



POST-ELECTION REPORT

OUR VOTES,
OUR VOICES,
OUR POWER

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BUILDING PEOPLE POWER: An Introduction from State Voices' CEO

Dear State Voices community,

It takes community to fight for a liberated future. It takes community to push for a world where everyone has their voices and votes heard. It takes strong communities to create a healthy democracy where all people can thrive and live in their full dignity.

This is the spirit in which State Voices pushes for civic power. Our affiliated network of 23 State Tables and hundreds of partner organizations engage in year-round grassroots organizing and integrated civic engagement to change the status quo. At State Voices, **Black, Indigenous, Latinx, Asian Americans and Pacific Islanders (AAPI), and all people of color, young folks, TLGBQIA+ folks, low-income and underemployed people, disabled folks, and allies** organize, educate, and collaborate to make sure our voices and votes are heard.

2020 was a more challenging year than we could have predicted—but people power won, and will always win. We navigated a global pandemic, nationwide lockdowns, police violence, the hyper-surveillance of marginalized communities, and the devastations of unemployment and death. We witnessed the ongoing brutalities against our Black and trans siblings, and we rose up in defense of Black lives, taking to the streets to demand justice and speak loudly that All Black Lives Matter.

At State Voices, we rolled up our sleeves in response to this new landscape. We developed new tools and digital organizing strategies to create more access points to voting and civic participation, and voters cast their ballots in record numbers. We supported the efforts to create new forms of accountability and protection beyond policing for Black, Indigenous, and people of color (BIPOC) and trans communities. **In 2020, the State Voices Affiliated Network mounted the largest civic engagement campaign in our 12-year history, to shift culture and make sure our communities can use their voices to build power.**

In 2020, our power multiplied. Our network made over **228 million contacts** to engage people in civic participation. We registered 2.1 million voters. We ran the largest Election Protection program in our history. We moved

over \$9 million to states to support voter engagement and BIPOC-led organizing.

No matter which candidates were on our local, state, and national ballots, our fight was the same: **helping people cast their votes, raise their voices, and push for freedom.** Together with our movement partners and BIPOC freedom fighters, we fought to make sure that all people are represented in our democracy, and to create the conditions to build power so everyone has a voice in the decisions that impact their lives.

It took hundreds of organizations, tens of thousands of volunteers, millions of dollars of investment, and millions of community members working together to create this change. **At the center of this power is the leadership of BIPOC people of marginalized genders, including Black and brown women.** Over half of our State Tables are led by women of color. Their work shined through in 2020 and laid the foundation for all our success.

All organizers know: the stronger you organize, the more opposition you face. White supremacist-led revolts at the Capitol in DC in January 2021 were one manifestation of this, after a year of emboldened attacks on our organizing and communities. But our community and collective power continues to grow, no matter how white supremacists try to undermine us.

I am thrilled to share this report of our network's activities in 2020 with you, to amplify our network's strategies and our partners' work, and reflect on learnings for the future. You'll see that, even in the darkest times this year, **we worked to respond to the urgent needs of the moment, and to co-create a liberatory future with our BIPOC and other myriad communities, for generations to come.** Candidates and crises are revolving, but **people power is forever.**

With gratitude, solidarity, and hope,



Alexis Anderson-Reed
She/Her/Hers
Chief Executive Officer
State Voices

HIGHLIGHTS

The State Voices Affiliated Network is proud to push for a healthy democracy. Here are some highlights from 2020.

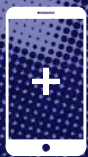
A woman with short, vibrant red hair is leaning over a table, focused on writing on a large white sign with a red marker. She is wearing a black Adidas jacket with white stripes on the sleeves and a blue lanyard. The sign she is writing on has text in green and black ink, including phrases like "TO BE CHANGE", "OUR MESSAGE THE LANGUAGE IS INCLUSIVE", and "THE FUTURE THE DISTRICT". A large, bright orange starburst graphic is overlaid on the right side of the image, containing the text "228 MILLION TOTAL CONTACTS TO VOTERS". A smaller orange starburst is visible at the bottom right of the sign.

228 MILLION
TOTAL CONTACTS
TO VOTERS

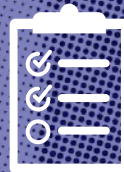
124 MILLION
CONTACTS
ABOUT GOTV

9.4 MILLION
DOLLARS
REGRANTED

28 MILLION
CONTACTS ABOUT
THE CENSUS



100 million new
cell phone numbers
in VAN



60,000 Election
protection monitors



2.1 million voters
registered

18,906,100 contacts
to voters for the January 2021
Georgia runoff elections

228,000 calls
made to the Our Vote Hotline

HOW TO READ THIS REPORT



This report reflects the State Voices Affiliated Network's achievements, strategies, and learnings from 2020, and orients us for the future.

The first half of the report focuses on State Voices' overall work as a national network. It shares our **Strategic Direction** and shifts in the **COVID-19 Pandemic**, then dives deep into our efforts to **Fight for Democracy**, **Expand Access to Data and Technology**, and **Move Money to the Ground**.

The second half of the report highlights the essential work of our **23 State Tables**, and our work in three **Emerging States**. Altogether, these tables are composed of over 1,000 in-state partners, who are local and statewide 501c3 organizations. You can read about the detailed activities, learnings, goals, and collective impact of each of our states there.

For us at State Voices, this report is part of an ongoing conversation with our network, movement partners, and beyond. We invite you to engage with us about the report and our work, and explore ways to build power together. **You can connect with us at @state_voices on Twitter, and @statevoices on Facebook, LinkedIn, Instagram, and YouTube.**



WHO WE ARE

Our Vision: We envision a multiracial democracy grounded in building Black, Indigenous, people of color (BIPOC) political power so we can ALL thrive and live in our full dignity.





Our People: Our people are multiracial, multiethnic, and multicultural. Centering the leadership and votes of Black, Indigenous, people of color, women and all people of marginalized genders, and young people is the path to power and a thriving democracy. We are pro-TLGBQIA+, pro-immigrant justice, and pro-disability justice.

People of marginalized genders includes people of all gender identities that have been systematically oppressed or marginalized. This includes trans and cis women, trans men, and all trans, Two Spirit, and nonbinary people.

Our Structure: State Voices invests in intersectional power-building strategies to align state, regional, and local campaigns and leverage data infrastructure. We partner with organizations that center multiracial, multiethnic, and multicultural communities to coordinate organizing strategy and resources to transform our democracy and the lives of the people we serve.

Our Power: Our power is rooted in our commitment to centering the experiences of BIPOC communities, women, and young people as the winning path to well-resourced and thriving communities.

