

CIVIC NATION

2022
Impact Report

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Welcome from our Board Chair, Valerie Jarrett

Thank you for your partnership and support for Civic Nation. I'm thrilled to share our 2022 Impact Report with you. You helped make this work possible and powerful.

This past year, our country faced remarkable challenges - attacks on our democracy, the unraveling of women's reproductive rights, and the lingering effects of the pandemic that left millions facing economic uncertainty.

But in the face of these challenges, Civic Nation's work gives me hope.

I know our team is working hard and effectively, day in and day out. They are passionate about the work they do and they have proven, time and again, that together we can make an impact.

While all of our initiatives continue their incredible work in the new year, I want to highlight our Made to Save initiative, which sunset in May of 2022. Made to Save built a coalition of partners and connected with millions of Americans to increase vaccine access and vaccination rates in communities of color.

We simply could not do this crucial work without your dedicated support and partnership, and I hope you continue to help us make meaningful change in our country in 2023 and beyond.

Sincerely,



Valerie Jarrett
Board Chair, Civic Nation



Civic Nation Overview

Civic Nation is a nonprofit ecosystem for high-impact organizing and education initiatives working to build a more inclusive, equitable America.

We work to change culture, behavior, systems, and policy by organizing everyday citizens, grassroots organizers, industry, philanthropic and government leaders, and influential voices to tackle some of our country's most pressing problems.

Our initiatives empower people to take on some of the biggest challenges of our time — strengthening democracy; fostering civic engagement; and fighting for gender equity, racial justice, economic mobility, and more.

Our Model

THE CIVIC NATION MODEL

We support our initiatives by acting as a centralized hub for:

- + Creative & Marketing
- + Influential Voices
- + Partnerships
- + Development
- + Digital & Communications
- + Organizing & Training
- + Data, Research & Technology
- + Finance & Operations

Civic Nation's model enables us to run high-impact long-term initiatives that address enduring social challenges and quickly launch new efforts to address pressing issues like our COVID-19 vaccine trust and access campaign.

CIVIC NATION

ALL IN Campus
Democracy
Challenge

**made to
save**

USOW
UNITED STATE OF WOMEN

**change
collective**

**ONLINE
FOR ALL**

WE THE ACTION

END RAPE
ON CAMPUS

IT'S ON
US

**WHEN WE ALL
VOTE**

Civic Nation by the Numbers

2,000+

media, corporate, and non-profit partners



Engaged

1,400+

high school and college campuses with over

10M

enrolled students



450+

celebrity, athlete, and social media influencer partners



100+

creative agency partners

Civic Nation by the Numbers



Supported
201
grantees



Directly reached
5.3M
voters

Reached over
11.3M
people and garnered
73.9M
social media
impressions



Activated
36,200
people to take action



Initiative Impact and Case Studies



ALL IN Campus Democracy Challenge



The ALL IN Campus Democracy Challenge

GETTING COLLEGE CAMPUSES TO GO ALL IN ON STUDENT VOTING

In 2022, the ALL IN Campus Democracy Challenge (ALL IN) grew our network of participating campuses to **963 college campuses in all 50 states and Washington, DC**. We worked with these campuses to promote nonpartisan student voter registration and turnout efforts, leading to a near-record-high youth voter turnout in the 2022 midterms. In partnership with ALL IN, 534 campuses submitted action plans for increasing nonpartisan student engagement – a 91% increase over 2018. **Campuses engaged in ALL IN had average 2020 voter turnout rates that were 3.7 percentage points higher than other campuses.**

ENGAGING COLLEGE PRESIDENTS & COACHES

ALL IN leveraged trusted leaders on campus to help set the tone for student voter participation in the midterms through our Presidents' Commitment and our Coaches' Pledge. Presidents and chancellors who sign on commit to striving for 100% student voter registration and participation on their campuses, and coaches who take the pledge commit to registering 100% of their student-athletes. **In 2022, ALL IN had 582 Presidents' Commitment signatories and 869 Coaches' Pledge signatories.** Campuses whose president signed the commitment have an average voter turnout rate 5.7 percentage points higher than other campuses.

BUILDING COMMUNITIES OF PRACTICE

As a part of our commitment to ensuring that every campus is able to engage their students in the democratic process, ALL IN expanded our Communities of Practice this year to help Historically Black Colleges and Universities (HBCUs), Hispanic-Serving Institutions, and Community Colleges learn from one another and share best practices. **In 2022, ALL IN engaged 222 Community Colleges and 262 Minority Serving-Institutions**, including more than 170 Hispanic-Serving Institutions, 45 HBCUs, and 60 Asian American and Native American Pacific Islander-Serving Institutions.

In 2022, ALL IN



engaged
960+
college campuses



that enrolled
9.7M
students



in all
50 states



END RAPE ON CAMPUS



End Rape On Campus

FIGHTING FOR TITLE IX REFORM

When the Biden Administration released updated Title IX guidance in April, End Rape On Campus (EROC) was ready to ensure that it centered the needs of student survivors. In partnership with It's On Us, EROC launched the Reform Title IX campaign to raise awareness about Title IX and the role it plays in protecting survivors of campus sexual assault. **The Reform Title IX campaign included billboards and taxi-tops in Washington, DC and New York City, and a 30-second PSA which aired on MSNBC and Comcast networks, generating more than 3M impressions.**

Additionally, EROC made sure that student survivors understood the changes being proposed to Title IX. Following the release of the guidance, End Rape On Campus and It's On Us held a Title IX Town Hall to provide students and advocates with a breakdown of the proposed regulations. Finally, we gave students the opportunity to sign on to a comment to the Department of Education, ensuring that hundreds of student survivors were able to make their voices heard in the Title IX comment process.

SUPPORTING STUDENT SURVIVORS

In 2022, End Rape On Campus convened our second Student Survivor Caucus, a network of college student survivors of sexual assault who want to bring anti-sexual violence work to their campuses. Guided by our Centering the Margins framework, which aims to fill the disparity of resources between different communities and be more inclusive of historically excluded and systemically marginalized student survivors, we help students develop their organizing and advocacy skills. Participants meet each month to learn from guest speakers, share their experiences and ideas, and develop action plans for change at the campus, local, state, and national levels. **EROC recruited 50 students from 24 states across the US to participate in Year 2 of the Student Survivor Caucus.**

**END RAPE
ON CAMPUS**

“I owe so much of my journey to the Student Survivor Caucus. Through this program, I was able to find my voice as a survivor and use that voice to advocate for others.”

— KARLA
Student Survivor Caucus Participant





It's On Us

EXPANDING OUR CAMPUS REACH

In 2022, It's On Us scaled up our campus chapter recruitment and training efforts, **adding 35 new campuses and increasing our total network to 300 active chapters**. Additionally, in partnership with YSL Beaute, we introduced two new core prevention education programs focused on healthy relationships. Our team also returned to in-person training on campuses this fall, conducting workshops for more than 885 student organizers on campuses across the country. To deploy our prevention education programs, we implement a train-the-trainer model that empowers our student leaders to implement our programs in a peer-to-peer manner within their own campus communities. By equipping students with prevention education and organizing skills, It's On Us is seeing a tangible shift in campus culture.

