

2024 Seed the Vote

Impact Report

SEED THE VOTE

WIN ELECTIONS, BUILD OUR MOVEMENTS

Letter from Seed the Vote Leadership Team

Dear Volunteers, Supporters, and Allies,

We're writing to reflect on the 2024 election, one of the most challenging and painful fights of our lifetimes. The ramifications of our losses continue to be disastrous for everyday Americans and social justice movements.

This moment and the last several months have tested our commitment and resolve to organize for our visions of racial justice and a society where everyone can thrive. **Yet, we're still here because of you. We're grateful to be in this fight together and for the many fights to come.**

A polarized political and media environment, deep cynicism of politics and government, and international crises surrounded the 2024 election. Democrats started with an unpopular candidate who bowed out late, leaving little time to pivot and a campaign that failed to inspire millions of people who voted in 2020 to do it again.

Despite the bad hand we were dealt, you supported Seed the Vote to develop a Block and Build Strategy that brought together people with a range of political orientations under a "big tent" to block MAGA and build a multiracial democracy with our local partners doing year-round work.

You also made it possible for us to build a "home base" for thousands of people wanting to make a difference. While knocking over half a million doors, volunteers were inspired by the inclusion, respect and care we created during a fraught electoral campaign. This is part of the magic that we are proud to call the Seed the Vote model. During these dark times, your partnership and support help us stay committed to building an inter-generational, multiracial community to fight the extreme right.

In 2024, as a result, **we more than doubled our 2020 impact, sending over 5,000 volunteers to knock over half a million doors** in AZ, CA, MI, NV, PA, and WI alongside our local partner organizations**.** We met each moment, refining strategies for the shifting and challenging political context.

Despite our efforts, some voters moved towards Trump and many more chose to sit it out. Republicans won bigger gains than we'd feared. These results are hard to swallow. We're grappling with how to respond and as a movement and also gearing up to prevent the far right from consolidating power.

Your commitment to the long haul is critical as we chart the path forward. This year, we'll continue to build a volunteer powerhouse to win back the House in 2026 and the Presidency in 2028, while also joining the many fights to obstruct and defend against the MAGA agenda.

Emily Lee, Dylan Cooke, Jason Negron-Gonzales, & Le Tim Ly
Seed the Vote's Leadership Team



Volunteering with STV was amazing. I felt so supported at every step of the way. I also appreciated the way STV works with other grassroots orgs to reach people. There's a kind of ***humility, energy & strategy*** *STV has that makes me feel like whatever the election outcome is, we are invested in long-term organizing & building power. So no work we do is wasted.*
- Zoe, *Canvassing Volunteer*

Who We Are

Seed the Vote was founded in 2019 to win federal elections while building the political power of local groups in battleground states. We've recruited, trained, and deployed 16,000 volunteers to doorknock and phonebank with local partners for Presidential, House, and Senate races. We know that face-to-face conversations are one of the most effective ways to persuade voters in swing states where the election may be determined by a very small number of votes.

