters ever.

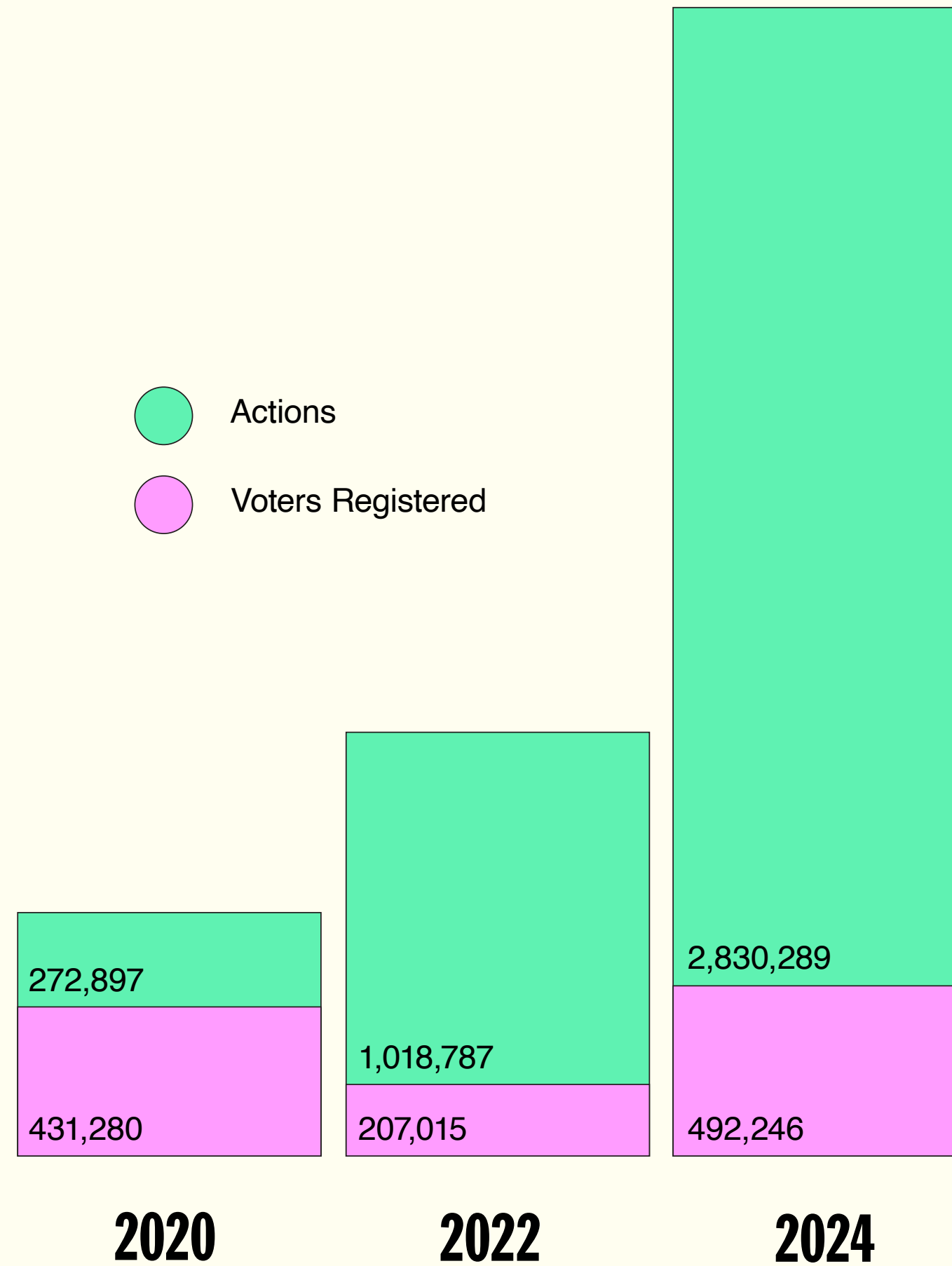
Going into this cycle, we were aware we had three major tasks: overcome youth voter apathy; cut through political noise and platform algorithms; and standardize the innovations we made while pandemic-proofing the organization in the previous two cycles. We are proud to say that we accomplished all three to great effect.

HeadCount registered nearly 500,000 voters in the 2023/2024 cycle, and mobilized 3,322,535 people nationally.

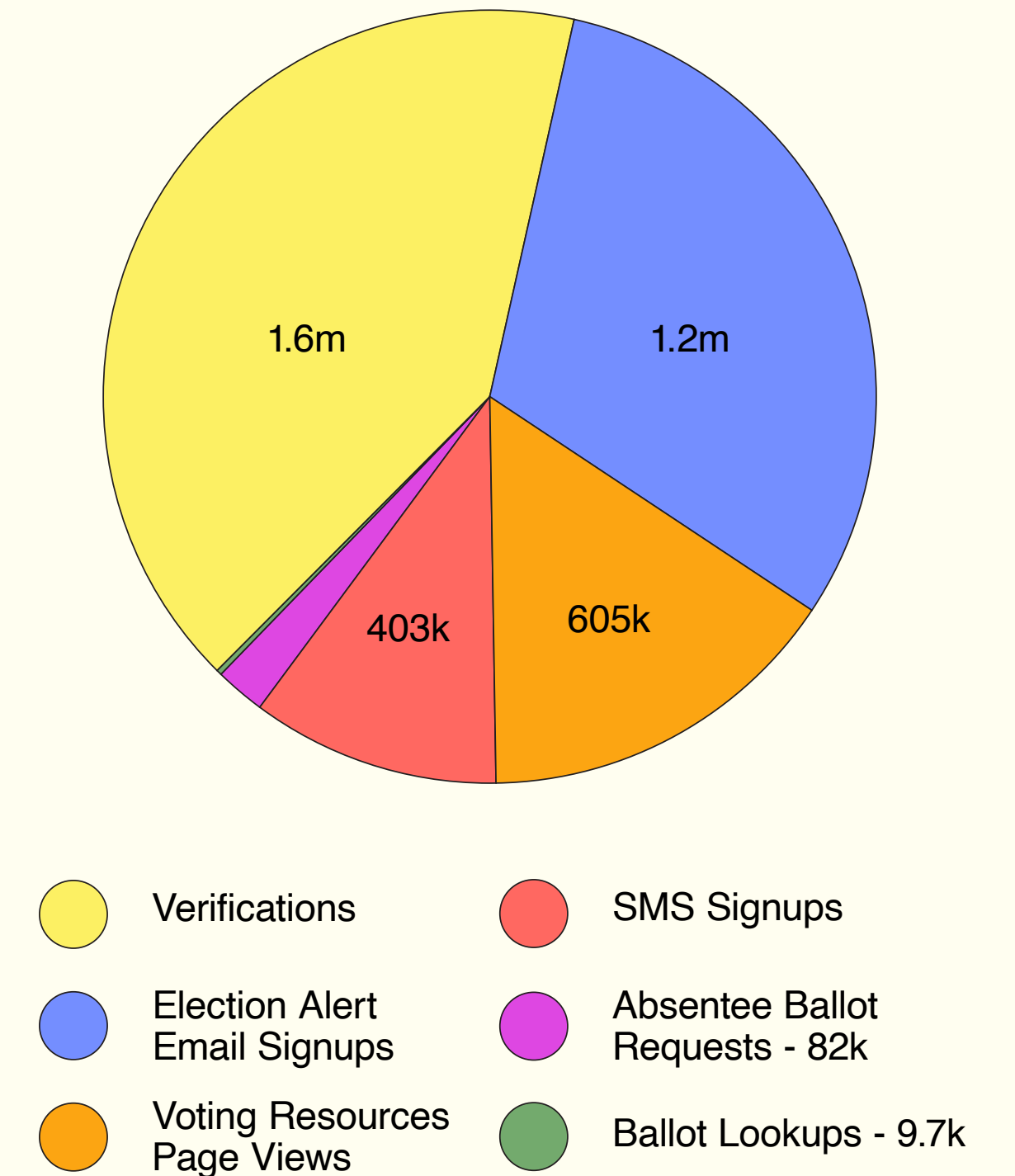
This means nearly **1 in every 100 people in the United States not only interacted with HeadCount, but took a meaningful voting action.**

These actions included checking their voter registration status, requesting a ballot by mail, looking up what would be on their ballot, signing up for election alerts, and referring their friends to take action. This level of impact is a record for the organization, and shows our continued strength and importance as a legacy organization in the youth organizing space.

HEADCOUNT ACTIONS & VOTER REGISTRATIONS



2024 ACTIONS BREAKDOWN



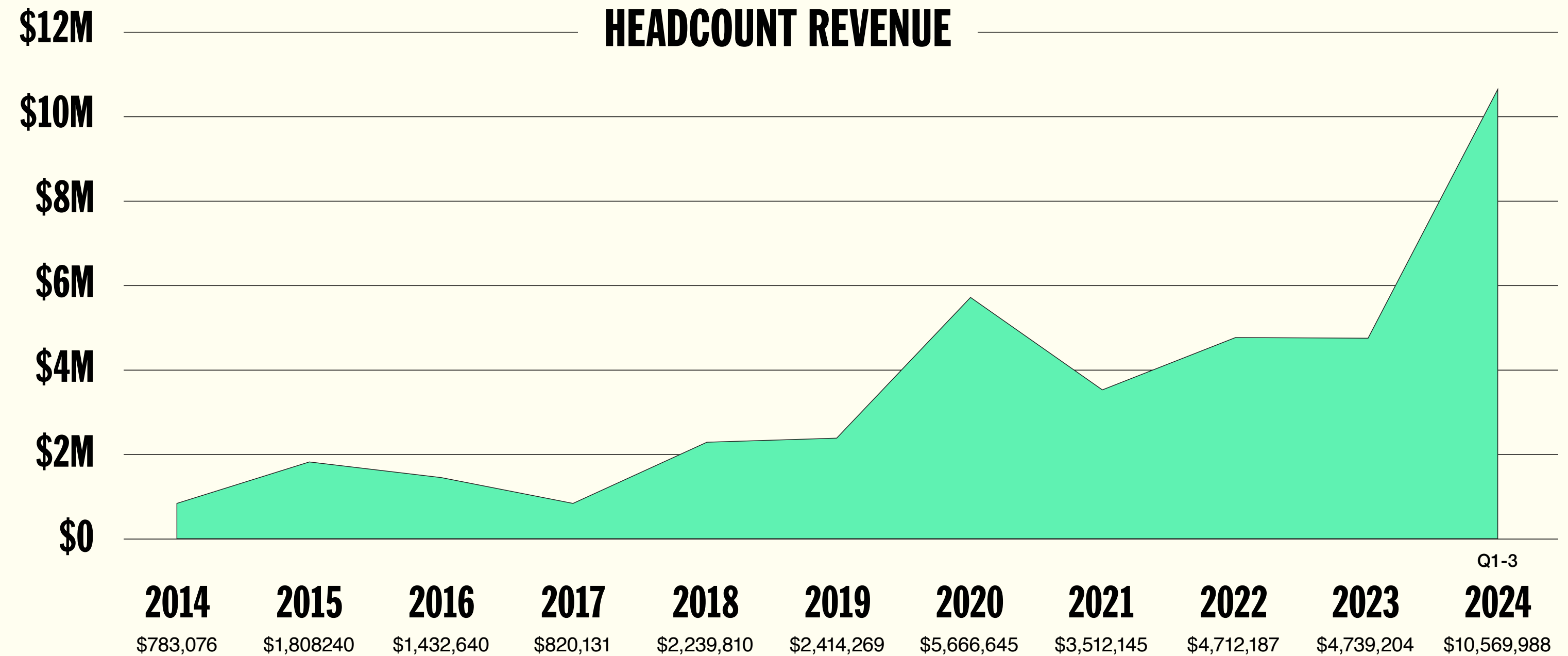


Our physical presence at over 3,700 events (another organizational record) produces a broader environment of civic engagement in joyful community spaces. Our interactions are intentionally meaningful, not transactional, and we cultivate a relationship that fosters participation year over year. HeadCount’s national base of over 90,000 volunteers and trained Team Leaders are community champions who make our in-person work possible amid shifting state law, extreme weather conditions caused by climate change, and varied political climates.

Our primary sphere of change remains the music industry, honoring our founding roots with both artists and fans. The lionshare of our activations in 2024 took place in partnership with music festivals and with over 100 artist partners as part of their tours, and we’ve continued our expansion to support community events, sporting events, and more. Our model has proved resilient with artist tours returning to pre-pandemic schedules, and with more artists than ever before welcoming us to activate on-site, and we continue to integrate digital tools in our on-site experiences in strategic ways.

At HeadCount, impact is measured both in actions and in impressions. Civic activations like National Voter Registration Day continue to be marquis moments with over 120 events nationally including an annual block party at New York City’s Washington Square Park, and messages on social media from over a hundred cultural partners garnering over 10 million impressions. Integrated events like National Voter Registration Day showcase the organization’s hybrid approach to impact and visibility, and the organization’s ability to merge our physical and digital experiences.

HeadCount’s digital footprint is at an all-time high, using the power of fandom to move young people through fun sweepstakes, gamified platform integrations, relational prompts, artist communications, and more. The organization has primarily operated organically on social



media platforms, but this year brought HeadCount fully into the paid social media arena with experimentation on a wide variety of networks. We have invested heavily in optimizing digital tools for a unique and mobile-forward user experience and supported other organizations looking to deploy similar tactics, while retaining the flexibility to use other tool options as needed.

HeadCount’s record impact required record fundraising, and we scaled our initial \$5 million budget as it became clear what would be needed to mobilize music fans and young voters ahead of November 2024. Collectively, HeadCount raised a record \$14 million through a diversified

portfolio including philanthropy, music industry support, corporate and brand contributions, and earned income. We are confident that this diversification strategy will serve us going into 2025 when the broader donor landscape is likely to trend down without a national election, and the organization’s acquisition of the I am a voter. project from the Entertainment Industry Foundation marks a strategic expansion into fashion and other cultural verticals.

HeadCount continues to be one of the most compelling organizations activating young people nationally, and is one of the organizations best poised for action going into the 2026 midterms.



ABOUT HEADCOUNT

HeadCount’s mission is to use the power of music and popular culture to register voters and promote participation in democracy. We reach young people where they already are to inform and empower them. Our vision is to create long-term, lasting change where participation in democracy is ingrained in youth culture and high voter turnout is the norm, no matter what’s on the ballot.

In addition to registering people to vote, we advocate to protect our democracy. Democracy protection work is centered on our nonpartisan values statement that elections should be fair, accessible, and trustworthy. We engage around state and federal legislation that impacts election participation, provide resources to our community of volunteers, artists and brands at key moments and participate in nonpartisan coalitions and movements to drive reform.

HeadCount was founded in 2004 as a grassroots, volunteer-powered organization by musician Marc Brownstein of The Disco Biscuits, and a music fan, Andy Bernstein, known for his comprehensive handbook “The Pharmer’s Almanac.” Twenty years later, volunteers are still the lifeblood of HeadCount, with more than 90,000 volunteers nationwide, organized into local field teams in almost every major U.S. city. The most dedicated volunteers are given opportunities to become “Team Leaders” who lead our efforts regionally, travel to festivals, or become paid HeadCount representatives for more strategic activations. There are HeadCount volunteers of every age, musical taste, and political ideology, but all share a love of democracy and music.

In addition to volunteers, HeadCount is made up of 23 full-time staff and a bench of capable part-time staff and contractors in the music and civic industries to fuel this work year over year.

In January of 2024, Lucille Wenegieme assumed the role of sole Executive Director. After serving unofficially on HeadCount’s advisory board for two years, Wenegieme joined the organization after tenures in election administration at the Denver Clerk & Recorder’s Office and in national mail ballot access policy at the National Vote at Home Institute.

HeadCount is governed by a robust Board of Directors led by Board Chair Jessy Tolkán. This year saw broad retention of board members, as well as the addition of two members in 2024: Natascha Weir and Caralene Robinson. The board created an Audit and Finance Committee – the board’s first committee – for more formal oversight related to organizational financial health. The organization reengaged Diversity, Equity, and Inclusion (DEI) work as part of an ongoing commitment to creating a more expansive environment within HeadCount, as well as in our external practices. HeadCount collaborated with key stakeholders including staff, volunteer, and committee feedback, and will continue this work into 2025 and beyond with the addition of values commitments as well as conducting HeadCount-specific DEI training to staff and team leaders.



