

FIX CALIFORNIA

Our Mission

In 2021, Fix California launched with the sole intention of creating an effective change – statewide. Our goal is clear: efficiently increasing voter registration and spotlighting the importance of cleaning up county voter rolls to ensure secure elections. We have invested in a comprehensive data analysis, comparing millions of consumer and civic data points, which led to the identification of 1.4 million unregistered conservatives throughout California. Now, we have embarked on the transformative task of registering, educating, and engaging these conservative-minded Californians.

Our Progress

In our first 18 months, Fix California targeted approximately 45% of our counties, focusing on the eleven districts with the highest political and campaign spending and which would benefit most from a more engaged and informed electorate. As a result of these targeted efforts, we successfully engaged and safeguarded the registration of over 50,000 new conservative voters in the five months leading up to the 2022 General Election. This is an average of nearly 10,000 confirmed new voters a month who previously were not participating in our state’s election process.

Fix California's investment plan is proven, it's efficient, and we believe it is truly transformative for the future of California. Our registration efforts included peer-to-peer engagement through SMS text messaging, personalized emails, and digital advertising. Moreover, we ran comprehensive outreach through phone banking via paid and volunteer callers. Fix California proudly made over 136,000 phone calls to get conservatives registered to vote and participate in our election process. Our volunteers were primarily recruited at Fix California's "Take Action" rallies statewide. Headlined by our founder, Ambassador Ric Grenell, these outstanding events drew hundreds of attendees who joined with local conservative leaders and community organizers with a like-minded purpose.

Regarding efficiency, we proudly announce that Fix California’s innovative efforts resulted in an average cost-per-registration of only \$15. Our cost is far lower than the national industry average of over \$45.

2024 Strategy

We must strategically reach out to the entire state to achieve our goal. Moving forward, we intend to expand this effort statewide and continue to drive an average of 10,000 new conservative voters a month. We will engage more grassroots organizations than ever to increase our volunteer base and amplify our efforts through collaboration. Further, we will continue to lead in statewide voter roll cleanup efforts, re-examining the post-2022 voter rolls to identify which counties complied with our demands and which are still skirting their legal responsibilities. Our fight to Fix California has just begun, and we are inspired to have you as a critical part of this generational effort!