



represent **Us**

2024 IMPACT REPORT

**WE'RE BUILDING A GOVERNMENT
THAT IS ACCOUNTABLE TO THE PEOPLE
AND PUTS THE INTERESTS OF
ITS CITIZENS ABOVE ALL.**

Our movement is about ensuring that our government works for "We the People", and not just for the well-connected few. And, in spite of enormous obstacles, **our movement had a record-breaking year in 2024 to fix our corrupt system and make America work for the people."**

– JOSHUA GRAHAM LYNN, Co-Founder of RepresentUs



A RECORD BREAKING YEAR



17 POLICY WINS

For the Anti-Corruption Movement



94K ADVOCATES

Actively Involved In Winning State Campaigns



3.1 MILLION VOTERS

Contacted By Representus Volunteers



30 MILLION VIEWERS

Watched & Shared Our Message



1.8 BILLION IMPRESSIONS

Generated by Media Covering Our Work





IN 2024, WE

INSPIRED MILLIONS OF AMERICANS

RepresentUs expanded the conversation and grew the movement, reaching more Americans than ever before.



EDUCATED VIEWERS

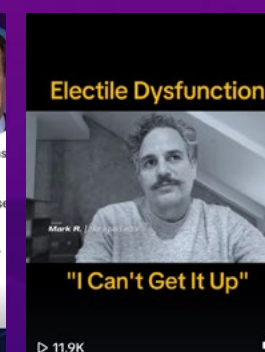
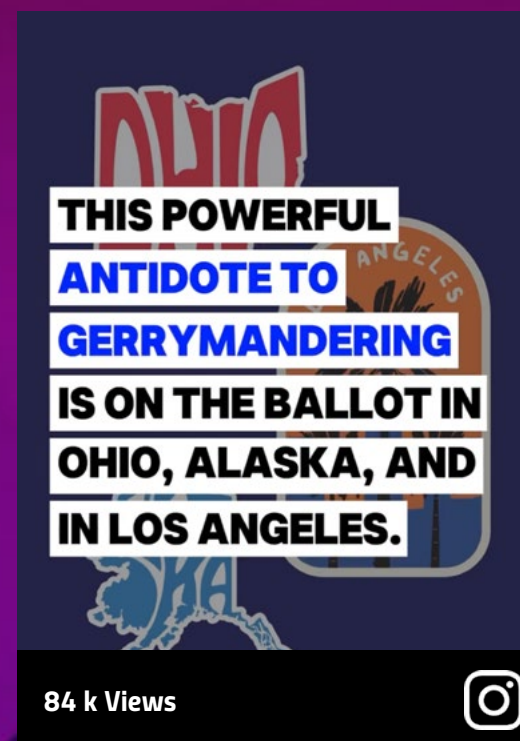
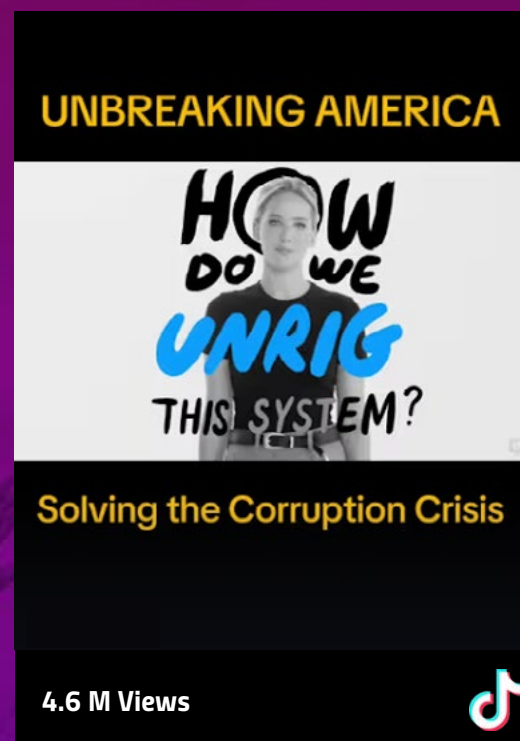
We brought our message to **over 30 million viewers** across the internet, educating them about our plan to fix the broken system.

INFORMED VOTERS

We armed over **3 million people in 8 states** with information about the powerful initiatives on the ballot where they live.

WARNED AMERICANS ABOUT VOTING THREATS

Our media blitz generated **1.8 billion impressions** and spread the word about deepfake election threats far and wide.



AI ELECTION DEEPFAKE PSA - CAMPAIGN RECAP

Going into this year's election, experts identified the need to raise public awareness about AI-powered deepfakes that might be used to trick Americans about the time, manner, and place of voting. **Thanks to your support, our campaign was a resounding success.** We exceeded our goal of 6MM paid views in key states with 6.6M views, plus we generated another 1.3M views organically with celebrity support on social, and news coverage of our PSA resulted in 1.8 billion impressions.

