



THE CENTER FOR

Election Science

Annual Impact Report
2024



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VISION

Our vision is a world
where democracies
thrive because voters'
voices are heard.

MISSION

The Center for Election Science
is dedicated to empowering
people with voting methods
that strengthen democracy.

*Follow us on social
media*



Letter from the Outgoing Board Chair

Dear Fellow Reformer,

2024 saw The Center for Election Science make significant strides towards raising the national awareness of approval voting. We rebranded and launched an accessible, informative, and inspiring new website. With a commitment to collaboration and inclusion, we educated and built strong alliances with politicians and government workers in three US states. Launched research focused partnerships with Gallup and The McCourt School of Public Policy at Georgetown University. Today, CES and approval voting are better known—and have more advocates—than ever before.

As we move into a turbulent and uncertain 2025, I know that CES's supporters will continue to dedicate themselves to making democracy work for everyone. At CES, we will keep our eyes on the prize. We know that fixing the mechanism of democracy is the foundational reform that puts all other reforms within reach.

Thank you, as always, for your continued dedication to this cause and to our organization. We couldn't do it without you.



MICHAEL RUVINSKY
Board Chair
The Center for Election Science

“I know that CES’s supporters will continue to dedicate themselves to making democracy work for everyone.”

Letter from the Board Chair

Dear Fellow Reformer,

I'm honored to step into the role of Board Chair at such a pivotal time for the Center for Election Science (CES).

As we look toward the future, I'm filled with excitement about the momentum we're building, especially through promising partnerships in Utah and Maryland. In both states, we're seeing growing interest in Approval Voting, with strong legislative traction and community support that could reshape the way elections are conducted at the municipal and state levels. It's clear that this reform has the potential to empower voters, reduce polarization, and promote candidates with broad, consensus-based support.

We're also making incredible progress on the financial front. With new grants on the horizon, an increase in individual contributions, and the onboarding of a dedicated grant writer, CES is positioned to scale its impact like never before. This kind of growth wouldn't be possible without passionate supporters, donors, and volunteers who continue to believe in our mission.

In the coming year, we are investing in tools that will help local advocates succeed: from our ever-expanding online toolkit to new resources and one-pagers designed in direct response to community conversations. We're also embracing the power of storytelling to lift up the voices behind the movement, showing how improved voting systems can lead to better outcomes for all.

I believe this is our moment to shape the future of democracy.

Thank you for walking with us on this journey toward a fairer, more representative electoral system.



LASHANA LEWIS
Incoming Board Chair
The Center for Election Science

“It’s clear that this reform has the potential to empower voters, reduce polarization and promote candidates with broad, consensus-based support.”

Letter from the Chief Executive Officer

As I reflect on 2024, I am filled with gratitude for the transformational work we've accomplished together. This year marked many firsts—including my first as CEO of The Center for Election Science. Every day, I have been inspired by the brilliance of our CES team, the unwavering leadership of our Board of Directors, and the passion of this incredible community. Your dedication to advancing approval voting has energized and shaped our efforts in meaningful ways. Throughout the year, we made significant strides:

- Winter was dedicated to legislative progress—we introduced approval voting bills in Maryland, strengthened coalition partnerships in Michigan, and identified new opportunities in Utah.
- Spring we focused on research, launching the America (Mis)Represented Report, presenting at ESRA, and kicking off CES's first IRB-approved study.
- Summer marked a new era for CES—we launched a reimagined website, expanded community-building efforts through virtual events, and debuted our new brand and booth at two conferences NCSL and MaCo.
- Fall brought exciting milestones, including our new partnership with Utah Approves, the development of a bold strategic plan, and preparations for an ambitious 2025.

None of this would be possible without our generous supporters. Your belief in our mission fuels our ability to push boundaries and drive change. As we look ahead to 2025, we are eager to empower volunteers, expand our impact, and continue making approval voting a reality in more communities.

I also want to extend a heartfelt thank you to our outgoing Board Chair, Michael Ruvinsky. His leadership and dedication ensured a smooth transition in my first year, and his commitment to CES has left a lasting impact. Thank you all for being champions of democracy and civic innovation. We're just getting started.



NINA TAYLOR

Chief Executive Officer
The Center for Election Science

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OUR 2024 GOALS

In 2024, the Center for Election Science set ambitious goals to drive meaningful change in how elections are conducted across the country. Our mission was clear: to advance electoral reforms that enhance voter representation, minimize the harms of vote-splitting, and empower voters with better tools to make their voices heard.

