Building an Electoral Powerhouse Of, By, and For People of Color

2022 Updated Program & Footprint

The political conditions that defined the beginning of the 2022 cycle have changed tremendously. The past few months have brought the passage of the Inflation Reduction Act, student loan debt forgiveness, and the overturn of Roe vs. Wade. Recent special elections and primaries show signs of an improving political environment for progressive candidates. While we at Community Change Action believe that the political, cultural, and economic conditions are now more favorable for our preferred candidates and voter engagement programs, we also recognize that we are still far from clinching a closing argument with our voters.

The reality is that the political waves will continue to fluctuate. Meanwhile, our program remains focused on building durable relationships that will sustain the enthusiasm needed for our voters to successfully navigate their particular voting processes. Our goal is to achieve victories at the ballot box through the engagement of voters outside of the traditional campaign programs — particularly Black, Latino, Native, AAPI, and immigrant voters.

Our focus in the final weeks of this election cycle is to sustain depth and scale of direct conversations with our voters. Since 2020, Community Change Action and our partners have been operating under a strategy of a hybrid field — we know that both virtual and in-person strategies are necessary to engage and persuade high-potential infrequent voters of color. In our 2022 program, we have sustained a commitment to long-established tactics such as impeccable canvass programs, culturally competent in-person early vote events, direct mail, and paid digital advertising while also expanding our footprint with creative tactics like relational voter contact, content creation from the ground up, and digital pledge cards to ensure that we are connecting with voters where they are.

Alongside our state and local partners, we are throwing down in U.S. Senate and House races, as well as in state races from governor all the way down the ballot. We know that down-ballot races will impact urgent issues and influence the election administration we need to ensure our elections are secure and fair. And we are prioritizing states and races, at all levels, where we must win this year — and build toward victories in 2024 and beyond.
Program Highlights

We are maintaining our focus on high-potential, low-propensity voters of color in races where these voters can provide the margin of victory. After quickly scaling our program, to date we’ve door knocked over 625,000 households; called half a million voters; and garnered over 21 million digital impressions, about 8.3 million of which have come from non-paid digital engagement. Through these touchpoints with voters, we have affirmed some critical lessons that we will apply in the closing stages of our voter engagement program:

- **Voters are underprepared to navigate new voting processes.** State legislatures in 2021 made vast changes to voting infrastructure, with many states creating more barriers to vote by mail and early vote pathways. While all of our voter engagement programs are adapting to the current realities on the ground, most voters have little to no expectation of a different experience from 2020. They are undoubtedly unprepared in some of our states to engage in the voting process.

- **Voters are focused on the economy.** They are measuring the health of the economy not by national standards, but by their particular economic circumstances and the economic health of their close network. Programs such as student loan forgiveness and the Inflation Reduction Act are not yet directly impacting their finances, but are providing them an opportunity to enthusiastically plan for the near-term future.
• Voters are starting to fully understand the impact of overturning *Roe vs. Wade*. The sustained conversation about access to abortion care is a wakeup call to the urgent threats on everyday people's rights and freedoms. While the policy solutions vary by state, the conversations about what's next are prompting voters to take reproductive health care into consideration for their voting choices.

• Voters are empowered by a reminder of their role in achieving progressive victories. While we are attributing positive policies to Democrats, we are also making sure voters make a connection to their voting behavior in altering the political conditions of our current moment. Ensuring that voters connect the victories we have today to their participation in 2020 and their communities' participation allows for an easier commitment to a continued engagement, because they view their role as a critical component of progress.

**2022 Priorities**

**States & Races**

Current priorities include states and partners we’ve worked with for multiple cycles:

- **Arizona**
  - Governor
  - U.S. Senate
  - U.S. Congressional Districts (2, 4, 6)
  - State Legislative Districts
  - Secretary of State
  - *Partners: LUCHA, Our Voice Our Vote*

- **Georgia**
  - Governor
  - U.S. Senate
  - U.S. Congressional District (2)
  - State Legislative Districts
  - Secretary of State
  - *Partners: Black Male Initiative, CASA in Action, We Vote We Win*

- **Michigan**
  - Governor
  - U.S. Congressional Districts (3, 7, 10, 11)
  - State Legislative Districts
  - Secretary of State
  - Right to Reproductive Freedom Initiative
  - *Partners: Michigan Liberation, Michigan People's Campaign, MOSES Action*

- **New Mexico**
  - Governor
  - U.S. Congressional District (2)
  - State Legislative Districts
  - Child Care Constitutional Amendment
  - *Partner: OLÉ*

