



POWERING THE MIDTERMS

2022 Midterm Elections Impact Report



NO MORE EXCUSES: VOTING RIGHTS NOW!

1.

INTRODUCTION

The 2022 midterm election cycle saw new challenges that took several forms: anti-voter laws, voter suppression activities, mis- and disinformation campaigns, election subversion tactics, new gerrymandered electoral maps, an extended primary season, and a national poll worker shortage. But the League of Women Voters met the moment. Our goal has always been to ensure American voters have the access to cast their votes and direct the future of our democracy.

Re-Setting from the Pandemic

The 2022 midterm election cycle was the first election under new redistricting maps as a result of the 2020 Census, impacting voters in every state. In many places, the redistricting process was extended due to census delays caused by the COVID-19 pandemic. Finalizing new maps required many states to adjust their primary elections, shifting the election calendar later into the summer and early fall and creating a need for education and engagement so that no voter missed their opportunity to participate. See the [League's impact on the redistricting process](#).

Many states updated their election rules in 2020 to provide voters more access to cast their ballots at the height of the pandemic. Further complicating the election process, **new anti-voter laws attempted to restrict access and confuse voters**; at the same time, communities nationwide saw a shortage of poll workers and election officials — both of which are critical to the success of election administration.



Voting in a Post-Roe World

The Supreme Court's decision in June 2022 to overturn the constitutional right to abortion in the case of [Dobbs v. Jackson Women's Health Organization](#) was felt immediately in states that did not have abortion protections in place; many clinics and health care services closed immediately. Reproductive freedom became a motivating factor for voters in the remaining primaries and through the general election in November.

This report lays out the impact that the more than 750 state and local Leagues had on the 2022 midterm elections by registering voters, training volunteers, serving as poll workers, building power, and organizing to get out the vote and make democracy work in 2022.

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Contacted
27+ MILLION VOTERS
with election info

Protected
17.4+ MILLION VOTERS
through legal action

Shared election info with
4.8 MILLION VOTERS
via VOTE411.org

Reached
3+ MILLION VOTERS
with English and Spanish-language ads

Drove
245K+ VISITS
to VOTE411's Spanish-language pages

Covered
52K+ CANDIDATES
in voter guides

2.



HOW WE REACHED AND INFORMED VOTERS

In 2022, the League executed our largest voter engagement program ever in a federal election cycle. We made **over 27 million contacts with voters** throughout the year, communicating through advertising, canvassing, email, mail, phone calls, social media, and texting. These efforts helped people register to vote, confirm their registration information, find their polling place and/or drop box locations, learn about early and absentee voting options and make a voting plan, and **drove over 4.8 million users to VOTE411.org** — the League’s award-winning, nonpartisan election information website.



VOTE411, Voter Guides, and Pressure Campaigns

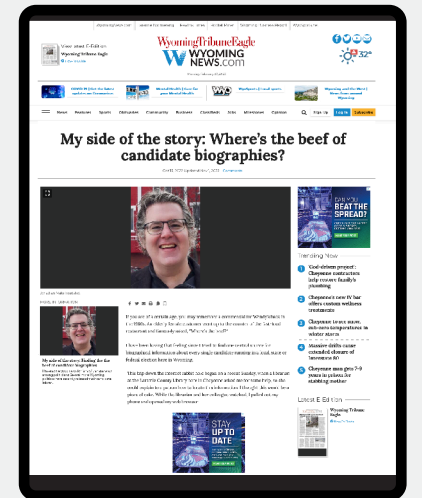
The League’s nonpartisan election information website [VOTE411.org](https://www.vote411.org) helps voters in every election find their polling place, check their options for voting, see what will be on their ballot, and more.

In 2022, VOTE411 provided information in English and Spanish on **more than 52,000 candidates** for the general election — due in large part to the incredible work of over 900 League volunteers reaching out to candidates nationwide and our public pressure campaigns.

Once on the VOTE411 site, 9 out of 10 respondents to a survey said they used VOTE411 specifically to learn about their candidates. This reinforced the importance of the League’s pressure campaign calling on candidates to answer questions about their priorities and positions, which informs one of our key tools: the Voter Guide.

The pressure campaign hit a nerve in 2022: The [pressure campaign page](#) received more than 83,000 views and members of the public and the media used the League’s tools to get candidates to respond.

These efforts contributed to the record turnout of American voters across the country, who had the information they needed to cast an informed ballot.