1

Elevating the profile of the organization

Renewed focus on expanding our visibility and influence within the broader conversation on electoral reform. We focused on increasing media coverage, securing speaking engagements at high-profile events, and strengthening partnerships with like-minded organizations and thought leaders. By strategically amplifying our voice and expertise, CES aimed to become the go-to authority on electoral reform, driving broader awareness of the critical issues surrounding vote-splitting and the benefits of approval voting.

2

Initiate a Legislative Strategy in Key States

A critical goal for the Center for Election Science was to strengthen our legislative advocacy efforts, ensuring that key decision-makers—from elected officials to election administrators and Secretaries of State—were well-informed about the benefits of approval voting. We focused on building relationships with legislators at all levels, providing them with the data, research, and insights needed to understand how approval voting can enhance representation and fairness in elections.

3

Rebuild and Engage Our Community

A key goal for the Center for Election Science was to engage and expand our virtual community, fostering deeper connections with supporters and advocates across digital platforms. We were thrilled to see our renewed Discord community thrive, providing a dynamic space for discussions, collaboration, and the exchange of ideas around election reform. In addition, we embraced the opportunity to reach new audiences by joining the emerging social media platform, Bluesky.

4

Develop Research to Support Legislative Advancement

Key to our 2024 objectives was the release of our America (Mis)represented report, a groundbreaking analysis of vote-splitting across federal and state elections. The kick off of our first IRB study focused on voting systems and our research partnership with Gallup. The research team also developed the Research Hub on the updated website to serve as a resource library for researchers and advocates.



OUR 2025 STRATEGY

As we look ahead to 2025, the Center for Election Science is setting bold and transformative goals to further advance our mission of improving electoral systems across the country. Our efforts will focus on deepening our legislative advocacy, expanding approval voting in key municipalities, and fostering stronger community engagement.

01

LEGISLATIVE ADVOCACY

Intensify our legislative advocacy efforts in Maryland and Utah, working closely with lawmakers, election administrators, and local stakeholders to push for approval voting reforms.

02

FOCUS ON MUNICIPALITIES

We will increase our focus on municipalities where vote-splitting, or a desire for electoral innovation are most prevalent. By strategically targeting these areas, CES plans to work directly with local governments to implement approval voting, offering a more inclusive and fair alternative to traditional election methods.

03

COMMUNITY BUILDING

Empower and mobilize our community to become action-oriented advocates by fostering education, collaboration, and sustained engagement on key issues, ultimately driving tangible change through grassroots initiatives, policy influence, and collective action.

04

ELECTION RESEARCH

Continue building a data backed case for Approval voting. Establish a fellowship program to advance our research priorities and cultivate the next generation of election researchers.

REBRAND AND WEB DESIGN PROJECT



THE CENTER FOR
**Election
Science**

7/17/24: CES LAUNCHES NEW BRANDING & WEBSITE

The team embarked on a web design sprint, completely redesigning the CES website and developing new educational tools and a comprehensive brand book. We redefined our digital presence to reflect our dual identity—deeply rooted in education and research while embracing our role as bold change makers. Our refreshed website now serves as a hub for learning, advocacy, and action, making approval voting more accessible than ever. Since relaunch the site has averaged 8,000 unique visitors each month.

VIRTUAL EDUCATION



To compliment the rebrand CES launched a new virtual education platform designed to deepen community engagement and empower advocates. This interactive series featured a diverse lineup of advocates, researchers, lobbyists, and more, providing valuable insights into election reform and approval voting. Participants also had the opportunity to provide feedback through evaluations, helping shape future programming to better serve our growing community.

Most Watched Media featuring
Approval Voting
“Why Democracy is Mathematically
Impossible” – Veritasium 6.2 Million
Views

Top 3 Webinars

1

Analyzing Mismarked
Ballots and Rejected Votes
in Rank Choice Voting

2

Rank Choice in NYC: A look
at the Voter Experience with
Professor Lindsey Cormack

3

How Voting Systems Affect
Voter Satisfaction

LEGISLATIVE ADVOCACY

Building on our successful advocacy efforts at both local and state levels, CES has strategically expanded our educational outreach to create a deeper impact across multiple jurisdictions. A key factor in accelerating our Maryland and Utah initiatives was our decision to take our advocacy efforts on the road throughout 2024. We significantly amplified our visibility by exhibiting at both the Maryland Association of Counties (MACo) summer conference and the National Conference of State Legislators in Louisville, Kentucky. These high-profile events yielded invaluable opportunities to engage directly with state legislators from across the country through interactive Approval Voting demonstrations that transformed abstract concepts into tangible experiences.