- **Nevada**
  - Governor
  - U.S. Senate
  - U.S. Congressional Districts (1, 3, 4)
  - State Legislative Districts
  - Secretary of State
  - Las Vegas/Reno Mayor District Attorney
  - *Partners: Make the Road Action in Nevada, PLAN Action*

- **Wisconsin**
  - Governor
  - U.S. Senate
  - U.S. Congressional District (3)
  - State Legislative Districts
  - School Boards
  - *Partners: Center for Racial and Gender Equity, Voces de la Frontera Action*

*Additional U.S. House Races: CA-22, CA-27, CA-47, CO-08, FL-27, OR-06, OH-01, OH-13, NJ-07*
**Integrated Field & Digital Programs**
Our layered statewide and congressional district programs, along with our large-scale relational voter turnout programs, will allow us to more effectively compete to win tough elections. Our 2022 program is:

- **Sustaining our commitment to impeccable field strategies resulting in high impact conversations with voters** across key states through multiple channels, including volunteer and paid canvass, phone calls, relational voter turnout, mail, events, SMS, and digital communications.
- **Developing the largest relational voter turnout program in the country**, using digital tools to equip volunteers to contact friends, family, and infrequent voters.
- **Providing critical information to voters** to help overcome new and existing barriers to voting, such as polling location changes, hours reductions, and other restrictions.
- **Countering disinformation campaigns** and the resulting inaction and disengagement in our communities by activating trusted local messengers to disseminate proactive, positive action-taking messages.
- **Continuing to innovate and scale in real time** and share what we learn with our partners so they receive benefits and learnings from our experimentation.

**Experimentation & Growth**
We continue to innovate in how we are using digital tools and how we show up in online spaces to expand our reach. Through tests and experiments, we have gained powerful insights for scaling direct voter engagement programs that we have implemented in the 2022 cycle, including:

- **Empowering trusted messengers in digital spaces** — including both grassroots leaders and our network of micro-influencers on TikTok and in Facebook Groups — to share their stories on social media, shaping the public narrative and motivating their peers to vote and join our growing ranks of relational voter turnout activists.
  
  TikTok in particular is one of the platforms that has yielded the highest number of new voter registrants, especially among new voters of color. Our program is led by Gen-Z strategists of color and leverages our organizing experience to create echo chambers. In 2022, we are not only developing the capacity of our partners and individual creators, but also training a new generation of political leaders in a creator-first digital landscape. The New York Times recently covered our TikTok influencer program, validating what we have known to be a necessary innovation for our voter engagement field.

- **Deepening our model for relational voter turnout and organizing**. Having invested in this work for multiple cycles, we have a competitive advantage that can now be deepened and scaled to win elections. In 2022, we are growing data and digital support for our grassroots partners, addressing a significant capacity gap we identified last cycle. We are also advancing a hybrid model to link relational voter turnout with other forms of voter contact and organizing.
**Continuing to Build Our Capacity**

Our leadership development and coaching is focused not only on delivering impeccable programs, but also on building lasting organizations and infrastructure that will remain in the communities and states long after the cycle is over. These investments are laying the groundwork for what lies ahead in 2024. This cycle, we are:

- **Supporting state partners** with wraparound data and technical assistance to fill immediate gaps in this important election year and build long-term grassroots data infrastructure. You can read more about our thoughts on how [Progressives Need to Up Their Data Game To Keep Pace with a More Diverse Electorate](#).

- **Expanding our national training programs** centered on integrated field, digital, relational voter turnout, and communications programs, as well as the tools for a compliance, data, and fundraising backbone. Rooted in peer relationships, these trainings are building a community of practitioners who learn from each other while strengthening collaboration across geographies — giving us the best bet at fulfilling our highest aspirations for long-term victories. To date we’ve had 415 people join us for our training series serving 62 organizations across the country.

- **Continuing year-round work with state organizations** to grow their field, memberships, activist bases, communications capacities, and in-state power. At the midway point toward the next competitive presidential cycle, we are looking at key measures of success that will prepare and strengthen our partners. [For more information on our ongoing civic engagement work, see here.](#)

**Projected Scale and Budget**

We project a program budget of $10.8 million, with a current budget gap of $5.1 million.

*Detailed breakdown of gaps available upon request.*

For more information, please contact Grecia Lima — National Political Director of Community Change Action and Executive Director of Community Change Voters — at glima@communitychangeaction.org.

*Community Change Action is a 501(c)(4) advocacy organization—with Community Change Voters (PAC) its connected organization. These entities share a common mission and vision for the world, and work in full compliance with state and federal campaign finance laws.*