

# RANK THE VOTE



**ANNUAL REPORT**

**2025**

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# EXECUTIVE SUMMARY

Our sixth year as an organization proved to be a pivotal one, marked by significant **growth**, enhanced **collaboration**, and robust **fundraising**.

Our expanded mission invigorated outreach and engagement efforts as we began to help partners lead on Proportional Ranked Choice Voting, and explore ways to contribute to open primary and fair district efforts. The launch of new webpages, events targeting new topics, and increased engagement demonstrated our commitment to help partners build grassroots energy for whatever **pro-voter electoral reform** is right for their community.

It is clear that the grassroots approach continues to resonate across the country.



**52,000**

**new supporters**



**13,800**

**volunteer sign-ups**



**100+**

**active efforts  
across 23 states**



**150+**

**trainings led by  
partners +110 led  
by RTV**

More people signed up to volunteer in 2025 than in 2024, 2023 and 2021 **combined**.

**41%** of all volunteers joined in 2025.

# KEY SIGNS OF SUCCESS

## Fundraising

**\$1.7 million** raised nationally from over **1,000** donations.

**\$780,000** raised by 20 state partners from **8,143** donations.

## Organizing & Education Program

**52K** new supporter signups.

**13.8K** new volunteer signups.

**363** tabling events reported by 12 state partners.

**146** trainings reported by 9 state partners.

**110** trainings and group meetings hosted by Rank the Vote.

## Digital

**1.5M** national emails sent, **466K** state emails sent.

Supported state partners with comms support: 7 with social media and 5 with email programs.

## Campaigns

**3** state partners ran aggressive campaigns to successfully defeat RCV ban bills.

**2** RCV municipal ballot measure victories in IL and MD.

Coordinated **16** organizations to access 40M voter file records.

# RANKED CHOICE VOTING CAMPAIGN VICTORIES

Our state partners successfully defeated attempts to ban Ranked Choice Voting in three states, and led municipal campaigns to victory in **Greenbelt Maryland, Skokie Illinois, Boston** and **Bedford Massachusetts**. They showcased the power of grassroots mobilization fueled by the right tools and resources – infrastructure we are pleased to provide to the movement.

Over 70 bills mentioning RCV were introduced across 27 state legislatures in 2025. Our state partners worked to educate and mobilize people to take action to advocate for RCV adoption and push back against efforts to ban RCV.

We expanded our support for state partners in even more ways this year. With greater access to digital mobilization tools, we're helping state organizations reach more people than ever—turning RCV supporters into activists by driving them to contact their legislators.



As we move into 2026, we are poised to continue building, winning, and sustaining the efforts of our 28 state partners. With over 100 active efforts across 23 states, the strength of our network and resources positions Rank the Vote favorably as we work to expand what we provide state partners. By investing in leadership development and enhancing our communication strategies, we are committed to being a transformative leader in the electoral reform movement.

## Municipal Wins

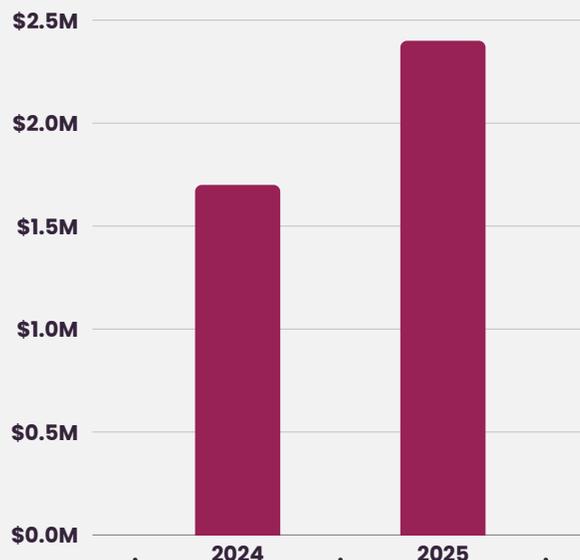
Skokie, IL votes **57%** to adopt RCV; led by FairVote Illinois.

Greenbelt, MD votes **67%** to adopt PRCV; led by RCV Maryland.

Boston City Council advances Home Rule Petition; led by Boston Voter Choice.

# Fundraising Acceleration

Fundraising reached new heights, with a total of nearly **\$2.4 million** raised, an impressive increase from **\$1.7 million** in 2024. We saw significant engagement from small-dollar donors, with \$37.6K contributed through 1,006 donations less than \$500, and received a landmark grant of \$350,000 from a foundation. This is exciting progress in a year started under the shadow of 2024 election losses, and including an executive leadership transition.



## MISSION DRIVEN

### Socializing Expanded Mission

After expanding our mission in Q4 of 2024, we socialized the idea with state and national partners in the first half of 2025. We rolled out new webpages for each reform, held events on new topics, and worked to increase our engagement as an organization and as leaders in these other reform areas.