ENGAGING MEN IN PREVENTING SEXUAL ASSAULT

In August, It's On Us released first-of-its-kind research on how to effectively and meaningfully engage college men in sexual assault prevention. **The *Engaging Men Research Report* focuses on how male students feel about the prevention training they currently receive from their colleges and universities** and how likely they are to get involved in preventing gender-based violence on campus. The report includes core insights into the gaps that exist in campus sexual assault prevention education - specifically that men are often unaware of the extent of sexual violence on campus, they find current prevention training inadequate, and they lack the skills and tools to intervene.

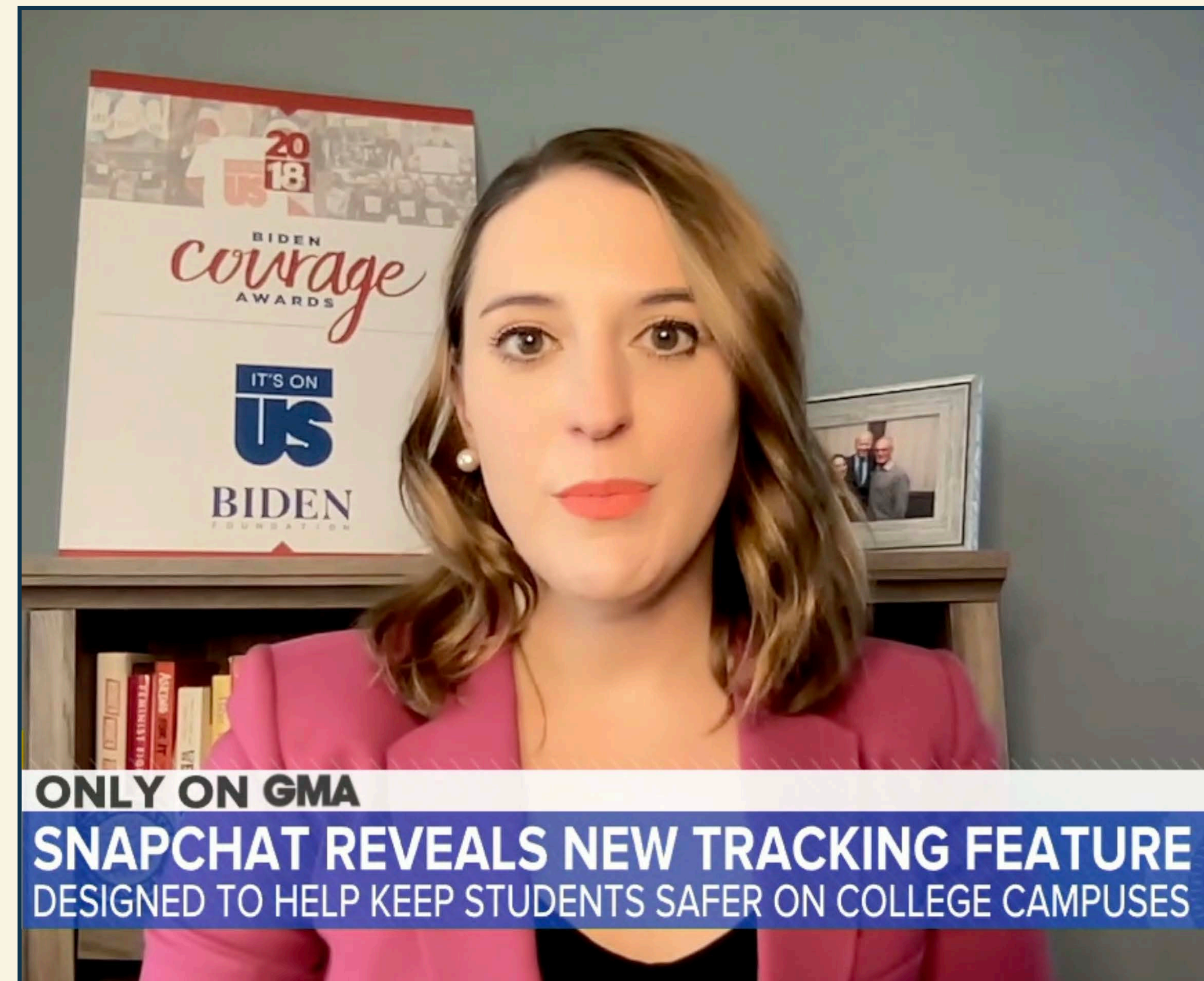
Engaging Men shares four recommendations for colleges and universities to implement to improve prevention education, including offering in-person trainings, creatively diversifying training methods, combatting assumptions, and building connections among students. The report was featured in the Chronicle of Higher Education and was presented at a webinar on prevention education with the Department of Education. These findings will help drive campuses to change how they approach prevention education and inform the development of future It's On Us research and programs. In 2023, It's On Us will expand on our research with two additional publications - one on male athlete perceptions of campus sexual assault and a quantitative survey of 1,000 college men.



