<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Opening Letter</td>
</tr>
<tr>
<td>3</td>
<td>Statement of Purpose</td>
</tr>
<tr>
<td>4</td>
<td>Our Structure</td>
</tr>
<tr>
<td>6</td>
<td>Why CEEP Matters</td>
</tr>
<tr>
<td>7</td>
<td>Success Stories</td>
</tr>
<tr>
<td>13</td>
<td>2019 Fellows</td>
</tr>
<tr>
<td>14</td>
<td>CEEP’s Reach</td>
</tr>
<tr>
<td>15</td>
<td>CEEP Demographics</td>
</tr>
<tr>
<td>16</td>
<td>2020 Plans</td>
</tr>
<tr>
<td>17</td>
<td>Statement of Financial Activities</td>
</tr>
<tr>
<td>18</td>
<td>CEEP Staff</td>
</tr>
<tr>
<td>19</td>
<td>Supporters</td>
</tr>
<tr>
<td>20</td>
<td>How to Donate</td>
</tr>
<tr>
<td>21</td>
<td>CEEP Contact Information</td>
</tr>
</tbody>
</table>
DEAR FRIENDS,

Thanks to the Campus Election Engagement Project (CEEP) supporters, staff, fellows and alumni, college campuses made major progress in 2019 in growing their on-campus electoral engagement efforts—progress that has positioned us well to respond to uncertain times in 2020. CEEP helped schools create long-term institutional projects and action plans that are being implemented in 2020 to increase election turnout. Equally important, our efforts in 2019 built relationships that will help us work with colleges and universities to increase turnout even if they have to conduct classes online in fall.

As you know, the National Study of Learning, Voting, and Engagement (NSLVE) recently found that student turnout more than doubled from 19% in 2014 to 40% in 2018, which makes us proud of the part we played in a coalition that brought roughly 1 million more students to the polls. You can see our 2018 Report here.

In 2019, we built on this momentum through our core approach: state directors engaging college campuses in conjunction with student fellows. Together, directors and fellows—along with campus partners—helped students register, navigate voting laws, educate themselves on issues and candidates, and show up at the polls. With key 2019 support, we were able to increase the number of both state directors and student fellows who build campus nonpartisan coalitions, do critical peer-to-peer outreach, and distribute key resources like our nonpartisan candidate guides.

Student voter engagement requires the cultivation of relationships. Since 2012, we’ve been building connections at colleges and universities. 2019 helped us develop them further.

On behalf of the entire CEEP team, we want to thank you for your commitment and dedication to increasing electoral engagement on college campuses. Our team is ready and working hard to ensure we get as many students out to vote on November 3, 2020.

With appreciation for making our work possible,

Best,

AMY LUDWIG
Executive Director

PAUL LOEB
President and Founder
STATEMENT OF PURPOSE

MISSION STATEMENT

The mission of Campus Election Engagement Project (CEEP) is to help America’s colleges and universities engage students in federal, state, and local elections, creating a pattern of life-long civic and voting participation.

NONPARTISAN STATEMENT

CEEP is a nonpartisan organization. This means that it does not support or oppose any political party or candidate, nor does it take positions on political issues. Views of CEEP staff, fellows, alumni, and partner organizations are their own, and should not be taken as positions of, or endorsements by, CEEP.

FISCAL AGENT

CEEP’s fiscal sponsor since 2008 has been Ohio Campus Compact (OCC). The mission of OCC is to strengthen Ohio colleges and universities’ capacity to educate students for civic and social responsibility and to improve community life. CEEP is currently in the process of filing to become its own 501(c)(3).

ORGANIZATION BACKGROUND

Beginning as a one-time pilot in 2008, CEEP has been working to build the capacity of colleges and universities to engage their students in elections and voting. CEEP resumed continually with campuses to build momentum in both election and non-election years. Each year CEEP has grown to expand the number of resources, nonpartisan guides, state directors, fellows, campuses, and organizational partners.
OUR STRUCTURE

STATE DIRECTOR
Partnering with administrators, faculty, and student leaders, state directors serve as catalysts, resource providers, and trusted guides to help schools mobilize their own institutional access, resources, and relationships to embed election engagement in campus policies and budgets. At CEEP, we believe that having strong partnerships with key campus stakeholders means that our fellows’ projects and initiatives have a deeper and more lasting impact on their campuses.

