

 REGISTER  
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# IMPACT REPORT



## A WORD FROM THE EXECUTIVE DIRECTOR

Our turbulent political landscape undoubtedly influences my reflections on 2024. Last year, many women, especially young women of color, were energized by having a woman at the top of the ticket. However, widespread lack of information, disinformation, and cynicism about electoral politics and politicians significantly impacted voter turnout.

Nonetheless, we are immensely proud of the robust fellowship program we hosted and what it meant to the 60 women who participated! We have a clearer vision for scaling our social services program to bring voting education, resources, and assistance to the most marginalized women in our communities. As you review this report, I hope you will take a moment to celebrate the successes you helped make possible, and join us to do more good work together in the years ahead.

*Rachael Jeck*

**RACHAEL JECK**  
CO-FOUNDER /  
EXECUTIVE DIRECTOR

# — Table of Contents —

## Overview ..... 4

A quick look back on 2024 with Register Her.

## Our Approach ..... 6

Our unique strategic approach to creating and supporting systemic change for women in the U.S.

## 2024 Successes - Growth in Impact ..... 7

Measuring overall progress – programming numbers, data and testimonials.

## Looking Ahead ..... 11

Observed challenges, lessons learned, and opportunities for growth.

## Conclusion ..... 14

## Acknowledgements ..... 15

A thank you for the continued support.

# Overview

In 2024, Register Her mobilized for the first presidential election since our founding, scaling our efforts to ensure that women – particularly those from underrepresented communities – had the resources, education, and support to cast their votes.

To meet the urgency of this election year, we leaned on our grassroots organizing model, formally launching our Fellowship Program with 60+ women leaders embedded in community-based organizations across six states. These Fellows were responsible for **nearly 12,000** voter actions (registrations and verifications, with two-thirds coming from **women**), engaging in **over 20,000** direct conversations, and mobilizing their communities through voter education and advocacy.

In addition to these successes from community organizing, our digital organizing campaigns yielded **over 13,000** total voter actions (registrations and verifications).

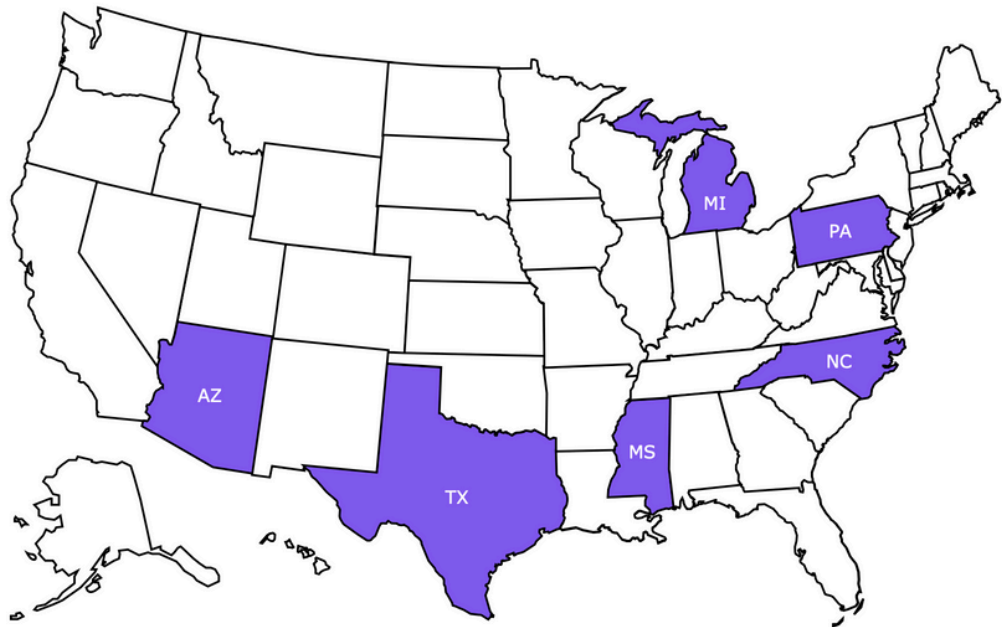


At the same time, we broadened our civic education initiatives, training **over 1,000** social service professionals to connect their clients to voting resources while forming new partnerships with women’s professional groups eager for nonpartisan political education. Our nationwide Get Out The Vote (GOTV) campaign reached historic levels, engaging **almost two million** women voters through direct outreach in the weeks leading up to Election Day.

These successes are a testament to the power of women-led, community-driven organizing. As we look ahead, we remain committed to reimagining our strategies to build lasting civic participation beyond election cycles to build on the movement we’ve started together.



