

ELECTION INTEGRITY PLAN



**HERITAGE
ACTION
FOR AMERICA**

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ELECTION INTEGRITY

BACKGROUND

For the last decade, Heritage Action has been on the frontlines of the policy and political battles that define America. Now, Heritage Action is ready to lead the fight to secure our elections.

Conservatism—including its policies, elected officials, and activists—is facing an existential threat. Democrats are rigging the rules at every level, creating new hurdles for elected officials and candidates who support a conservative agenda. This crucial battle is taking place in three distinct arenas: Congress, state governments, and the courts.

The path to victory includes defensive and offensive actions. Where Democrats hold power, we must defend against bad policy. Where conservatives and our allies are in power, we must advance changes that protect the lawful votes of Americans.

EXECUTIVE SUMMARY

Heritage Action will launch a two-pronged approach: Block the attempted federal overreach with Congress' disastrous "For the People" Act and tackle state based reforms.

Threats to election integrity have severe consequences—they jeopardize free and fair elections and discourage voters from participating in the electoral process. Opposing H.R. 1 and S. 1 is critical to any success conservatives may have at the state level.

Using The Heritage Foundation's Index for Election Readiness as the guide, Heritage Action will focus on the states with the most vulnerable election laws across the country, which have the largest national political impact, and launch a comprehensive advocacy effort including:

- An issue advocacy campaign to educate and activate the grassroots to fight for election law changes at the state level;
- Proposing model election law reform legislation for state legislatures;
- Hiring state lobbyists in crucial states to lobby for election law changes;
- Launching a "Voter Transparency" digital and TV campaign to educate voters on the changes made to their state laws.

Our goals with these efforts are as follows:

- Pass state legislation to strengthen election laws at the state level in the states whose elections at the federal and state level carry major, national political impact.
- Engage with the American people and provide transparency at each step in correcting the laws.
- Show the American people that real change has been made, restoring voter confidence in the electoral process.

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BLOCK PELOSI AND SCHUMER'S "FOR THE PEOPLE" ACT TACKLE STATE BASED REFORMS

CONGRESS

House Democrats have reintroduced legislation entitled "For the People Act" or H.R. 1 and S. 1. This bill would federalize our election systems, infringe on freedom of speech, and force taxpayers to finance political Congressional campaigns. With a new Democrat majority controlling the Senate, there is a very real possibility this bill, or a version of it, could become federal law. If that were to happen, the worst aspects of the 2020 state elections would be implemented nationwide.

The bill requires states to allow same-day registration without verification safeguards and to accept a sworn statement as proof of identification. Ballots cast by these voters must be counted as regular ballots instead of provisional ballots. It also limits the ability of states to purge old voter records from the voting rolls. The bill requires states to restore voting rights to felons and to register 16 and 17 year-olds, paving the way for illegal votes to be cast in federal elections.

Both H.R. 1 and S. 1 have many additional harmful elements, such as politicizing the Federal Election Commission and exposing nonprofit organizations and advocacy groups to burdensome compliance costs related to their donors.

Defeating this bill is essential for any work at the state level to shore up election systems to be effective. There are 21 House Democrats occupying districts with enough conservative and Republican voters to elect a candidate with our views. On January 25, we launched long-term digital advertising campaign calling on these 21 representatives to reject H.R. 1 and S. 1. The campaign will focus on the unpopular taxpayer funding of campaigns and the federalization of election law.

The "overhead support" that the digital campaign provides will mirror the grassroots ground game. Grassroots activists have launched an opposition campaign to H.R. 1 and S. 1 utilizing the Heritage Action toolkit and focusing on the following deliverables:

- Calls to Republican and Democrat Members of Congress urging a NO vote
- Grassroots activism focused on vulnerable Democrat Senators
- Letters to the Editor in 21 House Democrat districts
- Social Media pressure and education



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STATE GOVERNMENT

States have the authority under the constitution and U.S. law to establish and administer election laws and processes. At various points over the past years, states have had problems with their election systems exposed due to verified fraud and mismanagement. Some states moved quickly to shore up their systems while others have yet to do so.

Recent polling reveals that as much as two-thirds of Republican voters believe there was widespread fraud in the 2020 election. This lack of confidence in the outcome of the election is depressing voter enthusiasm for the next election. 15% of Republican voters indicate they are less likely to vote in upcoming elections due to the outcome of the 2020 elections.

It is vital that we shore up our elections in order to eliminate fraud and instill confidence in the electorate. Without achieving these two goals, conservatives will find it nearly impossible to regain governing majorities needed to advance our shared conservative agenda.

Based upon the principle of “One Person, One Vote,” we will begin a nationwide effort to establish new laws and procedures that minimize the ability of the Left to commit fraud and steal elections. Our immediate focus will be the implementation of a multi-state effort to shore up election laws in states where both the next election cycle and gaps in their state laws and processes make it urgent for us to do so. The initial list of states include: Arizona, Florida, Georgia, Iowa, Michigan, Nevada, Texas, and Wisconsin.

We will immediately launch: [SaveOurElections.com](https://www.SaveOurElections.com) as the hub for all election integrity reforms and action items.

SAVE OUR ELECTIONS

POLICY RECOMMENDATIONS FOR STATE GOVERNMENTS

- ✓ Verify the accuracy of voter registration lists.
- ✓ Prevent vote trafficking (ballot harvesting).
- ✓ Verify citizenship of voters.
- ✓ Allow election observers complete access to the election process.
- ✓ Require voter ID.
- ✓ Limit absentee ballots.
- ✓ Prohibit early vote counting.

The Heritage Foundation will produce a wholesale review of all state election laws and processes [based on this list of best practices](#). The result will be a scorecard highlighting the readiness of each state’s election laws. Once the Index of Election Readiness is published, Heritage Action will produce model legislation for state legislatures to adopt and will issue a scorecard rating the integrity of each state’s election laws. We will work closely with allies like the American Legislative Exchange Council (ALEC) and the State Policy Network (SPN), both 501(c)4 groups, through the entire process. While this work will take place throughout 2021, we will prioritize the eight states designated above and will release their reviews of those states in real time.

We will use that information and suggested changes to pressure the governments of those states to adopt the changes. The strategy will include state-level lobbying, education campaigns, door-to-door grassroots advocacy, and digital advertising. In instances where the state legislatures have concluded business for the year, we will include lobbying and advocacy work, calling for a special session focused on election integrity.

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Poll Workers are a critical tool in the fight for election integrity, serving as the eyes and ears in voting centers to ensure honest elections. Poll workers are different from poll watchers because they are vetted and trained by election officials to operate in polling locations and participate in the election process. The role of a poll worker is one of the most direct ways citizens can help secure our elections, and, recognizing that importance, we placed almost 400 poll workers in key precincts around the country in 2020. Heritage Action plans to recruit and place double this number in key states and precincts for the 2022 election cycle.

The list of states in which we engage a full strategy will expand as we have the successes and the resources to broaden this fight for election integrity. Ultimately, we will not end this effort until all states have adopted laws and processes to preserve the principle of one person, one vote.

We anticipate this to be a two year effort based on state legislative session dates.

BUDGET

\$3 Million

Per state

\$24 Million

Total for initial advocacy campaign

LOCATIONS

Arizona *Michigan*
Florida *Nevada*
Georgia *Texas*
Iowa *Wisconsin*