CEEP FELLOW
A CEEP fellow is a currently enrolled undergraduate or graduate student that leads their campus with voter registration, voter education, and voter engagement efforts. Our fellows are required to fulfill a minimum of 120 hours per college semester. Fellows use resources like the CEEP assessment to develop and implement a plan on their campus for a team of administrators, faculty, staff, and student leaders to help register and engage students in the election process. Fellows receive orientation, training support, and guidance from CEEP. They are also responsible for spearheading major institutional initiatives and implementing the peer-to-peer strategies most effective for influencing students to vote.

There are two types of CEEP fellows, Institutional and Engagement.

Institutional Fellows are hired year-round to plan one institutional project and complete four to eight election engagement deliverables. They are required to document their activities and submit a final report. Engagement activities for these fellows must be two hours long for a total of eight hours. Institutional fellows spend the majority of their time planning. These fellows are hired year-round and transition to engagement fellows during presidential and midterm election cycles.

Engagement Fellows are hired only during major election cycles (i.e., a presidential or midterm election cycle). Engagement fellows plan and complete a minimum of six election engagement activities during the fellowship, document their activities, and submit a final report. Each activity should be at least four hours of active engagement for a total of 24 hours.

CEEP fellows are compensated in a variety of ways: a stipend paid directly by CEEP or by a campus office or student government, academic credit, or work study. They may receive volunteer or internship hours.
Advisors are CEEP’s main point of contact at a campus. They provide on the ground support for fellows and guidance in regards to the specific structure, rules and policies of their campus. Typically housed in an engagement office or academic department, advisors help navigate campus politics, make appropriate introductions to campus departments, and find additional funding when possible. Advisors are as actively engaged as possible with CEEP fellows. This includes helping state directors recruit, interview, and hire fellows.

CEEP often works with departments and organizations on campus, including:

- Student activities/student life
- Student Government Association
- Civic/community engagement office
- Faculty members from departments like political science or communications
- Other key stakeholders, such as the library or campus athletic teams
WHY CEEP MATTERS

THE CHALLENGE

Youth voting and election participation are essential to American democracy. College students have the potential to determine the country’s most important elections if they vote. Though many college students want, intend, and even plan to vote, they are much more likely than other voting populations to be derailed by obstacles they encounter.

Students stay home in significant part due to substantial structural barriers, such as a lack of accurate voting law information, lack of election-approved IDs, not knowing how or where to register or to vote, or not having Election Day transportation. There are also personal barriers that can get in the way of voting for college students, such as graduating high school, starting college, working during college, being in the military, and moving out of parents’ homes.

Convincing students to vote establishes habits of participation. Those who vote when they are young are far more likely to continue to stay civically involved for the rest of their lives. Voting also allows students to impact key policy decisions. Without the leverage of their voting participation, policymakers have little incentive to prioritize the issues they care about.

THE SOLUTION

CEEP addresses why students don’t vote by educating students on why their vote matters, through our first-of-its-kind podcast, Your Vote Matters, and by providing resources to fill in gaps in their understanding of the nuts and bolts of the election process.

In 2019, 106 fellows worked on campuses nationwide to engage their student bodies in a number of different ways, including state voter summits, establishing voter registration at orientation on campus, making Election Day an excused absence or holiday, and partnering with residence life to hold voter registration competitions.

CEEP is proud of the part we played in helping national student voter turnout double in 2018, increasing turnout from 2014’s 19% to 40%. We estimate CEEP helped turn out 1 million more student voters in 2018 compared to 2014. While we are not the only group working on these campuses, we create a powerful impact through our on-the-ground relationships with staff in all the states where we work, through the student-to-student outreach of our CEEP fellows, and by distributing resources like our nonpartisan candidate guides.
SUCCESS STORIES

HIGHLIGHTS OF STUDENT-LED IMPACT

Our fellows at Temple University, Iowa State, and University of Cincinnati convinced their schools to incorporate voter registration into new-student orientation. Students at University of Pittsburgh, Florida Atlantic University, and University of South Florida are also working on incorporating this initiative.

