

# BALLOT PEDIA

The Encyclopedia of American Politics

2015 ANNUAL REPORT

## BALLOTPEDIA ORGANIZATIONAL GROWTH



DECEMBER 2014

20 PART-TIME  
35 FULL-TIME



DECEMBER 2015

8 PART-TIME  
64 FULL-TIME

WEBSITE ARTICLES  
**225,000+**

NEW ARTICLES EACH DAY  
**160+**

WE ANSWERED **1,688 READER EMAILS** THAT WERE SENT TO OUR ACCOUNTS.

# 56,872

— This includes —

• TWITTER • FACEBOOK • LINKEDIN • INSTAGRAM •

## SOCIAL MEDIA FOLLOWERS

Since 2014, Ballotpedia has gained **17,564 followers**, representing an increase of **44 PERCENT**. Our volume of new followers has been rapidly increasing each month.

# 4,210

## MEDIA MENTIONS

Politico, CNN, Forbes,  
*The New York Times*,  
*The Wall Street Journal*,  
Buzzfeed, and many more!

Despite the fact that fewer elections are held in odd-numbered years, **OUR MEDIA MENTIONS INCREASED BY 38 PERCENT IN 2015.**

WE HAVE ENOUGH INFORMATION ON BALLOTPEDIA TO FILL OVER 240 BIBLES.

Ballotpedia is *“a Bible for everyone looking for fact-checked information about the upcoming election.”*

— Journalism.co.uk

## 2015 REBRAND

In 2015, we at Ballotpedia took strides to establish ourselves as The Encyclopedia of American Politics. With over 225,000 professionally curated articles on federal, state, and local politics and policies, we wanted to ensure that the general public knew where to go for trusted, factual information.

We merged all Judgepedia and Ballotpedia content so that our readers can find all information housed on one site: Ballotpedia.org.

We take pride in providing unbiased and current information. Our professional staff is highly trained, and our volunteer editors are now required to pass an advanced grammar and coding test before editing the site. They must also fill out an application and sign an agreement showing their commitment to nonpartisan, factual information.

Our site has come a long way since our humble wiki beginnings. Readers are no longer burdened with history and edit tabs that are of no use to them. Instead, they get a clean site with easy-to-find features and tons of great content. Be sure to visit Ballotpedia.org again to explore our new layout and homepage.

## MAJOR ACCOMPLISHMENTS

- Experienced more pageviews than ever before during a non-midterm and non-presidential election year
- Introduced our sample ballot lookup tool to help voters see who is on the ballot in their area
- Participated in the compilation of the 2016 edition of *The Almanac of American Politics*
- Expanded our 2016 presidential election coverage, including the release of a daily presidential news brief
- Expanded our public policy coverage to include healthcare and environmental policy
- Launched two new projects:
  - INFLUENCERS**  
This project profiles the individuals and organizations that influence American politics.
  - VERBATIM**  
Our fact-checking operation gives serious analysis to political wordplay.

## PLANS FOR 2016

- Enhance our authoritative, assertive coverage of elections across the board
- Launch a weekly e-newsletter
- Provide robust coverage of the presidential election
- Increase our in-depth reporting on U.S. Senate races
- Conduct detailed analysis of battleground districts in U.S. House elections
- Analyze state trifecta composition across the nation
- Provide detailed coverage of state supreme court races
- Identify state executive races where big money is coming into play
- Publish a sample ballot lookup tool that will include school board officials and local judges
- Conduct candidate surveys of school board and municipal candidates
- Expand our Public Policy Desk, including the launch of our Civics 101 portal
- Write thousands of new articles about influencers in the political process
- Ramp up Verbatim so that we are publishing five fact checks a week

BRING

**TRUTH AND ACCOUNTABILITY**  
BACK TO POLITICS!

Your support has made Ballotpedia the go-to source for the finest nonpartisan information on politics and public policy.

*Please consider continuing your support in 2016 so that we can close the knowledge gap between the common voter and the political elite.*

## ENDORSEMENTS

Jack Fowler of *National Review* called Ballotpedia “an amazing website of electoral information.”

“One more minute on Ballotpedia means one less hour on Google”

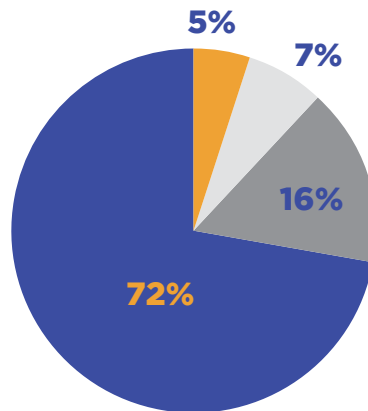
- @BillyVote

“Ballotpedia is unique and essential, providing comprehensive, nonpartisan data about federal, state, and local politics and elections. We applaud its work and share its driving sentiment that ‘a knowledgeable, informed citizenry is the foundation of a thriving democracy.’ ”

—Edwin Bender, Executive Director, National Institute on Money in State Politics

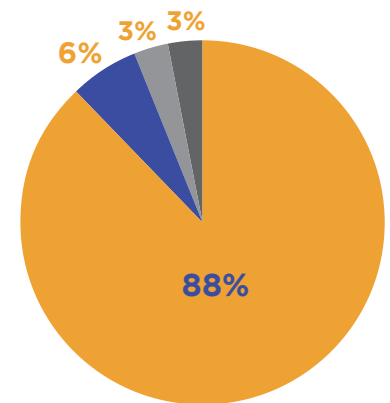
## FINANCIALS

### EXPENSES 2015 REVENUE



- Administration: \$205,221
  - Communications\*: \$266,545
  - Fundraising: \$648,612
  - Editorial: \$2,893,031
- Total 2015 Expenses: \$4,013,409**

\*Includes a \$120,000 in-kind Google AdWords grant



- Corporate Donations: \$150,067
  - Foundation Grants: \$247,600
  - **INDIVIDUAL DONORS: \$3,772,013**
  - In-kind Donations: \$120,697
  - Advertising: \$8,792
  - Research Grants: \$2,400
- Total 2015 Revenue: \$4,301,570**

## READER FEEDBACK

We recently implemented a survey for readers on our site and received some great feedback. Here are some of the comments:

“Information is **well-organized and easy to understand**. You break down legal/political language so that normal people can understand it.”

“You guys are amazing. You are **up-to-date on everything** that has to do with the primaries. I use your site for my research.”

“Ballotpedia describes the election and working process of the US legislatures **more detailed** than e.g. Wikipedia, but it is **more understandable** than e-laws.”

“You don’t argue from a liberal or conservative viewpoint but are true journalists. You get to the meat of the story and cut through the clutter and **explain both sides of a story**.”

“I work for a major DC political shop that works mostly in state legislative races (not related to a national party). This is **the most reliable source** for this kind of data, and unless it’s something really down in the weeds, I always find it here.”