**Rank the Vote's mission is to catalyze and support grassroots movements nationwide to win pro-voter structural electoral reforms in communities and states. We do this by equipping advocates with proven tools, resources, and strategies to fight for more choice and better representation.**

# FOUR PILLARS OF REFORM

## Proportional Representation (PR)

We have had the greatest growth in our work on proportional representation. We hosted the first ever panel about proportional representation to be held at Netroots, working directly with New America and Fix Our House for the first time. We supported the FairRepresentation Act, and started building out organizing materials for PRCV municipal efforts.

Eileen joined More Equitable Democracy and key leaders from Institute for Responsive Government, Multiracial Democracy Project, Fix Our House, and others in Germany for an immersive learning tour to observe their Mixed Member Proportional System in action.

## Fair Maps

The race to gerrymander congressional districts was on in 2025, with an unprecedented surge in states angling to increase the number of safe R or D congressional districts. We are still figuring out the way we can contribute most meaningfully in this space.

## Open Primaries

We began to establish our footing in the Open Primaries landscape through outreach to state organizations to learn about their plans, needs, and offer support and our services. We are engaged in support of open primary efforts through our partners in Arizona, Florida, Massachusetts, New York, Washington DC.

## Ranked Choice Voting (RCV)

Ranked Choice Voting continues to be the issue our partners are the most engaged in as they support campaigns at the municipal, state, and federal level. Awareness of the transformational impact of this reform continues to grow in the public's awareness, fueled by prominent elections such as the New York City primary.

# NATIONAL TEAM EXPANSION

As a result of the 2025 leadership transition, we now benefit from Nathan Lockwood’s experience as co-founder and former executive director and his relationships with funders and partners, as well as **Eileen Reavey’s** leadership and vision for what lies ahead for Rank the Vote.

A key objective this year was to deepen our leadership bench. As our state partners have grown & gained experience, they need a higher caliber of experience and coaching from us. Our budget allowed for this to occur in Q4.



It’s been an exciting year for Rank the Vote. Our promotion of Eileen Reavey to the top job early this year is already paying off. Eileen has forged strong relationships with other leaders in our space, and with her hire of two movement-respected professionals (Anna Kellar and Michele Whittaker) into key staff roles, **Rank the Vote arrived at a new level of capability and respect in the electoral reform space.** Our opportunity to effect systemic electoral change remains very bright.

*John Palmer*  
*Chairman Board of Directors*



# NATIONAL TEAM EXPANSION

**Michelle Whittaker** joined the team as the Communications Director in October. Her 15+ years of communication and campaign experience, and current role leading Ranked Choice Voting Maryland, makes her uniquely suited to support the communications work and growth of us and our state partners.



**Anna Kellar** served as Executive Director of Democracy Maine for 8 years. They have been in the shoes our state exec's find themselves in every day. Managing fundraising, advocacy, compliance, and organizing across priorities and issues. Anna also has experience managing a team and will be excellent at guiding the direction of the organizing team as it hopefully continues to grow in 2026.

As our budget grows we will add more capacity to the organizing team to better serve our varied state partners, while also increasing investment in state organizations.



# STATE PARTNER SUPPORT

In 2025 we worked closely with **25 state partner organizations** and **6 allied state organizations**. Our 7-person national team is available to all of these partners to help them with every facet of running their organizations, from building grassroots power to local fundraising to winning campaigns. We provide mentorship, a space for partners across the country to meet, and significant tools and resources to advance local movements.



# Providing Infrastructure to the Movement

We provide economies of scale to the reform movement by investing in software as a national network, allowing partners access to tools at no or lower cost while having someone on our team they can turn to for tech support.

- Had **employment agreements** with state partners to hire team members across **12 states** in 2025, including 7 new hires this year. Instead of local organizations being limited to hiring people as contractors or struggling to figure out payroll infrastructure, they work with us, and their employees have access to insurance plans, retirement options, and PTO.
- Invested \$65K to host the **CRM Databases** for **24 partners** at no cost.
- Provided **texting software** to **12 partners**.
- Our 501 (c)4 organization Rank the Vote Action, coordinated **16 organizations** to work together and utilize **voter file data** across 18 states.
- Provided **phone banking software** to **13 partner organizations**.
- Contracted with communications specialists to provide **digital services** to **7 state partners**, assisting 7 partners with social media and 6 partners with email support. In 2025 we were able to do this for 6 partners at no cost to them.



# Training & Convening the Movement

- Met with all **33 state organization partners** and allied organizations throughout the year.
- Co-hosted a Fair Representation Movement Partner Convening in December 2025.
- Brought together staff and executive leadership from **20 state partners** for an opportunity to meet with national partners at the National Association of Nonpartisan Reformers. Provided scholarships to help cover cost for 8 individuals.
- Held **110 trainings and meetings** for state partners.