THEORY OF CHANGE

In order to realize the vision that HeadCount has for youth participation, we operate in three key ways: **Register**, **Inform**, and **Activate**.

Register: HeadCount's initial mandate and scope upon its inception was to get music fans registered to vote at concerts and music festivals with paper voter registration forms. In the last 20 years, digital platforms have grown and expanded as a key place to meet voters where they are, and HeadCount's tactics have followed. As the national landscape changes with the advance of automatic voter registration as well as increased hurdles around ID verification, voter registration remains a key part of our work.

Inform: HeadCount has prioritized providing accurate, nonpartisan voting access information amidst a revolving door of changing and sometimes conflicting policies. The majority of Americans read at or below a 6th grade level, so HeadCount bridges the access gap by bringing national voting information into a central hub, and focusing on what young or first-time voters need to overcome barriers to the engagement. Spanish-language options and strategic partnerships for voter ID support are two of many optimizations HeadCount started to close the information gap and better meet the needs of young voters.

Activate: HeadCount prioritizes voter mobilization over fundraising in our membership communications, because our ultimate goal is to inspire people to participate in democracy. That action can look like voting, volunteering, contacting legislators and more. Over the past six years, we've built a robust base of over 3 million action takers, voters, and fans. This strategy has been very effective, leading 78% of folks who took action with HeadCount's digital programming to vote in 2020 and 60% in 2022, over 20% higher than the national average for the age group. We look forward to 2024 turnout data to learn more about the effectiveness of this cycle's progress.





PROGRAMS

HeadCount broadly operates both field and digital programs, though each has many iterations according to the year, voter demographic, fan constituency, and other factors. The organization is rooted in field work, and has become more effective as well as resilient through the integration of digital programs and tech. The ability to evolve has become rooted in our DNA as we constantly work to remain relevant to the youngest generations of voters.

In 2024, HeadCount fully actualized digital integration into the field program, using real-time voter registration status checks as an action music fans could take onsite. This action was incentivized with items like custom pins or other swag, or entry into sweepstakes related to an artist or band. Numerous artist partners conducted a hybrid campaign with us online and on tour, with incentives driving action across both for a surround-sound experience for fans to engage with. As part of the hybridization of the field program, the high use of digital actions as entry points at all events aligns closely with digital sweepstakes activations at shows for increasing engagement. HeadCount’s minimum target impact for each in-person activations is 35 actions or registrations, and those activations with an incentive met or exceeded that threshold 29 percentage points higher than those that did not.

Using the voter registration status check as the primary point of entry for digital and field programs serves two mission-driven purposes beyond increasing engagement numbers. First, we are delivering valuable information to voters that have been automatically registered in their state and/or reminding voters that they need to update the address on their voter registration. Second, we collect the required information to match the voter against the voter file, which enables us to track their voter journey and provide targeted and meaningful GOTV messaging.

Voter Actions
3,322,535

Voter Registrations
492,246

New Email Subscribers
1,210,368

Total Email Subscribers
2,704,480

Top Campaigns
Sabrina Carpenter
Ariana Grande

Top Tour
Green Day

Top Artist Fundraiser
Dead & Company

Get Out The Vote
\$2.2M Program

Acquisitions
I am a voter.



SECTOR EXPANSION

As HeadCount continues to explore activating our theory of change through culture, we have expanded our partnerships into other forms of entertainment beyond music.

Our Good to Vote campaign partners have come from across the entertainment industry since the program's inception including actors, athletes, content creators, streamers, and late night hosts. In addition to other kinds of entertainers, HeadCount focused on increasing our profile in sports and fashion brand partnerships.

Major League Baseball (MLB) returned for another year of activation, and increased their voter registration programming from 12 to 20 franchise teams across the country. HeadCount used our core principles from activating music fans to create a customized experience for baseball fans, even bringing in mascots and using video boards for additional impact. MLB also collaborated with HeadCount for a Good to Vote campaign where fans entered to win a 2025 All-Star Game experience by checking their voter registration status.



In May of 2024, HeadCount acquired the I am a voter. program from the Entertainment Industry Foundation, and continues to support the program's culture-forward approach with talent and industry partners. Where HeadCount's roots lay in music, I am a voter. grew out of the fashion and entertainment industries through co-founders Mandana Dayani, Natalie Tran, and Tiffany Bensley. Through the merger, HeadCount bolstered I am a voter.'s existing partnership with the National Football League's "NFL Votes" initiative, providing voting information and training sessions for team franchises across the league.

The acquisition of I am a voter. also brought deep fashion partnerships including Vogue Magazine and the Council of Fashion Designers of America (CFDA). HeadCount powered Vogue's "Fashion For Our Future" march in Manhattan to kick off New York Fashion Week in September of this year. The march was championed by Vogue's editor-in-chief Anna Wintour and featured several iconic American designers and their staff for a moment of high visibility and press within the industry.

I am a voter.'s biggest project this year was the Democracy Heroes Awards, honoring 25 nonpartisan civic leaders making change in their communities across the public and private sectors. The Rockefeller Foundation supported the program with national media integration with talk show "Morning Joe" on MSNBC. In addition to networking opportunities in New York City, honorees receive a year of professional and peer support as part of the awards programming. Other partnerships include AMC Theaters which ran a voting PSA featuring Jennifer Lopez for the month of October in all theaters.

Both HeadCount and I am a voter. operating under the HeadCount umbrella, have outsized impact for direct actions like registrations as well as media and cultural imprints. Going forward, greater brand clarification will be necessary to avoid any possible overlap in outreach and program operations. The upcoming cycle will also require standardizing tech flows across both programs to ensure the effectiveness of both brands in the increasingly crowded civic landscape.



FIELD PROGRAMS

Field Events

3,797

Registrations

82,557

States

36

Voter Actions

282,936

Through a nationwide network of 90,000 volunteers in 38 states and Washington, D.C., HeadCount runs voter registration drives at more than 1,500 events each year led by Team Leaders, who serve as trained local organizers. These events include concerts, music festivals, naturalization ceremonies, sports games, Pride festivals, and community events.

MUSIC ACTIVATIONS

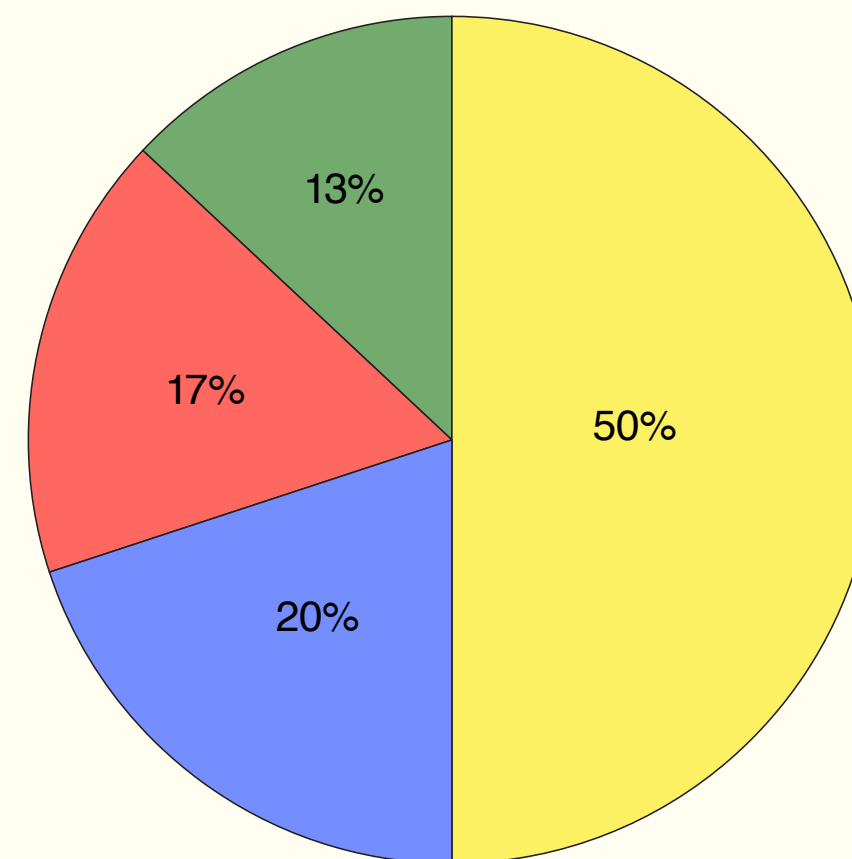
Music continues to drive outsized impact for HeadCount. Our presence at music events — concerts, tours, and festivals — had an outsized impact in 2024: over 80% of in-person actions and 62% of on-site registrations overall. The single biggest source of actions and registrations were our activations we did with over 100 artists on tour. Our work on tour with artists, in addition to being our top field activation method, remains the most visible and enduring part of HeadCount’s brand and identity.

Multi-day music festivals continue to provide the most targeted opportunity for reaching a large number of fans at scale. However, the cost of supporting a multi-day event has greatly increased since the pandemic. Fully integrated campaigns at festivals are necessary to justify the increased cost, including video board messaging, volunteer booth, in-app notifications and pre-event marketing support. This year three of our top festivals, Outside Lands, Electric Forest and Bonnaroo, all funded custom festival-themed pins as giveaways for their events. This investment in the on-site program undoubtedly increased interest and engagement.

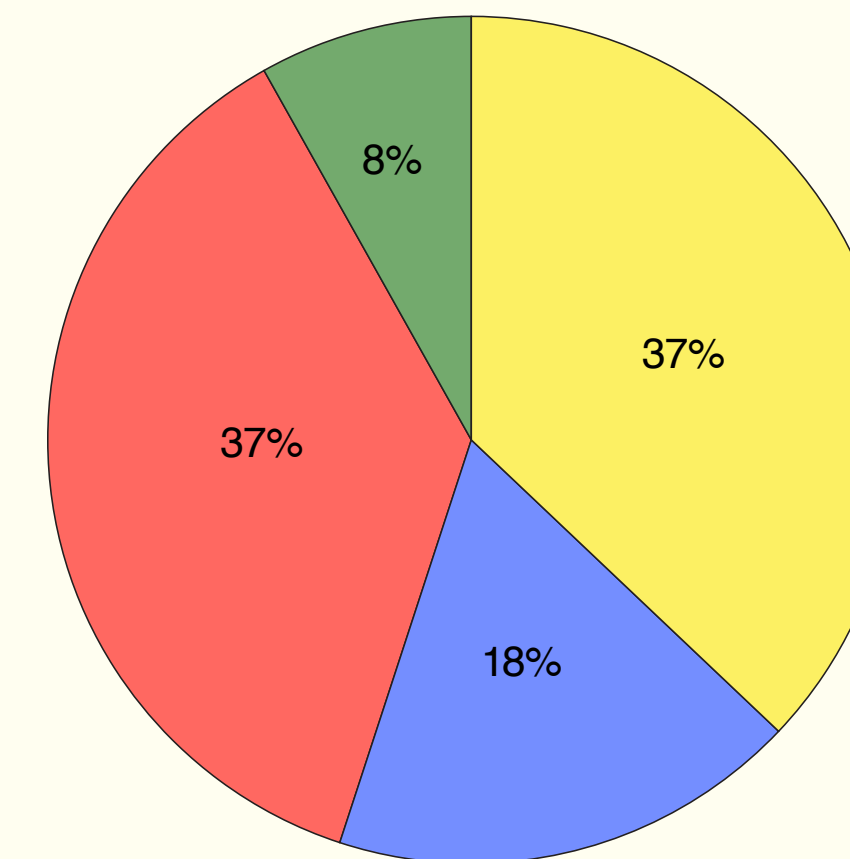
COMMUNITY ACTIVATIONS

While our DNA has always been music, HeadCount also shows up at other community events, which allow us to reach more diverse voters. In 2024, 27% of HeadCount’s field activations took place at community events. These events have fewer attendees, but higher rates of voter registrations, with citizenship ceremonies having the best voter registration rates of any events we support.

TOTAL ACTIONS BY TYPE OF EVENT



TOTAL REGISTRATIONS BY TYPE OF EVENT



- Headlining Artist
- Community Event
- Festival
- Other



SUPPORTING DIVERSE COMMUNITIES

VOTE WITH PRIDE

As of October 2024, [7% of eligible voters](#) – and [one in four](#) Gen Z voters – identify as LGBTQIA+. HeadCount launched Vote with Pride in 2018 to support queer community and to bridge the gap that some experience when trying to register to vote or cast their ballot, in partnership with organizations including VoteRiders and GLAAD.

In 2024, we engaged community members at 127 Pride events (up from 45 in 2023). Collaborations with corporate partners like Paramount amplified this work through on-site integration at RuPaul’s Drag Con, with muralist Dan Polyak and through media uplift with queens as part of RuPaul’s Drag Race social media content.

Through our partnerships with MTV Social Impact and World of Wonder, we were able to provide a Good to Vote sweepstakes to win a trip to see Drag Race Live at many Pride community events, and at relevant ticketed events including RuPaul’s Drag Con and the Drag Race All Stars tour. A targeted influencer campaign and public art mural by renowned queer artist Dan Polyak also supported these efforts.

VOTEHBCU

In 2022, HeadCount entered into a strategic partnership with emerging nonprofit Xceleader to support the VoteHBCU initiative. This partnership marries Xceleader’s founding roots as student leaders on historically Black college and university (HBCU) campuses, and HeadCount’s infrastructure and expertise with voter engagement.

In 2024, VoteHBCU deeply activated 10 schools, including working with the administrations to identify student leaders to attend a summit development program in Atlanta over the summer, and then serve in leadership roles on campus as paid student ambassadors during the fall. These schools hosted the VoteHBCU “Say It Louder” tour with campus voter registration drives and civic engagement panels, while students attending an additional 30 schools received remote voter engagement support and training. This partnership did not end with voter registration! Students held debate watch parties and Strolls to the Polls events to keep momentum growing and ensure voter turnout.

TEAM LEADERS & VOLUNTEER NETWORK

Regional Coordinators

9

Team Leaders

147

Volunteers

90,000

HeadCount’s model is contingent on having a robust and passionate network of volunteers, Team Leaders, and Regional Coordinators to ensure we can turn as many people at events into voters as possible. We are proud that in 2024, we had a record number of people raise their hand to support strengthening democracy by volunteering at one of our events.

In 2024, HeadCount conducted its first in-person retreat for the organization’s Team Leaders since 2019. HeadCount staff train Team Leaders periodically on state election registration laws, event safety, and more, and invite expert trainers where needed. In addition to training, HeadCount uses a custom internal database platform to post events, share details and documents across volunteers, and export relevant details. Volunteer recruitment reached a record high in 2024 with over 30,000 people signing up to be new volunteers.

COMMITTEES & FEEDBACK

HeadCount volunteers also act as key stakeholders in providing guidance to the mission and program. There are two active volunteer-led committees, the Pride Committee and the Racial Equity and Inclusion Committee, that meet monthly to provide recommendations, insights and feedback. Volunteers are also surveyed and offer feedback on an ongoing basis, and at the end of cycle HeadCount uses this feedback to audit the program to ensure programs are on track.

Through these committees and surveys, HeadCount has made ongoing changes to the field program to make it more equitable to volunteers. This includes reimbursing expenses for travel and parking, increasing the stipend amount, and changing program guidelines to ensure the quality of interaction.



DIGITAL PROGRAMS

Since HeadCount first integrated robust digital programming in 2020, digital campaigns have become a significant driver of voter registrations.