In our commitment to advancing meaningful electoral reform, we have proudly renewed our partnership with Utah Approves, signaling our strategic redirection toward supporting local partners. Utah Approves has consistently demonstrated exceptional effectiveness through targeted education campaigns, most notably evidenced by their achievement in securing endorsements from all 29 Utah County Clerks, who collectively affirmed Approval Voting as the optimal and most viable electoral system for Utah.



Our current focus centers on securing new sponsors in both legislative houses, and we're encouraged that lawmakers are approaching our proposed legislation with curiosity rather than opposition—a receptive attitude we view as a valuable opportunity to strengthen relationships and deepen understanding of approval voting's benefits. This measured progress in Maryland exemplifies our strategic approach to advancing electoral reform by building foundations of knowledge and support that will ultimately lead to successful implementation in a year marked by less tumult.



- 9-item index with mix of original & previously used items
- Averages out attitudes across 3 key categories:
 - General sentiment about elections
 - Voter confidence and trust in elections
 - Voter perceptions of representativeness



PUBLIC OUTREACH

Our goal was to elevate and broaden our reach and impact through extensive earned media coverage. Our advocacy for approval voting and electoral reform was featured across a range of national and local media outlets, reinforcing our mission to create fairer, more representative elections.

Over the year, CES secured coverage in major publications such as NPR, New Rules Media, and The Arizona Republic, along with key appearances on radio programs and YouTube segments discussing election integrity, voter choice, and democratic innovation. This visibility not only raised public awareness but also sparked meaningful conversations among policymakers, civic leaders, and voters.

Our media presence translated into tangible engagement, and provided an opportunity to rebuild our network of bloggers, writers and supporters to expand our digital reach. The growing interest in voting reform underscores the increasing recognition of approval voting as a powerful solution to the flaws of the current plurality system.

Looking ahead to 2025, we will build on this momentum by expanding our media outreach, strengthening relationships with journalists, and keeping electoral reform at the forefront of national conversations.



QUANTIFYING AN ELECTORAL CRISIS

At CES, we focus on the issue of vote-splitting and the harm it inflicts on our elections. Vote-splitting undermines the representativeness of our electoral processes and diminishes the voting experience for individuals. Yet, until recently, no one had fully quantified the extent of vote-splitting on a national scale. When asked how often, where, or under what circumstances vote-splitting occurs, reliable data was scarce.

That's why our research team set out to measure every instance of vote-splitting at the federal, statewide, and state legislative levels during the 2022 primary election cycle. In July 2024, we released our first biennial report, *America Misrepresented* to further understand the True Cost of Vote-Splitting in U.S. Elections, a landmark resource that provides a comprehensive, data-driven look at this critical issue. Through this research, we confirmed that vote-splitting disproportionately occurs in open-seat races and is most common in highly competitive districts. In other words, vote-splitting shapes who appears on the general election ballot in the races that matter most—those that often determine control of legislative chambers and impact policy outcomes for years to come.

The top 5 states are:



New Hampshire
(44.8%)



Arizona
(42.5%)



California
(32.9%)



Nebraska
(31.2%)



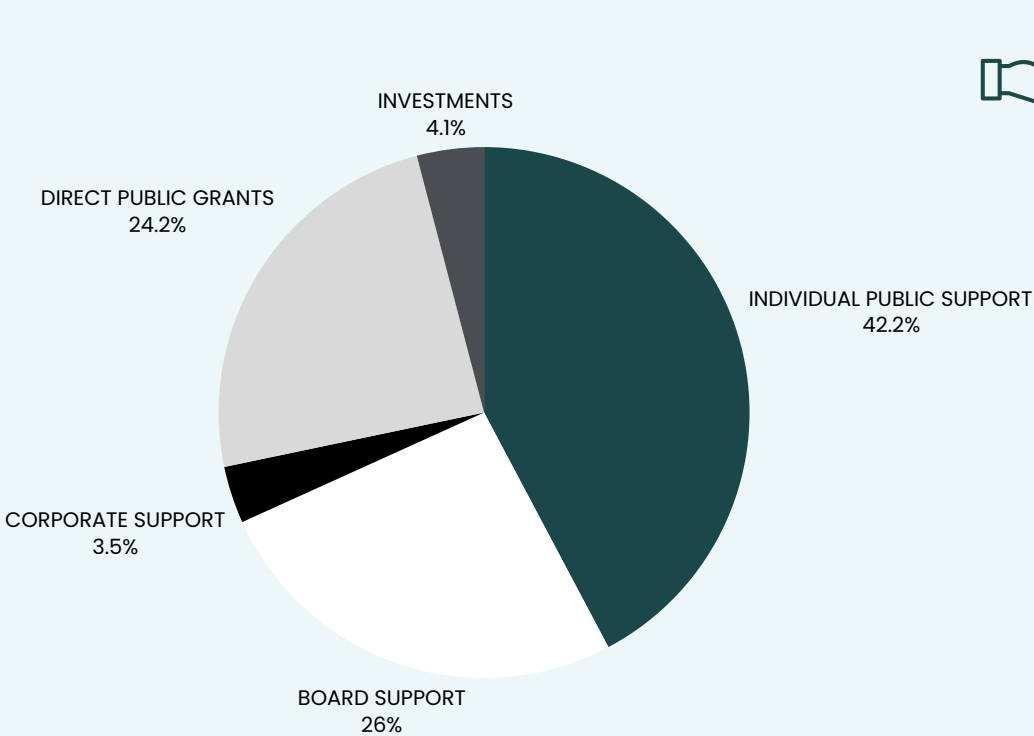
Maryland
(28.1%)