Our Theory of Change: The State Voices Affiliated Network believes that building a reflective, responsive, and accountable

democracy requires investing in and strategically aligning state, regional, and local work. We are committed to intersectional power-building strategies that ensure:

- Our grassroots organizing is thriving,
- Our leaders receive training and opportunities to lead,
- Civic participation includes individual and collective strategies to make change, and
- We invest in cross-movement coalition-building to fight back against institutions contesting for power.

WHY INTEGRATED CIVIC ENGAGEMENT?

Our approach centers **integrated civic engagement** as an essential strategy to move us toward transformation and justice. We intentionally expand narrower definitions of civic engagement to include *all* of the ways that our communities show up, engage, and fight for change. Instead of the traditional focus solely on voting and electoral work, an integrated civic engagement model not only makes space, but prioritizes protest, mutual aid, cultural organizing, and community-based work.

You can learn more about integrated civic engagement in the article “Integrated civic engagement is essential to electoral justice” by our CEO, Alexis Anderson-Reed, published in [Prism](#).

DEFINING OUR STRATEGIC DIRECTION

“Our work to make sure we have a strong democracy is not just about an election. This work is day in and day out. Let’s continue to make sure folks are being invested in year-round.”

Alexis Anderson-Reed

CEO of State Voices (Episode 5: The Power From Within, “Voices for Power” Facebook Live Series)

For nearly 12 years, the State Voices Affiliated Network has worked to become a powerful network of organizations making a real impact on our democracy. We have accomplished this with our state coalitions, called “State Tables,” which are dedicated to making a change in their communities.

In 2018, reflecting on our 10-year anniversary and the political climate, we recognized that we needed to shift our strategy in order to realize our mission of co-creating an inclusive democracy. We invested in a collective process to identify how we could fully embrace an integrated approach to civic engagement, centering the needs and vision of BIPOC organizers and communities. For the next two years, with



VOICES FOR POWER



“This is the beginning of a fight of trying to change the face of democracy. You’re doing something that’s never been done before.”

Juanica Fernandes
Executive Director at Florida Civic Engagement Table
(Episode 4, “Protecting Our Right to Vote”)

our network of 23 State Tables and hundreds of partners, we radically reimagined our vision, our people, our structure, our power, and our theory of change.

Based on this reflective process, our leadership committed to ensuring that grassroots organizing lived at the center of our **power-building model, as the core principle to solidifying and strengthening our multiracial coalition committed to radical values.** We transformed the way we collaborate and build together, and are accountable to marginalized communities.

Our participatory strategy of integrated civic engagement helps us define not only the what of our organizing, but the how. As we continuously commit to building long-term BIPOC political power, we embrace both electoral work and strategies that move beyond the ballot box. We build relationships that move beyond the transaction of voting, encouraging communities to complete the **Census**, provide **mutual aid** to their neighbors, help people **get registered to vote, pushing for voting rights** for formerly and currently incarcerated people, and so much more. This form of integrated civic engagement has been crucial to the wins of our progressive ecosystem in 2020, and also in transforming how we relate to one another.

Following this strategy, we have committed to amplifying and co-creating with the other BIPOC organizers and communities making this freedom fighting possible. In 2020, we launched a series of virtual events to celebrate their work. In our **Voices for Power Facebook Live** series, Alexis Ander-

son-Reed interviewed advocates from across the country to discuss the latest in civic engagement, access, and representation from the perspective of BIPOC communities and our allies. Through the six-episode series, advocates like **Rachel Lorenzo**, Executive Director of Indigenous Women Rising, **Tamiaka Atkins**, Executive Director of ProGeorgia, **Kelley Robinson**, Executive Director of Planned Parenthood Action Fund, **Emmett Schelling**, of Transgender Education Network of Texas, and many more shared their knowledge, wisdom, and analysis of our fight for a healthy democracy.

We also hosted our **People Powered Virtual Vote Rally** in October, where hundreds of organizers, advocates, and entertainers joined together to celebrate our achievements, uplift and share our strategies, and amplify the perspectives of BIPOC organizers. **These events were watched over 10,000 times.**

Finally, we collaborated with six BIPOC artists to create the **Freedom Art Collaborative.** BIPOC, queer, and trans artists created designs and a song based on the prompt, “What does BIPOC political power mean to you?” Their incredible art is available for free on our website.

You can read more about our Strategic Direction at “**Strategic Direction: Our Vision, Our People, Our Power,**” the report we published on our new website, voicesforpower.statevoices.org. We hope that this can be used as a tool for other organizations that wish to recommit themselves to true liberation and justice.



By Antonius Bui for the Freedom Art Collaborative.

...ve in that man knowing what I have
to do, because he is the head of this
house. When I come home, I was cry-
ing and I went in my room and I laid
across the bed. And he walked in and
said, 'What's wrong with you?' and
I told him and, he said, 'Look, you
get somebody and get in that station
wagon and go down there and pick up
them babies.' We went back at
night and they had all the babies
another. She was five. But she
hadn't been five, the other babies
would have been just like her. The
two kids I got here, they were
I don't see how people have the
nerve to take their babies and put
them for adoption when they
don't know who's going to get the
kid. And they don't know how they
are going to be treated. The disgrace
is not on the kids but it's on that
parent. I've ended up having to
let that kid, you see, I'll definitely
be tough to keep him.
The disgrace is not what's done in
getting rid of the kid, the disgrace is what's
done after the fact. You put there
and reactioned off, and talking about
together. It's no different than
slavery.
I go to teach. I grant laugher
ers what I'm going to teach
principles and morals. If they
make a mistake, they'd better not put
a kid in an adoption home, not as long
as I'm alive. This is what Black people
have to see. This is not even human.
In New York I saw a poster advertising
babies and it said, 'Ain't this a beautiful
baby. Wouldn't you like to have
this baby?' White folks, advertising our
children and folks telling me about
staying together and being Black, and
doing

By Jen White-Johnson
the Freedom Art Collaborative.