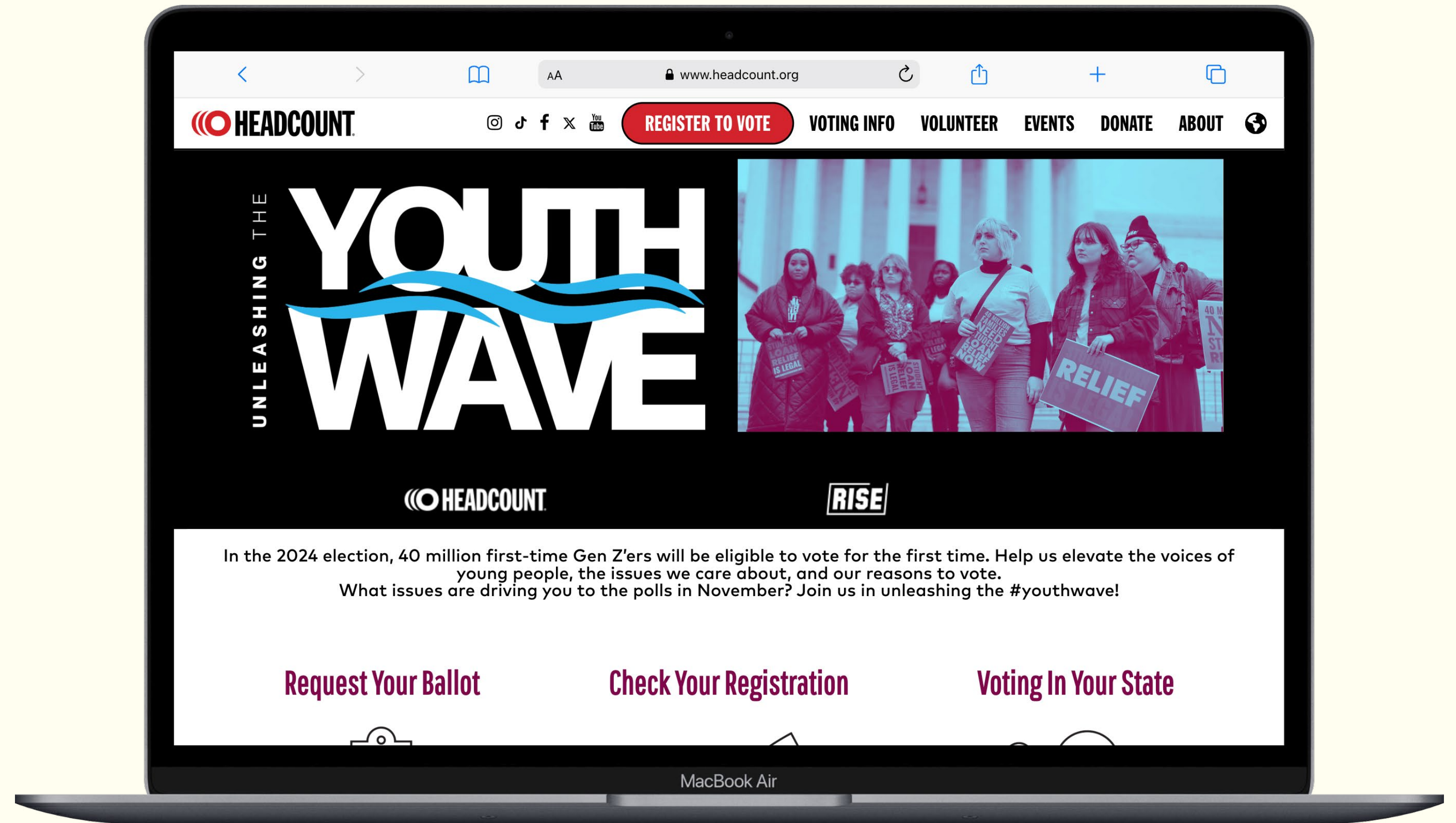
In 2024, our digital campaign delivered 75% (371,497) of all our registrations and 3 million voter actions.

Digital actions like checking voter registration status and sharing voting information with friends are now a hallmark of our organization.

WEBSITE

HeadCount.org had over 6.1 million page views this year to over 4,500 pages of voter information content. These visitors generated 417,000 actions and 98,000 registrations (24% of our cycle total) and served voting information to over 600,000 predominantly mobile users. In the 2022 and 2024 cycles, we invested in and implemented SEO improvements, which have pushed HeadCount into most top ten Google searches for voting terms.

Corporate and community partners used co-branded pages on HeadCount.org in direct messages to their communities, leading to direct voter actions and increased brand awareness. Voter actions featured on corporate pages include registration, checking your status, requesting a mail-in ballot, volunteering, voter information, and more. This year we hosted 65 partnership and community pages, and 345 digital campaigns on the site, bringing in over 102,000 voter actions and 20,000 registrations.





GOOD TO VOTE CAMPAIGN

In its fourth year, the Good to Vote campaign continues to drive tremendous impact as the organization’s flagship digital program. HeadCount partners with talent and brands to offer once-in-a-lifetime experiences that fans can win by checking their voter registration status, sign up for election alerts or to volunteer with HeadCount.

The sweepstakes model that underpins the campaign has become a valuable tool in engaging voters at the intersection of culture, fandom, and civic best practices across the civic ecosystem.

Since its evolution from a predecessor campaign at YouTube in 2020, Good to Vote has registered nearly 700,000 new voters. In 2024, 57 Good to Vote campaigns drove 1.2 million contest entries and over 317,497 new voter registrations.

This cycle, the Good to Vote campaign had three topline goals alongside program metrics for registration and actions: experimenting with **different kinds of prizing**, expanding the talent network across entertainment and diversity, and **leveraging new platforms for both organic and paid outreach**. In the three cycles that HeadCount has run the Good to Vote campaign, core tenets have emerged that continue to drive strategy and success.

POWERED BY TALENT

For a Good to Vote campaign to be successful, it must have a talent or brand partner with a strong commitment to sharing the campaign with their fans in authentically engaging ways. By co-creating a campaign that builds off of the artist’s brand and priorities with prizes that align with fan interest, the best Good to Vote campaigns are consistent additions to the artist’s current communications.

PRIME REAL ESTATE

Investment from talent partners, particularly through the use of premium digital real estate on their social media profiles and in-person as part of their tour setups was a leading factor for campaign success. Audience size is naturally a part of this, but dedicating highly visible space to the partnership also shows legitimacy and investment overall. In partnerships where talent were reluctant to use their most visible platforms, making sure that fans were presented the campaign more frequently helped fill the gap.

GOOD THINGS TAKE TIME

While campaigns varied widely in duration, the average campaign ran for 41 days. Longer campaigns benefitted from the opportunity for more pushes to fans throughout, as did those campaigns which engaged fans on more than one channel or platform. Top campaigns all featured multiple posts to fans, and at least two outreach methods whether that was multiple social media accounts, or multiple modalities including in the field and over text message.

TOP CAMPAIGNS



#1 Actions: 222,432
#1 Registrations: 31,296



#2 Actions: 111,632
#2 Registrations: 17,886



#3 Actions: 92,370
#3 Registrations: 9,151



#4 Actions: 53,878
#4 Registrations: 7,037

Actions

- #5: Broadway Trip of a Lifetime
- #6: Mitski Nashville
- #7: Sabrina Carpenter Gov Ball
- #8: Brittany Broski ACL
- #9: Mitski Los Angeles
- #10: Ultimate Sports Vaction

Registrations

- #5: Sabrina Carpenter Gov Ball
- #6: Mitski Los Angeles
- #7: Brittany Broski ACL
- #8: Broadway Trip of a Lifetime
- #9: NPI Free Rent
- #10: AAV Latto



PILOT PROGRAMMING & EXPERIMENTATION

ODD YEAR PROGRAMS

In many regards HeadCount’s field program is among the best in class with many organizers and volunteers implementing current processes and providing feedback on new ones on a frequent basis. We apply a similar approach to innovation with our digital programs, with odd years providing more flexibility and even years providing opportunities to pilot programs at scale.

In 2023, we experimented with sweepstakes based on a simple sign-up for election alerts to generate meaningful list growth in an odd year. We ran this experimentation at field events for the Sad Summer Fest, Major League Baseball games, and the Tessa Violet tour. For two of these we can compare a sign-up in 2023 to an election-focused Good to Vote action in 2024. Historically, in an odd year we see an average of 85-90% fewer engagements than campaigns in a general election year. With 2024 campaigns staying consistent overall, this pilot demonstrated a much more narrow margin, and a meaningful path forward for our odd year programs.

STRATEGIC PARTNERSHIPS

As the success of the tactics supporting the Good to Vote campaign spread, HeadCount took the opportunity to support the broader civic infrastructure in implementing different versions of the campaign to reach additional demographics and to test different activation strategies.

CASE STUDY: ALL AMERICANS VOTE

[All Americans Vote](#) is an organization focused on voter engagement and turnout among Black voters in battleground states, and in 2024, they were focused on leveraging the power of music and culture to engage young Black music fans. HeadCount supported All Americans Vote’s primary “Turn Up, Turn Out” (TUTO) program by implementing over 63 campaigns, resulting in 202,503 entries and 29,725 registrations. This partnership deviated from HeadCount’s usual Good to Vote implementation in a variety of different ways. TUTO leveraged prizes through direct sponsorship, without artist or brand partner promotion. TUTO created experiential on-site suites for their VIP winners, and also sponsored community events to offer discount codes or meal vouchers for vendors onsite. Together, we pioneered an event ticketing option where taking civic actions generated discount codes and tickets to sought after events. They worked with social media promotion outlets, ranging from The Shade Room to PushBlack, to promote campaigns through marketing partnerships. This pay-to-play model generated a much higher cost per action than HeadCount’s traditional program, but served their targeted mission.

Off-Platform

CASE STUDY: PROPELLER

We partnered with impact marketing company Propeller to drive users on their platform to voting actions. Fans become users on Propeller after signing up to take action with their favorite talent on a campaign of their choice, and enter to win a prize offered by talent. In an existing Propeller campaign, fans signed a petition with the Human Rights Campaign to enter for a chance to meet Chappell Roan, and after entering, as part of our partnership, users were invited to check

their voter registration status with HeadCount. Propeller was already running talent-led sweepstakes with other nonprofit partners, and the voter registration status check offered entrants additional points within the Propeller platform that could be used for extra entries, merch, donations, etc.

Because of the inherent similarities to Good to Vote, this partnership presented an opportunity to introduce voting-related actions to a base of users that were largely unregistered when the data set was analyzed in a public voter file match. This program occurred both within the Propeller platform and through email and text chasers, and proved most successful after the user flow was optimized for minimum action steps, resulting in less user drop off.

Over 70 campaigns, our partnership with Propeller produced 330,417 actions and 53,983 registrations, which represents 13% of all digital campaign registrations for the cycle. Propeller’s paid ad program generated most of the initial entries and converted to status checks at a range of 30% to 54% percent based on state vs national targeting and other factors. This was a higher conversion rate than other paid promotions on HeadCount campaigns, showing the potential for additional opportunities to engage fans going into the odd year of the upcoming cycle.



Off-Platform

CASE STUDY: VIRTUAL VOTE

We piloted “Virtual Vote”, a collaborative voter education and action campaign integrated into Roblox games. This initiative, led by [Virtual Brand Group](#), included over 30 game creators, and HeadCount served as the democracy and tech partner. After completing one of the participating games on the platform, users could check their voter registration status to earn in-game prizes or enter a Good to Vote sweepstakes. The program ran for three weeks, during which **over 3 million people interacted with election content in Roblox, 500,000 people played the civic education mini-games, and 4,000 people checked their voter registration status.**

This partnership brought HeadCount into the online gaming community, which is essential to meet many young voters where they are. Checking your voter registration status is by far the most complicated action Roblox users have been asked to complete to get exclusive in-game content. Even so, our partners at Virtual Brand Group report that our conversion was higher than commercial off-game competitors, demonstrating a clear link from engaging, election themed content to taking a voter action.



Off-Platform

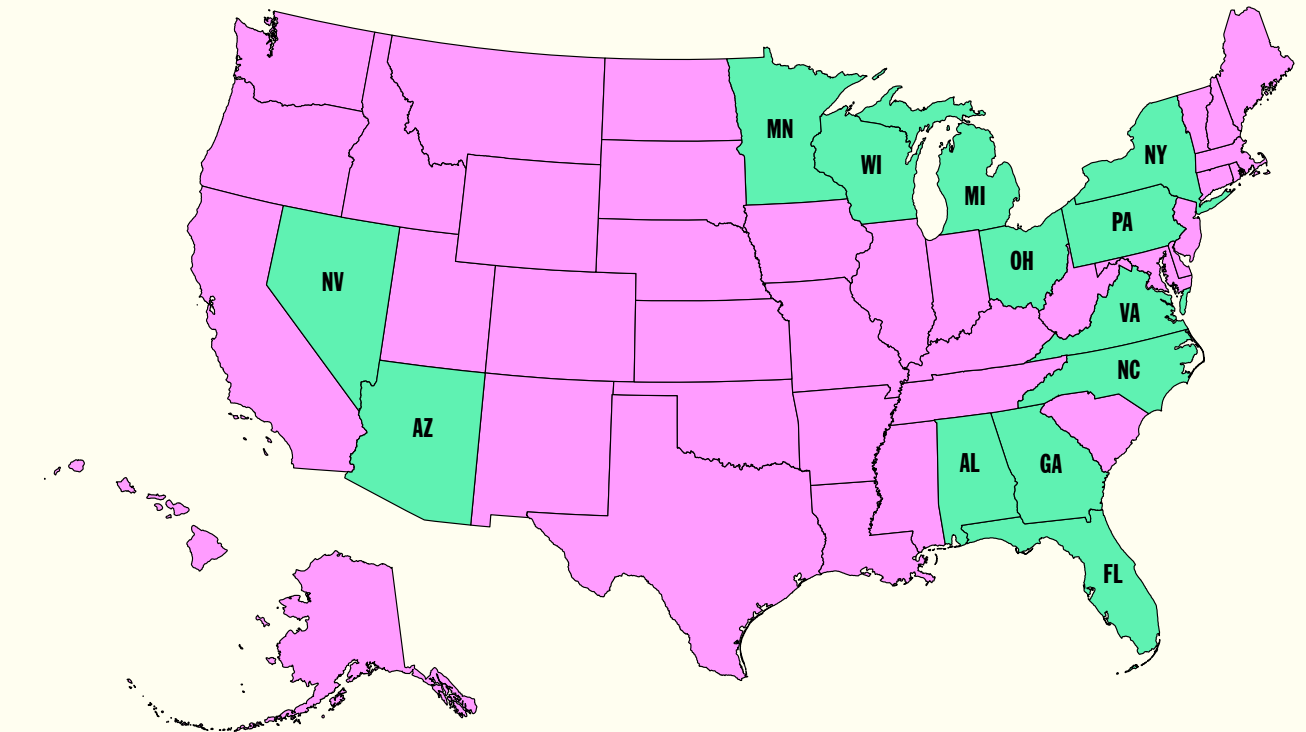
CASE STUDY: TIME TO VOTE

We piloted the “Time to Vote” campaign in partnership with TIME Magazine and ValuesCo, a rewards-based platform for cause marketing. Time to Vote launched after most state voter registration deadlines had passed and focused on GOTV tactics, such as checking your voter registration status, finding your polling place and learning about voting in your state. Content creators in ValuesCo’s network generated content to drive people to the platform, and the content for the campaign was **viewed over 15 million times, resulting in 16,527 voter actions.** Highlights of the campaign include taking over the TIME magazine homepage, a full page promotion in the print magazine, and a VOTE call to action with iconic artist Shepard Fairey.



NEW PAID ADVERTISING PLATFORMS

HeadCount has run paid advertising campaigns with Meta, X and TikTok, but wanted to experiment with new platforms in 2024. We contracted an agency to generate programmatic for seven Good to Vote campaigns that were tested across a range of DSP platforms. The video and static programmatic ads that garnished the most success were placed in the Google Ad Suite including YouTube pre-roll, Google search, and Gmail.



We targeted these ad placements in 13 states where there were low youth voter registration rates, online voter registration is available, and where young voters could have the greatest impact in the election.

Over the course of six weeks this project had **173,569,737 impressions that generated 30,000 voter actions at an average cost of \$12.52 per action.** In addition to standard ad conversion, we also saw increased conversion on social media ads run totally separately at the time that programmatic ads were running on the same campaigns. Additional testing is required to see if investment in programmatic advertising more directly coupled with traditional social leads to increases in voter actions and registration.