2024 Highlights

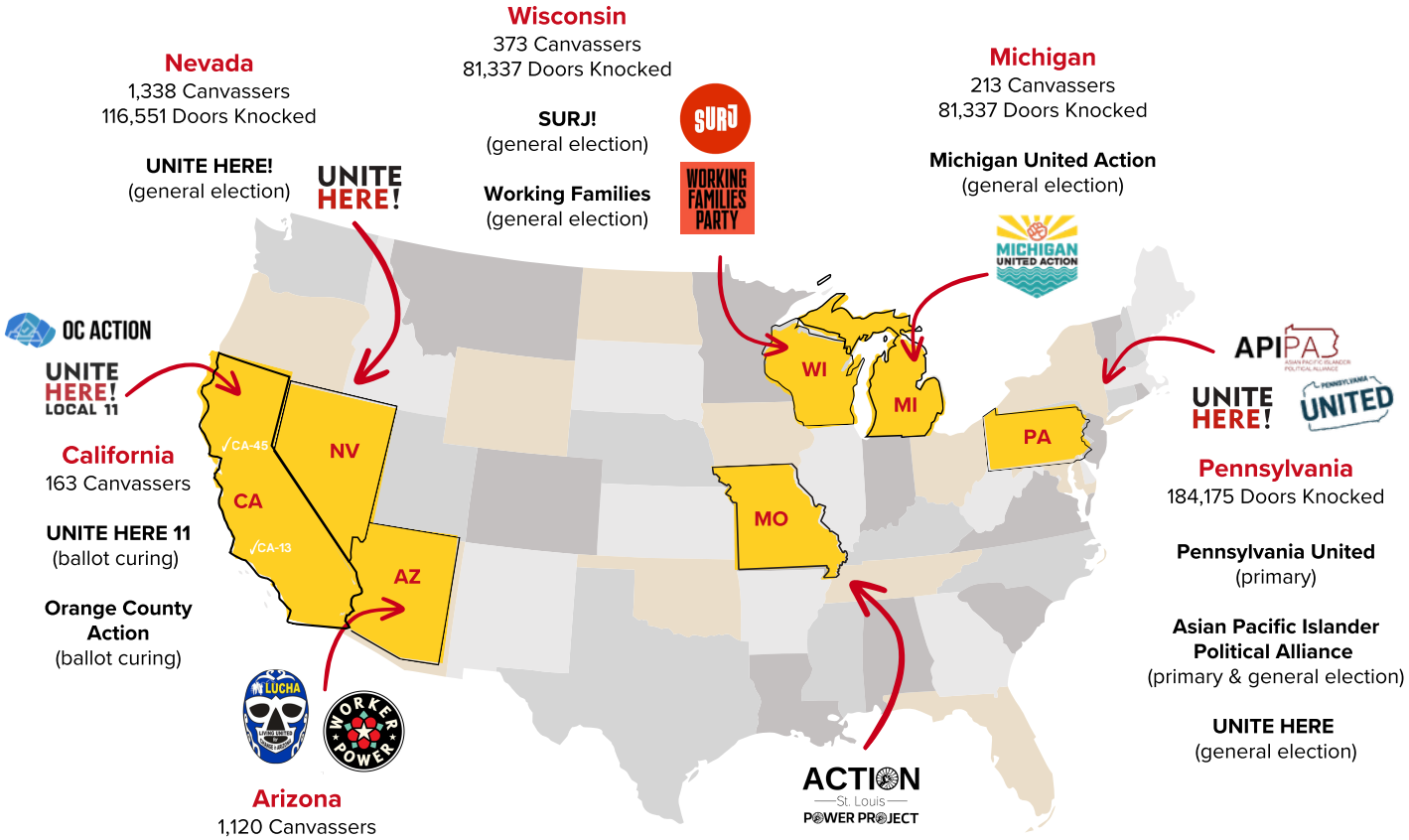
In 2024, your contribution to Seed the Vote enabled 5000 volunteers to knock on over 500,000 doors, contributing to 4 Senate and 2 House seat wins across 6 states.

- Had 120,000 conversations with voters
- Deployed 5,000 volunteer canvassers to 7 states
- Filled 16,000 in-person volunteer shifts (128,000 hours)
- Recruited 1,500 volunteers to phonebank
- Financially supported nearly 2,000 volunteers' flights, trains, hotels, and car rentals
- Raised $1.7 million through peer-to-peer grassroots fundraising, with 76% of donations $100 or less