It's On Us has
300
campus chapters
in
31 states
across the country



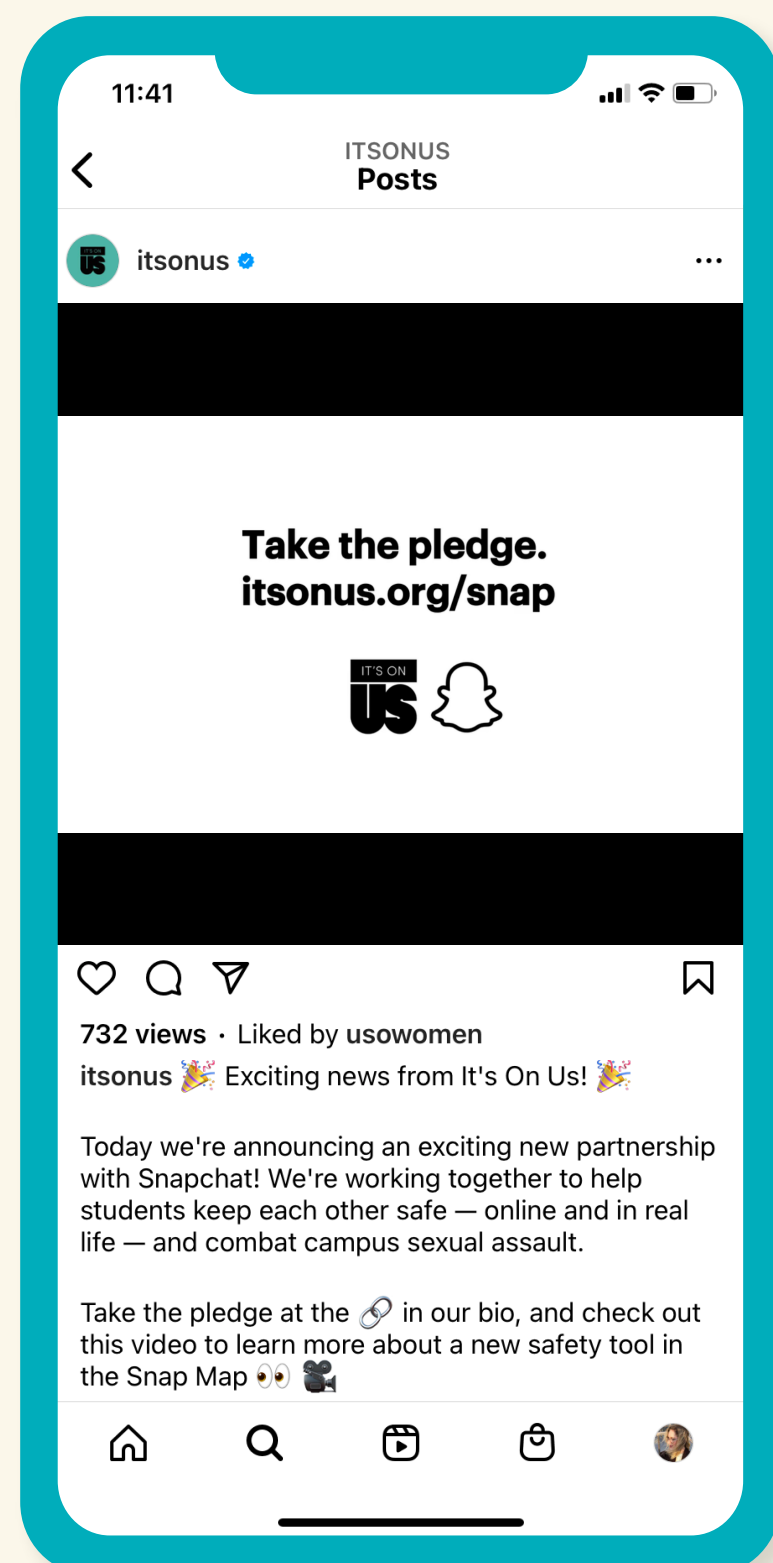
Case Study: Corporate Partnerships



Case Study: Corporate Partnerships



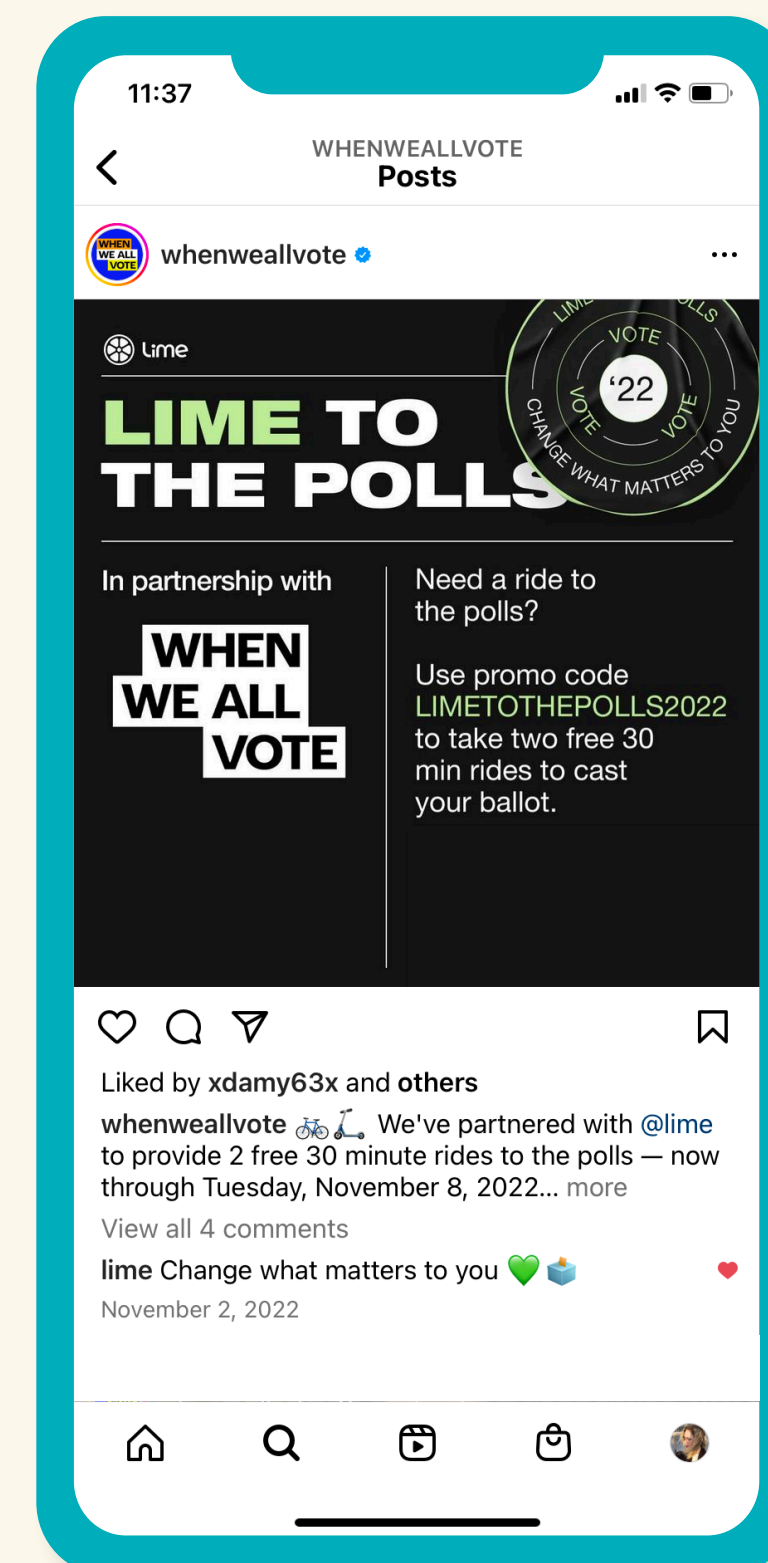
IT'S ON US PARTNERS WITH SNAP INC



When campuses re-opened for the first time since March 2020 without strict COVID restrictions, we unfortunately saw a surge of sexual assaults take place as many sophomores and freshmen arrived on campus for the first time. This is why SNAP Inc. and It's On Us teamed up in February 2022 to announce a new feature on Snapchat's popular Snap Map to enable temporary live location sharing, allowing students to help one another get home safe. It's On Us provided content and product consulting as well as user-testing through our student-led chapters. The feature and an educational PSA debuted on Good Morning America with an interview featuring It's On Us' Executive Director Tracey Vitchers.