RANDOMIZED CONTROL TRIALS

In September HeadCount initiated participation in two similar but distinct randomized control trials (RCTs) aimed at measuring the effectiveness of voter registration and turnout through our Good to Vote campaign sweepstakes tactic. Both RCTs were fueled by paid ads to get more information on what kinds of creative and targeting were effective within each trial's parameters. These control trials were an organizational first, and offered more robust insights into how the program performs, though the full scope of the trial will not be realized until turnout information is available in spring/summer 2025.

The main RCT done in partnership with the Analyst Institute ran on eight existing Good to Vote campaigns and used a dedicated tech flow to randomly send 66% of visitors to a standard voter registration-oriented endpoint (the Treatment group), and 34% to a 'clean' endpoint for a generic campaign with no mention of voting or follow up contact (the Control group). **The campaigns that supported this RCT were among some of the top-performing campaigns for the cycle**, which was a necessity to produce the level of interest to fulfill the minimum number of entries necessary to get a statistically useful trial sample. Across the treatment and control groups, this RCT was supplied by paid and donated social media marketing, producing 180,731 entries and 10,963 registrations.

The second RCT was with All Americans Vote and The Movement Cooperative. The randomizer was managed by The Movement Cooperative. As this program specifically targets Black voters, the RCT will track the effectiveness of the All Americans Vote "Turn Up, Turn Out" program on this subset. People that took action through TUTO received HeadCount's full geo-targeted get-out-the-vote program and additional get-out-the-vote touchpoints from All Americans Vote. The RCT split was slightly higher than 30% to gather increased Control data, and brought in over 49,000 entries.

Implementing the program and adhering to the strict guidelines of two different RCTs required an extraordinary amount of patience, care and work. However, the results of the studies should be very helpful in assessing the efficacy of the Good to Vote program and other incentive-based programs as a whole, while participating has opened up opportunities for funding and further evaluative work.

Randomized control trials were not part of the initial 2024 cycle planning, but represent one of many opportunities that arose as the groundswell of funding for youth voter engagement in the 2024 election grew in the summer. Increased fundraising for the Good to Vote program overall went in part to the paid advertising that drove actions to the trial campaigns, and HeadCount invested in many tech upgrades related to tracking and randomization in order to perform the trials accurately. These upgrades will continue to serve Good to Vote campaign infrastructure going forward.

CHALLENGES AND PIVOTS

TALENT LED-PROMOTION

Good to Vote is highly effective due to talent's organic promotion to their fans. However, artists were extremely hesitant to make public statements around voting in the first 6 months of 2024, predominantly due to war in Gaza and domestic polarization. The number of high profile talent who signed on after the candidate switch at the end of the summer was significant, but most were still reluctant to share prominent social media posts or make their own organic content as in past years. To address this challenge, we leaned into more frequent posting from the talent partners we had to model participation and to make up for

less valuable organic social media real estate. The increased ad budget for 2024 was also essential here to close the content gap, though talent remained the highest value driver overall. We also used direct SMS through the artist's list to promote campaigns, and diversified our platform iterations in the ways described above.

VOTER REGISTRATION RATES

In previous years, the number of people who initiated voter registration through a Good to Vote campaign did not fully translate to completed registrations, so this cycle we worked with Impactive, our core Good to Vote tech partner, to improve voter registration tracking. While this front-end change has led to more accurate data, it also means our voter registration estimates were lower than previous years. In making these changes, we increased tracking visibility with the integration of pixels and collated more data about the front end engagement to better understand conversion drop offs.

LEGAL LANDSCAPE

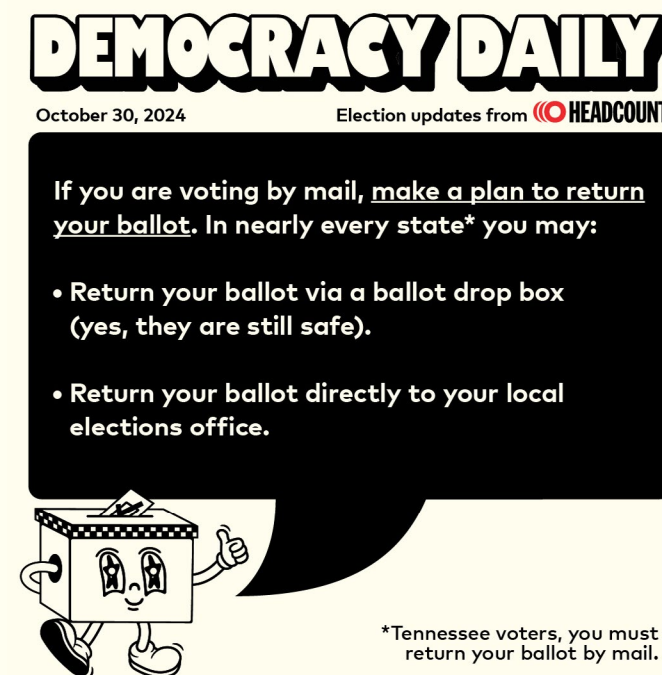
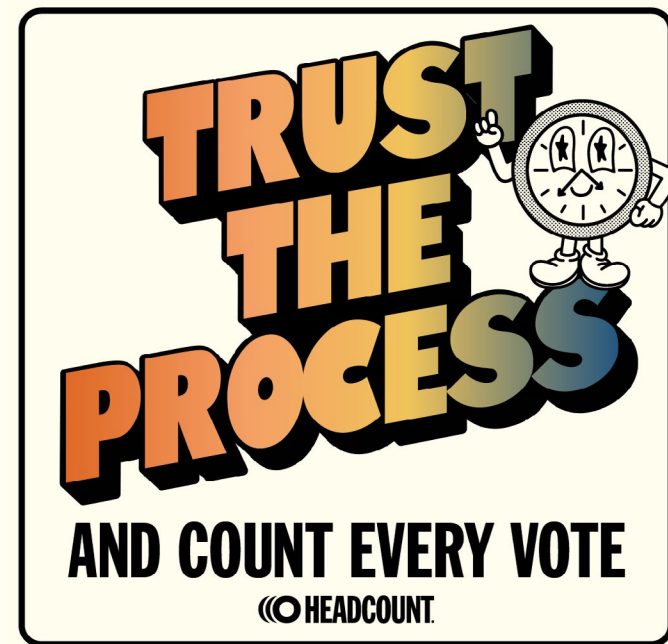
HeadCount has taken great measures to ensure that Good to Vote and all our sweepstakes-based tactics are deployed in compliance with electioneering law, but as versions of the tactic grows in popularity among other actors across the civic landscape, there is increased possibility that misuse could cause greater scrutiny or changes to the applicable rules. We work to mitigate this by sharing best practices and topline legal notes, as well as by offering ourselves as program partners to tailor and administer this kind of programming when it aligns with our organizational capacity and theory of change.



GET OUT THE VOTE

HeadCount works 365 days a year to create an exciting cultural narrative around voting, every year. Our strategic GOTV program is founded on two pillars: geo-targeted information about key election dates and deadlines, and fan affinity messaging that enables us to continue the fan-to-fan connection and prevent messaging fatigue. GOTV contact occurs in the field, and through email, text messaging, and traditional mail.

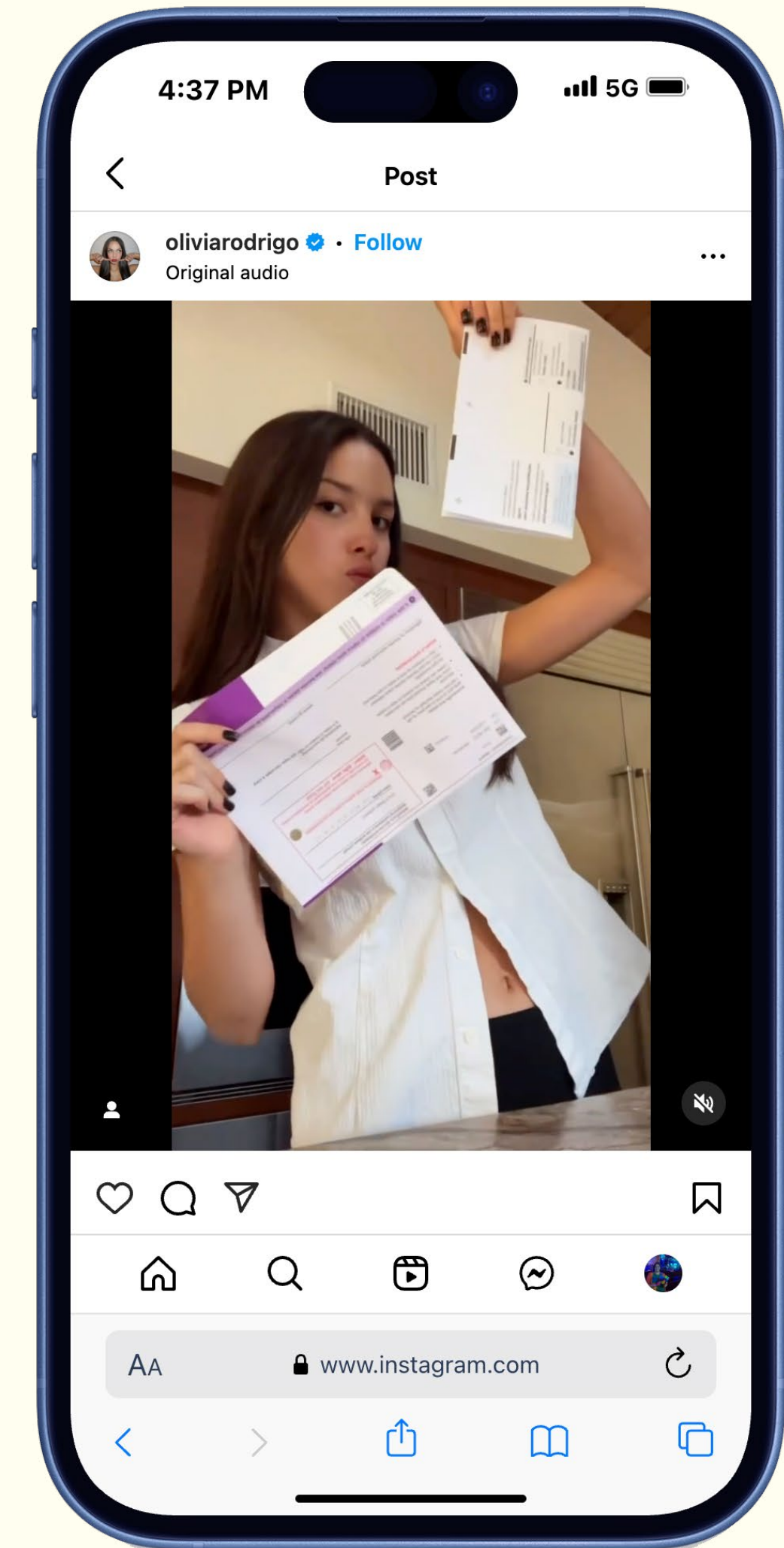
In October, our focus shifted to specific GOTV tactics, including voter education on what young people need to vote, to request a mail-in ballot, get early voting information, and more. Our homepage is also pivoted from registration to focus on this information.



In 2024, HeadCount’s design team expanded HeadCount’s youth-forward visual language to include new mascots to tie GOTV messaging across different platforms and methods of outreach. Affectionately named Boxie (after a ballot box), Stampy (for the role mail plays in getting more young voters ballot access), and Clocky (to capture the various deadlines and promote urgency in voting), these graphics were fun to share and resonated with our partners and voters. These images were used across social media and even on a Times Square billboard.

HeadCount asked artists, brands, community and other partners to share GOTV messaging through all of their public channels. Corporate and brand partner action centers hosted on HeadCount.org were pivoted from registration focused calls to action to GOTV actions. Nearly 90 artists and talent partners shared GOTV messages either using HeadCount graphics or pointing directly to HeadCount pages for information including Olivia Rodrigo modeling her own voting experience for her fans.

In addition to partners sharing to their networks and fans, HeadCount’s organic social media consisted of 33 GOTV posts during October and November. These included information on early voting, how to vote without an in-state ID, information on ballot initiatives, election protection, and more.





GEO-TARGETED MESSAGING

Everyone in HeadCount’s database received three geo-targeted emails and two text messages with state-based election information before the general election. **HeadCount sent 4,856,990 geo-targeted election emails and 856,796 direct text messages in 2024.** This standard communication flow has been central to HeadCount’s turnout success over the past two cycles. New privacy settings from Gmail and Apple have changed our ability to track open and click through rates, creating a challenge to track effectiveness this cycle.

To be sure we were reaching our audience outside of email and text, and to expand our reach beyond those in our database, we embarked on a paid social media campaign that targeted those who took a digital action in the 2024 cycle with geo-targeted election information for their state. **Our paid social media plan reached 3,211,221 people with state-specific election information through 4,175,556 impressions.**



In 2024, strategic partnerships diversified HeadCount’s traditional field outreach model to center geo-targeted GOTV messaging. We co-hosted **seven GOTV concerts** with **iVoted Concerts** and **Drive**

Agency. To get a free ticket, concert goers would check their voter registration status in advance of the event, and once onsite they were given opportunities to see what is in their ballot, check their polling places, etc. Over 20,000 people attended these concerts. Drive Agency also used HeadCount tools through a series of community events to educate and turn out voters in their target cities, including a surprise roller skating party with Usher in Atlanta.

We worked with **Vote Rev** to test a **relational organizing field model at 21 events** in late October. Through this model concert goers and event attendees were asked to sign up for a link to HeadCount’s state specific election information page to share with three of their friends. Through this outreach **431 people signed up at events, and 1,595 friends accessed their state voter information through the campaign.** This success of relational organizing tactics in this partnership and across other digital campaigns further expands our program options going into the testing phase of the new 2025/2026 program cycle.

FAN AFFINITY MESSAGING

Most of the millions of people who take action with HeadCount do so through some kind of partnership, often with artists or other talent that they love partnered with us at their shows using their social media platforms. **Messaging fans based on their mutual affinity to an artist, event or genre of music is a hugely powerful way to engage our core audiences,** and has led to HeadCount’s broad success in moving those young people to take various forms of civic action. Fan affinity messaging can be personal, and often more mobilizing for a young voter than state-specific messaging. These messages supplement election information in the geo-targeted communications but are more focused on generating excitement around voting and driving people to HeadCount.org for specific resources.

In 2024 we sent **790,880 fan affinity emails** to fan groups for **32 artists**, ranging from Sabrina Carpenter to Billie Eilish to Green Day to Becky G and more. We also hosted texting sessions for fans of the artists to volunteer to send peer-to-peer texts and answer questions about voting and provide election resources. Through these text sessions we reached **172,493 voters and engaged in 30,171 fan-to-fan conversations.**

Mail is still a powerful tool to reach young voters, but finding creative ways to break through the volume is key. To stand out in the mail service, HeadCount leveraged the core elements of our digital fan affinity programs, and created tour postcards in partnership with our top artist partners and generated incredible, viral buzz on social media — while delivering critical state-based information. **We mailed 499,015 fan-affinity postcards** to young voters across the country, and this work grew organically by focusing on what rose to the top of effectiveness over the course of the year.





WHO WE ENGAGE

HeadCount engages one of the most important demographics in American democracy: young people.