I had enough money that I could just
be a mother for every one of these
kids. If I had a few million dollars, I
would take every one of them, then
I know how the way do it. How do
I think that I would see as a grand
mother or know what some of the
kids are tonight because I've given
them my love. Now, I know that I
could have done it. I changed my mind
and I say, 'you know I'm not to take
my kids back. I would't even know
where to go because I had adopted
them. I think that a dog could do it a
same amount, anybody that does it is less
than a human being.
I was talking to a lady to the West
woman about the kind of problems
we had and she said, 'I know you
have girls that make mistakes but we
have places for them.' I said, 'Not for
that, I'm talking about taking care of
a kid at home.' I said, 'Now the
point is, you all do the same thing that
our girls do but the only difference is
that you have your way of taking
them, the abortions, and you have
abortion, but putting them up in some
other state for adoption. I've never
seen an illegitimate child. I've never
have places for that.' I said, 'Not for
that, I'm talking about taking care of
the kid at home.' I said, 'Now the
point is, you all do the same thing that
our girls do but the only difference is
that you have your way of murdering
them, the abortions, and not only
abortion but putting them up in some
other state for adoption. I've never
seen an illegitimate child. I've never
more illegitimate persons that exist on
the children. I believe, besides, I
know how you do it, that's bigger
than you might know if he was called
according to the American system and
according to his birth, he would have
been called an illegitimate child.
I don't believe in abortion because

there is nobody on earth can make
believe there's a legal way to murder
a baby. Now you might murder it,
you will never show me where
legal to murder. God has never made
a mouth that he couldn't feed. I
can wait to see mothers when you
the death of the class. The more
time and she answered when a s
row which could do for a
being? You know, you lose to
hope, trust, and many of my
of my religion, bad, and many
in the world because it
humanity. I'm not no one
of being a human.'
Mrs. Hamer seems so sad
in herself. Her singing and I
I can make you and reach
and teach by their hands
hands, your head will be a little high
and your spirit will be straight and al
proud.
The hot, hot, hot is almost at an
her voice, which always carries a h
ness, now seems almost raspy
strained, but she talks on. The
much more to be said.
Mrs. Hamer looks at me and g
to her teeth, touched with gold
fully visible as the grin widens in
smile and more. In that instanc
comes to me what I have been re
feeling during this too brief Miss
sippi sojourn. It's love, and resp
it's knowing that the African con
of an extended family does exist.
in Ruleville, Mississippi, in the hea
cracker country, in the hotting dist
from where Emmett Till's body
found where he was killed was s
over a gate and seen to. I wou
my own mother's arms.
Today I don't have any money
but more than the average w
American 'cause I know who I
I know what I'm about, and I k
Continued on Page





By Dale Deforest for
the Freedom Art Collaborative.



**BLACK TRANS
LIVES MATTER**

By Mojo Disco
the Freedom Art Collaborative.

NAVIGATING THE COVID-19 PANDEMIC AND STANDING UP FOR RACIAL JUSTICE

Taking care of our people is as central to our mission as our work in the field. In 2020, with the challenge of COVID-19 and the uprisings for racial justice, the State Voices Affiliated Network prioritized meeting the moment. We were able to exponentially expand our impact—because we also prioritized taking care of each other and living our values.

Our network and team came together to lift us all up through a year of uncertainty. We supported mutual aid programs across our states, where organizations refocused outreach programs and committed to community care as voter engagement. As news of the COVID-19 pandemic came to light, we shifted to a four-day work week from March through Labor Day and provided additional flexibility in work hours and information on mental health support for



staff. We launched a two-month wellness program and supported staff with a stipend for remote work.

We also helped pay for our network's canvassers on the ground to adapt their work to remote and digital spaces. We provided technology support, grants, and trainings to State Tables to support this shift. This included equipping canvassers with tech packs, such as computers, tablets, phones, and hotspots.

We affirmed our internal and external commitments to defunding the police during the Black Lives Matter uprisings and protests of police violence against Black people. We mobilized and moved rapid response funds for racial justice protests. We held a joint call with the **Movement for Black Lives** to talk about how people could support the uprisings and movement, welcoming over 250 participants from across our network. This space led to important conversations around the intersections of racial justice, civic engagement, and democracy.

Internally, we created and held spaces for our network to care for one another, act on racial justice, support the Movement for Black Lives, and strategize on how to align our work with the goals of defunding the police and Black liberation. We organized Waiting to Exhale: A Black Only Space, a virtual caucus for Black people in our network to come together, grieve, breathe, exist, heal, and create community with one another in the midst of COVID-19 and the global uprisings. We also opened a non-Black POC caucus space in support of our Black network colleagues and broader community, for non-Black POC to discuss how to decenter themselves and work to dismantle anti-Blackness. Additionally, we organized a white accountability caucus for white staff in our network to work to dismantle white supremacy and racism. We view this work as ongoing, as essential to our mission, and central to the wellbeing of our staff and communities.

We invested in our workplaces and our people in ways that uphold our commitments to dignity, inclusion, respect, and equity. Throughout 2020, State Voices prioritized both the physical and emotional health and safety of our staff, as a pillar of our approach to the work. Because, not in spite, of this effort, we were able to accomplish our impactful programming while staying centered in our values and humanity.



FIGHTING FOR DEMOCRACY

U.S. democracy is in desperate need of transformation.

When we leverage collective action, we can create a healthy democracy and a world where everyone can thrive and live in our full dignity.

In 2020, State Voices and our State Tables organized around the 2020 Census, voter registration, GOTV, election reform, voter education, protecting voters and elections, and increasing support for BIPOC organizers.



We faced attacks on our democracy on several fronts: voter suppression, disinformation, and violence at polling stations threatened our elections. The COVID-19 pandemic disproportionately impacted Black and Indigenous communities. Ongoing police violence and suppression targeted uprisings in defense of Black lives.

Our network and partners navigated these attacks by coming together, to understand our network's needs, and build a collective strategy to confront these attacks and strengthen our movement. We offered more data and technology tools than ever before to our staff and State Tables. We developed proactive communications campaigns to emphasize the importance of long-term integrated civic engagement.

State Voices, our State Tables, and our partners helped lead **Get Out the Count (GOTC)** efforts for the **2020 Census**, and canvassed for voter registration, **Get Out the Vote (GOTV)** efforts, and **Election Protection** programs. We assisted in combating large-scale misinformation and disinformation, voter intimidation, and other voter suppression efforts across the country. We continued this work after the General Election in November 2020 to ensure successful runoff elections in Georgia, in addition to preparing for 2021 legislative advocacy and redistricting.

Through all of this work, we centered the fight for political power for BIPOC, women, youth, TLGBQIA+ people, and other marginalized people.

GETTING OUT THE COUNT: CENSUS AND REDISTRICTING

The Census is significant in the fight for political power for BIPOC communities and all oppressed people across the U.S.

Activists and organizers across the country hustled throughout 2020 (and in the critical preparation years prior!) to make sure everyone in their communities were counted in the 2020 decennial Census.

Census data determines funding to community programs, like health care, housing, child education, infrastructure, and public transportation. Census data also informs redistricting and political apportionment, so political representation in our communities depends on an accurate and equitable Census process. The Census is central to civic representation and increasing material support to people who need it.

Communities that face the most oppression in this country are chronically undercounted in the Census. This is no coincidence.




Oppressive systems intentionally try to keep communities of color undercounted, using misinformation and fear tactics.

At State Voices, we see the Census as part of our broader fight for freedom and liberation. We understand the Census as an act of solidarity, as collective action, as a chance to build across movements, and as an opportunity to demand equal representation, resources, and political power for BI-POC communities.