Our University of Central Florida fellow created a social media civic participation plan for UCF’s student government that CEEP will use as a model for other campuses. The plan integrates election and voting information into campus websites and calendars, effectively uses social media, and expands coverage in student newspapers and media.

Our Ohio State University fellow convinced the student government to consider a comprehensive election engagement plan, integrating voter registration with classroom registration, increasing institutional election-related funding, and canceling classes on Election Day.
GET OUT THE VOTE CAMPAIGN IN VIRGINIA

To mobilize student voters in 2019, CEEP’s Virginia fellows hosted “Donut Forget to Vote” GOTV events on their campuses. The events were a fun, tasty way to get the attention of their peers and provide helpful, nonpartisan election information.

GOTV OUTREACH MATERIALS AND GRASSROOT FUNDRAISING

The Donut (Forget to Vote) Mobile unit allowed us to pick up, transport, and deliver donuts and election information on and around campuses while serving as a mobile billboard. Virginia fellows distributed 2,700 donuts, 1,000 donut-shaped stress balls, 8,000 donut-shaped stickers, 3,500 Vote Rider cards, “Find your polling place” flyers with a QR code, CEEP’s nonpartisan guides to legislative races, and social media content.

CEEP’s Virginia State Director Jacob Wilson raised $1,800 online as part of a grassroots Donuts for Democracy fundraiser he created. The funds covered the cost of the 230 dozen donuts used to start conversations with students.

BY THE NUMBERS – VIRGINIA GOTV CAMPAIGN REACH

Virginia fellows and State Director Jacob Wilson tracked the number of students who took donuts and other materials and estimated that in the week before the election, CEEP directly reached 6,280 people and indirectly reached over 12,000 people on twelve college campuses—just from this one campaign.

Number of Students Directly Reached at Each Campus

<table>
<thead>
<tr>
<th>Campus</th>
<th>Number of Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christopher Newport University</td>
<td>400</td>
</tr>
<tr>
<td>George Mason University</td>
<td>1,300</td>
</tr>
<tr>
<td>James Madison University</td>
<td>200</td>
</tr>
<tr>
<td>Norfolk State University</td>
<td>100</td>
</tr>
<tr>
<td>NOVA Fairfax</td>
<td>300</td>
</tr>
<tr>
<td>NOVA Manassas</td>
<td>400</td>
</tr>
<tr>
<td>Old Dominion University</td>
<td>1,150</td>
</tr>
<tr>
<td>Piedmont VA CC</td>
<td>220</td>
</tr>
<tr>
<td>Tidewater CC Downtown</td>
<td>120</td>
</tr>
<tr>
<td>University of Virginia</td>
<td>740</td>
</tr>
<tr>
<td>Virginia Tech</td>
<td>750</td>
</tr>
<tr>
<td>Virginia Commonwealth University</td>
<td>600</td>
</tr>
</tbody>
</table>
In October 2019, the University of Pennsylvania’s PENN Leads the Vote (PLTV) student-led club hosted an event in partnership with Stand-Up & Vote featuring singer and Penn alum John Legend and comedian Mike Birbiglia, with special guests Michelle Wolf, Josh Johnson, and Aparna Nancherla. 2018 CEEP Fellow Benjamin Oh and current CEEP Fellow Rania Zakaria, both active members of PLTV, were instrumental in organizing the evening of free performances and voter registration. Stand-Up and Vote events have been hosted at several other colleges, but Legend’s performance was unique to the University of Pennsylvania. PLTV field organizer, Wharton School sophomore, and CEEP Fellow Rania Zakaria stated the event was a success. "People loved the performances, especially John Legend," Zakaria said. "We registered a lot of people, [and] it was great having a big Penn alumnus vouch for us and for civic engagement. Students will get the message from someone like him.”
STATEWIDE STUDENT VOTER SUMMITS

Colorado’s higher education community gathered for the first Colorado Student Voting Summit in October 2019. The summit was an opportunity for colleges and universities across Colorado to come together to learn and connect on issues surrounding nonpartisan democratic engagement with a focus on student voting. Each campus sent a team of diverse stakeholders to create and improve plans for 2019-2020 student engagement. The summit also attracted participation from the Colorado Community College System, Colorado House of Representatives, and the Secretary of State’s office, with Judd Choate, Director of the Colorado Elections Division, giving the closing remarks.