WHEN WE ALL VOTE PARTNERS WITH LIME



Lack of transportation to and from the polls can be a significant barrier to voting. That is why Lime has joined When We All Vote's voter registration efforts since 2020 to make voting accessible and change the culture of voting. In 2022, Lime encouraged their employees and users to check their voter registration status and register to vote through a multi-pronged marketing campaign leveraging When We All Vote's communications and marketing collateral, including segmented emails, in-app push notifications to users across 60 cities, and social media promotion. Lime also provided discounted rides to the polls on Election Day.

usow

UNITED STATE OF WOMEN



The United State of Women

HIGHLIGHTING THE STATE OF WOMEN

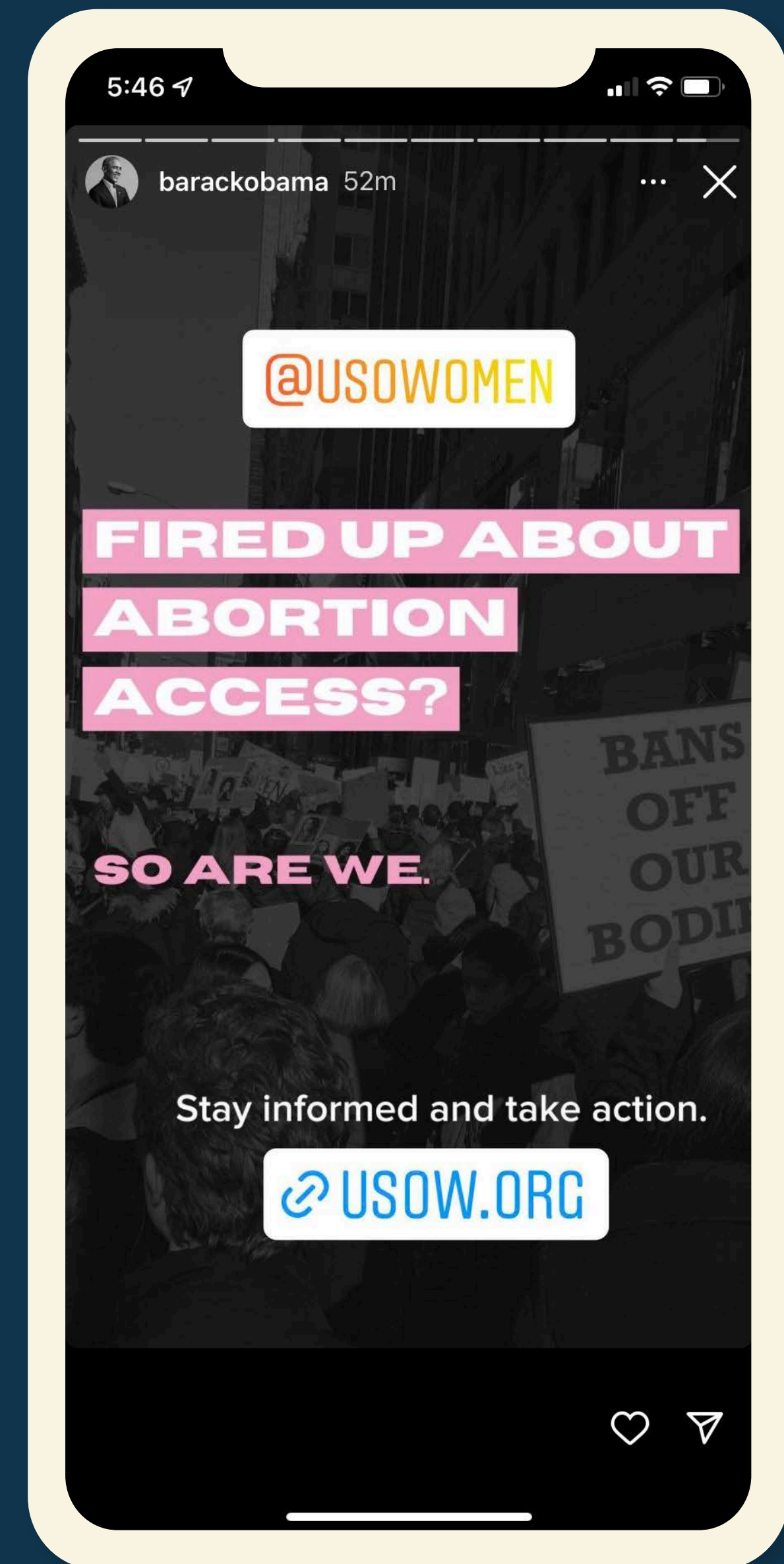
Ahead of President Biden's State of the Union address in March, the **United State of Women (USOW)** led a coalition of more than 50 leading national organizations in the gender equity movement to send an open letter to Congress, urging them to deliver five key policies that women need to thrive. **USOW brought together more than 4,000 people for a virtual "Women's Response to the State of the Union."** The event included gender equity leaders from organizations including the National Women's Law Center, National Partnership for Women and Families, Planned Parenthood Action Fund, NARAL Pro-Choice America, National Domestic Workers Alliance, SEIU, Supermajority, and more.

MAKING BEAUTIFUL NOISE IN ATLANTA

In September, USOW teamed up with Live Nation Women and When We All Vote to host the Beautiful Noise Live Week of Action. The week of events in Atlanta brought together the power of music, community voices, and civic engagement to get out the vote. **More than 13,000 people attended a Beautiful Noise Live Week of Action event**, including concerts headlined by Brandi Carlile and Alicia Keys. **Many attendees took action by registering to vote or checking their registration status.** During the week of action, USOW hosted the State of Women Forum, which convened activists, artists, and changemakers to discuss four key issues impacting gender equity today: Reproductive Freedom, Economic Security, Climate Justice, and Voting Rights.

RAISING A NATIONAL CONVERSATION ON STUDENT DEBT

Through the 'Student Loan Debt is a Gender Issue' campaign, USOW helped convene a national conversation about the unique impact student loan debt has on women, especially women of color. **USOW mobilized close to 4,000 people to encourage President Biden to cancel \$50,000 of federal student loan debt.** USOW organized a national call-in day and brought together advocates, borrowers, and supporters to raise awareness of the unique intersections that have caused women to bear the brunt of the student loan crisis. The success of the campaign helped create the space for the President's Executive Action on student debt relief.



When the Supreme Court overturned *Roe v. Wade*, Barack and Michelle Obama directed people to take action with USOW.

