

Holding Power Accountable

September 5, 2019

Dear State Lottery Commissioners:

In the 2016 elections, approximately 138 million Americans voted. However, more than 100 million eligible Americans didn't vote in the last presidential election. As the 2020 election approaches, we all have a responsibility to ensure that all eligible Americans can have their voices heard at the ballot box. On behalf of Common Cause's 1.2 million members and 30 state chapters, we strongly encourage you to add voter registration information on the back of lottery tickets in your state.

The National Voter Registration Act of 1993 (NVRA) has been largely successful in helping eligible voters register to vote when completing transactions at state motor vehicle and social services agencies. Millions of Americans have registered to vote through "Motor Voter," as the law is commonly called. However, [according to Pew](#), most Americans (60+ percent) report that they have never been asked to register to vote. Furthermore, a conservative estimate from the Census Bureau's most recent [Voting and Registration Supplement](#) indicates that 21.4 percent of eligible Americans were not even registered to vote in 2014. Simply asking on the back of a lottery ticket if you are registered to vote and printing your state's voter registration website and deadline could help ensure that thousands more eligible voters are able to register and have their voices heard.

Approximately [55.7 percent of the U.S. voting-age population voted](#) in the 2016 presidential election, and only about half of eligible Americans cast a ballot in recent presidential elections. This figure puts the U.S. behind most of our peer countries in the Organization for Economic Cooperation and Development (OECD). Based on the most recent nationwide election in each OECD nation, the [U.S. placed 26th out of 32 for voter turnout](#). With [estimates showing](#) that approximately half of Americans buy state lottery tickets each year, a simple change to include voter registration information on the back of lottery tickets could help thousands of eligible voters in your state become registered.

It may very well be possible to make this change administratively, and adding voter registration information, such as a state voter registration website and registration deadline, on the back of state lottery tickets would likely have zero or very minimal cost. As National Voter Registration Day approaches on September 24th, this common-sense step could help many eligible Americans register to vote and have their voices heard at the ballot box in 2020.

Please know that we will be sure to amplify on social media and to our 1.2 million supporters if you are able to help promote voter registration information on the back of your state lottery tickets. Thank you for your consideration, and if you have any questions, please feel free to reach out to Aaron Scherb (ascherb@commoncause.org) on our staff.

Sincerely,



Karen Hobert Flynn
President
Common Cause

Since 1970, [Common Cause](#) has been working to hold power accountable through lobbying, litigation, and organizing. Our non-partisan, pro-democracy work has helped pass hundreds of reforms at the federal, state, and local levels. We now have 30 state chapters and more than 1.2 million members around the country who are working to strengthen our democracy.