## Where We Worked in 2024



Learn more about where we work:

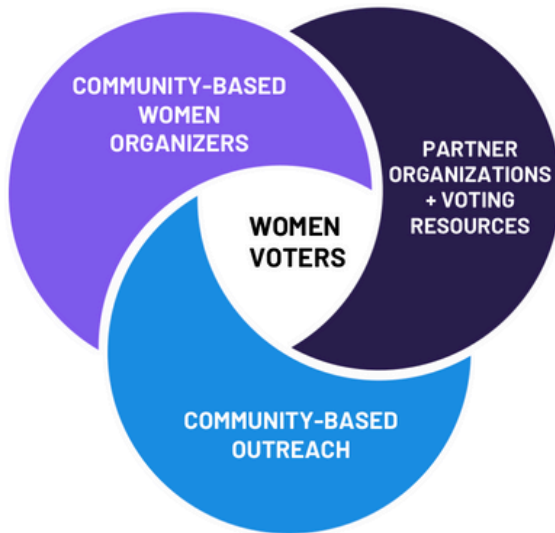



# Our Approach


Register Her's strategy is rooted in the power of women-led, community-driven organizing, integrating grassroots leadership, strategic partnerships, and innovative outreach to break down barriers to civic participation and ensure that every woman – particularly those from underrepresented communities – has access to the tools, education, and support necessary to participate fully in democracy.




Our ecosystem is comprised of three key factors:



 Creating a national cohort of community organizers and organizations devoted to gender equity and civic participation

 Targeting social services organizations, campuses & events

 Provided through local non-partisan partners

# 2024 Successes - Growth in Impact

1

## Building Grassroots Leadership Through the Fellowship Program

Through our Community Partnership & Fellowship Program, more than **60** Fellows worked across six states, connecting directly with women in their communities. Collectively, they had **over 20,000** one-on-one conversations about the importance of voting, and were responsible for **nearly 12,000** voter actions (registrations and verifications), with two-thirds of these actions taken by **women**.



*"What motivates me to engage in this important work is a deep commitment to empowerment and equity. I believe every woman deserves to have her voice heard and her vote counted."*

- Felicia, Register Her Fellow, North Carolina

*"I've done community work before in the nonprofit sector and civic participation has always stood out to me. It's important to have our government be represented by its people. I believe that voting in one of the few ways the government listens to its people in regard to candidates, propositions, and overall opinion."*

- Britt, Register Her Fellow, Texas

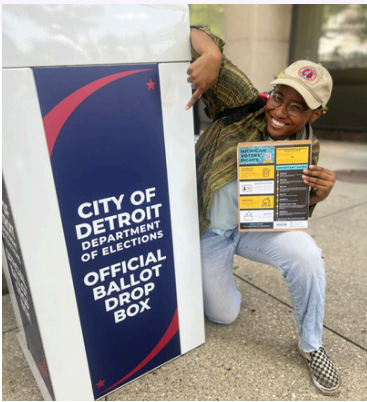


## 2

### Strengthening Social Services Integration

Recognizing that many underrepresented women rely on government-funded social services such as food banks, low-fee legal services, housing assistance, and Head Start programs, Register Her expanded its civic education training for social service professionals.

Register Her trained **more than 1,000** social services workers to introduce the subject of voting to their clients and equip them with voting resources, bridging the gap between civic participation and everyday needs.



*"Partnering with Register Her helped us demonstrate how voting directly impacts the services our clients rely on. This program will have long-term benefits for our community."*

– Michigan Social Services Partner

*[Register Her's] ability to present the information in a way that was relevant to Arizona and with a focus on empowering women to vote was remarkable. I would encourage any organization with a focus on social services to invite this nonpartisan team to share their impactful message with your staff.*

– Jake, Chief Development Officer & Co-Chair, Advocacy Committee, Southwest Human Development





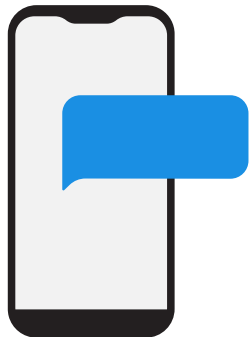
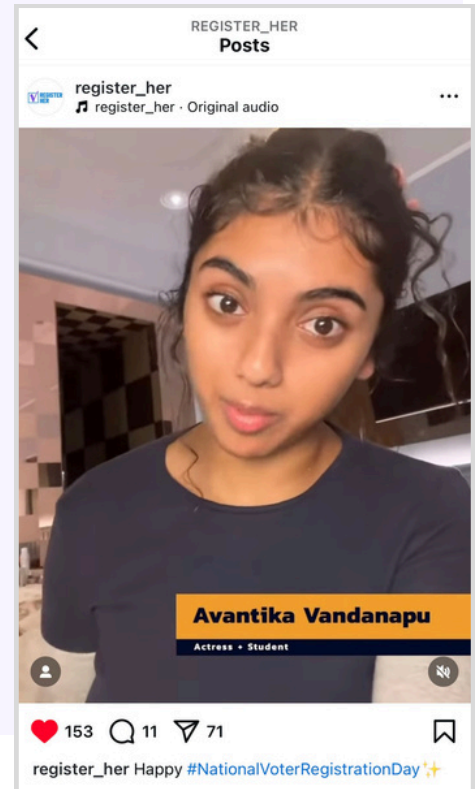
### 3

## Expanding Digital & Women-to-Women GOTV

Overall, our digital organizing campaigns yielded **over 13,000** total voter actions (registrations and verifications).