PRESSURE CAMPAIGNS

The Wyoming Tribune Eagle published a column focusing on the lack of candidate information; subsequently, five candidates for statewide office responded to the League’s questions.

In Palm Beach, Florida, voters wrote letters-to-the-editor that were published in the Palm Beach Post, calling for candidates to answer the questions.

“I used VOTE411 to review candidates’ responses to LWV and decided to not cast a vote for unopposed individuals who did not submit a response. If they couldn’t ... inform their constituents, they didn’t deserve my vote.”

— VOTE411 user

IT'S ELECTION DAY

TODAY IS THE
LAST DAY TO
CAST YOUR
BALLOT!

VOTE

VOTE 411

LWV

Advertising

With a focus on reaching women of color, women in low-income communities, and Spanish-speaking women, the League's bilingual advertising campaign targeted voters in 15 states using online platforms, including Meta (Instagram and Facebook), Google Display, YouTube, and Spotify, as well as billboards and mobile geo-fencing.

In total, the advertising campaign reached **2.7 million users** and sent over **440,000 users** to VOTE411 through the 2022 midterm election season.

Voter Registration

We launched our largest and most diverse voter registration program in 2022, focused on young people, newly naturalized citizens, and formerly and currently incarcerated people. The latter effort represented a new campaign to engage returning citizens.

Across the country, the League collectively registered **more than 246,800 voters**, reaching **more than 259,000 additional people** with [voter registration information](#).

National Voter Registration Day

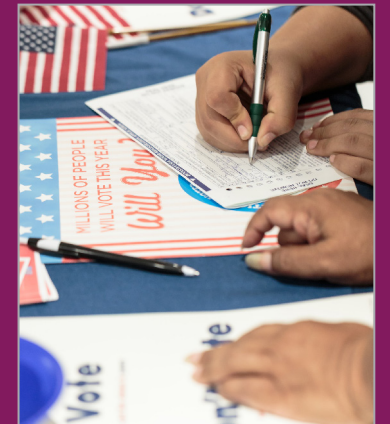
More than 600 League events took place on National Voter Registration Day (NVRD) alone, fueled by **over 450 volunteer teams**. Registration events took place at high schools, community colleges, naturalization ceremonies, libraries, festivals, farmers markets, and even food pantries. The League remains NVRD's largest on-the-ground partner.

High School & Community College Program

Eighty-seven Leagues focused on registering high school and community college students, holding close to 1,000 events and registering almost **22,800 new young voters** ahead of the 2022 midterm elections.

Registering New Citizens

Voter registration also took place at **676 naturalization ceremonies** attended by League members and volunteers throughout the year, registering nearly **35,400 new citizens**.



BILINGUAL SERVICES

LWV of Arlington, **Virginia**, provided bilingual services to their students this year. According to an Arlington leader, "[w]e registered **40% more students** this year than in any previous high school voter registration campaign. We also conducted our first visit to a first-year English as a second language class and presented our material in Spanish."



CANDIDATE DEBATES AND FORUMS

Across the country, Leagues held **more than 3,075 candidate debates or forums** including in-person and virtual meet and greets. These events provide voters the opportunity to hear from candidates running for elected office in a nonpartisan setting, helping them make up their mind before they cast their ballot.

