



CENTER FOR COMMUNITY CHANGE ACTION
COLOR OF CHANGE PAC
PLANNED PARENTHOOD VOTES
SERVICE EMPLOYEES INTERNATIONAL UNION

Win Justice mobilized a new coalition of voters in 2018 to win elections and build lasting power at the local level. We helped deliver the U.S. House of Representatives to the Democrats, turned a swath of governorships blue, and secured a number of other important state-level victories. We achieved an almost unprecedented surge in turnout from progressive base communities, and while there were some heartbreaking losses, there is much to celebrate on our long road to freedom and justice in America.

We flipped Nevada from red to blue, contributing to Jacky Rosen's victory in her race for U.S. Senate, Steve Sisolak's election as governor, and victories in two competitive U.S. House seats.

In Michigan, we contributed to the wins of Gretchen Whitmer for governor and former Center for Community Change board member Garlin Gilchrist for lieutenant governor. We protected Debbie Stabenow's U.S. Senate seat and secured two competitive U.S. House victories.

In Florida, through the work of Win Justice and the Amendment 4 campaign, we have forever changed the political landscape of the state by restoring voting rights for 1.4 million formerly incarcerated Floridians. Our Florida partners also ran the board in U.S. House races, winning seven out of eight congressional targets.

Down-ballot in all three states, we contributed to more than a dozen state legislative victories.

Winning 2018 Elections by Changing the Electorate

Earlier this year, Win Justice launched an unprecedented effort to win elections in battleground states in 2018 and beyond by mobilizing infrequent voters and building lasting power. The strength of our collaboration is in our organizations' deep volunteer base, existing infrastructure, brand strength, positive vision and values, history of collaboration and trust, and track record of engaging voters at scale. Our focus has been on engaging, organizing, and turning out to vote our key constituencies – people of color, young people, college-educated women, and union supporters – and we achieved historic turnout for a midterm election.

Early Vote Turnout

The Win Justice program had record increases in early vote turnout among our infrequent voter universe. Over 420,000 targeted voters cast a ballot before Election Day.

- In Florida, early vote turnout was +347% over 2014.
- In Michigan, early vote turnout was +52% over 2014.
- In Nevada, early vote turnout was +937% over 2014.

By focusing our communications on early voting opportunities, we were able to boost our efforts to expand the electorate. While we await results from official voter data in the spring, our program's initial success in turnout is evident through early and absentee vote tallies.

Six Million Attempts on Doors, Phones, and Text

Because we know that face-to-face conversations at voters' doors are one of the most powerful and effective methods of increasing turnout, particularly among infrequent voters, we prioritized this method of outreach – with nearly **60 percent of our voter contact attempts made through canvassing**. We made a remarkable 3.4 million door-knocks. In addition to these direct voter contacts, we also reached voters through events and digital engagement.

- Win Justice attempted to reach 2.4 million people with direct voter contact.
- Over 60% of these people received multiple attempts, layering early vote and GOTV contacts.
- 76% of these voters received at least one knock at their door.

To supercharge every contact at doors, our canvassers collected Pledge to Vote cards and encouraged voters to sign up to vote by mail where possible. Additionally, after advance voting ballots were mailed out and early voting began, we followed up with voters via text and phone to further encourage turnout.

Increasing Turnout through Relational Organizing

Win Justice made it a priority to build on the promising results of relational organizing from the 2016 cycle. Understanding that personal contact from friends, family, and community leaders is the gold standard, Win Justice incorporated this model using the MyRVP app. We asked organizers, leaders, and volunteers to make lists of friends and family they committed to reaching out to, by phone or through a personal text message, to encourage voting. Our experimental relational voter contact program had almost 2,500 local leaders using the MyRVP app to turn out voters in their own networks.

