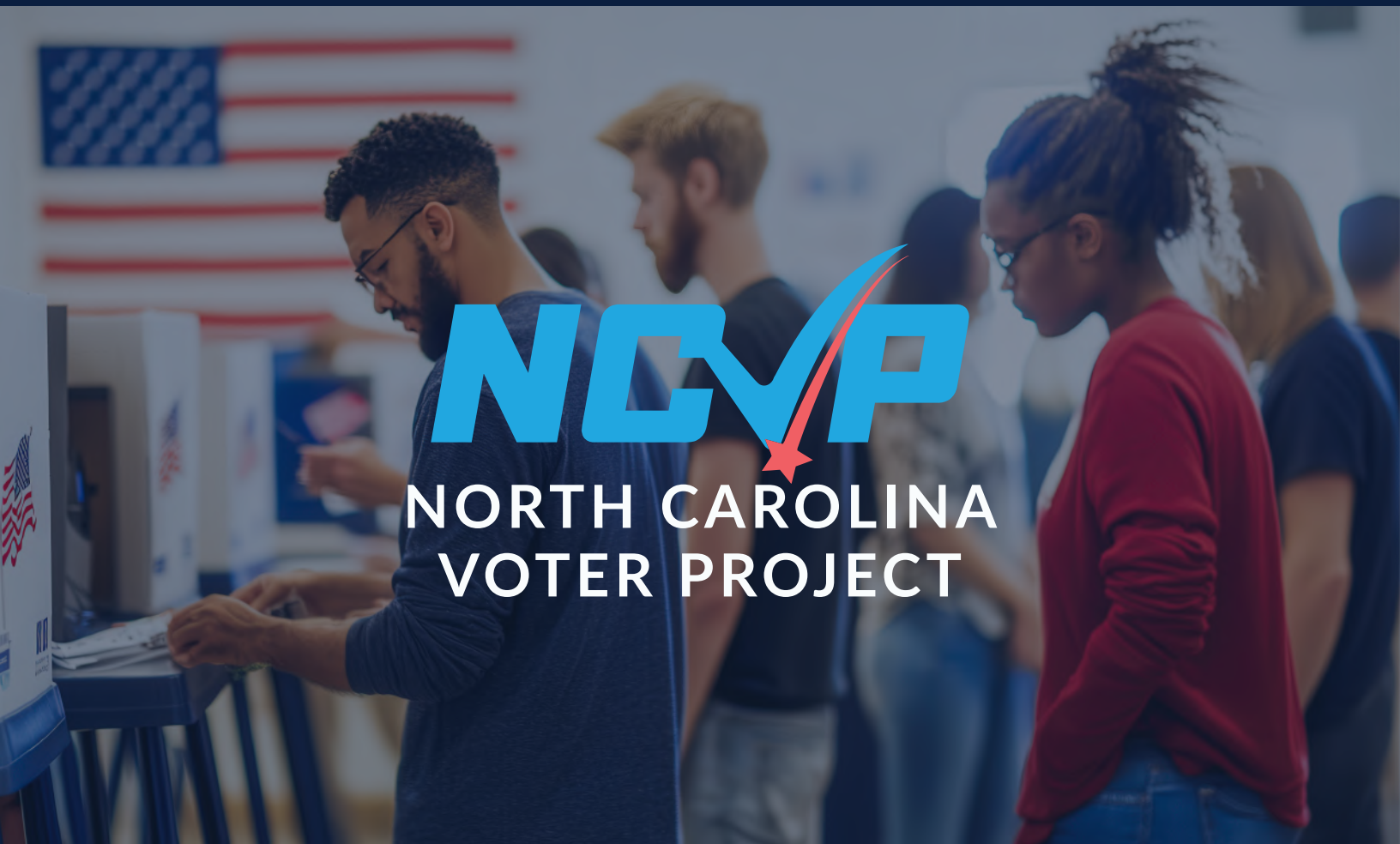


Building the Future of Voter Participation in NC



NORTH CAROLINA
VOTER PROJECT

2025 IMPACT REPORT



LETTER FROM BOARD CHAIR

Dear Friends and Supporters,

I'm pleased to share North Carolina Voter Project's (NCVP's) first Impact Report. This milestone reflects the work of many people who share a commitment to expanding voter participation across North Carolina.