In addition to Colorado, CEEP has been involved with statewide or regional summits in Iowa, Missouri, and North Carolina. In 2019, CEEP took part in planning for 2020 summits in Michigan and two in Pennsylvania. We see these statewide meetings as opportunities to promote the use of key resources and to develop valuable peer connections between higher education institutions and partner organizations.
U. OF WISCONSIN—LA CROSSE REGISTRATION COMPETITION

Jack Lawlis, a former CEEP Fellow (Fall 2018, Spring 2019 and Fall 2019) at the University of Wisconsin-La Crosse, engaged in a year-long effort to increase voter registration in campus residence halls, culminating in a competition to see which residence hall could register the most eligible students. In Spring 2019, Jack worked with UW-La Crosse Residence Life and Teri Lehrke, City Clerk of La Crosse, to designate each residence hall as a voter registration site, in accordance with Wisconsin state laws. He saw tremendous turnout across the residence halls and in total registered over 900 students to vote. The winning residence hall received a plaque to commemorate its achievement as well as a pizza party (and bragging rights, of course). Jack’s efforts were so successful that Residence Life has committed to making the voter registration competition an annual event, and the plaque will be on display in whichever residence hall wins that year.

GUIDE OUTREACH PROJECT—BEYOND THE CAMPUS GATES

We launched the CEEP Guide Outreach Project in 2019 to increase off-campus distribution of our guides. We’re in discussion with more than 60 nonpartisan organizations and influencers to distribute our guides, highlight them on social media, and build on them with educational programs. Nonprofit VOTE, Youth Service America, the Student PIRGs, and Rock the Vote have agreed to continue or expand their use and promotion of the guides. We are pursuing commitments from groups like HeadCount, DoSomething, YouthBuild, TurboVote, Vote.org, Vote Riders, and When We All Vote.
HOMEGROWN LEADERS—JOURNEY FROM FELLOWS TO STAFF

Three of CEEP’s leaders in 2019 were promoted from CEEP fellows to team positions: Jessica Holtkamp, Assistant Fellowship Director, Talyce Murray, Michigan Assistant Director, and Ellie Sullum, Communications Intern. We here at CEEP are incredibly proud of their accomplishments and proud to offer professional opportunities at CEEP.

Jessica (Iowa 2018-2019) received her bachelor’s degree in Political Science from Iowa State University, and now works with fellows across the country as the Assistant Fellowship Director. In this role, Jessica has been instrumental in creating a new series of trainings and webinars for the fellows. She has a strong commitment to local government and voter engagement, and believes you must “be the change you want to see in the world,” starting with the example you set in your own community.

JESSICA HOLTKAMP
Assistant Fellowship Director

Talyce (Michigan, 2018) is currently studying Comparative Cultures and Politics at Michigan State University. She has traveled to both India and Cuba to study community development from those directly impacted. Talyce serves on the Michigan Secretary of State’s Collegiate Student Advisory Task Force. In this role she convinced Michigan’s Secretary of State to promote boilerplate syllabus language on voter registration and access to the polls.

TALYCE MURRAY
Michigan Assistant Director

Ellie (Pennsylvania 2016) studies Philosophy at West Chester University of Pennsylvania. Along with Talyce Murray, Ellie founded and launched CEEP’s first ever podcast, Your Vote Matters, teaching our students how to be active citizens and voters. She is an innovative storyteller and leader. In addition to her work with CEEP, she is a founder of the Keystone Common Ground Collective and a board member of GunSenseUS.

