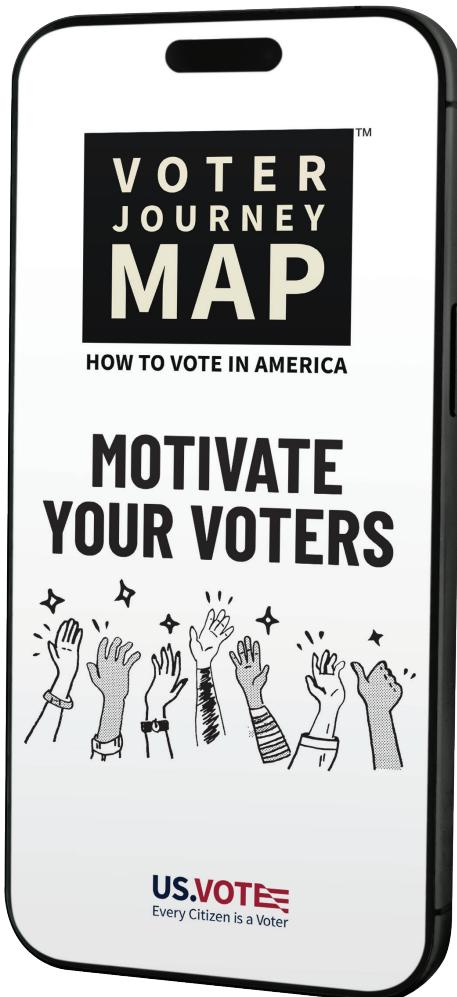


Innovative, interactive voter outreach is here.

Out-of-the-box or customized through your app or website.

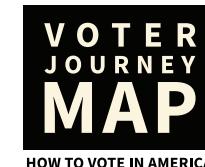
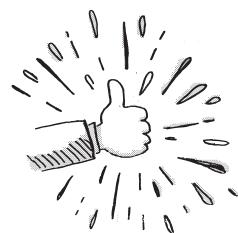


Available Now from U.S. Vote Foundation

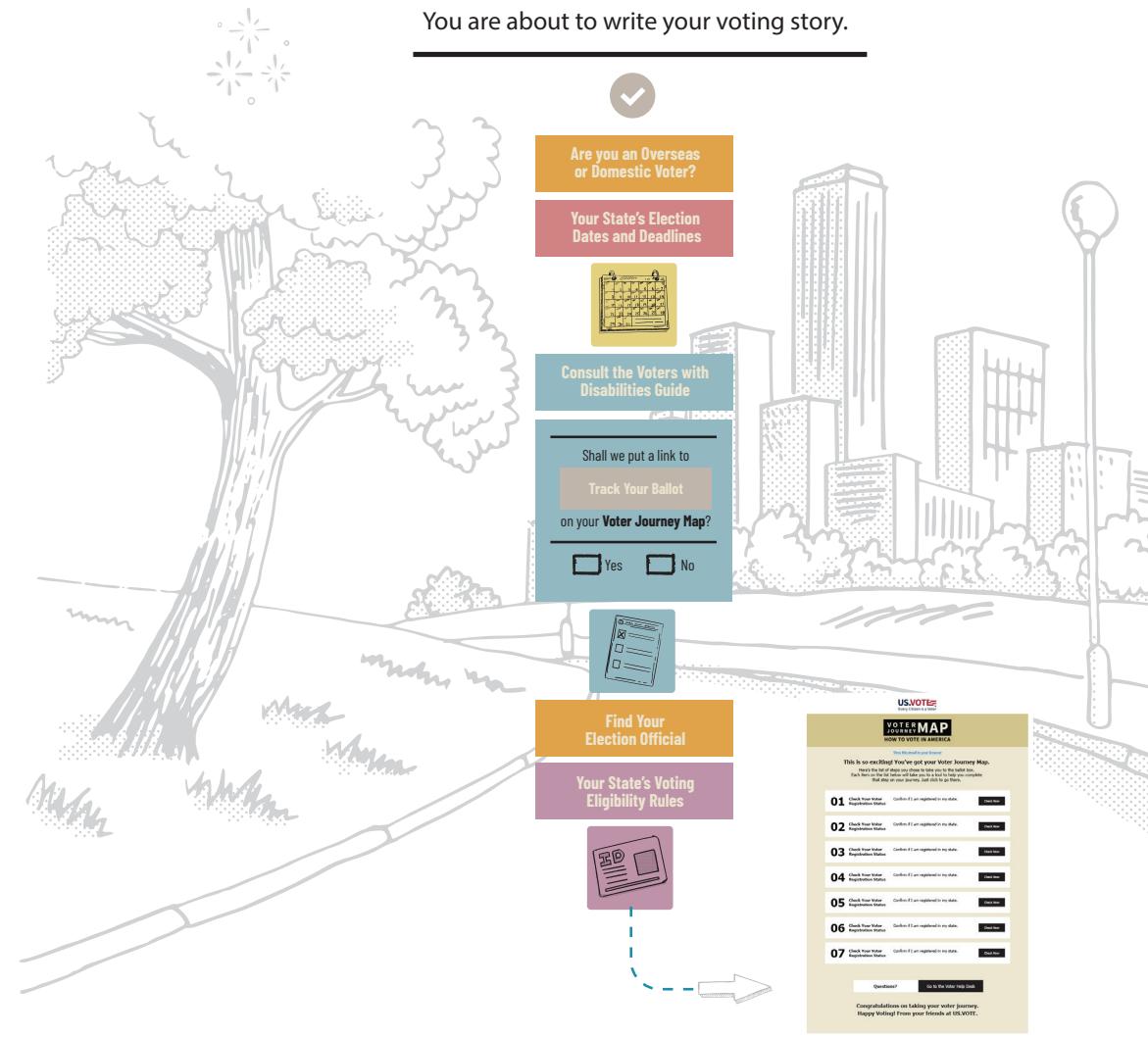
Voting in the United States is not a single, uniform process for everyone. On the contrary, it can vary for each person depending on the options available in the state where they vote, their circumstances and abilities, their preferences, and more.