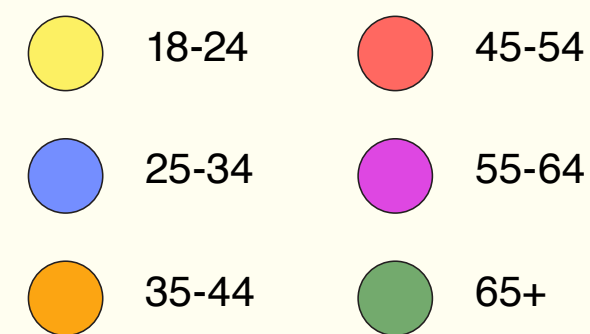
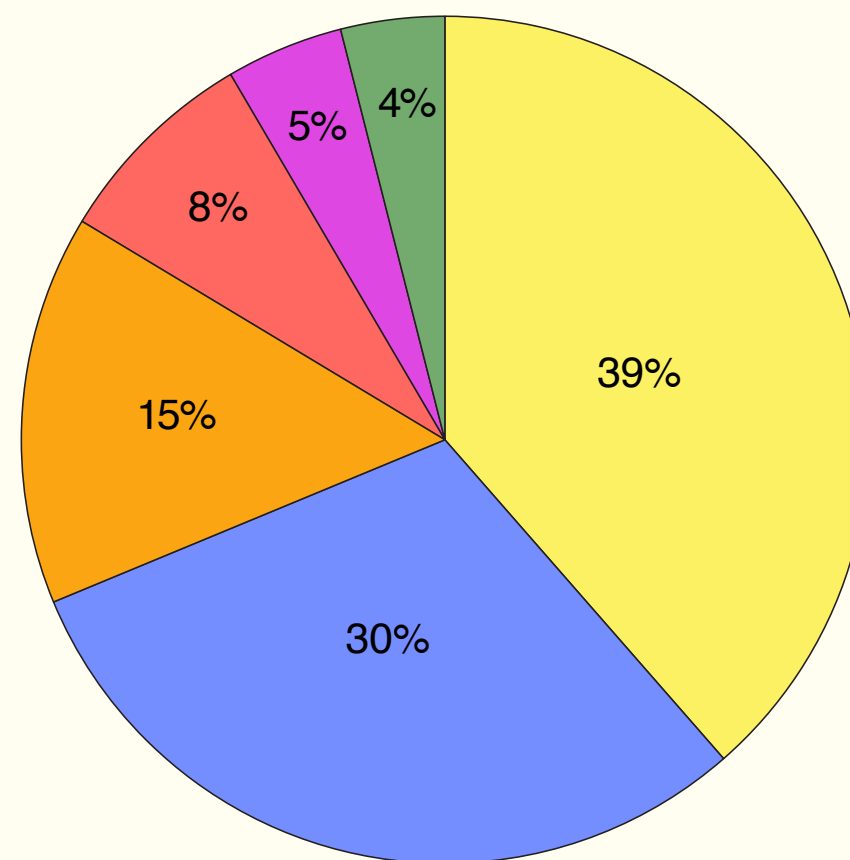
Over 68% of our interactions are with 18-34 year olds, which is our core audience, though we also engage many of the young at heart.

Young people who take action with HeadCount are represented in nearly all 50 states including presidential and congressional battleground states. Our base has broad gender diversity, and the racial makeup of our base reflects national racial demographics.

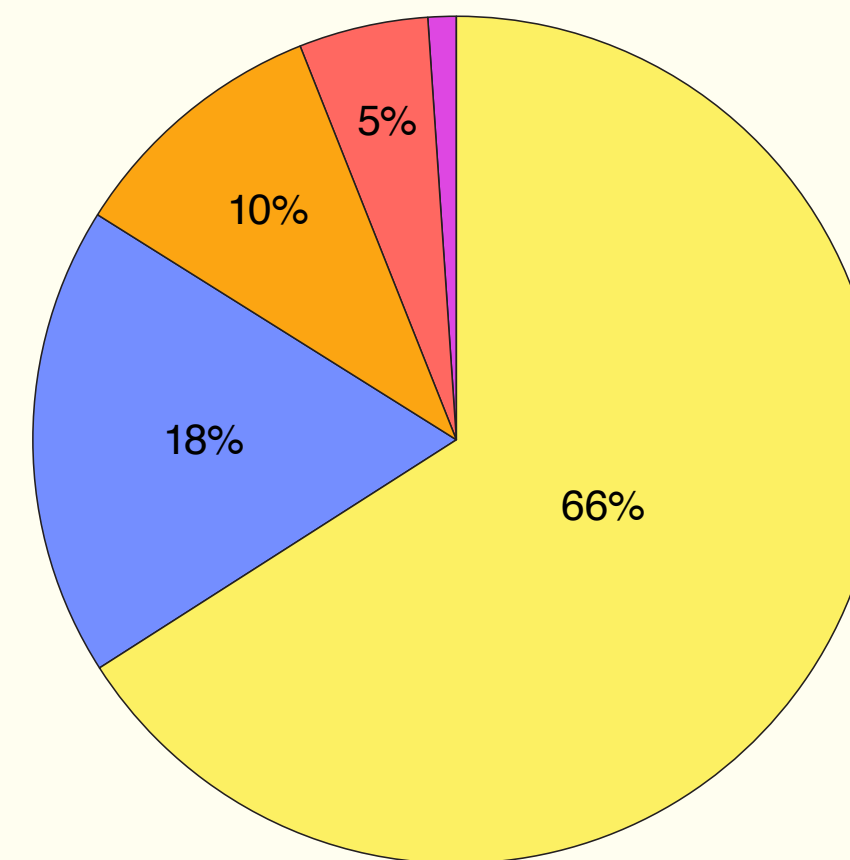
HeadCount's data is extensive and enables us to do unique cultural targeting to activate our subscriber community. When you opt into HeadCount's dataset, you are tagged by your cultural affinities: as a fan of genre, a specific artist, attendee of a festival, fan of a sports team or brand, etc. We also track the voter actions you have taken, if you are a volunteer, and your geographic location for targeted and relevant messaging. Many fans interact with us on more than one campaign or in more than one cycle, so we retain relevant information about brand partners, artists, and other cultural leaders with specific partnership messaging. We [never sell or share this data](#) for commercial use.

In 2024 our email database expanded by 1,210,368 new subscribers, bringing the total active subscribers to 2,704,480. The vast majority of the emails we send are mission-driven, geared toward voter and volunteer activation. As of 2024, our SMS list is 403,731, including over 128,618 voters added during this cycle. We have also found success with text messaging (SMS), often with higher deliverability rates than email, but there are many more legal requirements for SMS list growth and are more costly overall.

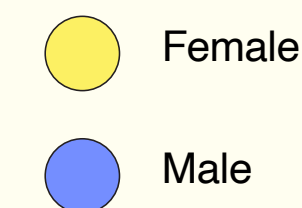
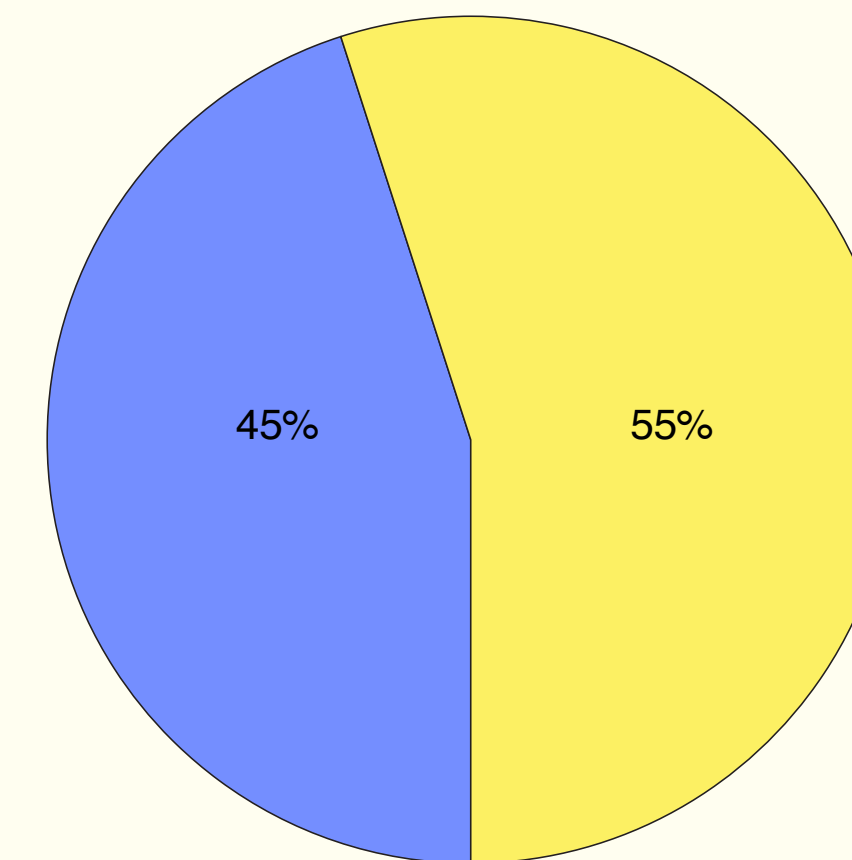
INTERACTIONS BY AGE



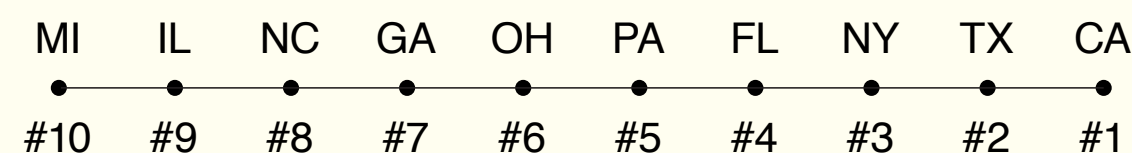
INTERACTIONS BY RACE



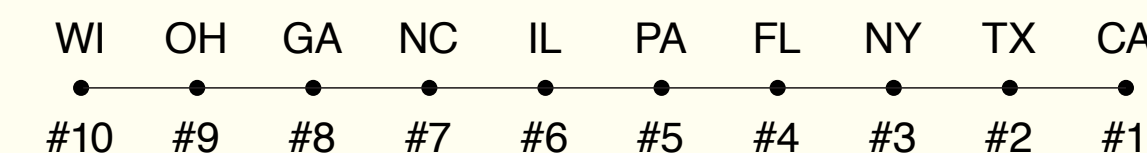
INTERACTIONS BY GENDER



TOP 10 STATES BY ACTIONS



TOP 10 STATES BY REGISTRATIONS





VOTER ENGAGEMENT

Election integrity and voting access were prominent topics in the 2024 presidential elections as they had been in 2020. Public-private partnerships operated at the jurisdiction level to better fund, train, and support election officials across the country, while legislators enacted a patchwork of pro- and anti-voter access policy at the state level. This shifting landscape of election policy paired with extensive litigation to create a difficult voting environment.

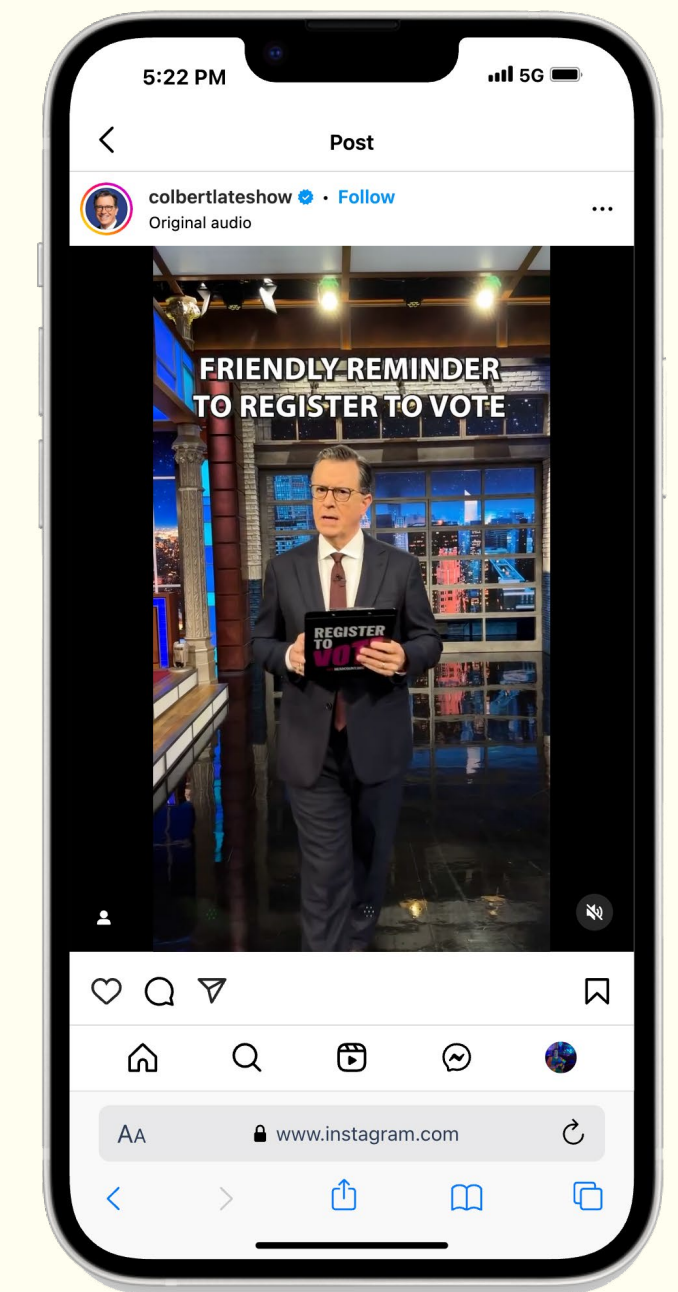
HeadCount’s Voter Engagement department monitored these shifts as they occurred to translate functional information internally to Team Leaders as well as externally to the music fans and young voters we communicate with. The department tracks policy changes such as increased restrictions and fines in Florida and county-based training requirements in Texas which inform our field program processes. Our team also provides training to support the broader civic ecosystem including other voter engagement organizations at the local and national levels, corporations and brands looking to engage their employees, and more.

The organization’s scope offers a uniquely national and local view of the civic landscape, which makes it a strategic partner with other organizations including GLAAD, VoteRiders, and Harness. We also partner with academic institutions like the Center for Information & Research on Civic Learning and Engagement (CIRCLE) at Tufts University, and research groups like Public Wise and HIT Strategies to cultivate new data about young voters and share the latest research to relevant stakeholders.

HeadCount is a founding partner of National Voter Registration Day (NVRD) which serves as our organization’s largest activation event alongside Election Day, and marks the transition from registration focused calls to action to GOTV focused ones.

HeadCount conducted our largest NVRD programming in organizational history with over one hundred events nationally, and nearly 400,000 people taking action.

While National Voter Registration Day is primarily a day of action, it also presents a unique opportunity ahead of the election to shift the larger cultural conversation to voter participation in dynamic and captivating ways. In addition to our own events, HeadCount partnered with retailers including [Steve Madden](#) to create voting themed merchandise for sale to consumers to promote civic engagement, and with media partners including Spotify pushed pro-voting messages to users in-app and across media outlets. Artists partners also used their platforms to encourage their fans to get registered and prepared for Election Day.



September 14-22, 2024

Actions
378,928

Events
144

Community Events
130

Cities
80



ARTIST RELATIONS

Music is HeadCount’s core, and our work with musical artists fuels the majority of our work. Artist partnerships take many forms, but the core of nearly all our work with artists is voter registration and activation either on tour or through digital programs.

Our partners extend across all genres of music, and a record 100 artists invited HeadCount on tour this cycle. HeadCount prioritizes diversity across the organization including among artist partners, and this year marked the most diverse class of artist partners by genre and race/ethnicity.

Additional artists collaborated with HeadCount on a Good to Vote campaign and used their digital platforms to empower their fans. Beyond directly registering voters, artists were key partners in sharing essential voting information and modeling voting themselves to promote civic engagement.

HeadCount is unique among civic organizations in that we do not pay artists to participate in our campaigns. By partnering in an organic way with our talent partners and creating fan-focused experiences, our model fosters deep investment in HeadCount’s mission, and lasting impact for the fans we engage.