We played a leading role in the 2020 Census and Get Out the Count (GOTC) efforts across the country. With the **Leadership Conference on Human and Civil Rights**, we co-led and expanded the **States Count Action Network**, a national hub for Census efforts that represents hundreds of organizations in 50 states. Over the year, our network participated in panels and webinars aiming to increase awareness around GOTC work in states and foster across-state collaboration.

Through the **Census Digital Organizing Working Group**, a coalition of multiple organizations across the country, we co-led a large-scale GOTC program that made **28 million contacts in 36 states**. In addition to sending 27 million texts, this outreach included 615,000 **phone conversations**, 228,000 pieces of mail, 79,000 **canvass conversations** and 34,000 digital contacts.



“How do we respond to voter suppression? We turn people power directly at it. And we remember that we are each other’s business.”

Serena Sebring

*Executive Director of Blueprint North Carolina
(Episode 4, Protecting Our Right to Vote,
“Voices for Power” Facebook Live Series)*

State Voices staff worked hard to ensure our GOTC materials and organizing programs fully supported our network of State Tables and their partners. Our Policy and Data teams reviewed dozens of digital tools for their efficacy and shared best practices with State Tables. **Our Policy, Data, and Communications teams launched “Pledge to Count” digital pledge cards for 16 State Tables, and dozens of their partner organizations.**

The COVID-19 pandemic had a huge impact on Census outreach and Census timelines, and we had to stay sharp and flexible. As COVID-19 began to impact programs in early 2020, our Policy team quickly released a guide on remote outreach tactics. We partnered with the **Leadership Conference** and **National Association of Latino Elected and Appointed Officials** to host several GOTC “Train the Trainer” webinars, aimed at educating organizations and community members about the Census and how they could become involved.

Our Data and Technology Department at State Voices adapted the Voter Action Network (VAN), a voter database that supports nonprofits and campaigns to conduct community outreach, to work for Census and voter registration programs. This involved adding address data to create a new record for every known household in the United States. This provided the opportunity for the network to canvass and send mailers to more households to reach more people.

We also created a “How to Use the VAN for Census” guide for data practitioners and organizers, equipping our network with the technical tools and information needed to make sure our communities are included in the Census. In addition to the how-to guide, we also rolled out a policy outlining State Voices’ position on the collection of data from minors and citizenship status.

Through our team’s support of the Census Outreach Expansion Effort, **we sent 23 million text messages about Census participation to people of color in low-response Census tracts across 20 states.**

A survey of texters showed that:

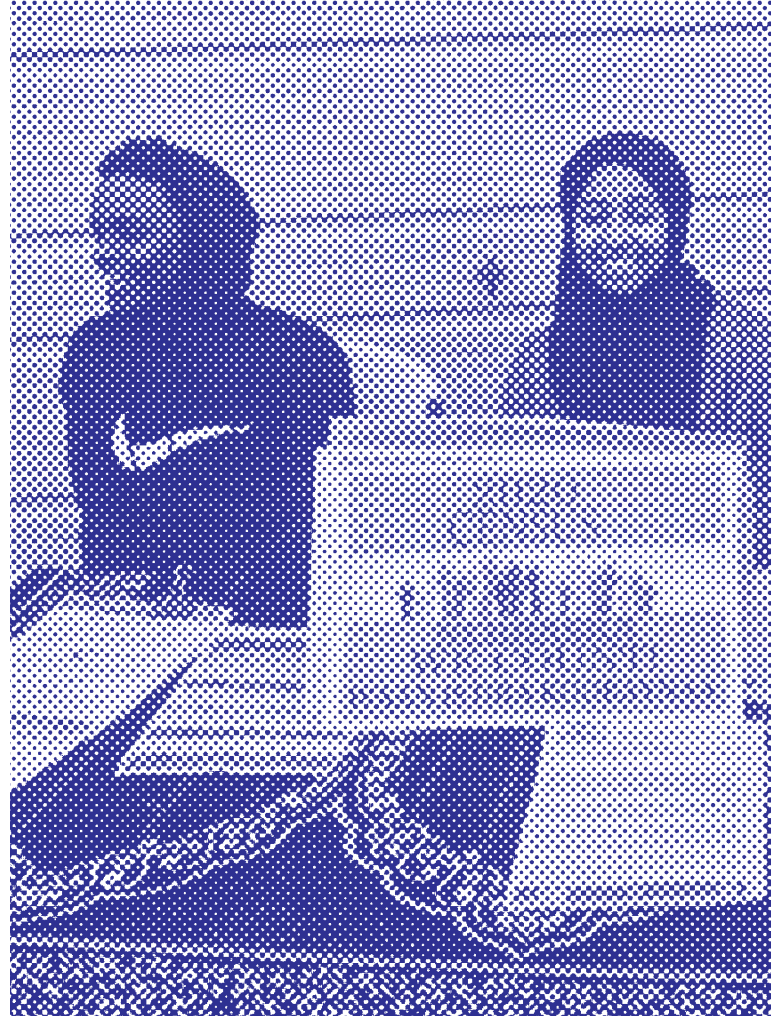
- 70% of State Voices texters had never participated in text banking before this program, but 97% indicated that they would consider being a texter again.
- **62% of texters in our program believed that the information they personally provided via text about the Census resulted in people being able to participate in the Census that otherwise wouldn’t have.**

One texter in this survey shared this story: “I had one conversation with a person who was very adamant about not wanting to participate in the Census because he was not comfortable with the government having so much information about him and his family. After letting him know that the information would be kept confidential, and that he would be helping

his entire community by participating, he finally agreed [to fill out the Census].”

Our State Tables mobilized to get out the count in creative and strategic ways.

- The **Florida Civic Engagement Table** played a leadership role in the statewide Florida Counts campaign. This campaign regranted \$1.3 million to community organizations and Table partners. During the COVID-19 pandemic, the campaign quickly shifted gears and placed a large amount of digital and print ads reminding communities of the 2020 Census deadline.
- **Ohio Voice** led Ohio Census Advocacy Coalition efforts to create a regional GOTC campaign that grew to support over 47 organizations statewide. The campaign created a digital organizing toolkit for partners and incorporated Census education into ongoing mutual aid work.
- **Pennsylvania Voice** ran one of the largest digital campaigns yet! Working with 15 partners, they promoted digital Census pledge cards through knocking on doors, canvassing, social media, and email. Through this community-led and community-centered strategy, they reached over 4,000 people.



We now shift our focus to equitable redistricting, applying the lessons of the 2020 Census. Redistricting is when governments redraw political district boundaries. The way that districts are drawn determines which representatives and state and local officials get elected. Political districts are largely based on population counts from the Census, and the number of representatives a district receives is also based on Census counts.

