

# SHAPE MICHIGAN'S FUTURE



## PHASE ONE REPORT

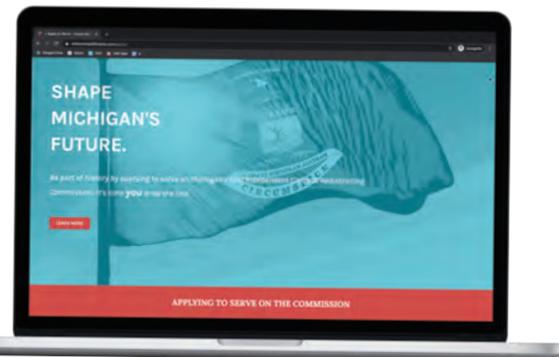
In 2018, Voters Not Politicians (VNP) led the charge to end gerrymandering in Michigan. 61% of voters approved an Independent Citizens Redistricting Commission and a fair, impartial, and transparent redistricting process.

The grassroots organization immediately reengaged volunteers across the state in a massive effort to educate voters about the new redistricting process. Through workshops, digital videos, and community outreach, VNP reached a broad audience of Michigan voters - especially those in historically underrepresented communities - with information on the Commission application process, including who can apply, how they can apply, when they can apply, and why they should apply.

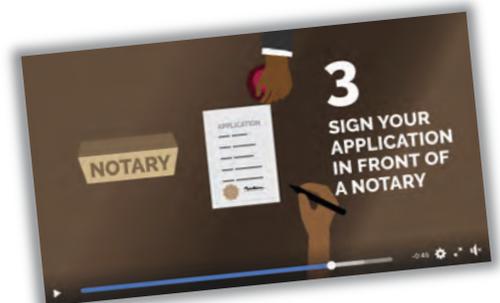


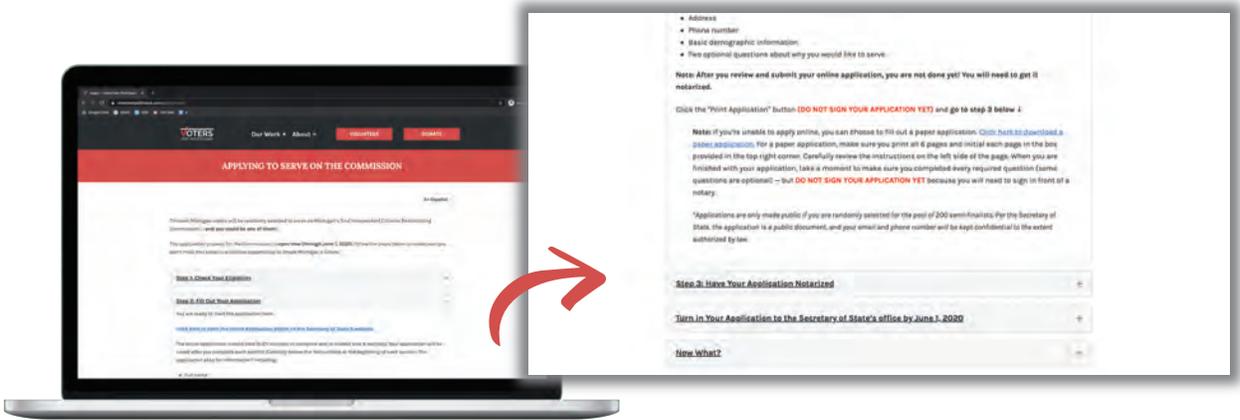
### VNP identified more than 12,000 Michigan voters who were interested in applying to serve on the Commission

VNP created a [Shape Michigan's Future page](#) on the website that provided information about the Commission and why they should apply. Through events, digital videos, and advertisements, VNP identified 12,128 voters who were interested in applying to serve.



- **44,607 visits** to the Shape Michigan's Future page
- **13,971 video views** on [Shape Michigan's Future video series](#)
- **291 events**, including grassroots VNP hosted events and external presentations with partner and community organizations
- **356 media hits** covering the redistricting process and application process





## VNP provided resources and tools to help voters complete and submit their applications

VNP created several resources and digital tools to help voters who were interested in applying to serve on the Commission.

- **A series of 5 Shape Michigan's Future newsletters** that provided voters information, tips, and tools to complete their application
- **"Apply Steps" page** on website outlining each step of the process with resource links
- **83 application workshops** held where VNP volunteers walked through the application process and provided free notary services



When COVID-19 hit Michigan, VNP quickly moved and held **13 virtual workshops** and provided **518 applicants** with free, remote notary services

To learn more about Voters Not Politicians, visit: [www.VotersNotPoliticians.com](http://www.VotersNotPoliticians.com)

