



2014

HeadCount.org



FIELD CAMPAIGN

37 Festivals
703 Live Music Events
10,723 Voter Registrations

Highlights: Registered voters on 51 concert tours including **JAY Z** and **Beyonce, The Black Keys, Dave Matthews Band, Bassnectar** and **Kings of Leon**; Ran "Participation Row" activism villages at **Lockn' Festival** and **Phases of the Moon**

NATIONAL VOTER REGISTRATION DAY

29 Field Events
11,399 Voter Registrations
426,857,501 Social Media Impressions

Highlights: More than 200 entertainers posted "Register to Vote" photos on social media, including **Jon Stewart, Russell Simmons, Weird Al Yankovic, Questlove** and all the living members of **The Grateful Dead**; Registered 675 voters in the field, including nearly 300 in one activation at U. of Maryland.

ELECTION DAY (#GOVOTE)

344,248 Views on HeadCount.org
600,583 Social Media Interactions
479,518,476 Social Media Impressions

Highlights: Staged the **largest, organized Election Day social media push ever**, as 300+ entertainers posted photos holding #GoVote artwork; **Stephen Colbert, Jimmy Kimmel, Fergie, and Rob Lowe** tweets generated widespread media attention. **Dave Matthews Band, Linkin Park, and Jack Johnson** kicked off campaign with special early voting posts

TOTAL

28,053 Voter Registrations
26,817 Pledge Cards
906,375,977 Social Media Impressions

Highlights: **Voter registrations up 57% vs. 2010. Pledge cards up 55% vs. 2010.** Despite difficult political climate, executed a stellar **10th Anniversary** year including a benefit concert, increased artist engagement and the launch of our new **online voter information hub.**

SPECIAL THANKS TO OUR PARTNERS & SUPPORTERS:

Bus Federation • Cloud 9 Adventures • Grain Audio
Grassroots California • iCitizen • Fair Elections Legal Network
Lawyer's Committee for Civil Rights Under the Law
Long Distance Voter • Patagonia • Qello • Revolutions Per Minute
Rock the Vote • Taskforce PR • Ticketfly • Voto Latino • Witstream
Hundreds of musicians, concert venues and festivals!

The Conundrum of the Midterms
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