By pushing for equitable redistricting, we’re combatting **gerrymandering**, which occurs when politicians and others with power manipulate political district boundaries to dilute the voices of BIPOC communities. **Our Policy team created a 10-part series of 101 materials for our State Tables and partners to use for community education around redistricting and gerrymandering.**

You can learn more about what State Tables did for the 2020 Census and plans for redistricting further in the State-by-State Accomplishments section of this report.

REGISTERING VOTERS

The past few decades of non-partisan voter registration field campaigns have demonstrated that site-based, in-person voter registration is the most efficient and cost-effective tactic for registering voters and expanding the electorate. The data has also shown that **grassroots groups and direct service organizations are the most successful partners for voter registration programs in communities of color, as these organizations are seen as**

trusted messengers, using voter registration as one tactic in a broader strategy to advocate for community power.

Moving into 2020, grassroots groups and direct service organizations had prepared ambitious voter registration programs, staffed by experienced field organizers and using metrics developed over multiple cycles of voter registration at scale. We had a network-wide goal of registering two million voters across the country in 2020. We had planned to follow our past strategies for voter registration, using majority in-person canvassing supported by a small amount of digital organizing.

However, 2020 turned out to be anything but a predictable year. Between the global pandemic, natural disasters, the murder of Black people at the hands of police, and the protests that followed, 2020 was uncertain and harsh. With the need for physical distancing, we had to halt in-person work. **We had to get creative and change our strategy; focusing on in-person voter registration as a singular tactic was neither safe nor responsive to the myriad immediate needs facing communities this past year.**

In the span of a few months, State Voices led the transition from a field-based voter registration effort to a remote program. **State Voices supported over 100 voter registra-**



**WE EXCEEDED OUR GOAL
AND REGISTERED OVER 2.1
MILLION VOTERS ACROSS
THE COUNTRY IN 2020.**

tion partners in 11 states shift from site-based collection to digital and remote tactics. We facilitated 26 unique trainings with over 1,700 participants, lifting up best practices in remote and digital voter registration tactics. State Voices also provided access to digital tools for voter registration, including Rock the Vote, a voter registration portal, GetThru for texts and dials, the Blocks dialer, and Outfox AI for digital ads to connect with potential voters. These tools were provided to partners in addition to Blocks, the quality control tool for voter registration programs.

When programs shifted to remote and digital, voter registration groups had to figure out how to keep connecting with hard-to-reach community members. Organizations like **One PA** with the Pennsylvania Voice table used every opportunity to engage voters, regardless of whether the person was already on their lists or not. Wesley Gasden of One PA noted that, “We did talk to a lot of people, and we registered more [voters at] wrong numbers than we did [at] correct numbers. We quickly adapted our phone bank scripts to be able to get links to folks who weren’t correctly tagged in VAN.”

In Florida, youth organizations used digital and remote tactics to connect with voters and continue base-building with high school and college students. Student Public Interest

Research Groups with the Florida Civic Engagement Table hosted a virtual internship to get engaged with voter registration and voter turnout. Mawiyah Patten, Florida State Director for the **Alliance for Climate Education (ACE)** shared that their organization “coordinated our first ever mail campaign and sent 40,000 postcards to young Florida voters of color,” mostly written by ACE’s high school fellows, a group of organizers leading high school engagement around the state.

As a network, we worked to ensure that new registrants knew how and when to vote safely and securely. We created a first-of-its-kind data pipeline that centralized data from all of the voter registration tools, pushed applicant data to VAN for inclusion into GOTV universes, and compared applicant data to lists of rejected voter registrations from states to ensure that applicants were successfully getting onto the voter rolls. The State Voices national team also led a GOTV texting program for 2019-2020 voter registration applicants from six states, in both English and Spanish.

Network-wide, we made nearly 875,000 phone conversations and over 99,000 door conversations in 2020 to facilitate voter registration efforts. Additionally, we mailed 43.7 million voter registration cards and sent 12.6 million text messages to register voters.

We also advocated for extended deadlines and expanded registration methods, pushing state elected officials to make voting and registration safe and accessible in the pandemic. We knew that changes to elections needed to help everyone, particularly those from traditionally disenfranchised communities, including BIPOC folks, students and young people, TLGBQIA+ people, people impacted by incarceration, and disabled people.

Our strategy of inclusive and safe voter registration pushed for national, state, and local level adoption of **extended registration deadlines, online voter registration (OVR),** and approaches centering **language justice.** We pushed for states to ensure that voter registration and other critical election information is provided online and by mail, and that any such information should be translated into the most common languages in the state. Beyond our own investment in digital organizing for voter registration, our State Tables and network partners also demanded that states invest directly into expanded voter registration, voter education, and more.

Our partner Voter Participation Center's registration by mail program buoyed voter registration programs across the network, offering an essential alternative when the public health crisis halted traditional collection methods for voter registration. The mail program provided leads for developing voter registration chase and online outreach for remote organizers. In 2020, the Voter Participation Center contributed to nearly half of our network's voter registration collection efforts.

In Georgia, **ProGeorgia supported their partner organizations with the tools and trainings needed so that canvassers could shift to remote organizing,** when they had traditionally conducted voter registration in person. They used social media, phone banking, and text banking—some partners even conducted voter education on TikTok. Many partners and organizers in the ProGeorgia network also incorporated community support and aid into their civic engagement work. **This included ensuring partner grassroots organizers and their communities have food during this crisis, and making sure families have technology needed for their children to attend virtual school while at home.**

Our collective creativity paid off. Across the network, as we embraced innovative digital organizing tactics, phone banking, text banking, and partnerships with voter registration tools like Rock the Vote, **we exceeded our goal and registered over 2.1 million voters across the country in 2020.**

PROTECTING VOTERS AND ELECTIONS

Election Protection is a coalition of organizations from across the U.S. fighting to increase access to the ballot box and to ensure that every vote counts. Election Protection does this by providing voter education and resources, advocating for election reform, and hosting the Election Protection hotline



“Our communities are ready to vote. Once we give people true information, they will use their voice to vote to ensure we have a true democracy for our community.”

Padres and Jóvenes Unidos
partner with Colorado Civic Engagement Roundtable

(866-OUR-VOTE) that voters can call with any issues they may face when casting their ballot.