NCVP was created in 2021 to address low civic participation across our state. Many eligible North Carolina residents remained on the voting sidelines. Approximately 25% of eligible voters were not registered and nearly 2 million registered voters did not vote, even as elections in our state were often decided by narrow margins. For example, the current Chief Justice of the N.C. Supreme Court won in 2020 by 401 votes out of 5.4 million votes cast.

What began as a few people coming together with a shared concern quickly grew into a nonpartisan nonprofit focused on increasing voter participation, particularly in historically underserved and rural communities. We had no funding, no formal structure, and no political advisors, but we had a vision and a group of dedicated individuals committed to the work. We sought new digital approaches and challenged traditional voter registration methods, even in the face of early skepticism.

Five years later, we have developed a data-driven approach focused on cost-efficiency and using randomized control trials to measure and refine our work. We now have an Executive Director, a data analyst, and a team of six staff members supporting voter outreach, youth engagement, communications, volunteer coordination, and development. In 2025, we hired a CFO, completed an independent audit, and established a physical office in Raleigh, N.C. NCVP will continue conducting annual audits to support strong financial stewardship and accountability.

In the 2024 presidential election, we sent more than 6.1 million text messages, reaching voters in all 100 North Carolina counties. In the 2025 municipal elections, we connected with more than 600,000 eligible voters across 96 counties.

Looking ahead, we are expanding outreach in 53 counties through a mail and text follow-up program. The initiative initially reached 80,000 eligible but unregistered individuals, and strong early results led to a second mailing of nearly 60,000 voter registration applications within two months. We will continue tracking registration and turnout outcomes and expect this effort to generate more than 10,000 new voters by the end of 2026.

Using data to guide our work, we are conducting canvassing efforts in seven rural counties, reaching more than 6,000 unregistered individuals. We also surveyed young people ages 16–29 to better understand civic participation and partnered with Duke University researchers to study the relationship between voter registration, turnout, and economic conditions in rural communities.

The Future Voters Network (FVN), a nonpartisan, student-led high school civic education and voter registration program developed by NCVP, has launched successfully and received national recognition. The program is expected to continue expanding each year and has the potential to become a leading youth voter registration model in the country.

As Board Chair, I am proud of the progress we've made, and uplifted by the optimism of our dedicated staff and Board of Directors. The work is incredibly challenging, but it is meaningful and purposeful. None of our success would be possible without the support of our donors, partners, community associations, volunteers, and those individuals who have an appreciation for preserving democracy, the rule of law, and an ethical, self-ruling government. We are grateful for your continued support, advice, and encouragement.

Sincerely,
Leonard T. Jernigan Jr.

Board Chair, North Carolina Voter Project

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WHO WE ARE

Our Mission

To be a trusted and innovative organization with a transformative impact on North Carolina by increasing voter participation through the identification, improvement, and implementation of evidence-based methods.

The Challenge

A healthy democracy depends on participation, yet:

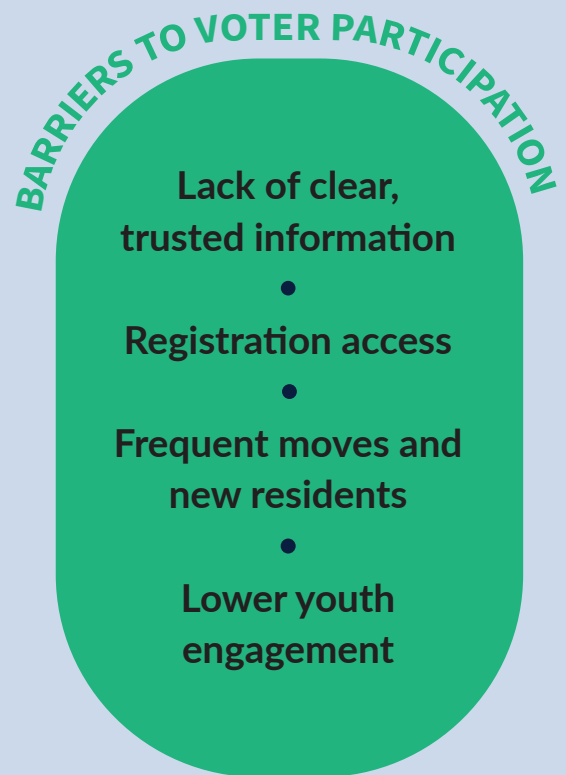
- 1 million+ eligible North Carolinians are not registered to vote
- 2 million+ registered voters did not vote in the 2024 presidential election
- Participation gaps are greatest among young voters, rural residents, and historically underrepresented communities

Our Solution

We combine voter outreach, real-time testing, and data analysis to identify the most effective and cost-efficient ways to increase voter participation across the state. Our work focuses on addressing barriers that limit civic participation among eligible North Carolinians.

Our Vision

We aim to identify and scale effective approaches to civic participation so that eligible North Carolinians can fully participate in elections.



NCVP exists to *remove participation gaps* and help more North Carolinians engage in our democracy.

Turning Uncertainty into Informed Participation

Megan replied to a text saying, “I don’t know what I’m voting for,” unsure how to begin. Quickly, NCVP sent a link to her sample ballot and offered procedural help.

“I don’t know what I’m voting for”



25%

of eligible North Carolinians
are not registered to vote

401

Votes decided a 2020 NC Supreme Court race out
of more than **5.4 million cast**

Recent statewide elections have been decided by
margins as small as **1-3%**

WHY IT MATTERS

When civic participation declines,
communities are not fully represented.
*Civic engagement strengthens
communities* where more citizens are
engaged and voting.



OUR APPROACH

NCVP's work is organized across four core pillars that help ensure voters are informed, registered, and ready to vote.

1

Trusted Voter Information

We provide clear, accurate, and nonpartisan voter information that North Carolinians can rely on. Through digital tools, resources, and direct outreach, we help voters access the information they need to register, vote, and participate confidently.

2

Future Voters Network

Future Voters Network (FVN) empowers high school students to lead voter registration and civic engagement efforts in their schools and communities. Through student-led initiatives, young people engage their peers, build confidence, and develop lifelong habits of participation. By investing in youth, we help build the next generation of informed and engaged voters.

3

Data-Informed Outreach & Registration

NCVP uses voter file and census data to identify eligible voters who are unregistered, lapsed, or have incomplete registration. Through outreach, primarily text messaging, we provide timely, nonpartisan information and create opportunities for direct, two-way communication.

4

Research & Continuous Improvement

We believe effective civic engagement requires evidence. Through research, testing, and evaluation, we continuously refine our approach to identify the outreach methods that most effectively engage eligible voters. This commitment to learning helps us increase our impact and expand civic participation across North Carolina.