Both educational and entertaining, the Voter Journey Map recreates what has traditionally been a static and overwhelming list of possible voting actions into an interactive experience. The voter completes their journey with a personalized action list in hand.

Using the concept of interactive value, the Voter Journey Map makes it easy for voters to visualize and create the path to casting their ballot as they move forward through their voter journey. At the end, their customized map contains only the steps and links to services they need. They can have their map sent to them as an email, download it as a PDF file, or both!



You are about to write your voting story.



U.S. Vote Foundation's Civic Data powers the Voter Journey Map.

Accurate, up-to-date civic data is what brings ultimate value to the voter.

The latest data is accessed in real-time to create the map, and when the voter clicks on the map links.

Civic data for elections is vast and granular information. It is highly dynamic.

Election data cannot be accurately “scraped” from the internet. It must be curated.

- **Take advantage U.S. Vote Foundation's 20 year investment curated civic data.**

Try it now! Get going with your voter outreach in record time.

The Voter Journey Map is designed to run on any website. You can embed the U.S. Vote version on your website or in your app in its standard form, with no customization at no charge.



usvotefoundation.org/how-to-vote

Create your own customized Voter Journey Map for your organization.

Guide your member community and new website visitors through an interactive how-to-vote process. Help your members through the steps to register to vote using the Voter Journey Map tool. It transforms the process and its unique challenges into a positive and comprehensible experience.

The VJM can be a customized “path” and can provide customized maps to meet your organization's needs.



In which state and region do you vote?

Choose Your State and Region

Select Your State ▾

Type or Scroll to Select Q | ▾

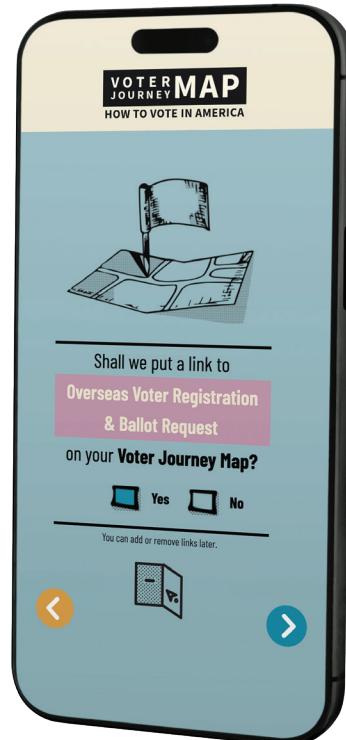
You can target specific voter types or citizen groups in your outreach, the tool can be designed and tailored to guide voters through the path you specify.

EXAMPLE USE CASE FOR A CUSTOMIZED VOTER JOURNEY MAP

A Mission-Focused Organization that would like its members to cast ballots, but cannot predict where the voter might be and how they would prefer to vote.

Many mission-focused organizations reach out to a vast range of constituents to support their particular cause, and often they would like to have their members participate in the franchise.

Not all organizations have the resources or expertise to develop voter services, but would like a plug-and-play full service solution to help voters cast their ballot. That's where the standard Voter Journey Map can meet their needs. And no customizations means no charges!



