

Date: Wed, 15 Jun 2022 8:34:22 PM (UTC)  
Sent: Wed, 15 Jun 2022 8:27:41 PM (UTC)  
Subject: FW: [External] VPC/CVI North Carolina Voter Registration Application Mailing \*\*In Homes Soon\*\*  
From: Gannon, Patrick <Patrick.Gannon@ncsbe.gov >  
To: SBOE\_Grp - Directors.BOE <Directors.boe@ncsbe.gov >;  
Attachments: VPC CVI 2022 List Protocols (3) (1) (1).pdf; VCNC\_Jane.pdf; VENC\_Jane.pdf; VMNC\_Jane.pdf; VNNC\_Jane.pdf; VTNC\_Jane.pdf; VVNC\_Jane.pdf; CCMNC\_Jane.pdf; CGNC\_Jane.pdf; CKNC\_Jane.pdf; CNNNC\_Jane.pdf; CPNC\_Jane.pdf

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Dear Directors,

Please see the attached and below information about the latest wave of VPC/CVI mailings that should be hitting mailboxes about now. If you haven't received any calls or emails yet, they are probably coming.

If you scroll down, you will see the number of planned mailings per county.

Finally, I'm contemplating a press release about this, so if you are getting calls/emails/confused voters/etc., please feel free to let me know.

Thanks,

Pat

## Patrick Gannon

*Public Information Director*

O: (919) 814-0765

M: (984) 204-0767



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**From:** Anja Aniere <aaniere@voterparticipation.org >

**Sent:** Thursday, June 2, 2022 3:35 PM

**To:** Bell, Karen B <Karen.Bell@ncsbe.gov >; Neesby, Brian <Brian.Neesby@ncsbe.gov >; Velez, Trena <trena.velez@ncsbe.gov >; Gannon, Patrick <Patrick.Gannon@ncsbe.gov >; Love, Katelyn <Katelyn.Love@ncsbe.gov >; fmr.kelly.tornow <fmr.kelly.tornow@ncsbe.gov >; Blackman, Allison <Allison.Blackman@ncsbe.gov >; Grant, Noah <noah.grant@ncsbe.gov >; Cox, Paul <paul.cox@ncsbe.gov >; Kristin Mavromatis <kristin.mavromatis@mecklenburgcountync.gov >

**Cc:** Eva Bonime <ebonime@voterparticipation.org >; Carrier, Jennifer <jennifer.carrier@blankrome.com >

**Subject:** [External] VPC/CVI North Carolina Voter Registration Application Mailing \*\*In Homes Soon\*\*

**CAUTION:** External email. Do not click links or open attachments unless you verify. Send all suspicious email as an attachment to [Report Spam](#).

Dear Director Bell and all,

I hope this email finds you well. I am writing to provide further details regarding the voter registration application mailings from the Voter Participation Center (VPC) and the Center for Voter Information (CVI) that will be reaching North Carolina residents around June 16th.

Below is a table with the number of VPC and CVI mailings that will be sent within each municipality, along with sample mailings.

### **Mission: Expand Access to Democracy by Underrepresented Populations**

The goal of VPC and CVI is to bring more people into our democracy. VPC and CVI successfully utilize direct mail and online formats to foster registration and voting by under-represented populations in the American electorate.

VPC and CVI focus on registering and engaging the New American Majority (NAM), consisting of young people, communities of color, and unmarried women. For more information on the mission and the NAM, please see [www.voterparticipation.org](http://www.voterparticipation.org) and [www.centerforvoterinformation.org](http://www.centerforvoterinformation.org).

Since 2003, more than 5.7 million Americans have returned their voter registration applications to elections officials across the country due to VPC, CVI, and their partners.

### **Current Mailing**

As with our prior registration mailings, these mailings will contain the same voter registration applications used by the state, as well as helpful information for unregistered voters. The registration mailings will go to unregistered young people who will be eligible to vote in the upcoming elections for the first time, to voters who have recently moved and have not re-registered or updated their voter registration records (according to the latest available information), and others who are unregistered in the voting age population.

VPC and CVI make it clear to mail recipients that the mailing is coming from a non-government organization. The mailings include a letter from Tom Lopach, President of VPC, or from Gail Kitch, Board Chair of CVI, urging citizens to register to vote. A separate disclaimer includes the applicable organization's phone number, website address, explanation that the organization is a non-government and non-profit organization, and language that states that the organization is "not affiliated with any government agency or state/local election office."

### **Changes from 2020 Registration Program**

In 2020, facing a global pandemic, with many groups shutting down in-person registration drives, and people reducing in-person visits to the DMV, VPC and CVI scaled up registration programs to reach as many unregistered voters as possible with many waves of registration mail.

In 2022, with the pandemic receding, VPC and CVI are focusing on programs to reach people most likely not to be registered, and will be sending fewer mailers to smaller lists and sending fewer follow-up mailers. VPC has also shifted some voter registration programs to digital. In 2020, VPC encouraged 455,000 people to register to vote online. VPC is continuing that effort in 2022.