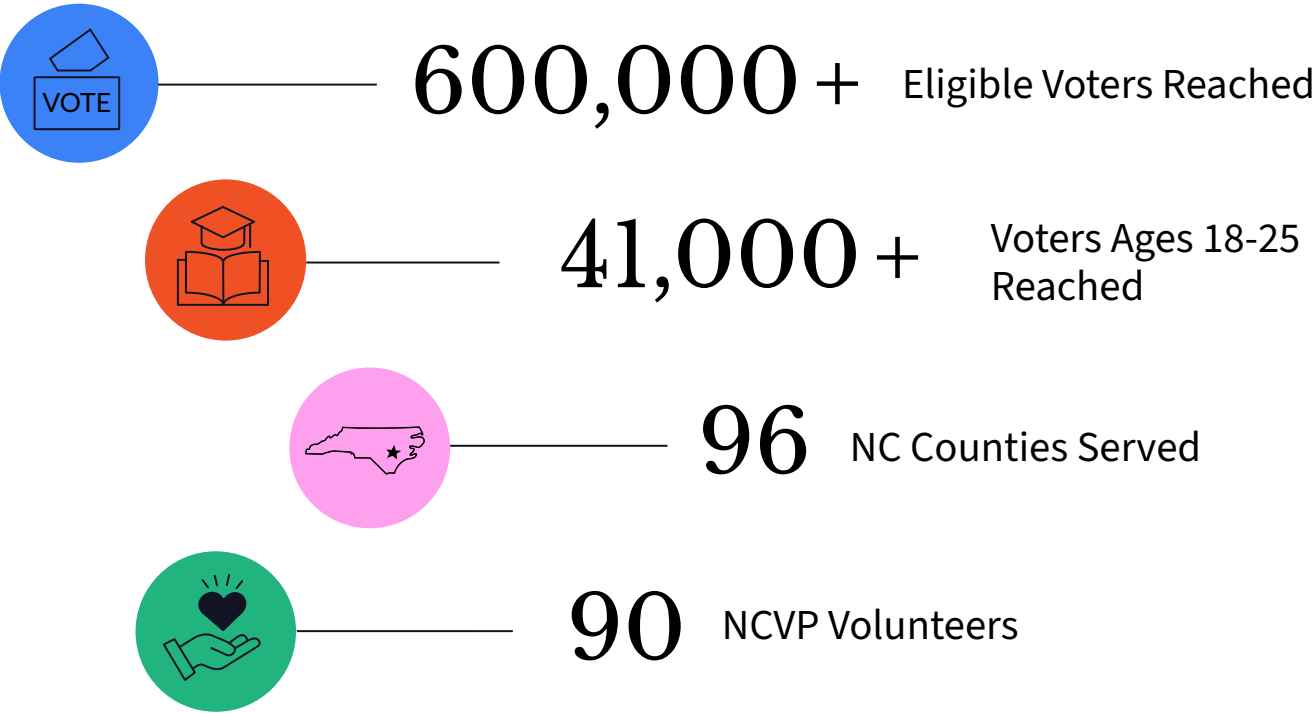
TRADITIONAL APPROACH

- Expensive
- Labor-intensive
- Limited in rural areas
- One-way communication

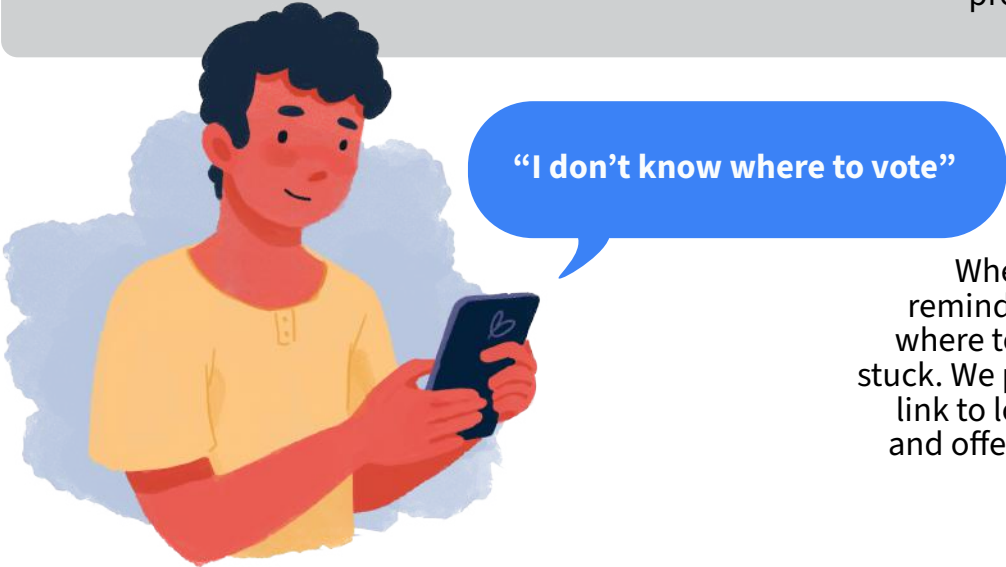
NCVP APPROACH

- ✦ Cost-effective
- ✦ Use of digital technology
- ✦ Reaches rural voters
- ✦ Back-and-forth communication