EXAMPLE USE CASE FOR A CUSTOMIZED VOTER JOURNEY MAP

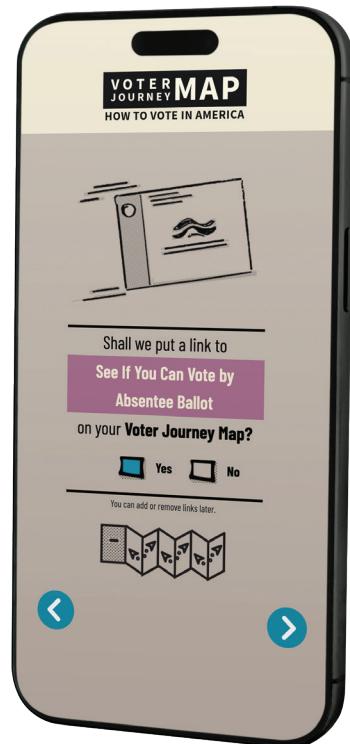
Student Voters at a specific university.

The Voter Journey Map process would focus on clarifying the key questions that concern students in that state and recommend the best path based on their circumstances.

For example, a student attending a school outside of their home state, depending on that state, may have the option to vote locally or vote by absentee ballot in their home state. Each of these requires different actions.

Whether you can vote by absentee ballot varies by state. Some states allow all registered voters to vote by mail. Others allow absentee or mail-in voting in specific circumstances only.

Good news - we've got a resource for you to check your state's rules.



CONTACT US FOR MORE INFORMATION AND A DEMO!

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EXAMPLE USE CASE FOR A CUSTOMIZED VOTER JOURNEY MAP

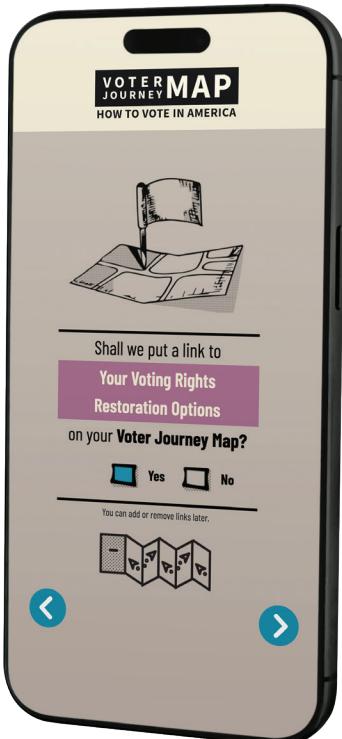
Justice Impacted Voters in a particular state or across multiple states.

Justice impacted voters face widely varying and often-changing voting rights restoration situations. A customized Voter Journey Map path could offer different answers and actions to the voter depending on their state and situation.

For example, the state, the type of violation, whether the voter is incarcerated, on probation, or has completed all obligatory remedies will impact their path to the ballot box.



The map/checklist could provide the links and contacts that the justice impacted voter needs to address their particular situation.



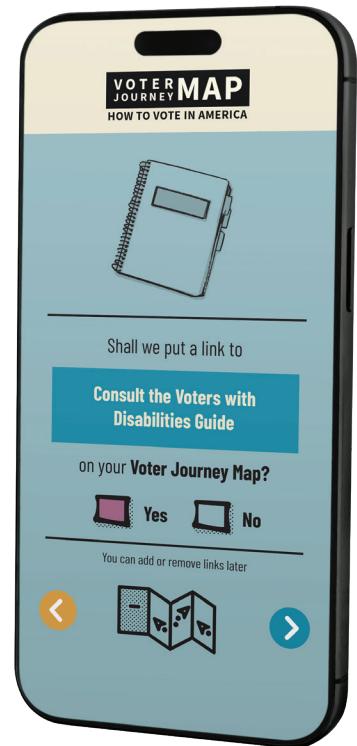
EXAMPLE USE CASE FOR A CUSTOMIZED VOTER JOURNEY MAP

A call-to-action or single goal.

For organizations that would like their members to focus on a call-to-action or single goal, for example, registering to vote, requesting a ballot, returning a ballot, or some other specific voter action.

The Voter Journey Map can be simplified to focus on just one path to the ballot box, or several. It's up to you.

CONTACT US TODAY FOR OPTIONS AND PRICING.



DID YOU KNOW?

... that 1 in 6 American voters, 38 million, are affected by a disability?* That's why every state offers special accommodations to voters with disabilities! It's easy to check your rights and the services available to you.

*(Source: Rutgers University)

Start Motivating Your Voters Now

Get your Voter Journey Map for this next upcoming election cycle. Let us know your organization and outreach needs. U.S. Vote Foundation is ready to support your voter outreach success with the Voter Journey Map.

info@usvotefoundation.org

202.470.2480



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