I tabled a protest this morning with a new volunteer... Because we were busy, I didn't get a chance to do any "on the job" training. She didn't need it. She was AWESOME! She told me that she just attended a Pitch training by Rank the Vote. Voter Choice Arizona doesn't have the ability to do these trainings on a regular basis, I just put the link on the website and [advise] new Outreach volunteers that it would be good for them to do.

*Mark Cable  
Voter Choice Arizona*



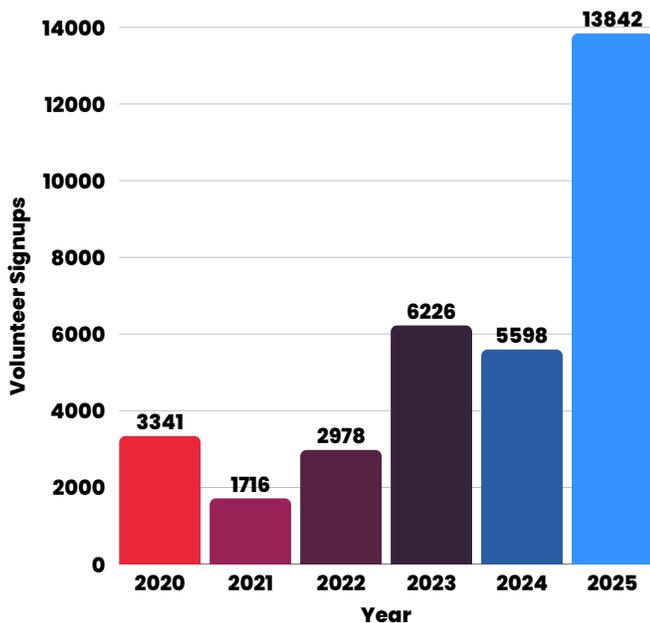
# STATE PARTNER GROWTH

Entering into 2026, RtV's 28 state partners vary widely in their organizational strength; however, we have more strong state organizations in our network than ever before.

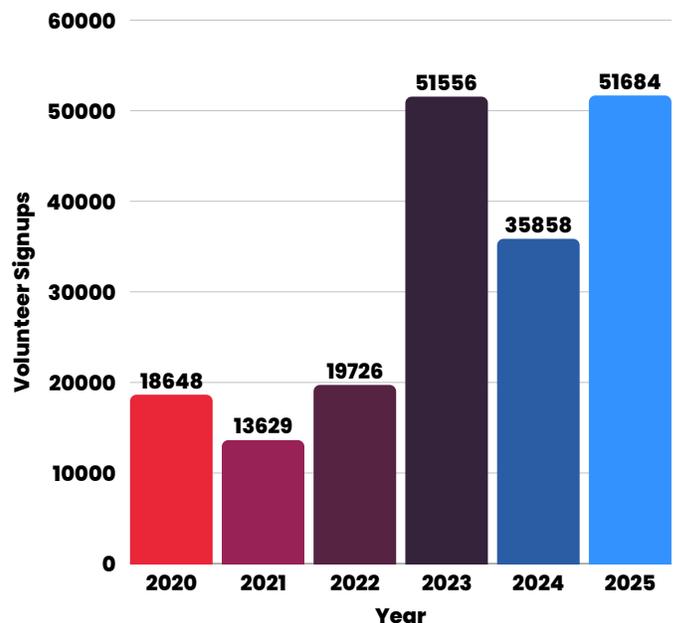
The overall strength of the movement is impressive. In total, states have built a supporter base of **324,509 individuals**, with **191,477 organic signups**, and **33,683 volunteer signups**.

2025 was the strongest year yet for growth in grassroots outreach. While states with active campaigns and/or staff capacity lead the way, several states with difficult political landscapes and/or all-volunteer leadership have made significant progress with community.