This PSA campaign struck a chord with millions and millions of Americans and helped educate them around the threats of AI deepfakes.



ORGANIC REACH

1.3 MM views on Instagram

- Shared by high profile celebrities like **Katy Perry & Orlando Bloom, Chris Rock, Amy Schumer, Rosario Dawson, Max Carver**

PAID CAMPAIGN

6.6 MM views on YouTube

- All 6.6M paid views were in **AZ, GA, NV, MI, NC, PA, WI**



DON'T LET AI STEAL YOUR VOTE! | RepresentUs

6.6M views • 3 weeks ago

EARNED MEDIA

1.8 B impressions





IN 2024, WE

CHAMPIONED 21 CAMPAIGNS TO ADVANCE OUR POLICY PLATFORM

We leveraged our massive national volunteer network, political acumen, on-the-ground connections, and our best-in-class storytelling to **support campaigns when they needed it most.**



CRACK DOWN ON CORRUPTION

Maine, Ann Arbor MI

PASS RANKED CHOICE VOTING & VOTING REFORM

Oregon, Nevada, Washington D.C.,
Richmond CA, Connecticut, Arizona,
Colorado, Idaho

STOP GERRYMANDERING

Los Angeles CA, Ohio

DEMOCRACY DEFENSE

Alaska, Arizona, Florida, Missouri,
Bloomington, MN





IN 2024, WE

ACTIVATED THOUSANDS OF ADVOCATES TO ACHIEVE 17 VICTORIES

We channeled the energy of our movement into a strategic ground game to organize and mobilize our members for our **most ambitious outreach plan ever.**



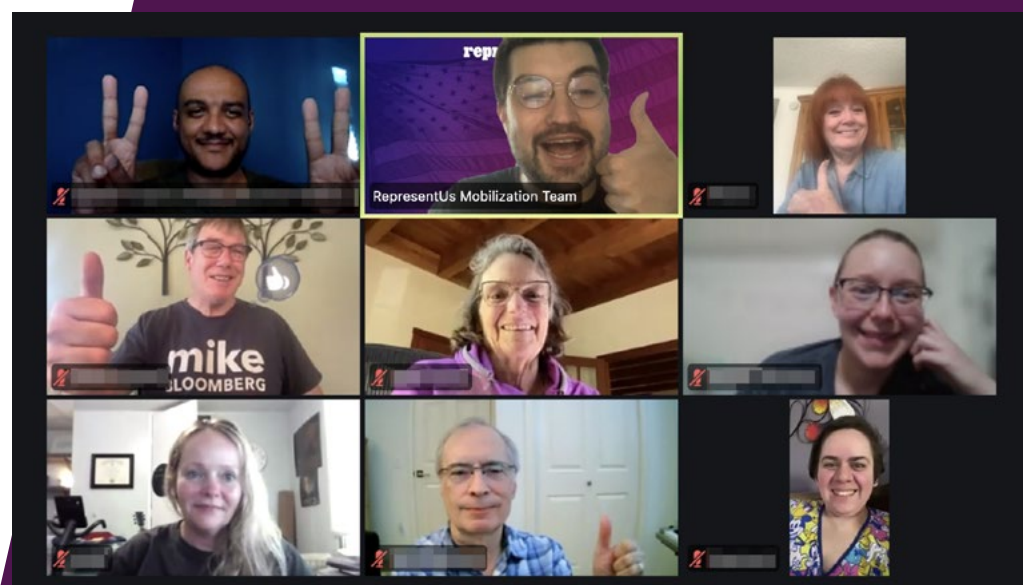
**6.7 MILLION
TEXTS AND CALLS**
MADE BY DEDICATED VOLUNTEERS



**3.1 MILLION
VOTERS REACHED**
IN KEY CAMPAIGN STATES



**VICTORIES IN
6 OUT OF THE
8 STATES**
WHERE REPRESENTUS MOBILIZED



REPRESENTUS VOLUNTEERS PARTICIPATED
IN **6X MORE VOTER OUTREACH**
IN 2024, COMPARED TO 2023.