Case Study: Gender Equity



Case Study: Gender Equity — *Dobbs v. Jackson Response*

USING CIVIC NATION'S COLLECTIVE POWER IN THE FIGHT FOR REPRODUCTIVE JUSTICE

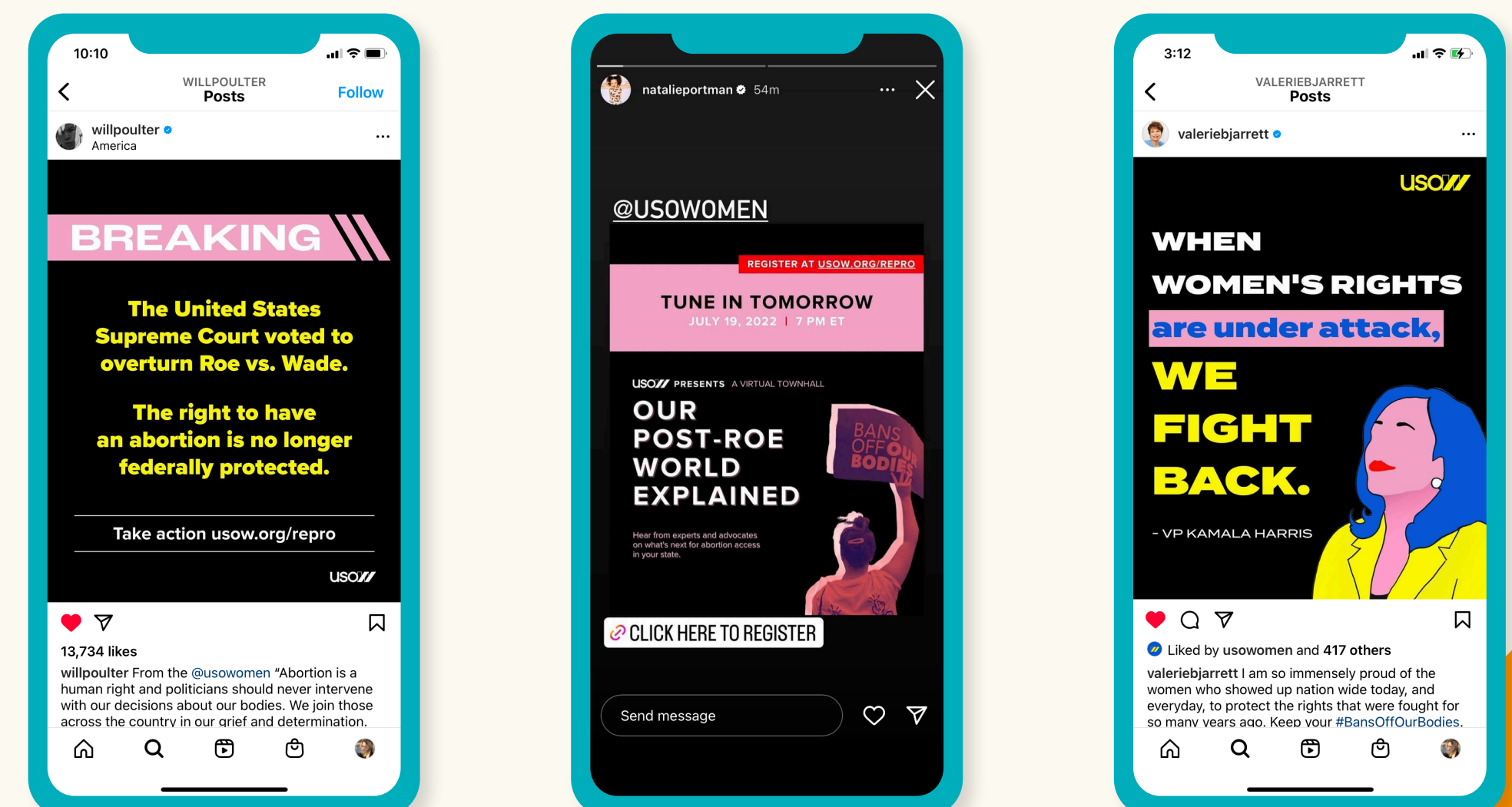
The Supreme Court's devastating decision to overturn *Roe v. Wade* dramatically altered the landscape for reproductive rights and healthcare, resulting in states significantly restricting or banning abortion. These bans disproportionately impacted low-income communities, people of color, and people living in rural areas. Civic Nation met the moment by marshaling our collective reach, skills, and network to respond.

The United State of Women (USOW) launched the **Abortion Access Hub**, a one-stop shop for up-to-date information and resources about abortion access nationwide and direct actions supporters can take to support abortion funds and local clinics. USOW also teamed up with President Obama to educate his followers and provide opportunities to take action. For a full day, his account featured the voice of our local partner, Kwajelyn Jackson, Executive Director of the Feminist Women's Health Center in Atlanta, who highlighted protests for abortion rights and directed followers to USOW's Abortion Access Hub.

In the fall, USOW Ambassadors took over our social media channels as part of the **Abortion Access Town Hall: Election Edition** to answer tough questions and educate voters about the fight for abortion access heading into the midterm elections.

The United State of Women:

- Mobilized nearly **15,000 people to become abortion advocates**, and **165,000 people visited our Abortion Access Action Hub**.
- Partnered with Planned Parenthood and many of our 90+ partners in the gender equity movement to host **"Our Post-Roe World Explained,"** a town hall, reaching over **700 activists in real time** to discuss how the decision impacted access to abortion care and ways to support providers, patients, and their communities.



Case Study: Gender Equity — *Dobbs v. Jackson Response* (cont.)

WE THE ACTION WAS BUILT TO RESPOND TO MOMENTS LIKE THIS.

Following the decision, We The Action partnered with organizations like Planned Parenthood, Regulatory Assistance for Abortion Providers, the National Network of Abortion Funds, and state-based organizations to identify impactful ways for volunteer lawyers to protect abortion access.



When We All Vote's network, including Co-Chairs Michelle Obama, Steph Curry, and Selena Gomez helped to amplify resources like USOW's Abortion Access Hub, educate voters about the role that elected officials play in decision-making at the state level, and provide registration and voter turnout information to voters impacted by this issue.



We The Action worked with 10 nonprofits and activated 220 volunteer lawyers to help abortion providers expand or modify services, track abortion-related bills, serve as legal observers at protests, and more.

“She had a direct impact on an abortion provider’s ability to stay open and continue providing care.”

— Regulatory Assistance for Abortion Providers on the impact of a WTA volunteer lawyer

WE THE ACTION

Culture of Democracy Summit

WHEN WE ALL VOTE

WHEN WE

Culture of Democracy Summit

Culture of Democracy Summit



We The Action

PROTECTING VOTING RIGHTS

During the 2022 midterms, We The Action recruited **3,500 volunteer lawyers who worked with 36 organizations to help make the midterm elections safe, secure, and accessible for every voter.** As the midterm elections approached, We The Action lawyers staffed 10,445 shifts answering questions on the Lawyers' Committee for Civil Rights Under Law's national nonpartisan voter hotline, volunteered to represent local election officials facing threats, helped Rock the Vote turn complicated local voting laws into easy-to-understand voter guides to empower young voters, and much more. We The Action also recruited dozens of attorneys for the Election Official Legal Defense Network, a nonpartisan initiative formed by former Obama White House counsel Bob Bauer and veteran Republican election lawyer Ben Ginsberg, to respond to increasing threats and harassment against election officials nationwide. On Election Day, lawyers served as poll monitors, helped troubleshoot issues at the polls, and prepared petitions to address voting challenges. In all, We The Action lawyers were on the ground in 16 states.