100 TOURS

AJR Alex Cooper Andrew Bird Barenaked Ladies **Becky G** Bianca del Rio
Billie Eilish Billy Strings Bleachers Bright Eyes Brittany Howard **CAKE**
 Chappell Roan Charli XCX Charlotte Sands Chelsea Cutler Childish Gambino
 Clairo Cold War Kids Common Conan Gray The Crane Wives **Dave Matthews Band**
Dead & Company Death Cab For Cutie Disco Biscuits DJ Matt Bennett
 Dresden Dolls Eljuri Em Beihold Eric André Fall Out Boy Faye Webster
 FIGHTMASTER Flipturn Glass Animals Goose Gracie Abrams **Green Day**
 Gregory Alan Isakov Grouplove The Head and The Heart Hobo Johnson
 Hootie & the Blowfish Hozier IDLES Ilana Glazer Indigo Girls Jason Mraz
 John Craigie Jordan Klepper JP Saxe Julien Baker Kate Nash Lake Street Dive
 Lalah Hathaway LAUNDRY DAY Lauv Lawrence Leon Bridges
Lizzy McAlpine Madison Beer **Maggie Rogers** Maggie Rose Maren Morris
 Meet Me @ The Altar **Meghan Trainor** Michael Franti MisterWives Mitch Rowland
Mitski Mt. Joy My Morning Jacket Nathaniel Rateliff The National
 Neil Young & Crazy Horse Nickel Creek Noah Kahan **ODESZA** **Olivia Rodrigo**
 Omar Apollo Orville Peck Portugal. The Man The Postal Service
 Rainbow Kitten Surprise Rapsody **Remi Wolf** Ricky Montgomery
Sabrina Carpenter Sad Summer Fest Sammy Rae Silversun Pickups
 Sleater-Kinney **SOFI TUKKER** Stevie Wonder **Tate McRae** Trixie Mattel
 Troye Sivan Tyler Childers Usher Vampire Weekend **Wallows** The War on Drugs

492,246 FANS GOOD TO VOTE WITH **HEADCOUNT**

As we embark on the midterm cycle, we will continue to prioritize diversity of genre and artist identity among our partnerships with artists. This is the strongest investment we can make toward reaching increasingly diverse fan bases. Authenticity is more important than ever, and we intend to use the next two years to pilot engaging artist-fan

campaigns that are strategically aligned for both the organization and our partners where time and cost permit. Our strategic relationships with management teams, agencies, publicity firms, promoters, venues, and more continue to be crucial in supporting the entire music industry beyond talent.

Learn more about our partnerships with Sabrina Carpenter and Olivia Rodrigo in [Case Studies](#).

ARTIST FUNDRAISING

Many artists support HeadCount beyond partnering with us in our mission to register and engage music fans to vote, and in 2024, our **artist community donated or raised over \$1M to support our efforts**. Artist fundraising can take many forms including direct artist foundation contributions like those from Dave Matthews Band’s Bama Works Foundation and Tyler Childers’ Hickman Holler Appalachian Relief Fund, and many artists offer fundraising opportunities for the fans to support HeadCount directly as part of our partnership. HeadCount’s most strategic partnerships are ones with artists like **Dead & Company who have facilitated millions of dollars in fundraising support and registered tens of thousands of fans over a decade of collaboration**. In 2024, talent across the music industry truly stepped up to make civic engagement a priority this year.

Learn about artist fundraising with Dead & Company and Green Day in [Case Studies](#).



CORPORATE & BRAND PARTNERSHIPS

The top factor in our success working with corporate and brand partners in 2024 was the ability to build on existing cycle-over-cycle commitments. Our most engaging and lucrative partnerships were those who have partnered with the organization in past cycles, and who recommitted in bigger ways to meet the moment of a presidential election year. This work started early with many of our partners joining us in person for a Brand Partner Summit in New York City in December of 2023 to set the stage for the possibilities that followed.

In a study by the [Harvard Kennedy School](#), 81% of consumers say they would prefer to buy from companies that support democracy. HeadCount’s corporate and brand partners tend to be in music, retail, and food and beverage: culture-forward industries that understand the importance of impact-led initiatives. Learn more about four of our key corporate partners Tony’s Chocolonely, Spotify, MTV Social Impact, and American Eagle Outfitters in [Case Studies](#).

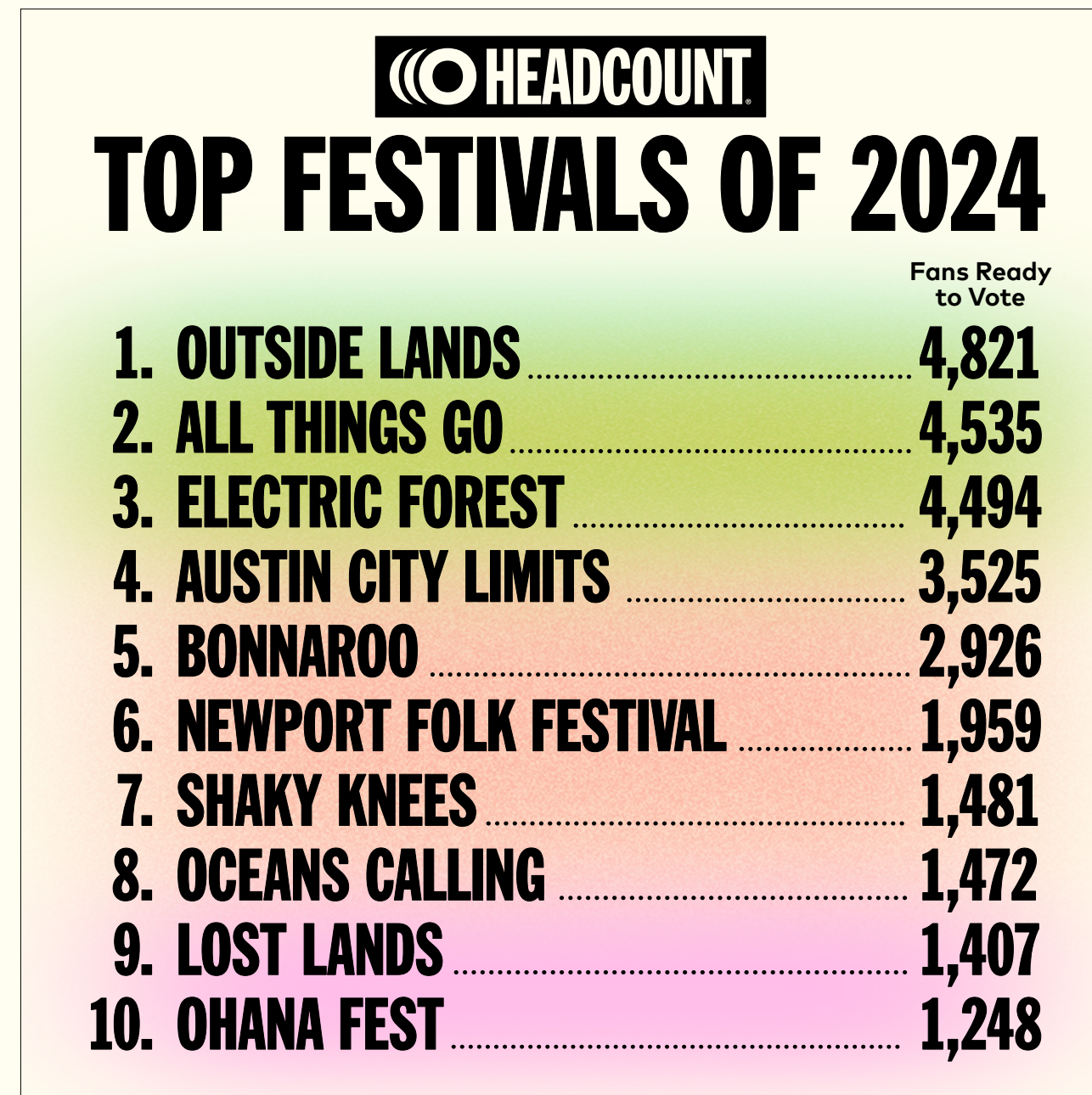
Going into the next cycle, HeadCount plans to expand into more sectors of brand partnership including tech and social media platforms. Additionally, HeadCount looks to recruit support from additional Fortune 500 companies to expand the culture of voting more meaningfully into the corporate business space.

FESTIVALS

Music festivals are core partners for HeadCount as they offer the opportunity to engage with music fans at scale, and to construct more elaborate fan experiences. The festival set up also offers the opportunity to engage with talent partners including those who may not be touring otherwise, and to capture content with artists and fans when possible. The core tenets of success for festivals held true this year: promoter investment, strong volunteer teams, and good weather.

Going into 2024, HeadCount focused on adding new festival partners, maximizing success with returning festival partners, and diversifying our festival roster overall. Music festivals generally fall into two categories: destination festivals which often have three days of programming, and urban festivals, which may be one or two days of music. HeadCount has strong partnerships with large festival promoters as well as more niche festivals to engage at as many levels as possible. Learn more about how HeadCount approaches festival festivals of different sizes and demographics including All Things Go Music Festival and Bonnaroo Music & Arts Festival in [Case Studies](#).

These case studies show the wide range of opportunities across giveaway models, festival size, festival demographics, marketing options, and more. As we move into the next cycle, HeadCount will continue to solve for shifting factors including extreme heat and storm conditions due to climate change, and increased costs for materials, transportation, and event fees. We have also dedicated increased resources around training for emergency preparedness and festival safety as gun violence, overdose incidents, and other events continue to rise.

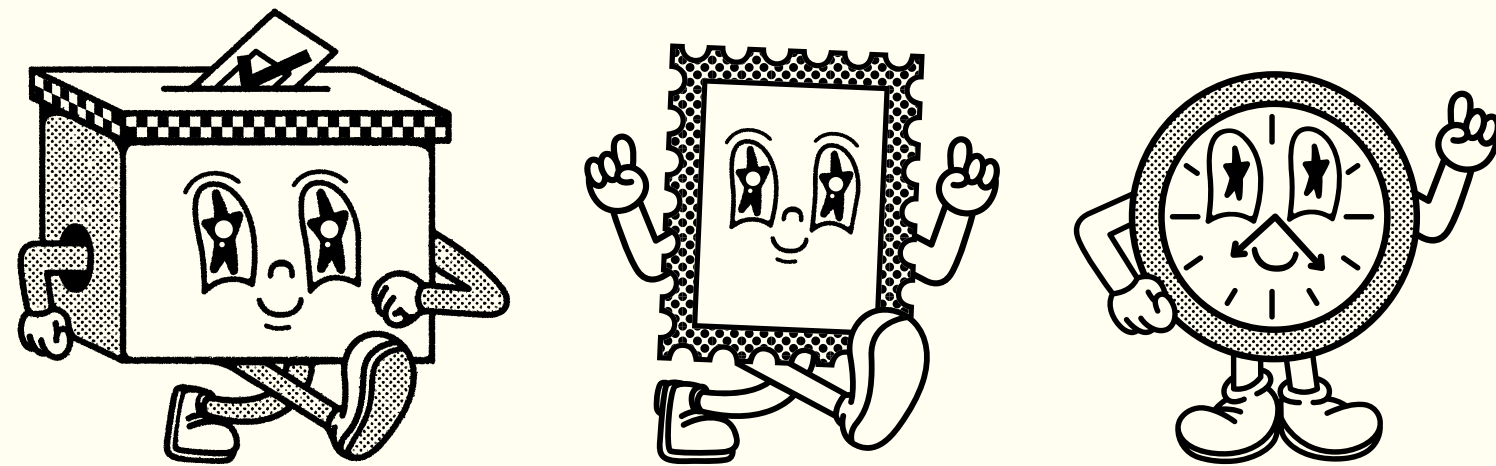




DESIGN

As a fan-focused, music-first, youth culture organization, intentional design is essential to the effectiveness of our programs. Since our most recent brand update in 2021, HeadCount has exercised a brand expression that ranges from professional and donor-forward, to exuberant and internet-informed. Our brand translates with both internet memes and impact reports to capture the versatility of HeadCount’s work.

This year challenged HeadCount to expand our visual language in a variety of ways on- and offline. On social media, we played with current trends while highlighting our fan-based community, and introduced new unofficial mascots (Boxie, Stampy, and Clocky) to highlight helpful voter tools in an engaging way.



In 2024, HeadCount released several iconic pins including a collaboration with [Joshua Jacobs](#) to create our pin for the year, pins made with support from our top festival partners including Bonnaroo and Outside Lands, and pins designed in partnership with talent to commemorate key touring partnerships. Pins from this year’s activations have become collectibles, similar to the postcards designed in partnership with talent to remind fans about critical voting information.



MEDIA & MARKETING

In recent years, HeadCount has relied on external public relations support as needed to amplify strategic communications initiatives. Early in the year, HeadCount’s media focus was on lifting the organizational profile as part of the executive transition, with focus shifting to festival work as the summer progressed. With more talent partners on board, impactful activations on tour, and the launch of Good to Vote campaigns, communications strategies intensified, culminating in strong press showings by September.

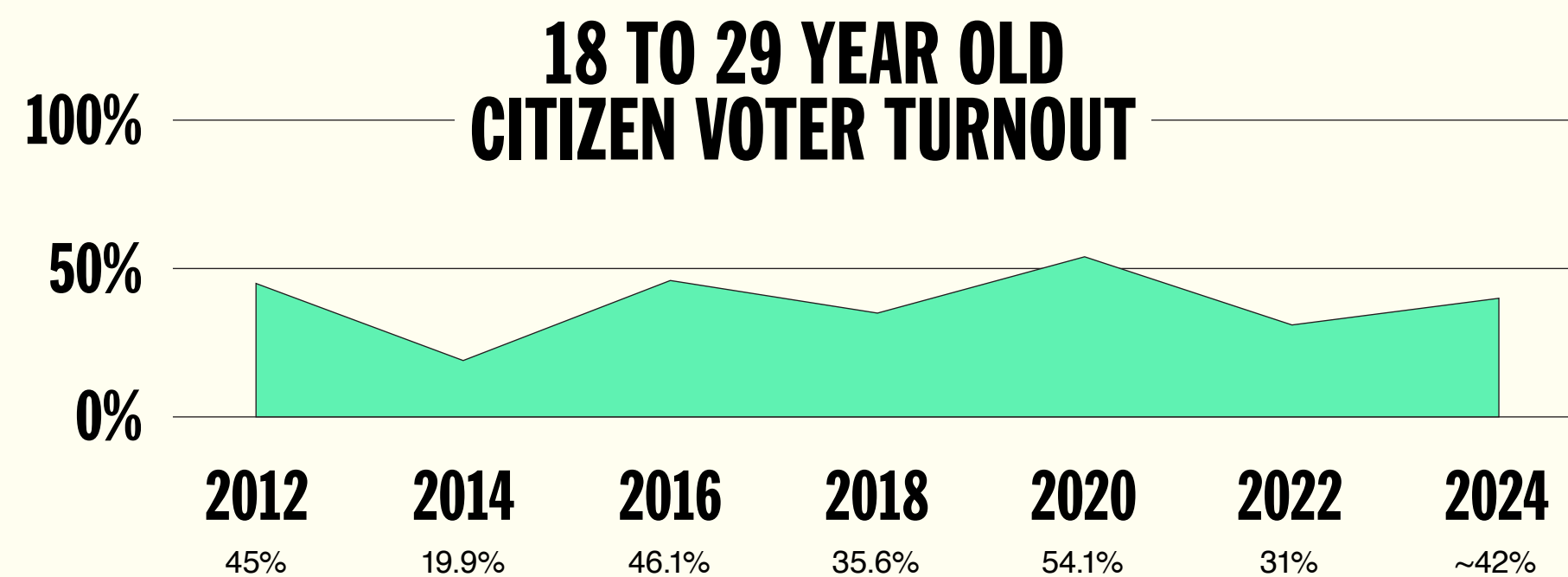
The organization’s deep history of culture work was in high demand as talent from across the entertainment ecosystem became more vocal about civic participation in partisan and nonpartisan ways. HeadCount was featured in over 120 publications across traditional and new media including print publications like TIME, Billboard, Relix, Essence, and Variety, as well as journalistic outlets like the New York Times, National Public Radio, and Axios. Our work with artists on tour and at music festivals garnered interest from local publications like the Atlanta Journal Constitution, Houston Chronicle and Philadelphia Daily News. Paired with PSA content produced with partners, and the earned media of video boards at festivals and in touring venues, HeadCount’s media footprint is at an all-time high.