E LLIE SULLUM
Communications Intern
2019 proved to be an exciting year for the CEEP Fellowship Program. It was the first time that CEEP retained fellows for more than one semester (from Fall 2018 to Spring 2019). The CEEP Institutional Fellowship Program began with 15 fellows in 6 states, who continued to focus on institutionalizing election engagement projects. In Fall 2019, the program expanded to 18 states and 91 fellows, with hopes of preparing both our students and the campuses for an exciting 2020 presidential election year.
CEEP’S REACH

483 TOTAL SCHOOLS
18 STATES ENGAGED

NUMBER OF SCHOOLS WITH FELLOWS

82 Schools with Fellows in 18 States

- 13 were community colleges
- Approximately 32,410 students reached
- 106 fellows (87 Institutional, 19 Engagement)
- 495 events*
- 87 institutional projects
- 12,712 students registered**

*15 Spring fellows did not track events
** Spring fellows did not track registered numbers of voters
CEEP DEMOGRAPHICS

LOCATION OF STUDENT FELLOWS

<table>
<thead>
<tr>
<th>State</th>
<th>Fellows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arizona</td>
<td>3</td>
</tr>
<tr>
<td>Colorado</td>
<td>3</td>
</tr>
<tr>
<td>Florida</td>
<td></td>
</tr>
<tr>
<td>Georgia</td>
<td>1</td>
</tr>
<tr>
<td>Illinois</td>
<td>1</td>
</tr>
<tr>
<td>Indiana</td>
<td>3</td>
</tr>
<tr>
<td>Iowa</td>
<td>14</td>
</tr>
<tr>
<td>Kentucky</td>
<td>5</td>
</tr>
<tr>
<td>Louisiana</td>
<td>2</td>
</tr>
<tr>
<td>Maine</td>
<td>8</td>
</tr>
<tr>
<td>Michigan</td>
<td>3</td>
</tr>
<tr>
<td>Missouri</td>
<td></td>
</tr>
<tr>
<td>Minnesota</td>
<td></td>
</tr>
<tr>
<td>Nevada</td>
<td></td>
</tr>
<tr>
<td>New Jersey</td>
<td></td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
</tr>
<tr>
<td>North Carolina</td>
<td></td>
</tr>
<tr>
<td>Ohio</td>
<td></td>
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<tr>
<td>Pennsylvania</td>
<td></td>
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<tr>
<td>Tennessee</td>
<td></td>
</tr>
<tr>
<td>Virginia</td>
<td></td>
</tr>
<tr>
<td>Wisconsin</td>
<td></td>
</tr>
</tbody>
</table>

54 FEMALE FELLOWS

35 MALE FELLOWS

*2 fellows declined to provide their race or gender
CEEP’S EXPANSION EFFORTS FOR 2020

In 2020, CEEP will support up to a total of 320+ fellows engaging more than 500 campuses with a total enrollment of 6 million students. We will have on-the-ground staff engaging 18-23 states: Arizona, Colorado, Florida, Georgia, Indiana, Iowa, Kentucky, Maine, Michigan, Minnesota, Missouri, Montana, Nevada, New York, North Carolina, Ohio, Pennsylvania, Virginia and Wisconsin. We’re considering others like Alabama, Alaska, Kansas, and New Hampshire. In addition, Jennifer Tomasetti, CEEP’s new At-Large Director, is engaging interested campuses in eleven states that don’t currently have on-the-ground staff, including Texas and California.

CEEP will focus on taking schools to their highest level of institutional commitment yet. This includes:

• Integrating election and voter information into student orientation, course registration, and for-credit classes
• Robust social media and communications efforts, broad and prominent distribution of CEEP state-specific election materials, and nonpartisan guides
• Educational presentations to help students make informed choices and know when and where to vote
• Growing from 16 to 25 staff in 2020. We plan to hire Assistant Directors in key states to engage more stakeholders, supervise more fellows, and work intensively with more schools.

CEEP will create roughly 60 English and selected Spanish guides and distribute them extensively both on and off-campus, including the presidential race and major state races.
# Statement of Financial Activities

**Year End Totals for December 31, 2019**

## Revenue

<table>
<thead>
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<th>Description</th>
<th>Amount</th>
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<tr>
<td>Major Individual Donors</td>
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<tr>
<td>Individual Donors</td>
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<tr>
<td>Foundation and Organization Grants</td>
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<tr>
<td>Corporations</td>
<td>$17,618</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$1,601,505</strong></td>
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## Reserves

<table>
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<th>Description</th>
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<tbody>
<tr>
<td>Reserve Fund</td>
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</tr>
<tr>
<td>Rollover for 2020 Efforts</td>
<td>$505,280</td>
</tr>
<tr>
<td><strong>Total Reserves</strong></td>
<td><strong>$605,280</strong></td>
</tr>
</tbody>
</table>

