

MEMO

From: Grecia Lima, National Political Director, Community Change Action

Date: 2023.11.29

RE: The antidote to exhaustion and apathy

Friends:

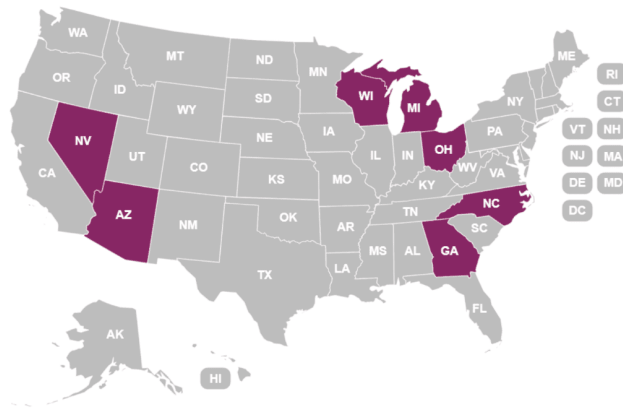
It was wonderful to see so many of you at the Democracy Alliance meetings just a few weeks ago. As we come off the Thanksgiving holidays as well, I am reminded of the healing power of gathering.

When we come together as a community — in conversation, with integrity and an understanding that civic life is the core of our society — I know that we can create the circumstances necessary to move the needle. Community is the antidote to exhaustion and apathy.

State and local elections last month showed that big change is possible in places where we've built deep year-round relationships and invested long-term in grassroots leaders, partners, and trusted messengers. I look forward to sharing a detailed analysis of the elections with you next month when we have the data in hand. Meanwhile, here is a little sneak peak: In Texas, Community Change Action, members of our Childcare Changemakers, and our relational voter contact leaders threw down on Prop 2, a measure to help child care providers keep their doors open while we fight for federal funding and structural shifts. Through organizing and relationally based outreach, our leaders built a community of voters that delivered this victory. And **even in the reddest parts of Texas — counties that Trump carried with 80% of the vote — Texans resoundingly voted to support child care as a public good.**

Enormous challenges lie before us: sustained attacks on democratic institutions, coordinated voter suppression efforts, the as-yet-unknown impact of AI on voting. The 2024 elections will be decided by razor-thin margins, and to compete we must begin the work of creating a community of voters today.

In 2024, Community Change Action and our grassroots partners will attempt to reach 15 million voters and have 2+ million conversations in seven prioritized states that align with key U.S. House and Senate races and the path to winning the presidency. Through trusted messengers, we will be in direct conversation with our communities early — well before candidates and their campaigns — finding disengaged voters, connecting them to issues, and sustaining motivation through a challenging cycle.



We need to establish ourselves early. There is an important role that digital media — influencers, paid ads, organic shares, etc. — can and should play in providing an early framework of analysis for our voters. But strong messaging and scalable dissemination has to be coupled with sustained engagement. Community Change Action, with our partners, has built a proven model of direct voter engagement that integrates narrative change, civic participation, and ongoing political involvement.

No single message or engagement will change voters' apathy or interpretation of this political moment. No single message can break through the drone of a talking-heads-driven news cycle. Voters need sustained engagement and trust in order to believe in a different story about our current moment of political, economic, and social uncertainty — and to carry that belief to action next November. Voters need a community.

Are you with us?

Yours in the fight,

Grecia Lima
National Political Director, Community Change Action
Executive Director, Community Change Voters