State Voices prepared early for Election Protection efforts with working groups that generated needed materials and legal and policy guidance to support State Tables as they developed their own programs to protect and expand voting rights. These efforts included:

- The **Kentucky Civic Engagement Table** ran a voter education outreach program to inform formerly incarcerated people that an executive order had restored their voting rights.
- The **Virginia Civic Engagement Table** advocated against attempts by a county board of elections to keep poll monitors from observing polling places, and ultimately ensured that poll monitors could be present to support and protect voters.
- In Nevada, **Silver State Voices** successfully opposed a county policy to turn voters wearing Black Lives Matter apparel away from the polls.
- The **Massachusetts Voter Table** fought to expand language accessibility and make sure that communities that don't speak English were able to exercise their right to vote and get language assistance to help them cast their ballots.

Due to the rise of violence and intimidation in 2020, our work had to move beyond traditional Election Protection to respond to real threats and concerns that our communities would encounter violence at the polls. We provided guidance on address-



ing voter intimidation leading up to and during the November 2020 election and organized new trainings, discussions, and resources aimed at making sure people stayed safe at the polls. We also assisted State Tables and their partners in planning and implementing their own election safety programs.

In 2020, State Voices played a leading role in planning and executing a national Election Protection coalition with partners including Common Cause and the Lawyers' Committee for Civil Rights Under Law. We helped design and implement the national command center with these partners, planned and co-lead working groups and coalition meetings, and developed multiple comprehensive Election Protection toolkits. **We created an election security guidance document, an Election Protection and post-election scenario planning toolkit, and a tracker for vote by mail laws by state, including changes due to COVID-19.** We also reviewed text and call scripts to support large-scale GOTV efforts, and led training sessions regarding issues such as chasing and curing vote by mail ballots, poll worker recruitment, and Election Protection work in Indigenous communities.

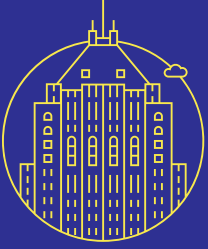
This was the biggest year of Election Protection work yet. **The Election Protection coalition recruited, trained, and deployed over 60,000 hotline, field, and social media monitors. During 2020, over 228,000 calls were made to the 866-OUR-VOTE Hotline** and the additional hotlines supported by the Lawyers'

Committee for Civil Rights through November 3. From October 1 through November 3, there were also over 6,300 non-voice interactions with the hotline, which includes SMS, social media, and live web chat. To support this growing program, 12 national State Voices staff members assisted directly with the Election Protection program at both the national and state level in the final week leading up to Election Day.

Multiple State Tables helped lead state-level Election Protection coalitions, and State Voices committed to resourcing these efforts. **We helped secure and coordinate the distribution of over \$450,000 in EP-specific grants, in addition to arranging orders for over \$100,000 in personal protective equipment (PPE), T-shirts, signs, materials, snacks, and other resources.** In addition, we helped fund and provide additional communications capacity to promote Election Protection, election advocacy, and voter education.

As they countered threats to voter safety and election security, State Tables also embraced creativity, joy, and people power, particularly on Election Day. In North Carolina, organizers and partners with **Blueprint NC** created sites called "Power, Protection, and Encouragement" to help make polling locations safe and welcoming. They offered PPE, music, refreshments, and trained safety teams to both protect and celebrate the power of community.





Like many of our community-based partners, **Detroit Change** initiative with the Michigan Voices table incorporated GOTV efforts with ongoing work to serve and strengthen their communities, registering voters as they passed out meals. Norman Clement, the organization's founder, shared that this approach created meaningful and sustainable community engagement. Reflecting on meeting a man who was working three jobs to take care of his family, Clement said, "It was so upsetting that many of our people like him lost jobs, their sense of security, and family members by no fault of their own" and that the people he talked to were "eagerly ready to vote," *because* of the way the pandemic made visible the systemic racism and broken safety net in many communities.

Pennsylvania Voice partners **CASA**, **Make the Road Pennsylvania**, **Southeast Asian Mutual Assistance Association Coalition (SEAMACC)**, **ONE PA**, and **Project HOME** participated in the **Center for Popular Democracy's Vote Guardian Program**, gaining skills in de-escalation and Election Protection tactics to ensure Black, Brown, and AAPI communities felt safe and welcomed at polling places.

You can learn more about what State Tables did for Election Protection in the State-by-State Accomplishment section of the report.

GETTING OUT THE VOTE

Despite the struggles that voters faced in 2020, people across the country turned up to the polls in record numbers.

This is thanks to the grassroots organizing work of collectives and partners across the country, especially BIPOC-led groups. We are honored to have supported these record-breaking efforts to Get Out the Vote (GOTV), with the **largest voter outreach program in State Voices history**.

Responding to the pandemic, we advocated for state governments to hold elections in ways that were safe and accessible for everyone. We pushed for the expansion of vote by mail and absentee voting, ballot collection methods, and safe in-person voting options. The latter part was and is crucial. Vote by mail is not a good solution for all voters, including Native and Indigenous people on reservations, disabled people, people experiencing homelessness, and college students. It was imperative that states were thorough in offering a range of solutions to work for us all.

For direct voter outreach, we focused heavily on digital organizing, email, text banking, and phone banking for our GOTV efforts. **We partnered with Ballot Ready, an online tool that helps people request their vote by mail ballot, to support these efforts.**

Our strategy was to engage in relational organizing and to contact each voter at least three times with reminders and resources. **For GOTV, our network made a total of 118 million contacts, with the highest numbers of contacts in Florida, Georgia, and North Carolina.** Staff across the network joined phone banking and text banking nights to make sure our communities had the information they needed to Get Out the Vote.

State Voices ran its first-ever national texting program.

We built state partnerships and led and participated in text banks. Significantly, the State Voices Data and Technology Department quickly recruited, hired, trained and managed a team of 18 paid texter consultants, as well as many volunteers, to assist with this effort, which sent over 23 million text messages to voters with a 6.6% response rate.

A post-election survey of paid and volunteer texters gave us insight into the texters' experiences and the program

itself. 61% of the texters had never participated in a peer-to-peer text bank before, but all of them would consider participating again. 93% indicated that they had a positive experience overall.

Texters shared so many stories with us about participating in GOTV text banks:

“[I]helped a man worried about exhausted unemployment benefits get application info for COVID relief benefits. After that, he was open to talk about voting and excitedly planned to vote!”

“I had several felons who were unaware that they could potentially vote. I had numerous people that didn’t know how to track their ballot and some that didn’t know how to get absentee ballots.”

“This person was a convicted felon [with] nonviolent charges [and] wanted to vote. I told them that they were a returning citizen and that they were able to register to vote and that person was so happy that he made my day.”

“I had quite a few voters who didn’t know about early or mail-in voting and I was able to help them safely get to their polling location or request a ballot in time for the election!”

“People who voted by mail were concerned about whether their votes were actually received or counted. Being able to provide them with a link to the Supervisor of Elections site where they could easily check that information was reassuring to them.”