## Expenses

| Description                                                      | Amount      |
|                                                               |             |
| Administration, Fundraising, Program and Resource Development    | $203,825    |
| State Directors and Institutional Outreach to Schools             | $565,117    |
| Fellows Program                                                  | $56,500     |
| Communications, Guides Promotion, Materials Design                | $118,500    |
| Travel and Conferences, Software, Printing and Misc.             | $52,283     |
| **Total Expenses**                                               | **$996,225**|

## Change in Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+$605,280</td>
</tr>
</tbody>
</table>
CEEP STAFF

Paul Rogat Loeb
President & Founder

Amy Ludwig
Executive Director

Courtney Cochran
National Fellowship Director & Associate Director

Nausheen Ansari Husain
Director of Special Projects

Daniel Schultz
Communications Director

Rachael Houston
Faculty Resources Coordinator

Jessica Holtkamp
Assistant Fellowship Director

Jen Tomasetti
At-Large State Director

Alicia Briancon
Arizona & Nevada Director

Jan Brennan
Colorado Director & Grants Manager

Monica Matteo-Salinas
Florida and Georgia State Director

Laura Weaver
Indiana Campus Compact and Indiana State Director

Meghan McCormick
Maine Director

Ellen Wehrman
Michigan Director

Talyce Murray
Michigan Assistant Director

Sinda Nichols
Minnesota and Iowa Director and Worked for Campus Compact

Jacob I. Wilson
Missouri and Virginia Director

Michelle Black
Graduate Assistant for Missouri and Virginia

Liam Hysjulien
North Carolina Director and Associate Director of Special Projects

Brenna Limbrick
Ohio Director

Johanna Mudry
Pennsylvania and Kentucky State Director

Luke Verdecchia
Wisconsin Director, Wisconsin Campus Compact

Ellen Finkelstein
Lead Campaign Guides Researcher

John Boylan
Candidate Guide Partner Relations

Lenny Dee
Campus Newspaper Coordinator

Jonathan S. Romm
Webmaster and Senior Advisor
SUPPORTERS

Achieving America Family Foundation
Alhadeff Foundation
Arkay Foundation
Aspen Community Foundation
Aspen Ski Company
Ben & Jerry's/Unilever
Boston Foundation
Bydale Foundation
Caplan & Drysdale
Cleveland Foundation
Columbus Foundation
Community Foundation of Greater Des Moines
Community Foundation of Richmond
Denver Foundation
George Gund Foundation
Google
Greater Cincinnati Foundation
Hopewell Fund
Hummingbird Fund
Impact Assets
Jewish Community Federation of San Francisco
Kazan McClain Partners
League of Women Voters of Cincinnati
Lush Cosmetics
Marin Community Foundation
Mayerson Foundation
McCormick Foundation
Miami Foundation
Mountain Philanthropies
Naomi & Nehemia Cohen Foundation
New Venture Fund
Nord Foundation
Norman Foundation
Proteus Fund
Puffin Foundation
Rockefeller Philanthropies
San Francisco Foundation
San Francisco Jewish Community Endowment Fund
Seattle Foundation
Seedlings Foundation
Silicon Valley Community Foundation
Tides Foundation
Trillium Asset Management
HOW TO DONATE

You may donate to CEEP online by visiting www.campuselect.org/donate. If you’d like to give more than the values listed, or if you’d like to explore giving appreciated securities or donating through an estate or foundation, please contact us for more detailed information. Donations go to Ohio Campus Compact, CEEP’s 501(c)(3) fiscal sponsor (EIN. 31-1577478), and are tax-deductible to the fullest extent of the law.

Ohio Campus Compact
If you prefer to send a check, please send it to:

Ohio Campus Compact
c/o CEEP
615 Pearl Street
Granville, Ohio 43023

With your financial support, CEEP can do the following:

- **$75**
  - Supports a site visit to a key campus

- **$500**
  - Helps create our nonpartisan candidate guides

- **$1,000**
  - Pays the student fellow stipend to engage students on the ground

- **$5,000**
  - Helps support a staffer to engage schools in a new state

- **$20,000**
  - Hires a half-time state outreach staff person to work with 40-50 schools