VPC and CVI use the best technology available to ensure that its voter registration mail recipients are eligible to vote and are currently unregistered. Since no state makes available a list of individuals who are unregistered or ineligible, VPC and CVI use commercially available individual and residential databases and matches them to the state's voter file to determine who is unregistered and otherwise eligible. Because commercial data can be out of date or inaccurate, VPC and CVI send most mail addressed to "Current Resident," rather than specific people. They then take more than fifteen steps to improve the accuracy of the list. See attached "VPC-CVI List Protocol" for more details.

If you talk to anyone that wants to be removed from the mailing lists, their letter has a code near the

bottom that they can email to VPC or CVI to be automatically removed ( [unsubscribe@voterparticipation.org](mailto:unsubscribe@voterparticipation.org) and [unsubscribe@centerforvoterinformation.org](mailto:unsubscribe@centerforvoterinformation.org) ). Or you can take down the codes or names/addresses and send them to me (or call me) for removal. Additionally, you can direct anyone to our toll-free numbers: 877-255-6750 (VPC) and 866-290-1599 (CVI).

VPC and CVI would be pleased to work with you to provide advance information to potential voters, as well as local elections officials and their staffs who handle the incoming application forms generated by the mailings and who also answer questions from local residents. In the event you receive questions from recipients of the mailings, please feel free to direct them to VPC at 877-255-6750 and CVI at 866-290-1599.

If you receive any media inquiries, please feel free to direct reporters to [media@voterparticipation.org](mailto:media@voterparticipation.org) and our Communications Director, Alexa Shaffer will respond promptly.

We would be glad to address any questions or concerns you or local election officials may have and look forward to continued communication with your office.

County	CVI	VPC
ALAMANCE	1,743	4,863
ALEXANDER	294	191
ALLEGHANY	134	54
ANSON	189	1,074
ASHE	364	106
AVERY	80	47
BEAUFORT	434	1,508
BERTIE	117	1,312
BLADEN	205	1,133
BRUNSWICK	2,006	1,871
BUNCOMBE	5,853	4,495
BURKE	971	738
CABARRUS	2,021	5,619
CALDWELL	673	612
CAMDEN	123	142
CARTERET	779	493
CASWELL	263	833
CATAWBA	1,597	2,123
CHATHAM	1,300	1,535
CHEROKEE	319	94
CHOWAN	141	605
CLAY	146	45
CLEVELAND	937	2,297
COLUMBUS	581	1,867
CRAVEN	1,169	2,552
CUMBERLAND	2,550	20,296
CURRITUCK	228	207

DARE	449	209
DAVIDSON	1,429	2,359
DAVIE	336	316
DUPLIN	323	1,643
DURHAM	4,026	18,231
EDGECOMBE	245	3,656
FORSYTH	3,925	14,347
FRANKLIN	596	1,993
GASTON	2,107	4,850
GATES	104	359
GRAHAM	71	32
GRANVILLE	560	2,148
GREENE	99	716
GUILFORD	5,493	26,779
HALIFAX	473	3,670
HARNETT	1,075	3,289
HAYWOOD	975	452
HENDERSON	1,626	1,055
HERTFORD	122	1,572
HOKE	367	2,946
HYDE	32	110
IREDELL	1,548	2,973
JACKSON	433	186
JOHNSTON	1,911	4,279
JONES	88	260
LEE	647	2,022
LENOIR	482	2,994
LINCOLN	813	866
MACON	462	202
MADISON	367	122
MARTIN	246	1,097
MCDOWELL	351	281
MECKLENBURG	11,594	58,115
MITCHELL	97	39
MONTGOMERY	176	498
MOORE	1,022	1,502
NASH	742	4,798
NEW HANOVER	3,521	4,957
NORTHAMPTON	99	1,022
ONSLOW	1,411	3,333
ORANGE	2,978	3,778
PAMLICO	129	188

PASQUOTANK	457	1,783
PENDER	561	1,061
PERQUIMANS	176	338
PERSON	430	1,301
PITT	1,771	7,142
POLK	301	140
RANDOLPH	942	1,459
RICHMOND	479	1,748
ROBESON	596	7,182
ROCKINGHAM	909	1,873
ROWAN	1,090	2,613
RUTHERFORD	698	653
SAMPSON	352	2,174
SCOTLAND	303	2,022
STANLY	453	791
STOKES	430	275
SURRY	763	573
SWAIN	139	211
TRANSYLVANIA	435	220
TYRRELL	29	113
UNION	2,088	4,247
VANCE	339	2,888
WAKE	14,352	38,957
WARREN	95	1,284
WASHINGTON	143	770
WATAUGA	671	364
WAYNE	861	4,543
WILKES	500	342
WILSON	710	3,904
YADKIN	219	210
YANCEY	280	95

 [CRNC\\_Jane.pdf](#)

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**Anja Aniere**  
*(she/her/hers)*  
**Senior Manager of Community Outreach**  
**Voter Participation Center**  
**240.277.0310 (c)**