Our network made 118 million GOTV contacts in 2020 for the General Election, and an additional six million GOTV contacts in the primary and caucus season. This included:

- 2.6 million phone conversations,
- 67.5 million pieces of mail sent,
- 53.5 million text messages sent
- and nearly 700,000 literature drops at doors.

We coordinated the network’s first Spanish-language phone and text banks during the GOTV period. This included translating GOTV texting and call scripts to Spanish and training paid texters, volunteers, and Spanish-speaking national staff to use our texting and dialer systems. These Spanish-language phone and text banks gave voters in Florida and Texas the information that they needed to vote in this election. Through this effort, 88,602 texts were sent in Spanish with a response rate of 11.6%.

On Election Day, the State Voices Data and Technology Department led a rapid response effort to communicate last minute polling location changes to voters via text message.



**OUR NETWORK MADE
118 MILLION GOTV CONTACTS
IN 2020 FOR THE
GENERAL ELECTION.**

Phone lists were pulled by various members of the State Voices Data and Technology Department, and scripts were quickly drafted with support from State Tables. Our **rapid-response campaigns contacted 25,759 voters** across Montana, Nevada, North Carolina, and Pennsylvania.

Resourcing Black Civic Engagement

In the fall of 2020, the **Partnership Funds** approved a new strategy to align civic engagement funds with Black-led cooperatives across the country. Cooperatives are tools to win long-term power through economic development and cooperation, while building community belonging. The Partnership Funds launched the **Collective Courage Fund** and partnered with the **National Black Food and Justice Alliance** to identify 10 cooperatives across the country with an interest in building or expanding a civic engagement program. The cooperatives who ran these programs were in California, Georgia, Maryland, Massachusetts, Michigan, New York, North Carolina, Ohio, and Pennsylvania.

State Voices regrants funded three of these cooperatives to reach new voters, activate new volunteers, and increase the reach and membership of cooperatives. This innovative approach built a deeper, more engaged membership base that is rooted in communities and will be able to serve as key organizing hubs of economic and political power.

Visit www.partnershipfunds.org and www.blackfoodjustice.org to learn more.



Vote By Mail

State Tables like **Montana Voices** pushed GOTV efforts in their communities with a range of strategies and tactics, to make sure marginalized voters were not left out. **Western Native Voice**, a partner to Montana Voices, successfully [challenged a law](#) that banned ballot collection in the state.

The law effectively prohibited people from collecting ballots from their relatives and neighbors and dropping them off at ballot boxes on their behalf, a practice that is often the only way that geographically isolated Indigenous voters can cast their votes. Many people on reservations have limited access to transportation to polling places, as well as no access to the postal service, so they can't easily send in their ballot via mail. The lawsuit grew even more important as the COVID-19 pandemic pushed the state to rely on options other than in-person voting, like vote by mail.

If the law banning ballot collection had passed, 15,000 people would have been disenfranchised. **Western Native Voice and other organizations in Montana successfully shut the law down, protecting Native communities' voting rights and growing GOTV efforts.** Using various GOTV tactics, including coordinating ballot drop offs, Montana Voices partners helped push voter turnout in Montana to higher than it's been in nearly half a decade.

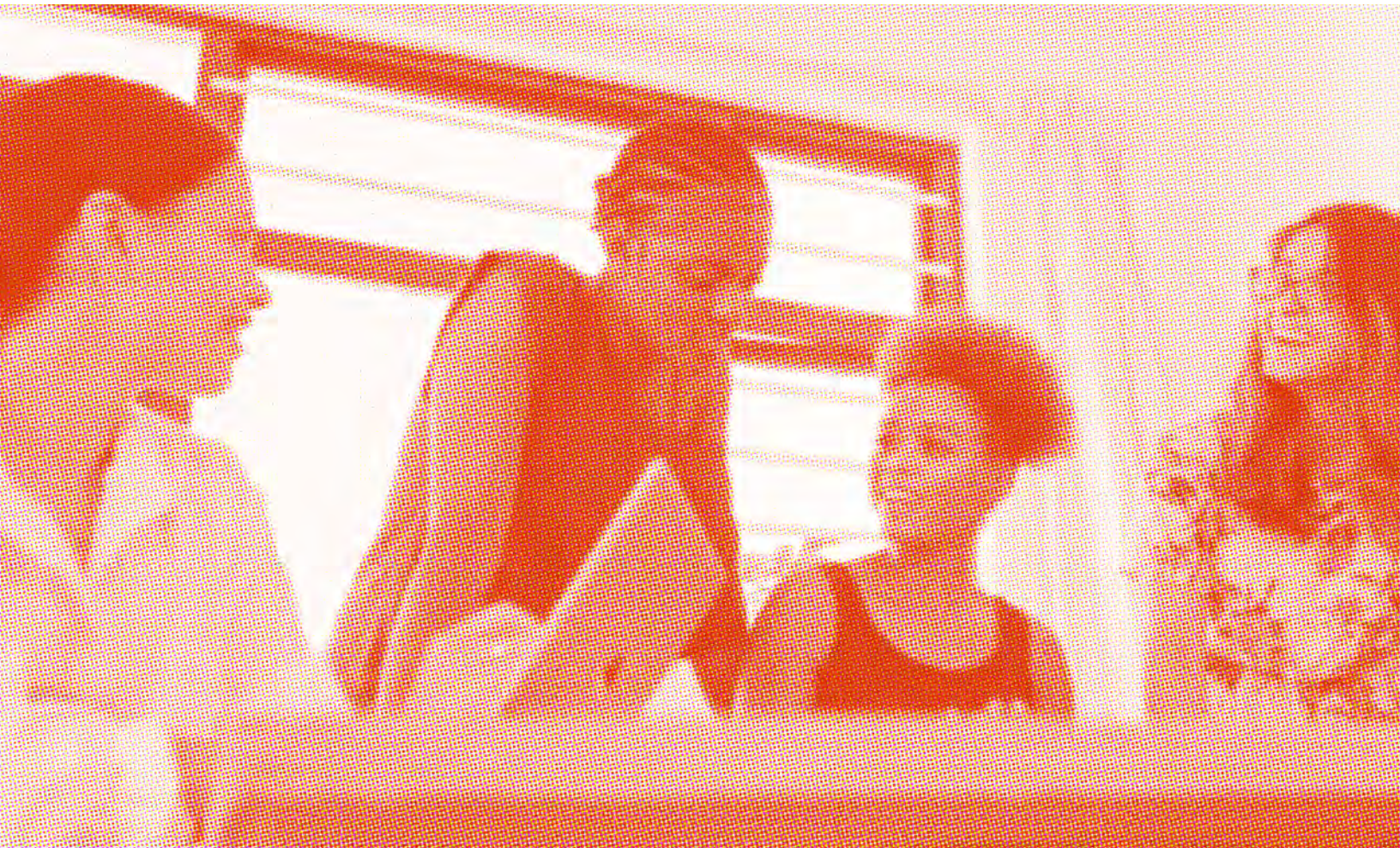
Across the country, our network and partner networks hustled to Get Out the Vote, and this effort paid off. **Voter turnout across the U.S. was higher in 2020 than it has been in half a century, with nearly [two thirds of all eligible voters casting a ballot in the presidential elections.](#)** Every state had higher voter turnout than 2016.