As the media landscape continues to split, HeadCount has also invested in media subculture spaces and new media platforms. HeadCount leadership has featured on industry and culture podcasts like We Are For Good and Main Girl Pod respectively, and the organization partnered with Gen Z educational platform and campus correspondent network The Conversationalist, among other content creator networks. HeadCount will continue a dual strategy of engaging traditional media and further experimenting with new media partnerships in the content and podcast spaces to ensure that we are engaging music fans on the outlets they are spending the most time consuming.





ELECTION INSIGHTS



While 2018 and 2020 saw youth voter engagement at all-time highs, 2024 marks a return to 2016 levels of engagement among 18-29 year olds with ~42% turnout overall. Trends have emerged in the data with broad splits in presidential candidate choice by gender and racial lines. As usual, the state level shows a less partisan-aligned story when voters were presented with issues directly on the ballot — in many states, voters activated on issues in ways that were different than the candidates they selected. This dynamic will likely play a major part in local election and policy movement in state legislatures in the coming cycle.

Elements from earlier in the year did not materialize as expected by Election Day. The advanced age of the Democratic Party candidate in particular was of major concern to young voters, but the elevation of Vice President Kamala Harris to the Presidential race, and the naming of vice presidential candidates from both parties, created a refreshed dynamic. Campus protests and vocal dissent from young people on the country’s position with regards to the war in Gaza began in 2023, and were expected to be a major factor among young voters in November. CIRCLE reports that “just four percent of youth chose ‘foreign policy’ as their top issue in the election,” and the top issue among young voters was jobs and the economy, which was consistent with other age groups.

CULTURAL IMPACT

This presidential election saw a sharp rise in media produced by content creators in partisan and nonpartisan contexts. Organizations and campaigns increasingly pursued marketing strategies featuring content creators in order to close the new media communications gap between the oldest and youngest voters. Top podcasters Joe Rogan and Alex Cooper conducted interviews with presidential candidates Trump and Harris respectively, making for [some of the most high profile and impactful press either candidate received among young voters](#) in the whole campaign, and marking a new era of political communication.

The expansion of new media has **blurred the distinction between the roles of traditional celebrity and content creator celebrity in social impact**. Musical artists and other kinds of entertainers sustain a longstanding tradition of cause-focused impact work from a not-for-profit standpoint; said another way, musicians and actors usually do not charge to use their platforms to support organizations and causes they believe in, but content creators often do. As content creators gain social status and visibility, their personal brands can approach celebrity status in terms of reach and potential for impact. Similarly, traditional celebrities increasingly leverage their personal brands for direct-to-consumer marketing for retailers or for their own product brands, crowding out commitment to unpaid social impact causes.

HeadCount has partnered with content creators for years including a massively successful campaign with YouTube creator David Dobrik as part of HeadCount’s Good to Vote digital campaign in 2020, several others including Michelle Khare, the Try Guys, VSauce and more ahead of the midterms in 2022, and with creator/podcasters Alex Cooper and Brittany Broski this cycle.

While campaigns varied in effectiveness, key tenets for success remained the same: organic, unpaid partnerships provide authenticity that is crucial, and consistency with the creator’s overarching content is paramount.

HeadCount partners with musical artists and other entertainers at various points in their careers, and often extends those partnerships year over year to operate along those same principles. The transactional nature of a paid partnership often renders them wholly ineffective.



THE NEXT GENERATIONS

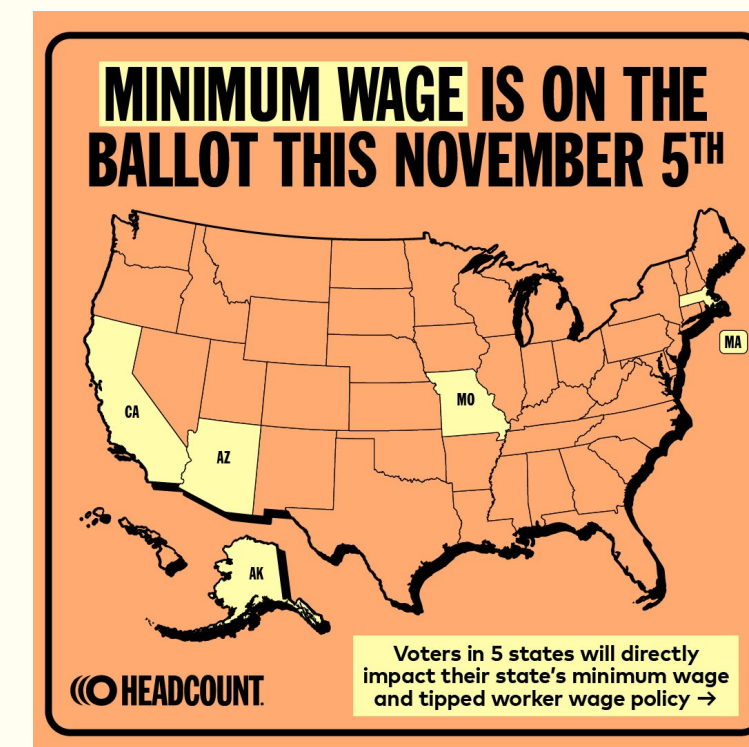
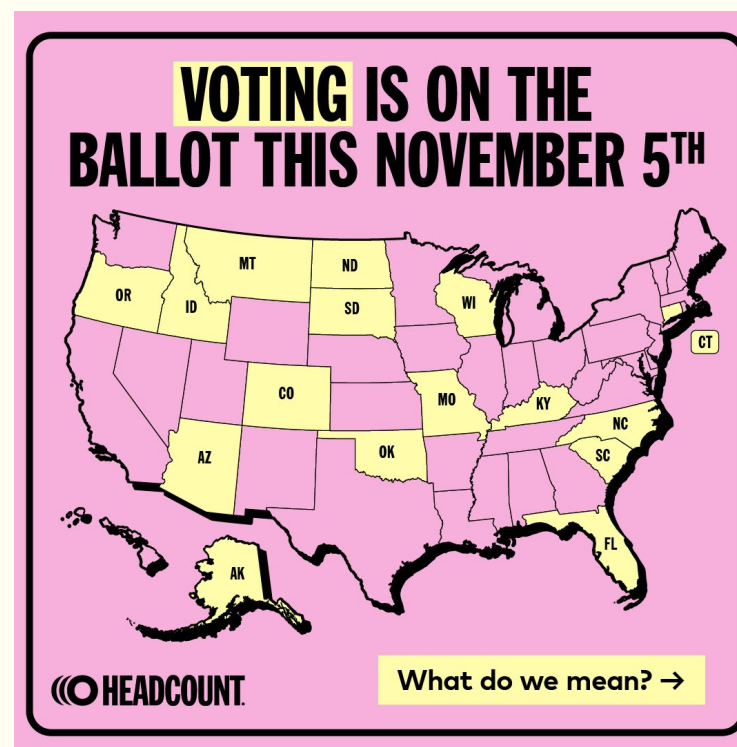


Looking to 2028, Gen Alpha will join Gen Z as the predominant subsets of the young voter cohort nationally, bringing with them new lived experiences, consumer attitudes, and civic priorities. With an eye toward that future, this year HeadCount set up a “Future Voter” campaign to activate in spaces where attendees were likely to be 13-18 years old including at VidCon and on tour with artists like Olivia Rodrigo. Connecting fun, cultural experiences with civic participation early is one of the ways that HeadCount is engaging the next generation of young voters while still adhering to the necessary privacy policies.

INSTITUTIONAL DISTRUST

Young voters continue to trend nonpartisan and unaffiliated, and their habits follow trends of the larger trends among Americans toward [distrust in institutions](#). At the national level, it remains to be seen if national forces including Congress, the Supreme Court, and expansion of the powers of the Executive will animate youth voter engagement in 2025 and 2026.

HeadCount activates in diverse cultural spaces where young people of varying ideologies congregate. Young people who don't vote continue to be the largest voting block, and in order to best serve the most young people possible, the organization retains a rigorous stance on information-sharing regarding issues. We know that young people are often forming and refining their opinions about what motivates them most, and **being issue-agnostic offers HeadCount credibility with the people who engage with us on that journey**. We position ourselves as the trusted partners to move young people from forming their issue position to activating on that issue by voting and other forms of civic participation.



Our record year shows that this approach is still viable and effective, and that after 20 years we are an institution that young people and music fans trust. That said, **voters are often motivated to exercise their rights because of their values, or encounter specific barriers to democracy due to identities or lived experiences**. HeadCount’s “Vote About It” messaging vertical has served as the vehicle for bridging the gap between issue activation and civic engagement through the organization’s agnostic lens. Beyond messaging online, HeadCount has ventured into issue work in support of cannabis, ending gun violence, and mitigating climate change. Campaigns were born out of interest from membership in these issues, as well as larger youth-led movements at the time like the March For Our Lives. HeadCount has abstained from supporting analogous movements like the Women’s March and the Black Lives Matter movement due to assessments of perceived partisanship from leadership. There is an as-yet unrealized opportunity for HeadCount to operate with more intention to better support and activate these demographics.

POLICY

The shifting voting policy environment provides an opportunity for HeadCount to be more proactive in not just empowering young voters in the existing policy framework, but shifting policy in favor of young voters. Organizational peers to HeadCount often have a dual 501(c)3 and 501(c)4 tax framework in order to operate in this way, which is a consideration for HeadCount in the coming 2026 and 2028 cycles.



ACKNOWLEDGEMENTS

HeadCount's success this cycle was made possible by a chorus of volunteers, partners, supporters, and donors nationwide who continue to believe deeply in our theory of change and our capacity for a more civically engaged future.

HeadCount thanks its full and part-time staff who contributed countless hours to make this a record-breaking cycle. Your ideas, expertise, and energy are essential to making America a better place.

Our network of regional coordinators, team leaders, and volunteers are the core of HeadCount. The countless interactions they have with voters and music fans make up the foundational part of work and the most visible part of the HeadCount experience. We are grateful that tens of thousands of you choose to serve your community with us.

We thank our new teammates at the **I am a voter.**® project and our returning partners at **xceleader**™ for their spirit of collaboration in this key year. HeadCount often relies on the expertise and networks of contractors across industries, and we are grateful to the contractors who supercharged our impact this cycle.

Deep thanks to our network of nearly 1,500 donors whose support allowed us to ideate and implement the most ambitious program in HeadCount history. We are also grateful for our Board of Directors whose thoughtful oversight facilitated a successful executive transition.

Finally, we thank co-founder and outgoing executive director Andy Bernstein whose steadfast stewardship and vision has created the nationally-recognized institution that HeadCount is today.



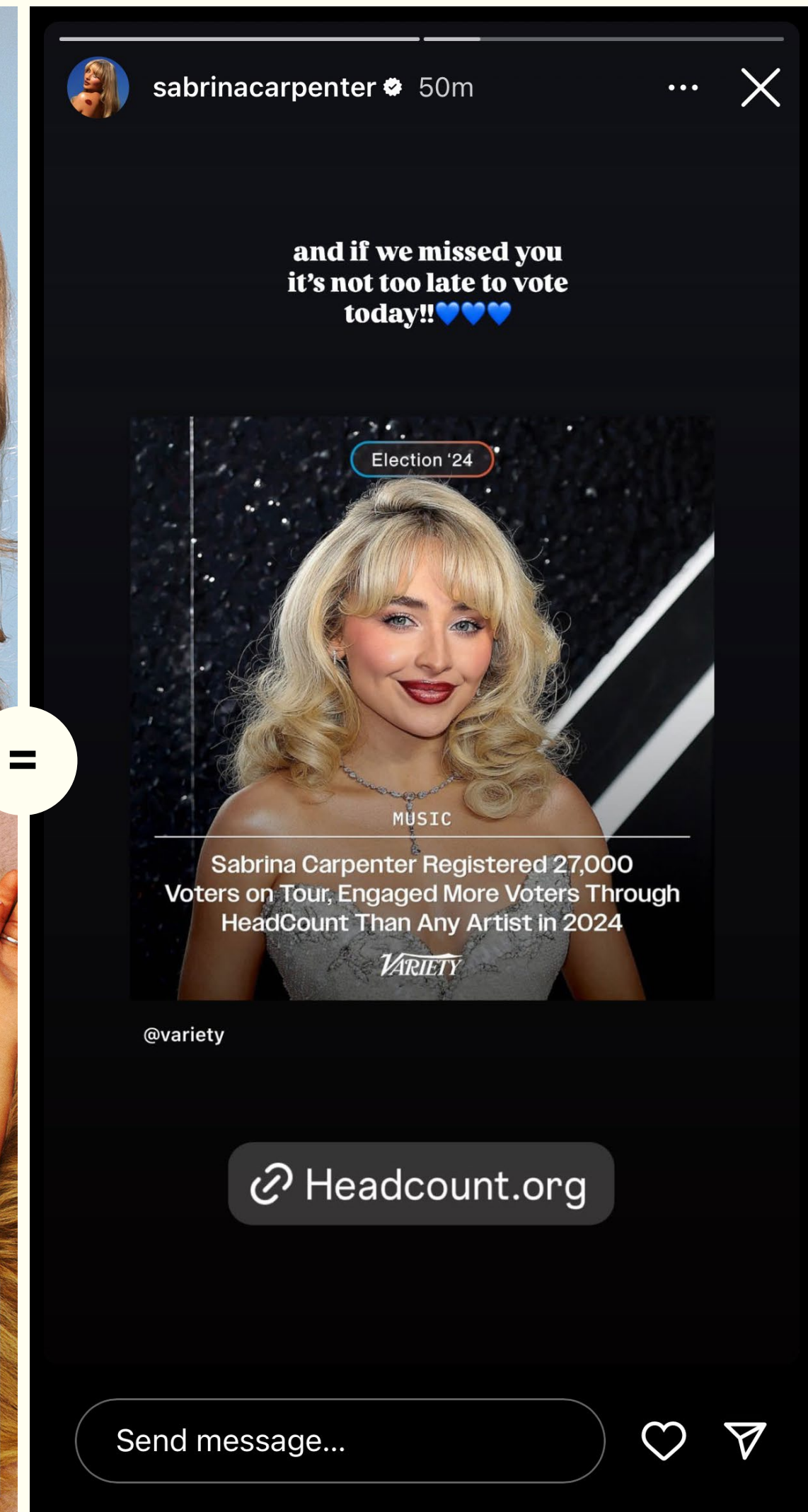


Artist Relations Case Study #1

SABRINA CARPENTER

Sabrina Carpenter garnered the most civic impact of our artist partners this year resulting in 264,480 actions and 36,026 registrations. We were able to engage in a long-term activation that involved multiple key strategies, and reinforcing best practices that can be replicated across campaigns going forward. The first of two digital campaigns focused on a giveaway at the popular Governor’s Ball Music Festival early in the summer. The campaign came together quickly and had a short runway, but showed the potential of the more sustained campaign that would follow.

After Sabrina Carpenter’s headlining “Short n’ Sweet” tour was announced midsummer, we collaborated again on a Good to Vote campaign for a VIP experience at one of her post-election tour stops. Sabrina Carpenter promoted the campaign heavily through multiple Instagram stories to her 43.1M followers in the months that the campaign ran to drum up continued interest, and strategically posting on HeadCount’s biggest action days: National Voter Registration Day and Vote Early Day. HeadCount was invited on tour to leverage the giveaway in the field, and designed video boards that were displayed at the venue for fans to take action right from their seats. A high value giveaway prize and dedicated artist promotion, paired with on-site activation and real estate, made for our most successful voter registration partnership of the cycle.