represent **Us**

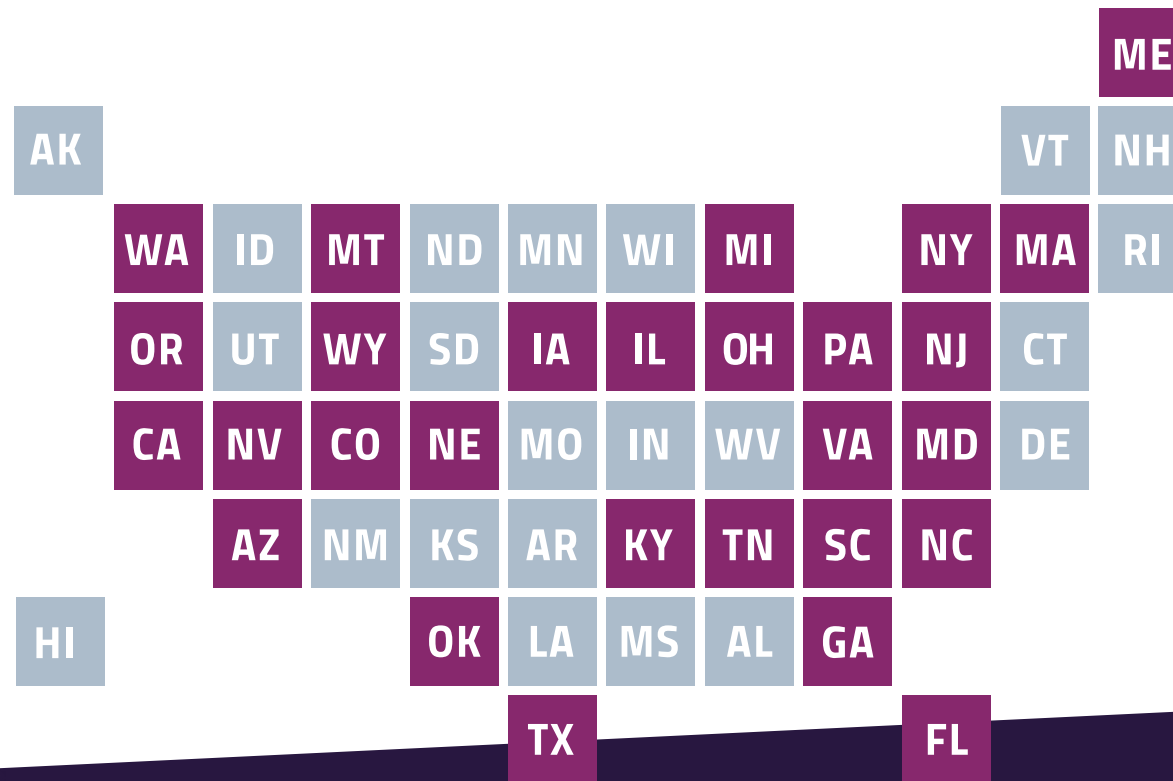
CAMPAIGN CATALYST

Our training program gave movement leaders the **practical tools** they need to build power and **win more victories** in their communities.

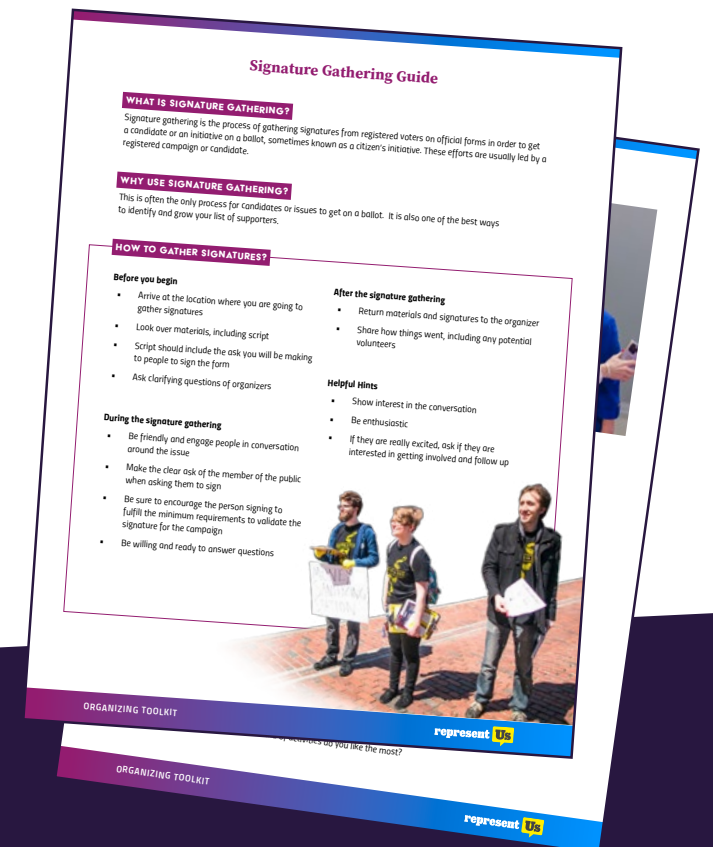


WE TRAINED 84 PEOPLE FROM 28 STATES

Nearly 25% of those trained live in places where **game-changing reforms** were on the ballot.