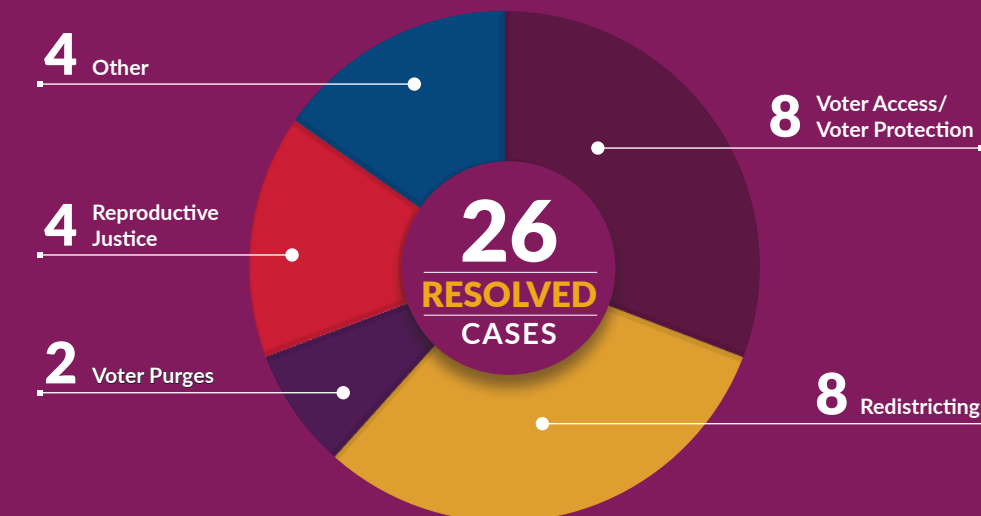
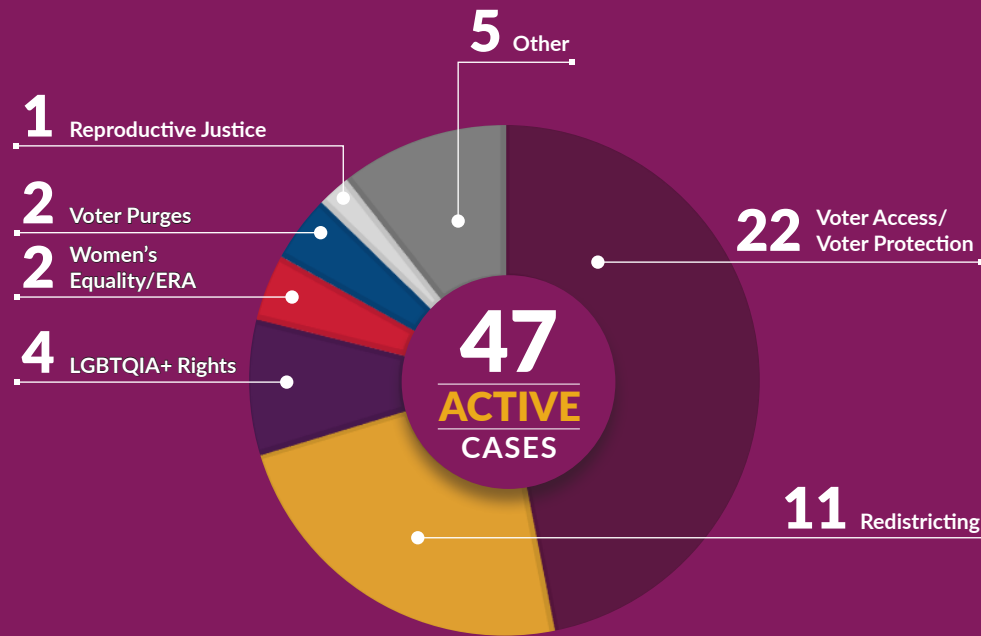


FIGHTING MIS- AND DISINFORMATION

Following the 2020 elections, the League developed the Democracy Truth Project to counter mis- and disinformation in our government and advance better public understanding of the democratic and electoral process.

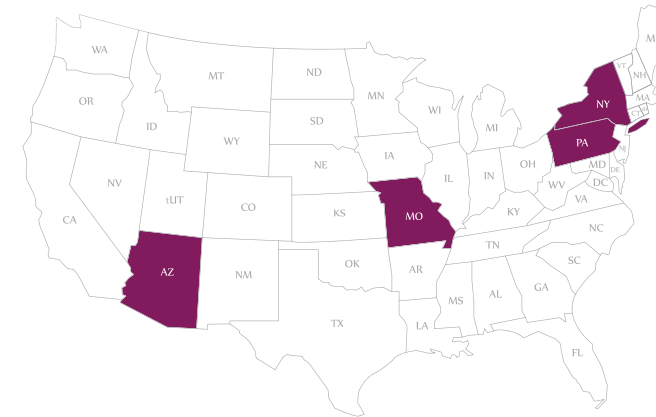
In partnership with leading experts in this area, we created **15 videos (in English and Spanish)** with organizations like the News Literacy Project (pictured at left) and offered **more than 45 trainings**, reaching more than 3,373,000 people.

CASES BY ISSUE



HOW WE PROTECTED VOTERS

The rights of nearly 17.4 million voters around the country were protected in 2022 thanks to the legal action of the League. We were active in 73 cases in state and federal courts; state and local leagues representing 29 states and the District of Columbia served as plaintiffs, intervenors, and amicus brief partners. Leagues filed or joined 36 cases, had 26 come to resolution, and were still fighting in 47 at the close of the year.



