

MEMO

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

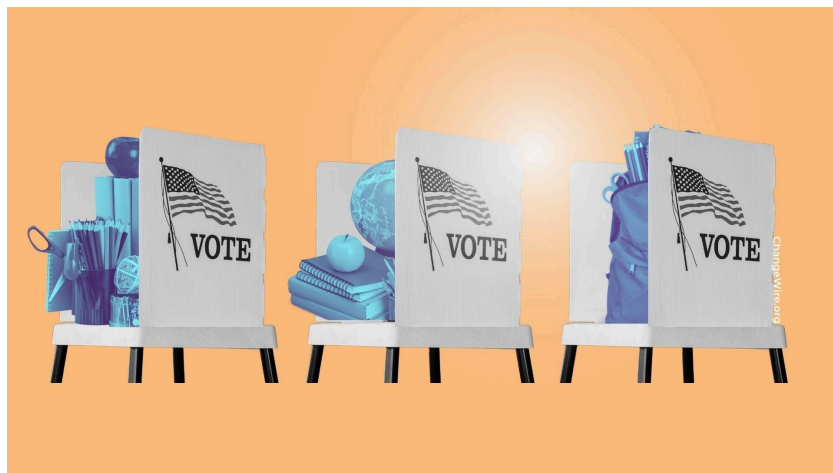
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RE: It's about to get very loud

Friends:

As we make our way through the primary season, we're analyzing results to plan for the general election. Georgia's May elections highlighted the importance of our work in building a political powerhouse for voters of color — [especially in a state we know is a target for our opposition's political shenanigans](#).

In the non-partisan general election for Georgia's state supreme court, former Democratic U.S. Rep. John Barrow's campaign targeting white "swing" voters was defeated by the Republican-appointed incumbent. However, in races where our partners connected local issues to progressive candidates, the results were different. Five candidates endorsed by our partner the Asian American Advocacy Fund — candidates who are vocal defenders of our democracy and advocates for economic security, housing justice, and [inclusive education](#) — won and advanced to the general election. And organizing by our partner Black Male Initiative Fund defeated powerful but disconnected long-term incumbents and their machines, with pivotal wins for progressive candidates in state house and commissioner races.



Community Change Action and our grassroots partners and local leaders haven't stopped connecting issues that matter to elections since the last time voters went to the polls. We're continuing to talk about democracy year-round and expanding our lens to focus not just on hard-to-reach voters of color but also on those who are hard to find — moving beyond simply targeting low-propensity voters who have been left behind by traditional political campaigns. [Our grassroots partners' field programs are up and running in priority states, with a total already of over 1 million attempts on phones and doors.](#)

We're connecting the traditional field to the real world of 2024 by activating digital influencers of every shape and size — folks with endorsement deals and big followings, and folks like you and me whose cousins and neighbors regularly like our posts — to tell the story of why this November matters to those who normally tune out. **Our cadre of digital influencers has already seen over 750,000 views on early content around child care, pocket book economics, Roe, and other issues we know will be on the ballot this November.** More than the number itself though, what is important about this reach is that our targets have been hard-to-find potential voters who are not already consuming our — or likely anyone's — political content.

But we know it is about to get very, very loud.

By Labor Day all of the traditional political apparatuses will be pouring money into the general election races — and who knows what the AI-generated disinformation deluge may soon look like. For the trusted messengers, the friends and family, the local grassroots leaders who we know can win elections to have an impact, they need to get their foot in the door now — so their voices can still be heard above the din when voting starts.

Are you with us?

Yours in the fight,

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