



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

The 2020 elections present a critical moment for the country, and Win Justice is running an unprecedented voter mobilization and turnout campaign to win elections in battleground states. Our program is engaging millions of lower propensity voters in communities of color, progressive women and young voters, and union households to change the face of the electorate from the ground up. Together we will turn out Democratic base voters to beat Trump and elect Democrats running for the U.S. Senate, U.S. Congress, and key state and down ballot races. Win Justice is a program of Community Change Action, Color of Change PAC, Planned Parenthood Votes, and the Service Employees International Union (along with our respective affiliates and political committees).

Adapting Our Plans During the COVID-19 Public Health Crisis

The reality of COVID-19 requires us to adapt our voter engagement programs to prioritize health and safety and take into account the economic strain that it is creating in our communities, while remaining focused on the strategies that will lead to electoral victories in November. Our updated plans will engage millions of voters in Florida, Minnesota, Nevada and Wisconsin—providing both the advocacy and narrative needed during this crisis to mobilize voters to win in November. We will be extra vigilant as we expect to encounter even more overt efforts to suppress the vote in our communities. We are adapting our plans to emphasize tactics that follow physical distancing guidelines and don't require face-to-face contacts, and we're investing in programs that foster two-way communications to help us continue to build trust-based relationships with our targeted voters.

2020 STATES, RACES, AND VOTER UNIVERSES

	Florida	Wisconsin	Nevada	Minnesota
Key Races	President Key US House Races including: <i>CD-26</i> <i>CD-27</i> 5 State Senate Races 27 State House Races Ballot Measures including: <i>\$15 Minimum Wage</i>	President Key State Legislative Races	President Key US House Races including: <i>CD-3</i> <i>CD-4</i> Key State Legislative Races	President US Senate Key US House Races including: <i>CD-1</i> <i>CD-2</i> <i>CD-3</i> 6 State Senate races 4 State House races
Voter Targeting	We will prioritize people of color, young people, non-Evangelical white women, and voters with strong union support, to make a significant impact in the races above.			



A SHARED APPROACH AND VALUES

The strength of the Win Justice collaboration, and ultimately why we have joined together, lies in our organizations' shared approach to building power, engaging voters, and winning elections. The members of this coalition are among the most well-known, most credible, most trusted organizations in the places where we work. In 2020 we will engage our communities by:

- **Listening to voters** and engaging them on **shared values and vision**,
- Building on our **brand strength and trust** among our communities and voters,
- Starting from our **existing organization and leadership in states**,
- **Increasing in-state organization and capacity** to be stronger for the future, and
- Drawing on our **established track record** of working together to engage voters at scale.

As we demonstrated in 2018, this is a much more effective approach to motivating and turning out the Democratic base than what is traditionally done through the party or candidate campaigns. Our organizations have long-term stakes and longstanding organizing presences in each of the towns and cities whose voters we want to reach. And we will engage them to positively impact their lives all year – not just during an election.

OUR ADJUSTED PLAN FOR 2020

Our plan for 2020 is focused on turning out millions of lower propensity voters of color, targeted women and young people, and union supporters in key states. We are also focusing our efforts on mobilizing newly registered voters. Each of our organizations is leaning into its areas of strength to make its most important contributions to the overall shared Win Justice strategies and programs. Within the overall shared strategy, we are building an effective combination of tailored programs for key constituencies and unifying aspects of the program that maximize the synergies of our shared approach and enable us to reach scale efficiently.

Vote By Mail will be central to our whole program

In any scenario we must build opportunities for voters to vote safely in the face of COVID-19. All aspects of our programs will be moving people toward vote by mail and our organizations have a firmly established track record in this space. In 2018, the Win Justice program had record early vote turnout increases for our target infrequent voters including voters of color, women and young voters. Over 420,000 Win Justice voters cast a ballot before Election Day.

Win Justice will run a **robust voter engagement and turnout program** to maximize voter mobilization during the COVID-19 crisis that includes:

- Relational voter organizing program with thousands of community volunteers, engaging hundreds of thousands of friends, family members, and neighbors, through state-of-the-art relational apps and multi-channel, two-way communication (SMS, social media, email, phone)
- Innovative paid and earned digital programs, including proven organic content from authentic local community leaders
- Innovative mail, phone and SMS programs—
 - We will test and scale a personalized mail program that incorporates the most impactful content, messaging and follow-up tactics
 - Early data seems to indicate an uptick in contacts by phone, and we will invest in enhancing our data sets to facilitate higher contact rates within our universe
 - Our SMS program was an impactful component of our 2018 organizing activity and will be scaled to serve as a method of two-way communications rather than a one-way data transmission
- Targeted, constituency-focused radio and other forms of paid ethnic media, which is often a relatively inexpensive mode to reach low-propensity voters of color on trusted hyper-local outlets with tailored content from trusted messengers
- Pushing back on disinformation efforts targeting our communities

Door-to-door canvassing (if health and safety conditions allow)

It is unclear at this point whether we will be able to restart our door-to-door canvassing operation, but we will be ready to quickly adapt and scale that part of the program if the situation allows. Our highest commitment is to the safety and health of our communities, volunteers, staff and their families. Any decision to resume face-to-face work will be done in alignment with recommendations of the CDC and state health departments.

We are already investing in a **leadership development and capacity building** program:

- Organizing and voter engagement training and leadership development for thousands of volunteers and members across our organizations, including recruiting new members and activists
- Capacity building for in-state staff and grassroots leaders on key tools, technology, and field and digital strategies
- Robust support and capacity building on legal compliance, data, and back office infrastructure for community organizations

We are building an **experiment-informed program, including best practices** from Analyst Institute and other culturally competent researchers:

- We will learn from our own meaningful experiments from 2018 that ranged from relational organizing, to organically created GOTV “selfie videos,” to pairing SMS messages with in-person door to door outreach
- We will learn from the Analyst Institute best practices and GOTV recommendations – along with insights from other culturally competent research on engaging low propensity voters of color

BUDGET AND OPERATIONS

We will coordinate our state programs with America Votes tables, the Strategic Victory Fund efforts, in-state donor tables, and other state-based field and digital efforts to maximize impact and coordination – and avoid duplication of program efforts.

The projected Win Justice budget is \$30 million for Florida, Nevada, Wisconsin, and Minnesota, details for these states are below.

Direct Voter Engagement, Motivation, and GOTV	\$ 23,730,000
<i>Relational Voter Organizing</i>	
<i>Paid and Earned Digital Voter Engagement</i>	
<i>Phone Bank</i>	
<i>SMS Voter Engagement</i>	
<i>Mail</i>	
<i>Targeted Constituency Paid Radio/Media</i>	
Earned Media, Narrative, Events	\$ 1,290,000
Training - Leaders, Volunteers, Staff	\$ 780,000
Data, Research, Experiments	\$ 600,000
Staffing Costs	\$ 2,100,000
Compliance, Legal, and Operations	\$ 1,500,000
Total Budget	\$ 30,000,000

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