FIGHTING FOR REPRODUCTIVE FREEDOM

Following the Supreme Court Decision to overturn *Roe v. Wade*, We The Action worked with nonprofits around the country to identify ways for volunteer lawyers to engage. **220 volunteers signed up to help protect abortion access**, with projects ranging from helping abortion providers expand or modify services while responding to state inspections and protecting their employees, tracking abortion-related bills, and serving as legal observers at protests.

SUPPORTING IMMIGRANT COMMUNITIES

With a humanitarian crisis raging in Afghanistan, We The Action helped launch the Welcome Legal Alliance, a nonpartisan initiative that channels the passion and skill of the nation's lawyers to help Afghan evacuees coming to the United States access critical pro bono legal services. We The Action also partnered with a coalition led by the law firm Akin Gump to **mobilize 150 lawyers who donated more than 3,000 hours to help nearly 3,000 migrants prepare for interviews with the government.**

In 2022, We The Action's



community of
45,000
lawyers



donated nearly
47,000
hours of legal services



worth nearly
\$20M



on
370
nonprofit projects

WHEN WE ALL VOTE



When We All Vote

THE POWER OF WHEN WE ALL VOTE

This election cycle, we saw record-breaking early voting turnout and the second-highest youth turnout rate for a midterm election in the past 30 years. When We All Vote's cutting edge programming played a critical role in achieving this outcome. Through our unique combination of grassroots organizing and engagement with popular culture, we educated, registered, and turned out voters by meeting them where they are. We engaged nearly 200 celebrities, athletes, and influencers, and recruited five new celebrity co-chairs: H.E.R., Becky G, Stephen Curry, Jennifer Lopez, and Bretman Rock. We also engaged over **100 media, entertainment, fashion, and corporate partners and 14 pro sports teams and leagues** to infuse voting into cultural moments.

We stepped up as a leading national convenor, organizing a coalition of 30 voting organizations to make a joint pledge to fight against voter suppression and support voter turnout featured in a full-page *New York Times* ad.

MOBILIZING VOTERS TO MAKE THEIR VOICES HEARD

When We All Vote targeted voters in key states with voter registration and turnout messaging through a powerful combination of email, SMS, and peer-to-peer texting, direct mail, phone calls, and social media. **We hosted 20 virtual rallies and trainings that reached nearly 10,000 volunteers** who took action in their communities during the midterms and helped nearly 90,000 people register to vote or confirm their voter registration status. We also recruited and organized more than **200 My School Votes clubs** in high schools across the country that helped more than 5,400 students register to vote or confirm their voter registration status.

SHAPING THE CULTURE OF OUR DEMOCRACY

In June, When We All Vote hosted the first-ever Culture of Democracy Summit. The event brought together artists, athletes, academics, grassroots organizers, and business leaders to discuss the role different industries play in protecting and strengthening democracy through voter registration, education, mobilization, and culture change. The four-day summit included special events for leading civic organizers and a series of conversations on topics ranging from environmental and criminal justice to voter suppression and engaging Gen Z. It also featured a **keynote address from Michelle Obama and 85+ speakers including Chris Paul, Selena Gomez, Kerry Washington, former Attorney General Eric Holder, Magic Johnson, Doc Rivers, David Hogg, and more.** 1,000+ attended in person, 179k+ live streamed, and the event generated 205M+ impressions on social media. Feedback from partners, supporters, and attendees demonstrated that this new convening platform unlocked vital opportunities and creative collaborations ahead of the midterms.

During
the 2022 midterms,
When We All Vote
contacted voters across
the country
45 MILLION times.



Case Study: Democracy & Voting



Case Study: Democracy and Voting — Party at the Polls

WE MAKE VOTING A CELEBRATION

In 2022, When We All Vote built upon our strong track record of testing and executing early voting celebrations that have been proven to increase voter turnout. Through our Party at the Polls program, we worked with local partners, volunteer leaders, and student groups at Historically Black Colleges and Universities (HBCUs) to celebrate voting with free events at or near early voting locations with music, food, and fun.

Civic Nation pioneered this strategy for increasing voter participation beginning in 2016, and since then, it has been adopted by voting organizations and community groups across the country as a proven tactic to increase voter turnout in hard-to-reach communities.



Beginning in 2016, Civic Nation evaluated the impact of community-driven voting celebrations in partnership with Professor Donald P. Green, the nation’s foremost researcher on voter turnout. **Research shows that making voting a celebratory event increases voter turnout by up to 4 percent per precinct.**

1.8M+
voters contacted to attend
a party and vote early via mail,
phone, and text

215+
events hosted to
increase voter turnout and bring
communities together

14,000+
attended a Party at the Polls

GRANTED FUNDS TO

55
community-based organizations

14
HBCU partners

20
grassroots volunteer leaders

Case Study: Democracy and Voting — Party at the Polls



PHILADELPHIA, PA BLACK BIKERS VOTE RIDE AND RALLY

700+ community members came together as more than 100 bikers rode through Philadelphia to celebrate voting and educate voters, ending in a get-out-the-vote block party where families were treated to a bike show and music from DJ Aktive and DJ Selekt.



HBCU PARTY AT THE POLLS

From Mississippi to Virginia, When We All Vote's Vote Loud HBCU partners hosted over 15 parties impacting over 25,000 students across the region. In Georgia, we hosted events on Savannah State University and Spelman College's campuses and reached over 500 students with voter education resources and assistance in making a plan to vote.

DETROIT, MI MTV'S VOTE EARLY GAMEDAY WITH THE DETROIT PISTONS

When We All Vote teamed up with the Detroit Pistons and MTV for an interactive family event on Vote Early Day to get the community excited and ready to vote. Fans outside the Little Caesars Arena enjoyed live music, food, and giveaways, along with information about early voting options.