STATES WITH CATALYST TRAINEES



To learn more about our trainings, [click here.](#)



IMPACT CASE STUDY:

ARIZONA

ARIZONA POLITICIANS TRIED TO REWRITE THE STATE'S CONSTITUTION

Backed by special interest groups, politicians tried to trick voters into passing 4 ballot measures that would have stripped voters of their power.

IN RESPONSE, WE LAUNCHED AN ALL-OUT DEFENSE CAMPAIGN TO PROTECT ARIZONANS



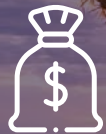
2 MILLION TEXTS SENT

By RepresentUs volunteers



350,000 IMPRESSIONS

On RepresentUs paid social campaigns to key voting demographics



\$40,000 GRANT

To Voter Choice AZ in a critical moment



**VOTE NO ON
ANTI-DEMOCRACY PROPOSITIONS
133, 134, 136 & 137**

VICTORY!

Voters powerfully rejected all four efforts to rewrite Arizona's Constitution, protecting future opportunities like Ranked Choice Voting and upholding voter accountability for judges. Defensive wins like this pave the way for transformative progress in the state in 2025 and beyond.

To dig deeper into Arizona's victory, [click here](#).



IMPACT CASE STUDY:

ALASKA

A POPULAR REFORM UNDER ATTACK

2018: Alaskan voters overwhelmingly supported the Alaskans for Government Accountability Act and it **passed with broad support across the political spectrum.**

2020: Alaskans embraced **Ranked Choice Voting and open primaries**, a historic change that reshaped politics to better reflect voter preferences.

2023: These successful reforms came under attack by the political establishment, who viewed them as a threat to their control and launched a campaign to trick voters into repealing them.

2024: HERE'S HOW WE FOUGHT BACK TO PROTECT VOTER POWER



115,000
TEXTS &
PHONE CALLS



81,000
KEY VOTERS
REACHED



\$120,000
INVESTED
In video and
educational content



VICTORY!

Alaskans stood firm in the 2024 election against this blatant power grab, narrowly defeating a repeal effort by fewer than 700 votes. **Defeating this attack was a victory for Alaskans—and for democracy.**

To dig deeper into Alaska's victory, [click here.](#)

IMPACT CASE STUDY:

LOS ANGELES

POLITICIANS WERE CAUGHT DRAWING VOTING MAPS IN THEIR FAVOR

2022: Leaked audio revealed members of the city council making racist and derogatory remarks about city residents and **plotting to draw voting maps to favor themselves.**

2023: **Angelenos demanded action** and spurred the city to put an independent redistricting commission proposal in front of voters.

2024: WE MADE SURE ANGELENOS KNEW WHAT WAS AT STAKE FOR THEIR CITY



**75,000
TEXTS**



**AND 50,000 PHONE
CALLS MADE**

Through RepresentUs volunteers



**COMMUNICATIONS
SUPPORT**

To recruit attendees for a key campaign press conference

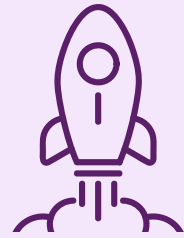


VICTORY!

Voters overwhelmingly approved Measure DD (winning with 75% of the vote,) **which establishes an independent redistricting commission to redraw fairer city council districts** for future elections.

Los Angeles is a powerful example of what happens when citizens take charge to make the political system more accountable.

To dig deeper into LA's victory, [click here.](#)



IN 2025, WE'RE

GALVANIZING THE COMMUNITY

We're laying the groundwork for American Democracy Summit 2025 to convene the movement for our most consequential summit ever.



MAY 14-16, 2025

PHOENIX, ARIZONA

American Democracy Summit is the premier nonpartisan event uniting top minds from across the political spectrum to tackle America's biggest political challenges—gerrymandering, money in politics, election security, and more.

We're convening in Phoenix, AZ at the Gila River Resort for our next summit.

We The Future: American Democracy Summit 2025 is a call to action for our movement to come together and shape our path forward.

Join us and help build the future our country deserves.



JOIN US IN 2025

AmericanDemocracySummit.org

represent **Us**

OUR IMPACT WOULDN'T BE POSSIBLE WITHOUT YOUR COMMITMENT AND SUPPORT



THANK YOU

RepresentUs is deeply grateful to our dedicated volunteers, donors and partners whose commitment to fixing our broken system fueled every moment of impact in 2024. Over the past 10 years, our community has united across the political spectrum to win over 197 victories and pass laws that make government work for the people. But we're just getting started.

Join us in 2025 and together we can build a government accountable to the people

