

Restore the Vote 2024

data compiled by Maddie Love

Results

In Minnesota's first statewide election year since passing HF28, turnout was almost 20% thanks to historic investment in outreach to affected communities. Minnesota is once again leading the nation in voter turnout- this time among newly re-enfranchised people on felony parole and probation.

Notably, 28.6% of those who voted utilized same day registration at their polling place

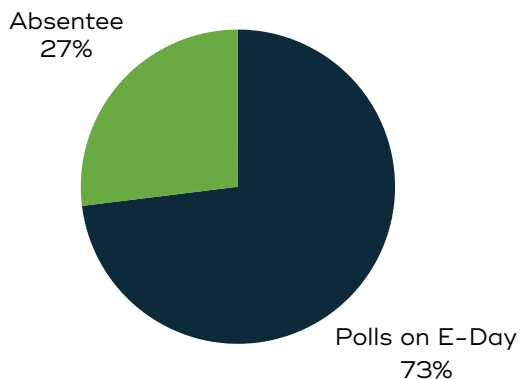
19.8%

Turnout in 2024

29.6%

Registered to vote

2024 Vote Methods

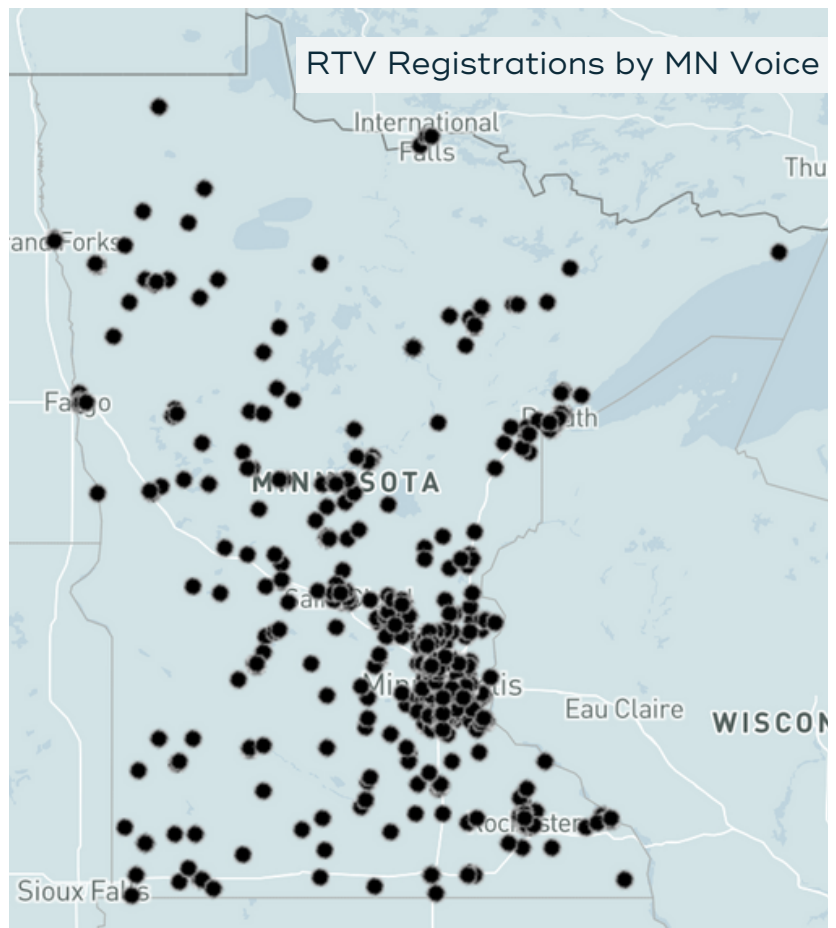


Our Impact

Minnesota Voice and our partners organized to reach out to more than 30,000 Minnesotans on parole or probation.

- **92,214** mail pieces (3 rounds)
- **7,908** phone calls
- **5,037** doors knocked
- **34,766** texts sent

61.8% of people we registered turned out to vote in the 2024 general election.



Impactful Outreach Strategies

Minnesota Voice found that mail and phones were incredibly impactful strategies when it came to getting newly eligible people registered and turning them out to vote.

- **63.7%** of people who **completed the mailed VR form** voted in 2024
- **72.5%** of people who were successfully **canvassed via phone** voted in 2024

Targeted digital ads yielded few registrations due to the difficulty targeting the list/community. Door knocking led to successful registrations, but only 19.4% of people knocked voted in 2024.

Invisible Communities & the Leaky Data Pipeline

People on parole or probation and those recently released from prison are in many ways “invisible” through traditional data sources. This population tends to be highly mobile and have contact information that changes more frequently. Furthermore, the data we received required a great deal of cleaning to make it useful.

As a result, having frequently updated data – especially soon after people are released from jail or prison – becomes even more important.

60,509

Individual records from DOC FOIA request (Feb 2024), statewide + 27 county level jurisdiction requests

31,033

Total records after removing duplicates, narrowed to people with a last known address in MN

20,351

People matched to available commercial data

15,715

People with phone numbers available

9,033

People registered to vote

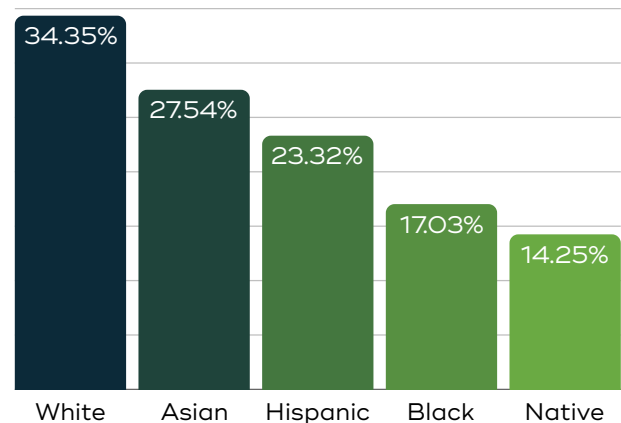
6,096

Votes cast in the 2024 general election

Opportunities for Future Programming

Much like the voting eligible population at large, there were significant disparities in turnout. Black and Native American/Indigenous Minnesotans who had their rights restored turned out at half the rate that white Minnesotans did.

Additionally, turnout of re-enfranchised Minnesotans in urban areas was lower than in rural and suburban places (urban – 25.6%, suburban – 32.4%, rural – 31.4%).



Future programming should continue to be tailored to the target population and can be further improved through focus groups, message testing, and employing creative outreach strategies.

Continued Partnership



Regular list requests from the Department of Corrections

Minnesota Voice's outreach program was possible thanks to strong partnership with the ACLU, who submitted FOIA requests to the state and 27 county-level supervisory agencies. Receiving and cleaning that data to make it usable took a considerable amount of time. The Secretary of State's Office's support of our continued outreach through regular inter-agency list requests would go a long way towards ensuring accurate and up-to-date information.



Co-facilitated focus groups

While voter participation was record-breaking, Minnesota Voice would like to host a series of small focus groups to better refine outreach messaging and tactics. Minnesota Voice believes it would be especially powerful to have elected officials in the executive branch participate and help shape ongoing research and engagement.



Letter from DOC/SOS to Minnesotans as they're released

Minnesota Voice spoke to a number of re-enfranchised Minnesotans who had referenced receiving a letter from the Department of Corrections and/or the Secretary of State. Mail was an incredibly effective outreach strategy and Minnesota Voice believes that DOC/SOS are the right messenger.