GOTV campaigns included sending **1.7M+ text messages** to women of color ages 18–35 registered to vote in our six target states. Fellows and volunteers knocked on **5,573 doors** and made **35,443 calls**, ensuring more women had the support they needed to vote.

*Right: Register Her partnered with actress, Avantika Vandanapu, and other influencers to promote National Voter Registration Day during a social media campaign in September. >>>*

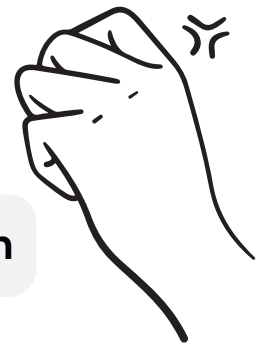


1.7M+ text messages sent



35,443 calls made

5,573 doors knocked on



# 4

## Civic Engagement Webinars

New in 2024, we partnered with corporate women’s affinity groups to provide nonpartisan civic engagement webinars. From professional associations to national women’s networks to women in sports, we educated hundreds of women on the impact of voting on gender representation in government. We got women talking and shed light on gender inequality and its consequences.

# 5

## Women-to-Women GOTV

In the final stretch of the election cycle, we mobilized almost **two million women** voters through direct women-to-women texting campaigns, reminding them that their votes shape the future.

Register Her is building a long-term movement for women's political power by integrating on-the-ground leadership, social service connections, digital tools, corporate engagement, and direct voter mobilization.



# Looking Ahead

Looking ahead, Register Her will shift our focus this year from large-scale voter mobilization to **strengthening civic engagement infrastructure** and **expanding our reach into underserved communities**. This strategic pivot will build sustainable, long-term voter engagement through leadership development, deeper community partnerships, and targeted civic education.



## Elevate Gen Z Leadership and Representation

With approximately 41 million eligible Gen Z voters in 2024, their potential to shape the democratic process is undeniable. Yet, voter turnout among Gen Z dropped to 42% in the most recent election, down from over 50% in 2020.

Recognizing this gap, Register Her is committed to amplifying young voices and empowering them to lead. In 2025, RH will include Gen Z perspectives on our Board of Directors to ensure they are central in our strategic planning, leadership, and program development.



**Right:** Register Her Fellow, Jasmine, speaking on the Gen Z Panel at the 2024 YWomenVote National Town Hall Event in Philadelphia. >>>



## Refine and Deepen the Fellowship Program

In 2025, RH will prioritize maintaining the impact of the Fellowship Program over expanding its size. Fellows will continue to receive tailored mentorship and additional leadership training to develop their capabilities to think and act as systems leaders so they can integrate their initiatives and ideas into community-wide efforts.

Fellows like Jasmine L., who used her platform as Miss Native America at the University of Arizona, to advocate for civic engagement, exemplify how the program fosters leadership and inspires meaningful action. Stories like Jasmine's underscore the transformative impact of empowering young women to lead with purpose, especially during off-election years.



## Expand Civic Engagement into Rural and Underserved Communities

To address geographic disparities in voter participation, Register Her will expand outreach beyond urban areas into rural and underserved communities.



## Strengthen Partnerships with Social Service Providers

By partnering with additional Social Services Partners such as pro bono legal service providers and community food banks, RH will embed civic education into trusted service networks where women naturally seek support. This expansion will break down barriers to political participation, ensuring that RH resources are culturally relevant, accessible, and responsive to the unique challenges of each community. Research by the University of California and Columbia University shows that voter participation increases significantly when trusted service providers deliver civic information, reinforcing the importance of these partnerships in advancing RH's mission.



These 2025 goals represent an evolution of Register Her's strategy. By investing in youth leadership, expanding into underserved communities, and strengthening trusted partnerships, the organization is laying the groundwork for a more inclusive and representative democracy. This work in an off-election year is critical to building lasting civic power and ensuring every voice has the opportunity to be heard.



## Conclusion

We hope you will join us in building a more equitable future for women and a more representative democracy for all.

# Acknowledgements

We are extremely grateful for each funder, partner organization, fellow and organizer, all of whom play a critical role in promoting women's full participation in our society. A special thanks to:

Our Board of Directors  
Our Advisory Board  
Our LeadHERship Giving Circle Members  
Our institutional and individual donors  
Our partner organizations  
Our RH Fellows and Individual Organizers

*We thank you for your continued support in our efforts to mobilize and empower women voters.*

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## Contact

Register Her is a 501(c)(3) public charity. All donations are tax-deductible to the full extent allowed under the law.

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