Our 2024 Local Partners

Total Canvassers: 5,084 | **Total Doors Knocked:** 522,549



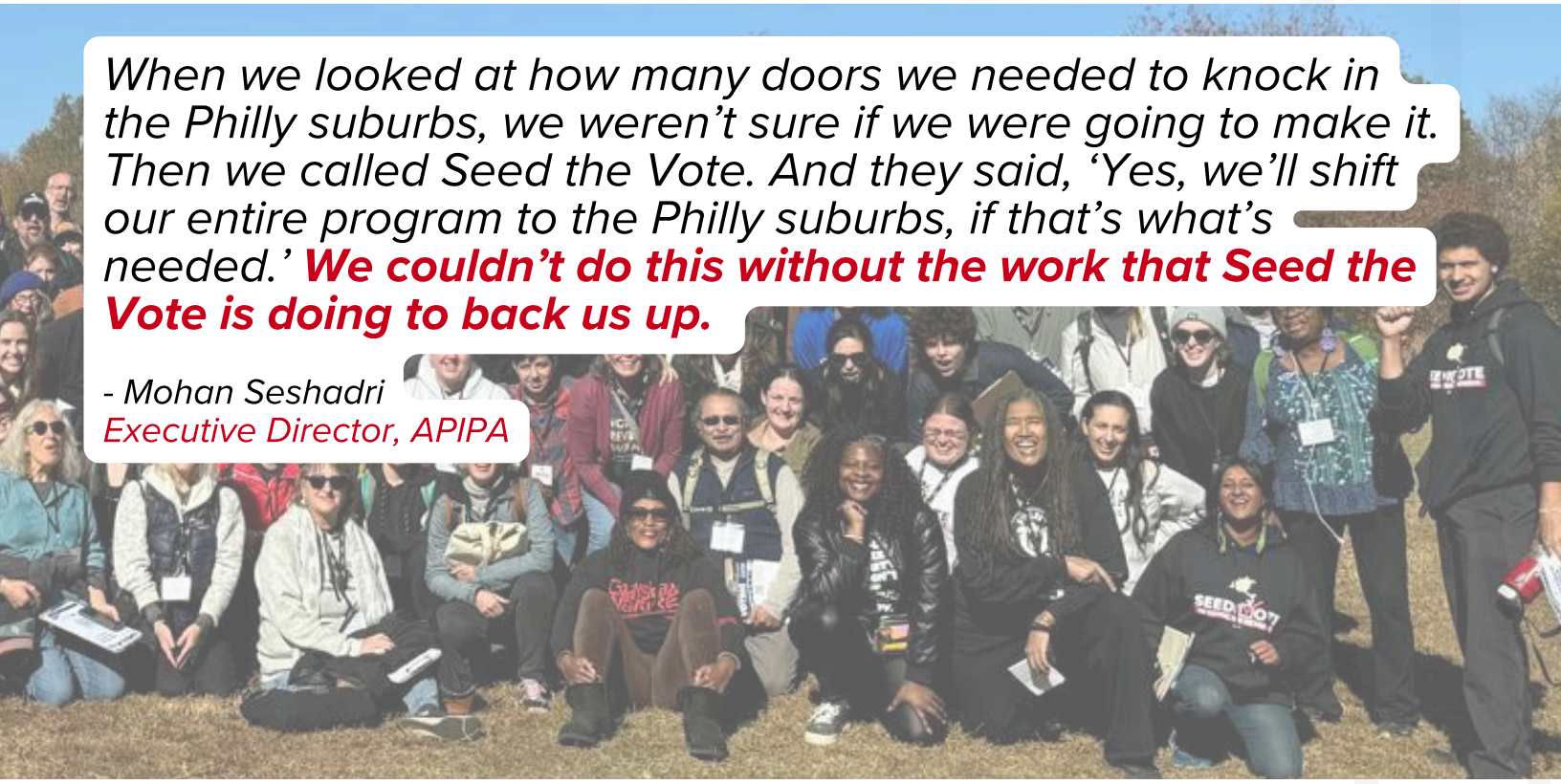
Our 2024 Impact

Contributed to important wins in key states. Alongside our local partners, we contributed to seven Congressional wins. Holding these seats will be important in limiting MAGA's power over the next two years and critical to build back a Democratic majority in 2026.

- Senate races for Sen. Jacky Rosen (NV), Sen. Tammy Baldwin (WI), Sen. Elissa Slotkin (MI), Sen. Rueben Gallego (AZ)
- House races for Rep. Derek Tran (CA-45) and Rep Adam Gray (CA-13)
- House primary race for Rep. Summer Lee (PA-12)

Increased the capacity and reach of our partner organizations. Gaining the political power needed for long-term policy wins will never happen in one election. This is why Seed the Vote partners with local grassroots organizations and unions who work in their communities year round to build enduring political power. Our growing volunteer base added significant value to our partners' doorknocking operations in 2024. We remained nimble and pivoted quickly to respond to changing needs and partner requests. This enabled us to strategically focus our efforts on the places where we could have the greatest impact.