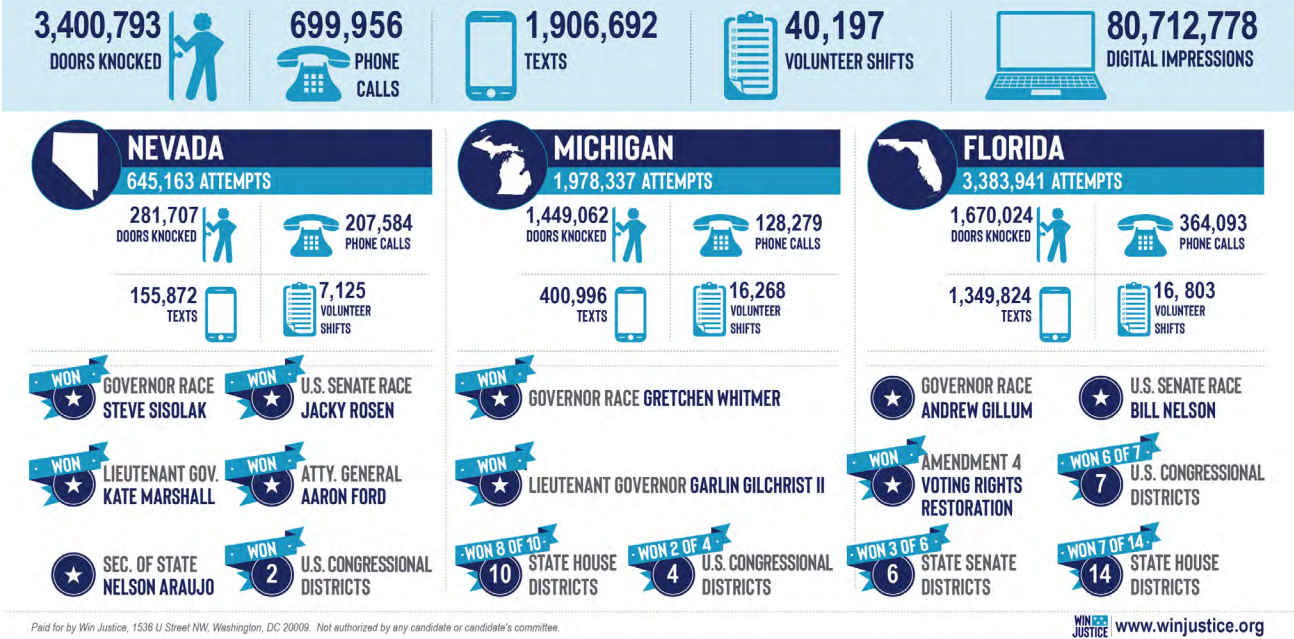
Integrated Digital Voter Outreach

We fully integrated our efforts to test and scale digital innovations, and amplified content across all channels to maximize our reach and impact. In conjunction with our canvass and in-person voter contacts, Win Justice also ran robust phone, text, and digital programs to create a “surround sound” effect for our infrequent voter audience. We leveraged our digital programming to build in-person events like the Color of Change Black Joy Camps, which connected us with unlikely voters and people who shared characteristics with voters in our universe, and who could also be low-propensity voters. Our digital program had over 80 million impressions, including millions of views of community-generated videos.

Two strategies were critical for engaging our universe of infrequent voters:

1. A targeted paid digital media program, fully integrated with a digital organizing program, that maximized our reach, engagement, and resources; and
2. Developing a bench of “influentials” with existing networks to help scale and sustain the program in all three target states.

6,044,018 ATTEMPTS TO REACH 2.1 MILLION UNLIKELY VOTERS INCLUDING VOTERS OF COLOR, WOMEN & YOUNG VOTERS.



Research and Testing Agenda

At the outset, Win Justice developed a testing agenda to understand our impact on voter turnout and contribute to the overall understanding of how best to mobilize low-propensity voters. Our testing agenda included the following:

In partnership with Rebel Analytics:

- Control-group experiment to measure our overall impact on turnout
- Testing impact of advanced digital and text contact on canvass contact rates
- Vote-by-mail chase experiment to determine when to remind voters to mail their ballots

In partnership with Analyst Institute:

- Evaluation of the impact of relational organizing on turnout
- Measuring the impact of community-generated videos on voter turnout

Results from these tests will help us iterate and scale innovations for work in future elections.

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