ISSUE: Voter Suppression

MISSOURI. The state passed HB1878, which imposed [restrictions on voter registration and education organizations](#) such as the League. The law also implemented a strict photo ID law. With partners, LWVMO sued to enjoin the law in two separate state court lawsuits. The suit seeking to enjoin the photo ID provisions was dismissed. The suit seeking to enjoin the registration provisions resulted in a [preliminary injunction against the law](#) a few days before the general election, allowing LWVMO to resume its activities. A final decision is pending.

NEW YORK. In April 2022, a law was passed to mandate polling places on college campuses with 300 or more registered students, but a site had not been assigned for Vassar College, which had over 1,000 registered students. LWVNYS, LWV Mid-Hudson Regions sued and a judge ordered the [addition of a polling place at Vassar](#).

PENNSYLVANIA. PA Republicans sought and won a state court order requiring election officials to throw out absentee ballots where the return envelope was undated. This risked hundreds of valid absentee ballots being thrown out. With partners, LWVPA filed suit in federal court seeking an order that undated ballots can be counted. The case is pending.

ISSUE: Voter Intimidation

ARIZONA. A plan to monitor drop boxes in Arizona caused fear and intimidation. LWVAZ sued the organizations behind the effort. A federal judge [granted an injunction](#) preventing certain activities at drop boxes and requiring the leader of the effort to post a correct statement of the law on her social media.



GEORGIA SENATE RUNOFF

The 2022 midterm elections did not end on Election Day. Voters in Georgia were asked to cast another ballot just one month later in the state's Senate runoff. This abbreviated timeline shortcut election processes for registration and voter information, becoming the latest voter suppression tactic. The League anticipated this and was well-positioned to pivot our election resources to make sure Georgia voters knew how and when to vote in the state's runoff.

- We reached **117,012** Georgia voters through Google and Instagram ads in English and Spanish;
- We mailed **74,430** postcards in English and Spanish to Georgia voters; and
- We had more than **35,000** Georgia VOTE411 users between November 9 and December 6.

These efforts, and those powered by Leagues on the ground, contributed to the record turnout in the Georgia runoff election. Election laws that shorten the registration period and the window for voting in runoff races are a sign of anti-voter efforts to come, and indicate we should plan for additional resources to support voter education and outreach beyond Election Day.

4.



IN THIS WORK TOGETHER

The League works with a diverse mix of organizations to reach voters every election. We are proud to recognize our partners for their commitment to empowering and informing voters in the 2022 midterm elections.

National Nonprofit Partners

The diversity of our nonprofit partners speaks not only to the interest in the 2022 election cycle but the breadth and depth of the pro-democracy movement that is driving voter engagement and building people-power across the country.

Corporate Partners

Our corporate partners featured VOTE411's tools on their platforms, supported direct communication with their employees and customers, and created high-profile public events to drive turnout.

We acknowledge Keurig, Dr. Pepper, Lyft, Shipt, theSkimm, Target, and Wana Brands.

State and Local League Partners

State and local Leagues formed partnerships that proved critical in reaching targeted audiences and registering, educating, and mobilizing voters to not only turn out to vote but also serve as poll workers and election observers.

These included the American Association of University Women (AAUW), American Civil Liberties Union (ACLU), Common Cause, Girl Scouts of America, NAACP, and Planned Parenthood affiliates.

In addition, we had the support of many local Chambers of Commerce; food banks; homeless shelters; libraries; and local groups focusing on racial equity, social justice or reparations, and environment/climate change.

5.



LOOKING FORWARD

Thanks to the power of Leagues from the national office, across all 50 states, and local Leagues in more than 700 areas around the country, democracy [prevailed in 2022](#). Election work is never done, and the League will push for voting rights at the federal level while continuing to build upon the successes of 2022 to strengthen democracy for future generations.

Our strategies include:

- Monitoring and responding to voter intimidation efforts around the country;
- Tracking and defending against attempted restraints on voter access and participation;
- Continuing to push for federal voting rights legislation;
- Identifying legislative trends happening across the country;
- Expanding voter registration services at naturalization ceremonies, at high schools and community colleges, and on National Voter Registration Day;
- Supporting currently and formerly incarcerated persons in registering to vote;
- Providing relevant, reliable, and accurate information about elections, including processes and opportunities across the country;
- Expanding the depth, breadth, and reach of the content available on VOTE411 — including more accessible content for those with disabilities and a renewed focus on reading level;
- Tracking mis- and disinformation trends;
- Conducting civics education as part of the Democracy Truth Project; and
- Expanding our work with election administrators and officials.



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