Case Study: Made to Save

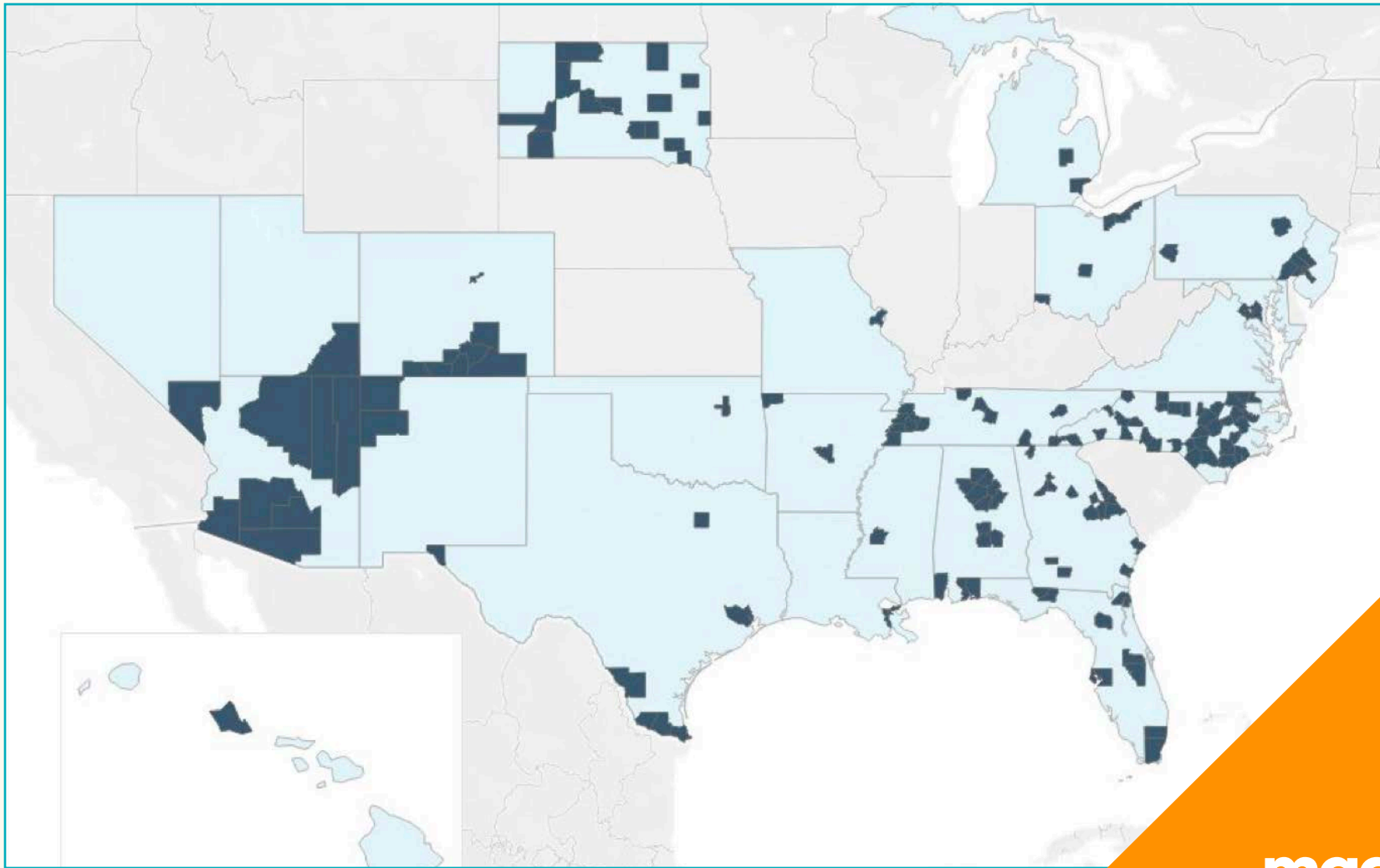


Case Study: Made to Save

CLOSING THE COVID-19 VACCINE EQUITY GAP

From April 2021 to May 2022, Made to Save was a national campaign that mobilized thousands of individuals and organizations, reaching tens of millions of people to increase COVID-19 vaccine access, vaccination rates, and equity within communities of color. Made to Save worked to overcome long-standing structural inequities by connecting the communities most impacted by the virus directly to funding, resources, and relationships through our national Vaccine Equity Hub

Map of counties where grantees were doing outreach



110+
Made to Save grantees contacted
5M
people, had
625,000
conversations in
21
languages across
24
states

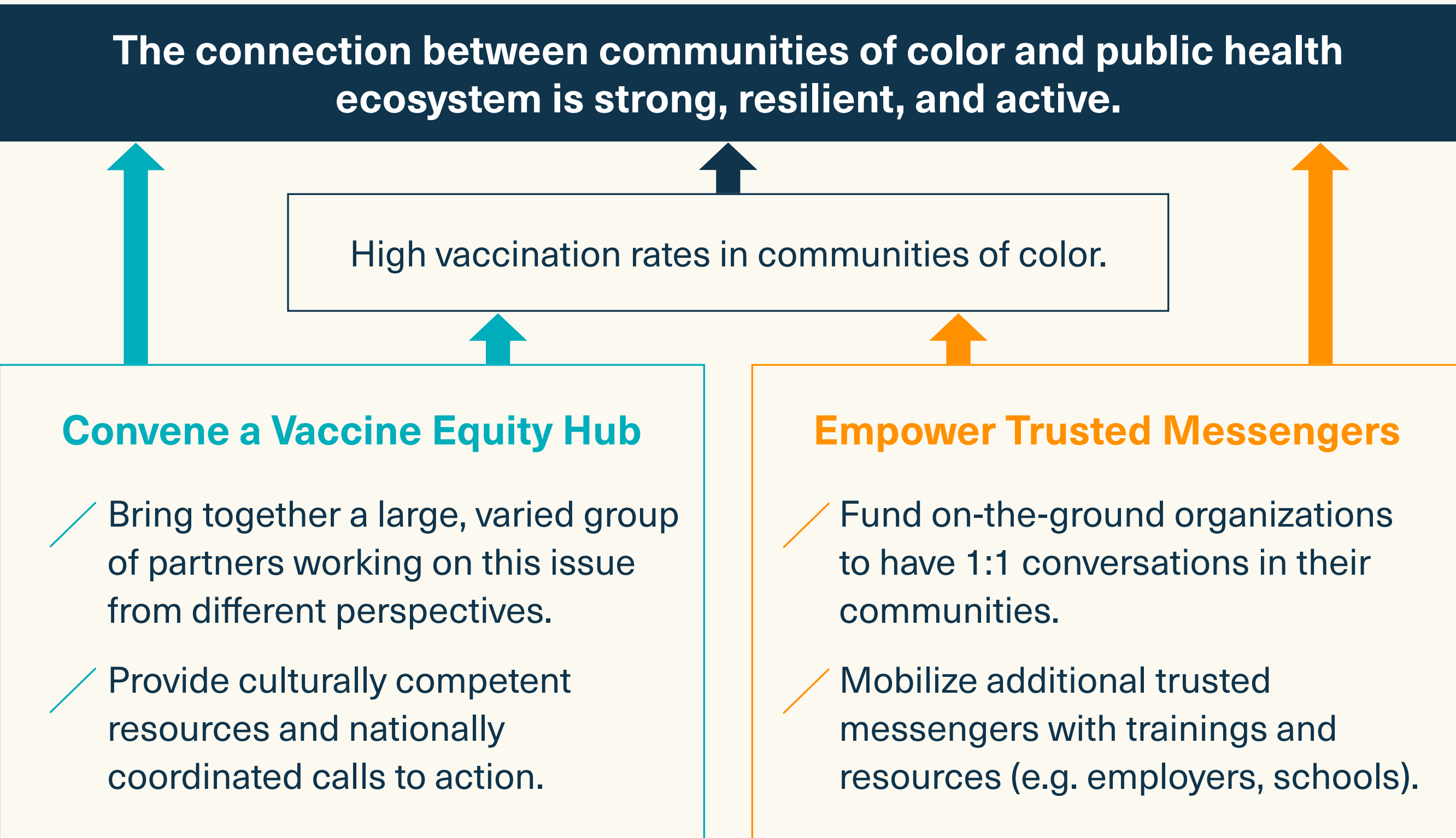
Built a coalition of **1,600+** partners who engaged millions of people