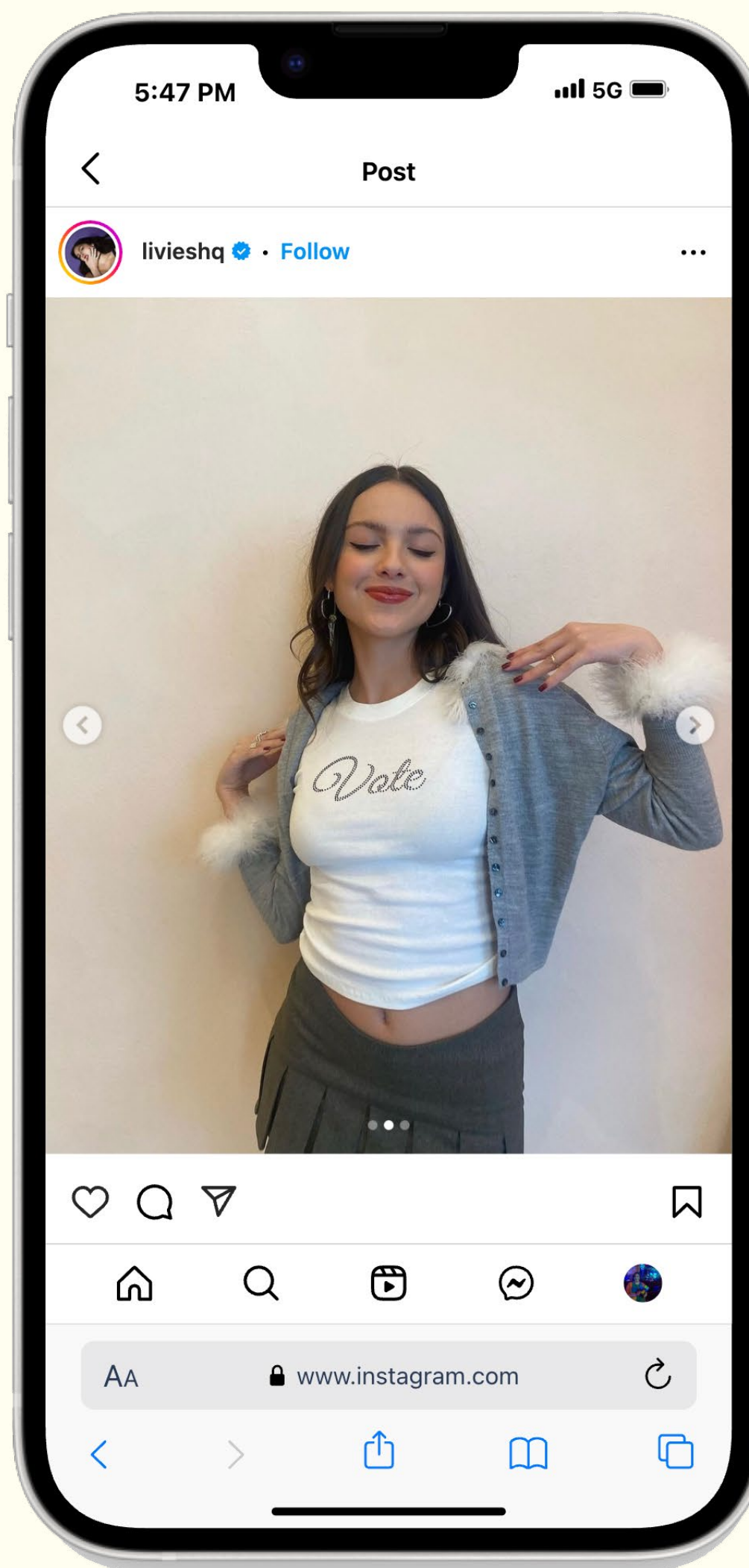


Artist Relations Case Study #2

OLIVIA RODRIGO

Olivia Rodrigo invited HeadCount to join her on both legs of her U.S. tour totaling 36 stops across the country. Even without a giveaway to promote action on site, this partnership moved the needle for some of our youngest music fans, both at the shows as well as creating high demand for volunteer placements in our network. Olivia Rodrigo’s team promoted the tour partnership on the popular @LiviesHQ Instagram page, and HeadCount distributed buttons inspired by Olivia Rodrigo’s lyrics in partnership with the artist, leading to 4,640 of her fans taking action and 1,281 registering.

In addition to having HeadCount on tour to register her fans, Olivia Rodrigo strategically used her platform to elevate and amplify voting throughout the fall. Our partnership was a great model for how sustained impact over most of the year can create authentic and trustworthy experiences for the fans. From having “VOTE” imagery featured prominently in the visuals of the U.S. legs of her tour, to sharing her own voting experience with her fans on social media (23M on TikTok, 38M on Instagram), Olivia Rodrigo undoubtedly made a cultural impact with HeadCount in 2024.





Artist Fundraising Case Study #1

DEAD & COMPANY

11,973
Actions

914
Voter Registrations

\$2.2M
Raised

Dead & Company has been a partner of HeadCount for 10 years, building on a longer partnership with guitarist and HeadCount board member Bob Weir. HeadCount has joined the band on tour, running a unique activation model called Participation Row that HeadCount created in 2015. This activation model assembles multiple nonprofit partners together to engage fans on site at Dead & Company shows. HeadCount has partnered with Reverb to facilitate Participation Row logistically, as well as raise funds at auction to support all the nonprofit partners involved. The Participation Row model has proven to be an effective way to support both local and national organizations across a variety of causes, and has been emulated by Reverb's Action Village and Propeller's [Scavenger Hunt](#). The year-over-year partnership allows for institutional knowledge to carry from activation to activation, and allows time to co-create unique and customized experiences for talent and the fans.

In 2024, Dead & Company played a 30-show residency at the new immersive venue Sphere in Las Vegas with HeadCount and Reverb as the primary impact partners. Fundraising began with a giveaway from the band on the Prizeo platform before the tour started, and continued on site with a memorabilia auction totaling \$2.2M for all the associated nonprofits including many based in the Las Vegas area. Participation Row seamlessly integrated fundraising with mission work, with 11,973 Dead & Company fans taking action and 914 registering to vote during the residency. The physical Participation Row installation on site was facilitated by Vibee, and was made truly immersive by integrating the look and feel of the residency overall, from neon signs to commemorative pins.





Artist Fundraising Case Study #2

GREEN DAY

61,104
Actions

7,936
Voter Registrations

For a select number of stadium and arena tours, HeadCount will partner with the artist to have a representative from the organization embedded within the tour to organize activations at every stop. HeadCount kicked off an embedded partnership with Green Day this summer for their “Saviors” tour, commemorating the 30th anniversary of “Dookie” and the 20th anniversary of “American Idiot.”

In addition to registering fans on tour, Green Day offered a VIP trip for two on the Fandiem platform as a fundraiser to support our work together, as well as collaborating on a custom “American Idiot” commemorative pin design. Green Day’s tour proved to be another successful use of video boards to expand our reach beyond canvassing. By leaning into the collaboration, Green Day yielded great results: 61,104 actions and 7,936 registrations, making it our most successful tour-focused voting partnership of the year.





Festivals Case Study #1

BONNAROO MUSIC & ARTS FESTIVAL

2,635
Actions

633
Voter Registrations

Bonnaroo is a four-day camping festival that brings in 85,000 music fans to Manchester, Tenn., in June, and HeadCount has registered attendees on-site for over 15 years. Bonnaroo offers our organization the space to fully express our vision of what the voter engagement experience can be at scale. This year, we dedicated the most resources ever to our Bonnaroo experience including a 28-person team of staff and volunteers, a 30-foot booth set up, and a custom festival pin. Though we did not have a giveaway to engage with on site, the festival displayed video boards to promote the partnership and drive action across the grounds. Over the course of the festival, 2,635 fans took action with HeadCount, and 633 fans registered to vote, which kept Bonnaroo in the Top 5 festivals of the year. Overall, roughly 3.1% of attendees took action, and the HeadCount brand visibility at a music festival with young diverse attendees continues to pay dividends.





Festivals Case Study #2

ALL THINGS GO MUSIC FESTIVAL

2,444
Actions

169
Voter Registrations

All Things Go Music Festival is a two-day festival that took place in Washington, D.C., and in New York City in late September. The New York festival branch brought 13,000 attendees to historic Forest Hills Stadium, and HeadCount returned to the festival for a second year of partnership. Over the course of two days, 2,444 fans took action and 169 registered to vote at the festival, bolstered by a combination of video board placements and a VIP ticket giveaway to next year's festival. Numerous talent partners also engaged fans about HeadCount's mission from stage, with nearly 19% of attendees taking an action with HeadCount on site during the weekend. From our post-festival data, this festival trended slightly older and more civically active overall, so while a higher percentage of attendees took action, they are potentially more likely to have been activated to register and vote elsewhere.

The difference in cost between these two festivals was about \$36,000, and while the overall number of actions was comparable, the significantly higher number of registrations at Bonnaroo speaks to a young fanbase that greatly benefits from our work. HeadCount's on-site activations run March through November, we must also consider factors like how far away from Election Day each festival was when comparing metrics.

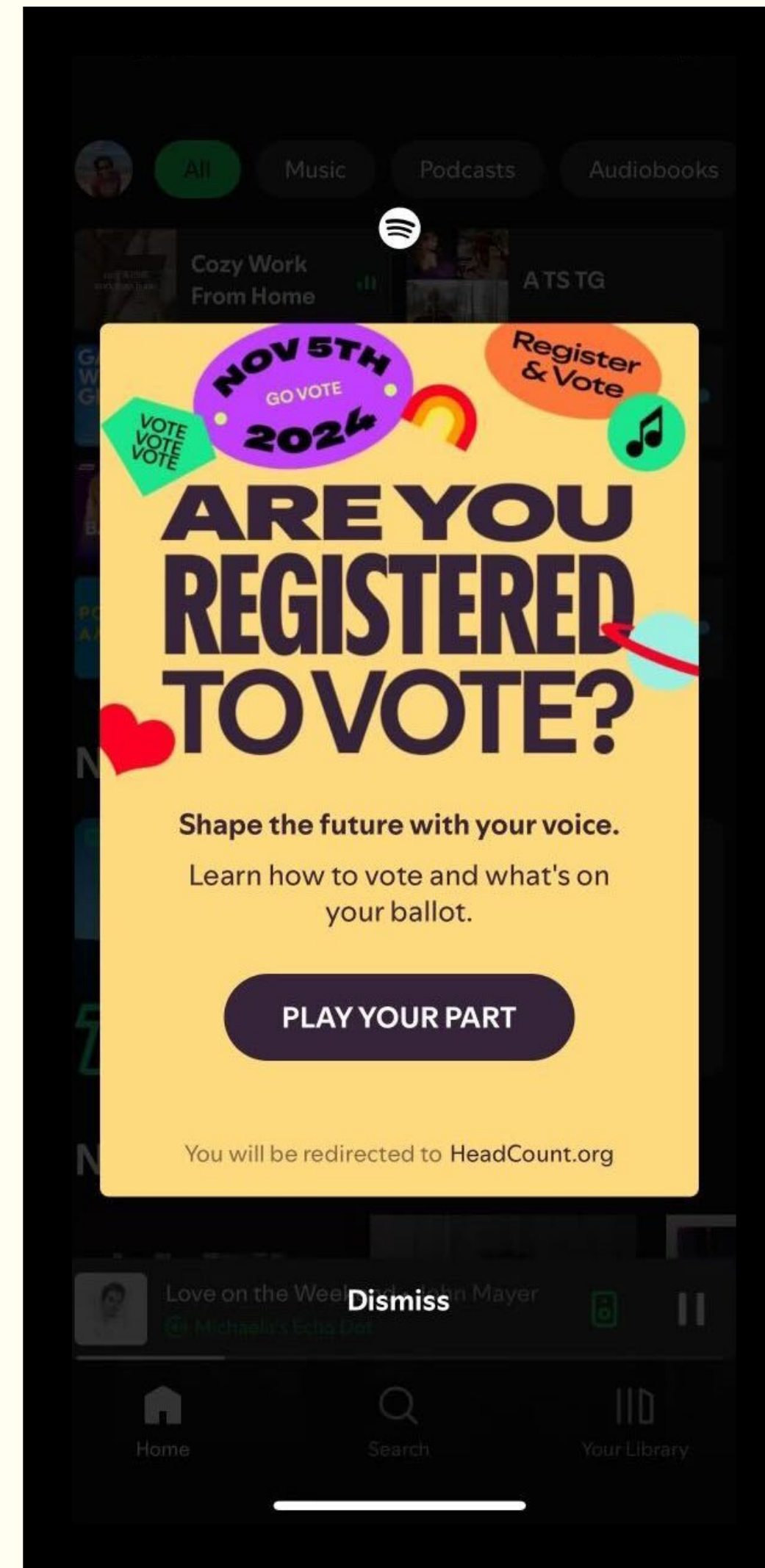




Corporate Partnerships Case Study #1

TONY'S CHOCOLONELY

Longtime partner Tony's Chocolonely returned for the fourth year to support numerous on-site activations including Newport Folk Festival, National Voter Registration Day, and Pride events nationally. In addition to a monetary contribution, the Tony's team provided products for distribution to enhance the experience for fans on-site at some of the biggest and most visible activations of the year. We also partnered with Tony's Chocolonely on a democracy-themed gift box for National Voter Registration Day based on an advent calendar set-up to capture the shared joy between both brands. This partnership showcases how time and trust can produce fun, integrated activation opportunities in an increasingly over-saturated environment.



Corporate Partnerships Case Study #2

SPOTIFY

11,669
Actions

6,531
Voter Registrations

Streaming giant Spotify continued their partnership with HeadCount by supporting our work with a monetary contribution, but more importantly, by engaging users on their platform. Spotify returned to HeadCount for a digital National Voter Registration Day activation with notifications in-app for users directing them to check their registration status with HeadCount. The proactive push to users generated 6,531 registrations, 11,669 status checks, and a huge amount of awareness on a critical day for action.



Corporate Partnerships Case Study #3

MTV SOCIAL IMPACT

The social impact arm of MTV explored an immersive partnership with HeadCount for 2024 which drew on shared work from prior years and drew on many of their media properties and outlets. In-show campaigns like The Daily Show’s “InDogCision” built from lead anchor Jon Stewart’s love for his dogs, and came to life with HeadCount doing voter registration drives at dog shelters across the country. Key integrations featured The Daily Show anchors at shelter events throughout the summer and fall, and both the Republican (rescheduled for safety) and Democratic National Conventions, culminating in over 25 events overall. Another popular Paramount franchise, RuPaul’s Drag Race, featured some of the show’s queens in pro-voting content as well as hosting HeadCount on-site in Los Angeles at DragCon, the world’s largest celebration of drag culture.

HeadCount collaborated with MTV Social Impact for a Good to Vote campaign with MTV’s Video Music Awards, arguably the highest profile televised music event for young viewers nationally. As part of the partnership, fans could check their voter registration status to enter to win tickets to September’s award show, which featured highly anticipated performances from top artists including Megan Thee Stallion, Rauw Alejandro, Chappell Roan, Tyla, Eminem, and more. The campaign successfully garnered 5,801 actions and 949 registrations.

MTV collaborated with Paramount’s team to produce a “Vote Vote Vote” public service announcement which ran in the five weeks before Election Day on all its standard television broadcast and streaming platforms and linear networks, including CBS, Showtime, Paramount Plus, and others. In partnership with HeadCount and the Ad Council, Paramount encouraged its viewers to check their registration status, get registered, volunteer to get others registered, and get relevant voting information with HeadCount through a mobile-optimized digital hub. The Ad Council further distributed the PSA to media platforms, organizations, schools, and companies for broader reach. The partnership garnered millions of dollars worth of advertising space to promote nonpartisan civic engagement.



Corporate Partnerships Case Study #4

AMERICAN EAGLE OUTFITTERS

In our second cycle of partnership with American Eagle Outfitter and its sister brand Aerie, we built on prior successful frameworks that meaningfully engaged customers of the brand. In lieu of direct contribution, AEO offered a pin pad donation in all 900+ retail stores nationally, giving customers the option to support HeadCount at checkout leading to a significant six-figure contribution. The Aerie Foundation also supported HeadCount with a \$50,000 grant for the Good to Vote program.

HeadCount also worked with AEO and Aerie to engage customers with two Good to Vote campaigns where fans of the brand checked their registration status to enter to win Leggings or Jeans for Life. AEO integrated the campaign into consumer communications alongside e-commerce outreach and on their social media accounts for maximum visibility. This direct-to-consumer approach offers a great model for how brands can wear impact on their sleeve – with American Eagle emerging as the top corporate sweepstakes HeadCount produced in 2024.





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