2025 IMPACT AT A GLANCE



Digital Reach				NCVP uses email, social media, and direct digital communication to connect voters with clear, nonpartisan election information. Through consistent outreach, we help North Carolinians stay informed and prepared to participate.
63,979	Social Media Impressions	5.1%	Social Media Engagement Rate	
4,904	Email Opens	57%	Email Open Rate	



Removing a Barrier

When Gregory responded to a reminder text with, “I don’t know where to vote,” he was ready—but stuck. We promptly sent him a direct link to look up his polling location and offered procedural assistance.

future voters network

42%

The Future Voters Network (FVN) is NCVP's high school initiative designed to build long-term civic participation through student-led engagement. In 2025, NCVP laid the groundwork for the program by building school partnerships and preparing for its 2026 launch in schools across North Carolina.

of 18-year-olds in NC are not registered to vote

(Approximately 60,000 of North Carolina's 160,000 18-year-olds are not registered to vote.)

LAYING THE GROUNDWORK 2025

- Designed the Future Voters Network program model
- Developed High School Ambassador training/registration materials and program curriculum
- Initiated outreach to high schools across North Carolina
- Built relationships with educators and administrators
- Secured early commitments from partner schools (launching 2026)
- Created \$1,000 scholarship for distinguished service to democracy and civic impact

12 SCHOOLS COMMITTED IN 2026



Above: Students participate in a Future Voters Network voter registration drive at Smithfield-Selma High School with support from Donuts + Democracy.

“I hope to gain tools to help mobilize my peers to vote and plan events that educate students about registering and voting.”

– FVN Student Ambassador



Above: Students at Rolesville High School complete voter registration forms during a Future Voters Network registration drive. Voter registration increased **900%** over the previous year.

FVN is designed to reach schools across North Carolina and engage students through *nonpartisan, peer-led civic education* and *voter participation*.

FVN Timeline

2025

Program model designed, Ambassador training materials developed, and school outreach initiated.

2026-2027 School Year

Student-led civic clubs launched, voter registration drives expanded, and additional schools engaged.

Early 2026

Pilot partner schools onboarded, Ambassador trainings delivered, student outreach and registration materials finalized, and pilot registration drives launched.

STRENGTHENING THE WORK

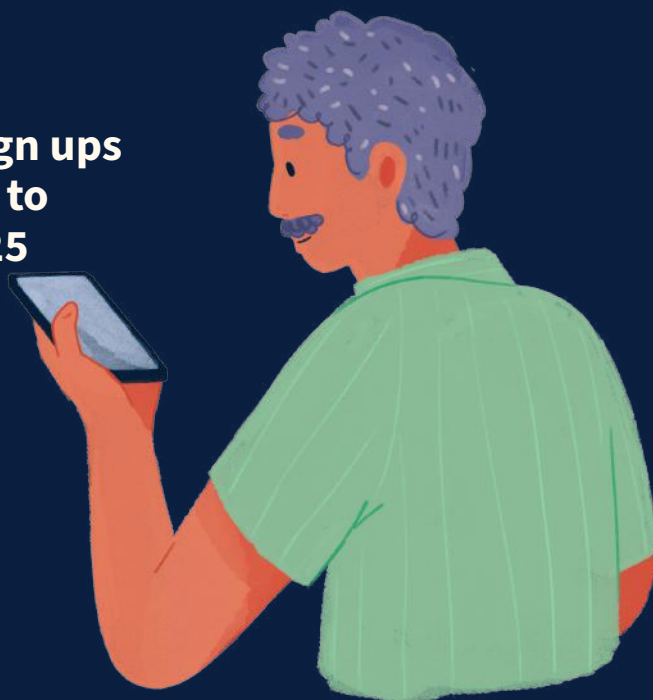
To increase our impact, NCVP continued investing in the tools, systems, and strategies that support effective voter participation. In 2025, we focused on:

- Testing and evaluating voter outreach strategies
- Strengthening voter outreach through text messaging
- Improving communications and data systems
- Expanding our volunteer network

124%

**Increase in
volunteer sign ups
from August to
October, 2025**

**From “HELP”
to Registered and Voting**



When 42-year-old Frederick in Cumberland County replied “HELP” to a reminder text, he wasn’t sure where to start. After a brief exchange, he shared that he needed to register. We sent him a direct link to register online, and he followed through. His registration is now active, and he voted in the following primary election.



LOOKING AHEAD

Building on the momentum of 2025, NCVP is refining research-backed outreach strategies that reduce participation gaps and reach North Carolinians who face barriers to engagement. Through initiatives like our mail and text follow-up program and the Future Voters Network, we are working to expand civic participation across the state.

Our commitment remains simple: help more eligible North Carolinians register, stay informed, and participate in elections.

Building on Momentum Early 2026 Highlights

1,461

Voters registered within the **first month** of NCVP's mail and text follow-up pilot

10,000+

Rural voters projected to register by November 2026 through NCVP's mail and text follow-up initiative

6,000+

Voter contacts made through door-to-door outreach across seven eastern North Carolina counties

514

Student registrations and preregistrations generated through Future Voters Network pilot programs at two North Carolina high schools

Expanding to 10 additional high schools by November 2026

365

North Carolinians ages 16–25 surveyed to better understand civic attitudes, barriers, and participation

2026 Priorities

- Strengthen the Future Voters Network high school program
- Increase access to voter registration
- Expand voter outreach and follow-up programs
- Build statewide alliances
- Advance research and innovation

SUPPORT OUR WORK

Donate at ncvoterproject.org



Together, we can *strengthen voter participation* across North Carolina.

ACKNOWLEDGEMENTS AND SUPPORTERS

This work is possible because of the generosity, dedication, and partnership of so many people across North Carolina. We are grateful to the donors, volunteers, community partners, staff, and board members who support our work and help move our mission forward every day.

Together, you help close participation gaps and strengthen civic engagement across North Carolina. Thank you for being part of this work.



2025 Foundations & Funders

Fidelity Charitable
Foundation for the Carolinas
Jacques M. Littlefield Foundation
Jewish Foundation of Greensboro

2025 Individual Donors & Supporters

We are grateful to the many individual donors whose generosity makes this work possible. Your support strengthens civic participation across North Carolina.

Board of Directors (as of publication)

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Hon. Wanda Bryant, Secretary
Betsy Burke
Michael Cunningham
Lyndon Helton
Henry Lancaster
Tim Reynolds, Treasurer
Ann Robertson

We gratefully acknowledge Paul Agiry for his service as Board Treasurer during 2025.

2025 Community Alliances

Blueprint NC
Common Cause NC
Democracy NC
Donuts + Democracy
National Voter Registration Day
Nonprofit VOTE
The Civics Center
Young People's Alliance

Staff (as of publication)

Jonas Silver, Executive Director

Christine Blackwell, Office Manager
Taylor Bucklin, Social Media Director
Luna Eve, Graphic Designer
Madison Huffman, Senior Researcher & Future Voters Network Program Manager
Eboni King, Communications Assistant
Jennifer MacPherson, Communications & Development Strategist
Valentina Pallin, Texting & Volunteer Coordinator
Joshua Wayne, Data Analyst

Volunteers

We are grateful for the dedicated volunteers who support voter outreach, registration efforts, community events, and civic education across North Carolina.

Their time, energy, and commitment help make this work possible. Your service strengthens our mission and helps ensure more North Carolinians are informed, registered, and ready to vote.