Building on this momentum, CES also launched the Research Hub, a central resource for data, publications, and tools dedicated to understanding and addressing vote-splitting. The Hub is designed to support advocates, researchers, and policymakers alike in turning research into action.

And we're just getting started. In 2024, CES kicked off a groundbreaking research partnership with Gallup, a global leader in public opinion research, to deepen our understanding of voter experiences, perceptions of fairness, and support for alternative voting methods. This collaboration will bring new insight into how vote-splitting affects public trust and participation—and how reforms like approval voting can strengthen our democracy.

With these research milestones, CES is not only diagnosing the problem—we're equipping our community with the data, insights, and tools to drive real, lasting change.

2024 REVENUE



TOTAL REVENUE
\$623,765

DIRECT PUBLIC GRANTS
\$151,000

INDIVIDUAL PUBLIC SUPPORT
\$263,493

BOARD SUPPORT
\$162,125

INVESTMENTS
\$25,448

CORPORATE SUPPORT
\$21,699

2024 EXPENDITURES



TOTAL EXPENDITURES
\$1,191,434

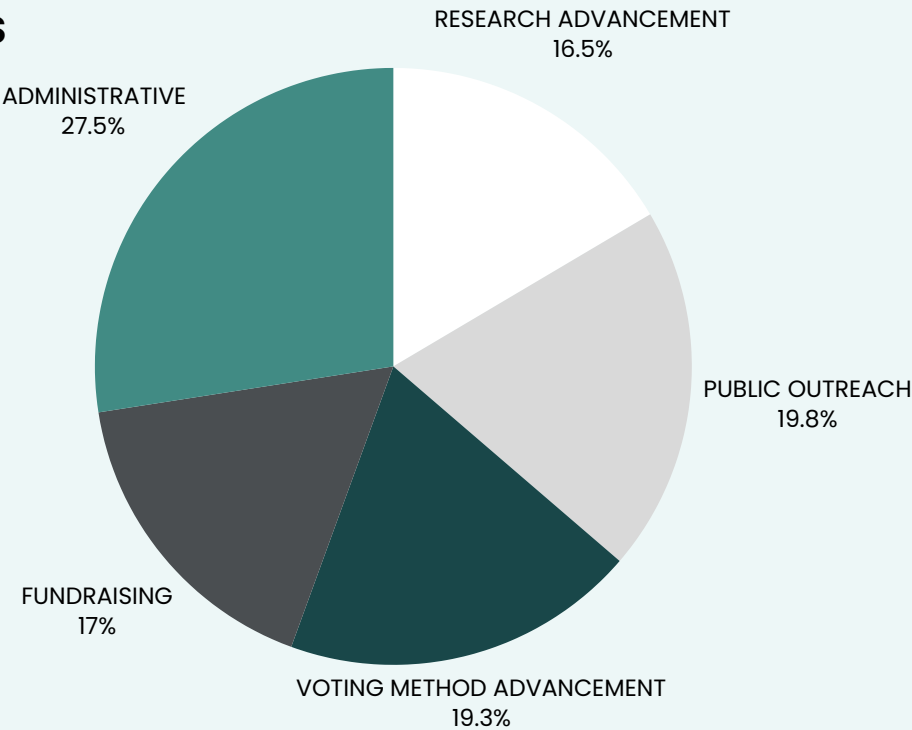
RESEARCH ADVANCEMENT
\$196,509

PUBLIC OUTREACH
\$236,032

VOTING METHOD ADVANCEMENT
\$229,394

FUNDRAISING
\$202,288

ADMINISTRATIVE
\$327,210





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