- Our Pennsylvania partners UNITE HERE and the Asian Pacific Islander Political Alliance (APIPA) planned to focus outreach in Philadelphia, but weeks before the November election, they received information that voters in several areas outside the city hadn't been contacted by the Democratic party or any other progressive organization. Both partners approached Seed the Vote to ask if we could shift the majority of our volunteer operation to Chester, Bucks, Delaware, and Montgomery counties -- knowing that if we didn't, they wouldn't have the capacity to reach them. Within days, Seed the Vote set up field operations in those suburbs. In Chester County alone, Seed the Vote knocked on 40,000 doors and talked to more than 8,000 voters. In Bucks County we focused on reaching primarily API voters, and had an additional 8,000 conversations.



When we looked at how many doors we needed to knock in the Philly suburbs, we weren't sure if we were going to make it. Then we called Seed the Vote. And they said, 'Yes, we'll shift our entire program to the Philly suburbs, if that's what's needed.' ***We couldn't do this without the work that Seed the Vote is doing to back us up.***

- Mohan Seshadri
Executive Director, APIPA

- In Washoe County, Nevada, we sent enough volunteers for our partner to expand operations to Carson City for the first time. While Washoe County overall followed state and national trends of swinging right in 2024, Carson City moved slightly more Democratic, with the Democratic margin in some neighborhoods increasing by as much as 10%.

- After the November election, our partners UNITE HERE and Orange County Action identified two tight CA House races in which ballot curing could result in a Democratic victory. Ballot curing entailed tracking down voters whose ballots had been rejected so they could submit the paperwork needed for their vote to count. Seed the Vote jumped into both races, recruiting 150 in-person ballot curing volunteers. With our partners, we contributed significantly to the wins in both races.
- **CA-45 (Orange County):** Cured 167 ballots in a race Democrat Derek Tran won by 613 votes
- **CA-13 (Modesto)**: Cured 105 ballots in a race Democrat Adam Gray won by 187 votes.





Covered travel and lodging costs for volunteers who needed support. Seed the Vote offered to pay for accommodation and travel for any volunteer committing to a minimum number of doorknocking shifts. In 2024, nearly 2,000 people - 40% of our volunteers - received some level of financial support to doorknock.

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Trained leaders built a volunteer powerhouse. In addition to canvassing and phonebanking, over 300 “behind-the-scenes” volunteers stepped up to take on significant responsibilities and leadership within the organization. They facilitated weekly info sessions for potential volunteers, arranged travel logistics, updated our website, coached volunteers on how to fundraise successfully, and many other functions. On the logistics side, a team of 25 volunteers made over 1,500 phone calls to canvassers to finalize travel and accommodation bookings, and personally responded to volunteers whenever they had questions or needed help with travel or logistics. On the field side, many volunteer canvassers were “promoted” to become team leads, where they supported and coached other canvassers who may have been doorknocking for the first time. This structure expanded Seed the Vote’s capacity to support thousands of volunteers and built the leadership of many.

We also used a “pod” structure to grow our numbers through relational organizing; supporting volunteers to recruit their friends and family to take action together. Pods provided extra motivation, camaraderie and community while doorknocking, phoning, and fundraising. Over 2,200 volunteer canvassers were brought on through our pod program. Pod size ranged from 2 to 55 people.

A team of **25 volunteers** made over **1,500 phone calls** to canvassers who needed financial aid. They finalized travel and lodging for canvassers, and provided one-on-one support for logistics troubleshooting.

STV raised $1.7 million through peer-to-peer grassroots fundraising. Seed the Vote set up a massive “peer-to-peer” fundraising program to support and coach volunteers asking friends and family to donate. Volunteers threw fundraising parties, sent emails and texts, posted on social media and set up personal fundraising pages. They found that their networks viewed donating as a way to support elections work even if they couldn’t travel to doorknock. Small donations were key - 76% of peer-to-peer donations were $100 or less.

Both the fundraising virtual house party I co-hosted and my time as a volunteer in Reno door knocking were well supported by Seed the Vote staff. STV really respects its volunteers and donors and keeps us well-informed. And I have always believed in STV’s model of long-term organizing; I have been a monthly donor since 2020. ***Supporting STV is the best thing I can think of to work to save and build our democracy****.*

- Jackie,
Fundraising Volunteer



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Join Us

Visit our website at www.seedthevote.org.

Contact Us

To learn more about how to get involved with Seed the Vote, email info@seedthevote.org.

Donate

Visit www.seedthevote.org/donate or email info@seedthevote.org to learn the many ways you can give a contribution.

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