

iVoter Guide_Notes_100723

The **iVoter Guide** is a voter research division of the American Family Association and presently focuses on election candidates. In 2022, 6.8 million voters accessed with their research for over 13,000 candidates in this election cycle. Their website states they have researched 102 million (candidate) donation records, more than 6,500 endorsing organizations and 708 legislative scorecards across 50 states amounting to over 4 hours of research per candidate. They state they are "dedicated to spreading the truth and equipping people across the land to vote wisely and to stand up for conservative principles and Biblical values." AFA launched the boycott of Target for allowing men to enter women's changing rooms.

The CEO of the organization is Walker Wildmon, grandson of the AFA founder. As a non-profit, AFA rates 4 stars from Charity Navigator. The AFA partners with Tea Party Patriots, American Principles Project, Texas Values Action, The Texas Home School Coalition Association, My Faith Votes, WallBuilders, and True The Vote.

Their plans for the **2024** election cycle include researching federal candidates in 50 states and state legislative races in 32 states. They plan to expand coverage of statewide ballot measures, state Supreme Courts, school boards.

Additionally the site is organized by topics to compare party statements on those topics. Examples include:

At <https://ivoterguide.com/Issue/National-Defense> viewers can compare the 2 parties platforms regarding national defense.

At <https://ivoterguide.com/Issue/Religious-Liberty> viewers can compare the 2 parties' platforms regarding religious liberty.

In addition to the research functions, viewers can sign up for their newsletter to be advised, by state, of breaking topics. There is an online donation function.