9,000+ individuals were trained to be vaccine ambassadors in their communities, with **+22,700** volunteer shifts in communities being completed

Made to Save regranted almost **\$7 million** directly to community-based organizations in communities of color

Made to Save social media content garnered more than **93 million** views online





Both pillars of our mission provided critical learnings and resources to each other.

ENDURING LESSONS FROM MADE TO SAVE:

1. Our collective funding, support, and resources need to go to the people who are having conversations directly in their communities
2. These trusted messengers need training and skills to navigate difficult conversations
3. A broad and inclusive “Community of Practice” is necessary to position every organization in the ecosystem to achieve an unprecedented, ambitious goal

“A lot of members don’t want to get the vaccines, but when they see us and hear us speaking in our languages and they see members of their own community and become less fearful and they are encouraged.”

— Maya Ixil Promotora of the International Mayan League



Launching Soon

Civic Nation looks for opportunities to help change culture, behavior, systems, and policy.

In 2023, we will officially launch the Change Collective and Online For All.



The Change Collective

UNLOCKING THE POWER OF LOCAL CHANGEMAKERS

The Change Collective aspires to reinvent civic life for the 21st century by cultivating the next generation of local leaders working to solve problems and build bridges in their communities.



The problem:

Widespread disconnection, distrust, and disillusionment in recent decades have led to increased social isolation, political polarization, and disengagement in civic life. We can make communities more resilient to these and other threats by investing in the next generation of local leaders and preparing them to build a more equitable and inclusive democracy from the ground up.

Rebuilding Our Civic Infrastructure:

The Change Collective is a dynamic leadership community that will train, connect, and elevate emerging leaders—empowering them with the skills, tools, and capacity to bring people together, bridge divides, and solve problems at the community level across the country.

The Change Collective will play a unique role in the civic leadership landscape. The leadership development ecosystem includes a number of national programs focused on emerging leaders, but most reinforce existing siloes, focusing exclusively on individuals from a particular sector, political party, or in a narrow age group. We will recruit from across professions and industries and leverage a non-partisan framework that emphasizes pluralism above power-building. The Change Collective will provide the resources necessary for members to develop new skills, connect and build a leadership network, strengthen local civic infrastructure, and bridge divides through a unique framework that embraces difference as a source of strength.

We will be guided by three overarching principles:

1. Embracing difference as a source of strength
2. Placing civic leadership over “politics”
3. Trusting community

Civic Nation will officially launch the Change Collective in 2023 with the goals of embracing diversity and difference as a tool for driving meaningful change, building strong civic infrastructure to tackle local challenges, and providing skills and facilitating experiences that empower participants and local partners to determine the change that is needed in their communities.



Online For All

CLOSING THE DIGITAL DIVIDE

Online For All will help close the digital divide by enrolling eligible Americans in the Affordable Connectivity Program, a new Federal benefit available to low-income households to make high-speed internet more affordable.



**ONLINE
FOR ALL**

The problem:

Reliable high-speed internet is critical for Americans to conduct their work and education and access healthcare and government support. **Yet approximately 28 million households in the United States do not have high-speed broadband at home. Two-thirds of those are offline because of affordability challenges, and low-income, Black, Indigenous, and Latino communities are disproportionately impacted.**

In 2021, Congress passed the Infrastructure Investment & Jobs Act, which created the Affordable Connectivity Program (ACP), to help low-and-middle-income households afford reliable broadband. The ACP represents a historic investment in closing the digital divide. However, while over 51M households (about 42% of all US households) are eligible for the ACP, only about 15M are currently enrolled. Research suggests that key barriers to widespread broadband adoption include lack of awareness, lack of trust, and confusion and challenges around the enrollment process.

Our Model:

This campaign will leverage the efforts of a diverse coalition of digital equity, corporate, philanthropic, government, community-based, and national partners to collaborate on increasing ACP enrollment and help close the digital divide.

The plans for this campaign are based on the successful model of our recent vaccine equity campaign, Made to Save, in which we granted nearly \$7 million to 113 community-based organizations, built a national network of 1,600+ organizations doing vaccine outreach, and provided strategic and tactical support to help these trusted messengers reach unvaccinated folks in their communities. This campaign will use a three-pronged strategy to increase ACP enrollment rates in high-need communities by reaching unconnected households with trusted information and enrollment support:

- 1. Convening an ACP Enrollment Coalition** to bring together government agencies, community partners, and stakeholders across the broadband ecosystem into a community of practice, driving ACP enrollment through shared resources, best practice sharing, and national mobilizations.
- 2. Empowering Community-Based Trusted Messengers** with training, funding, and resources to run grassroots outreach programs with individualized strategies that fit the needs of their communities. Establish a real-time feedback loop and identify and address challenges to ACP enrollment efforts.
- 3. Raising Awareness and Directly Support Consumers** by creating a branded marketing campaign and online platform to make it easier to find information about and enroll in ACP, using paid and earned media and targeted education campaigns with key local and national partners.

Thank you from our CEO, Kyle Lierman

Friends,

If you take one thing from this impact report, I hope it is that the work we do at Civic Nation matters. It makes a difference. And we couldn't do it without you.

Our team worked incredibly hard in 2022, and we're excited to build on the progress we made in the year ahead.

As we outlined in this report, in the coming months, Civic Nation will launch two new initiatives - Online For All, a new initiative to close the digital divide by enrolling eligible Americans in the Affordable Connectivity Program, and the Change Collective, an initiative that will focus on cultivating the next generation of local leaders working to increase civic collaboration and engagement in their communities. We couldn't be more excited to continue the work of our current initiatives and to launch these two new critical efforts.

We are so grateful to have such dedicated supporters and partners that share our mission.

Thank you again.

Sincerely,



Kyle Lierman
CEO, Civic Nation



Civic Nation

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