**Rank the Vote Volunteer Signups  
By Year**



**Rank the Vote Organic Signups  
By Year**



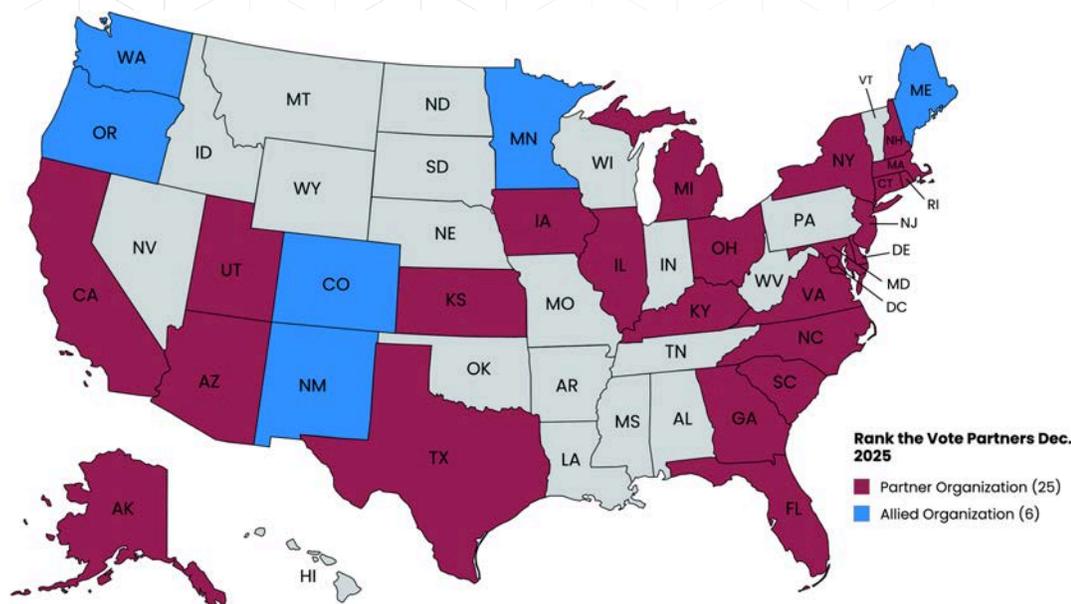
# STATE OF THE STATES

At the end of 2025, Rank the Vote piloted an internal State of the States report, which advanced helping state organizations to measure and evaluate their work. We will continue to work with states to improve data collection and data sharing, and to help states set goals that make sense for their circumstances.

While every state partner's needs are unique, we use the shorthand of "structure, strengthen, scale, sustain" to indicate where an organization's next goals and challenges lie.

Organizations in the "structure" phase are forming, identifying goals, recruiting leaders, and typically, are all volunteer-led. At the "strengthen" stage, an organization may be running one or more campaigns and have a functional volunteer team. Organizations at "scale" have strong leadership and a wide support base, likely have at least one campaign effort under their belt, and they are also more likely to have staff. "Sustain" focuses on places where we need to protect existing wins.

**Ending 2025, the largest number of partners are in the "scale" category**, indicating that investment in states and organic growth is paying off in strengthening those partners. It also reflects that RtV has added new partners from already-strong state organizations - an indication that RtV's partnership is valuable even to high-performing states.



# LOOKING AHEAD

We are thrilled with the growth we experienced in 2025 and look forward to growing the network and our impact in 2026 and hope we can count on your support. **Thank you from all of us at Rank the Vote.**



I can honestly say we wouldn't be here without Rank the Vote. Over the past five years, **they've been there for us!** They've given guidance and advice when we needed it, provided training, connected us with the right people and organizations, helped us secure funding and key infrastructure, supported our first organizers, and even provided interns. At one point, Rank the Vote even stepped in to employ an executive director for us, keeping things moving forward when we needed it most. Their belief in our work and **tireless support** have made a real difference, not just for our organization, but for the fight for Ranked Choice Voting in Ohio. There aren't enough words to express how deeply grateful I am for Rank the Vote.

*Denise Riley*  
*Rank the Vote Ohio Executive Director*



# STAFF & LEADERSHIP

## National Staff

**Eileen Reavey**  
Executive Director

**Anna Kellar**  
National Organizing Director

**Nathan Lockwood**  
Co-Founder and Director of Strategy & Advancement

**Celia Nolan**  
Training and Events Director

**Ben Rowley**  
National Organizer

**Sean Tannehill**  
Data and Operations Manager

**Michelle Whittaker**  
Communications Director

## Digital Team

**Katherine Asselin**  
Communications Specialist

**Bobby Abraham**  
Integration Engineer

**Mark Bauer**  
Blog Author

**Kara Hunt**  
Executive Director, Founding Citizens

**Marc Jaruzel**  
Policy Director, Founding Citizens

## Board of Directors

### Board Chair

**John Palmer**  
Board Member, National Association of Nonpartisan Reformers

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Strategy, Management, & Advocacy Consultant

**Jocelyn Bucaro**  
Principal, JC Strategies

**Brian Cannon**  
Chief Advocacy Officer, FairVote

**Katie Fahey**  
Executive Director, The People

**Susan Friedman**  
Strategy Consultant

**Bruce Goldberg**  
Project Team Leader, Calico Life Sciences

**Jeanne Massey**  
Executive Director, FairVote Minnesota

**Mercedeh Momeni**  
Attorney

**Lan Nguyen**  
COO

**Andrea St. Julian**  
President, The Justice Workshop

**Scotty Vercoe**  
Producer, The Battle for Ranked Choice Voting