

A woman in the foreground wears a purple beanie with 'LWV' on it and a white face mask. She is holding up a black arm. In the background, other people are visible, some wearing purple clothing. Two purple signs with yellow and white text are held up. The text on the signs reads 'PEOPLE OVER POLITICS'.

POWERING THE MIDTERMS

2022 Midterm Elections Impact Report



NO MORE EXCUSES: VOTING RIGHTS NOW!

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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.

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.

IT'S ELECTION DAY

TODAY IS THE
LAST DAY TO
CAST YOUR
BALLOT!

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.

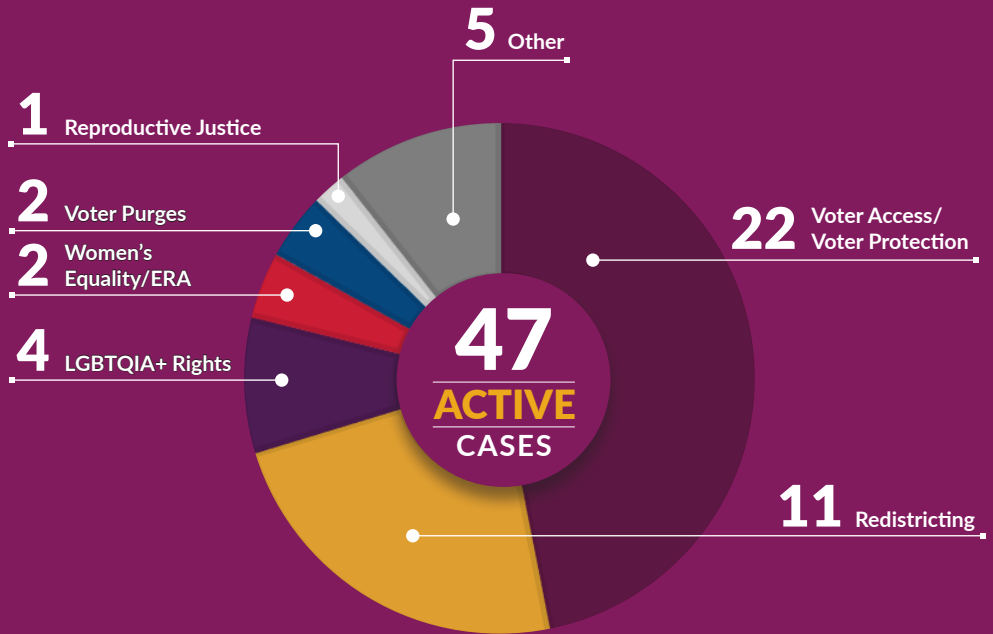


CANDIDATE DEBATES AND FORUMS

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.

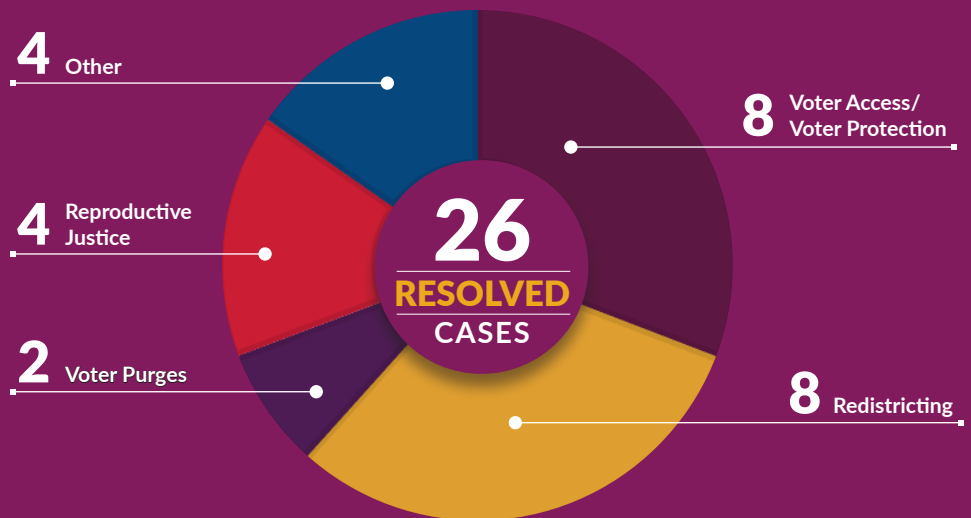
3.

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.



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.



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