In the State-by-State Accomplishments section, you can read about how State Tables and their partners got out the vote in their respective states.

LOOKING FORWARD

State Voices, our State Tables, and our partners organize together on the ground to build our capacity, leverage data infrastructure, and incubate innovative, people-powered campaigns that support communities. In 2020, we won at the ballot box and continued the work to transform our state houses. Looking into 2021, we remain united under our shared vision for a more just and equitable country where everyone can thrive and live in their full dignity.

We are transforming the political landscape by anchoring racial and gender justice as a strategy to build power and win. We believe we can create this free, liberated world together.



MOBILIZING FOR THE GEORGIA SPECIAL ELECTION

“ProGeorgia and our partners, we said we want to build a vision for women of color where we can thrive, that is both by us and not by anyone else. If we are not going to be included in someone else’s agenda, we will make our own. We have our agenda. We want to see all elected officials talking about our priorities and building a policy that meets our needs.”

Tamieka Atkins
Executive Director of ProGeorgia

Soon after the 2020 General Election, the nation’s eyes turned to Georgia for its special run-off on January 5, 2021, to determine control of the U.S. Senate. The State Voices Affiliated Network, centered by ProGeorgia Table leadership and coordinated State Tables and national phone and text banks, delivered over 5,000 pieces of personal protection equipment to support on-the-ground early vote and Election Day efforts.

The State Voices national office coordinated a national phone and text program to over tens of thousands of Georgia voters. This effort was led by the National Equity Action Team (NEAT) who immediately worked with State Voice’s IVR program, to facilitate staffed and volunteer phone banks to engage over 25,000 prospective voters to register for the Georgia runoff. The effort continued through the runoff election with support from national groups Hispanic Federation, Latino Community Fund, Rock the Vote, the League of United Latin American Citizens (LULAC), and Unite for Reproductive and Gender Equity (URGE), and GALEO.

The effort culminated in over 18,906,100 contacts to voters through the January 2021 runoff election. There was record voter turnout, moving us closer to our vision of inclusive democracy that builds BIPOC political power



UPLIFTING PROTEST AS CIVIC ENGAGEMENT

“Several years ago, during a hot summer like this one [2020], New Orleans wanted to reallocate four million dollars to the police department, just for the summer. Four million for just a few months! I was like, oh hell no. If you give me a million dollars, I can make it rain in the hood and all your problems will go away. [Now] people are starting to listen.”

Norris Henderson

Founder and Executive Director of Voice of the Experience (VOTE)



Throughout 2020, the COVID-19 pandemic and the uprisings against policing and in defense of Black lives exposed the injustices intrinsic to the foundation and history of U.S. society. The virus and police violence devastated Black and Indigenous communities at disproportionately high rates. This year demonstrated yet again that our systems intentionally harm underrepresented, disenfranchised, and marginalized communities the most—but we also hold the power to transform our society.

Oppressed people must have a voice and decision-making power in our democracy. This is the only way to create a better world for us all. The continued righteous rage demonstrated across our country is not only justified; it's a powerful form of people power and civic engagement.

The murders of George Floyd, Breonna Taylor, Ahmaud Arbery, and Tony McDade lit a match on top of the 400+ years of brutality inflicted upon Black communities. The 2020 uprisings were sparked by the ongoing state-sanctioned violence against Black communities and the lack of government support to protect our people through a global pandemic.

These uprisings are more than protests; they are a rebellion against white supremacy, racialized capitalism, a democracy that is not working, and the continued daily oppression, torture, and murder of Black lives.

Deep cultural shifts are happening every day. The work of State Voices and our partners is essential to protect and advance voting rights, to make sure that all people are represented in our democracy.

This impact was clear in Minnesota during the start of the 2020 summer uprisings in defense of Black lives. After George Floyd's murder, freedom fighters in the state cried that enough was enough and took to the streets to protest and rebel. Cities and towns across the U.S. responded to this cry with uprisings of their own. **Our collective demand? Defund the police and invest in Black lives.**

Our affiliate **Minnesota Voice** and multiple partners joined this struggle. State Table staff distributed water, food, and medical supplies to the community. They also regranted to local organizations fighting to keep Black people safe.

2020 proved again that the fight for a healthy democracy must include divestment from police and prisons. A healthy democracy is one in which everyone is engaged, represented, listened to and supported regardless of race, gender identity, immigration status, sexuality, ability, religion, or class. As long as police and prisons exist, achieving this won't be possible.

At State Voices, we worked to integrate these fights. In Louisiana, the **Power Coalition for Equity and Justice** and their partners worked hard to engage and uplift incarcerated people and voters in the state. This included organizing bailouts, to bail people out of jail while also providing them with voter education resources and a warm welcome home.

In **Wisconsin**, the **African American Roundtable** continued the **#LiberateMKE** campaign to divest from the Milwaukee Police Department and invest in community resources. They hosted several political educations about the connections between policing, the disproportionate impact of the pandemic on Black communities, and voter suppression.

Our voices are our power. When we march, when we disrupt, and when we chant, we are demanding that we deserve more. We are acknowledging more is possible, and that our collective liberation is ours to design.

When we center the power of protest as part of our integrated civic engagement strategy, we get results. Across our State Tables, we saw the impact of the uprisings at the ballot box. Some of these incredible efforts to win transformative ballot initiatives in 2020 include:

- In Colorado, the **American Civil Liberties Union Colorado and Progress Now Colorado**, a **Colorado Civic Engagement Table (CCER)** network partner, **organized advocacy efforts around Senate Bill 217, to reform the training and rules around policing and hold police more accountable** for their actions in the field. CCER supported and helped push out the message and rally for support of the bill. This singular example shows the power of network partners lifting up community priorities and CCER following their lead around advocacy efforts.
- Organizational partners at **Missouri Organizing and Voter Engagement (MOVE)** ran a large scale GOTV program rooted in grassroots infrastructure to increase base turnout. **They achieved statewide impact, winning the "Yes on 2" campaign, to secure Medicaid expansion for 275,000 poor Missourians.**

EXPANDING ACCESS TO DATA, TECHNOLOGY, AND TOOLS FOR ALL



“My uncle Jesse received one of my text messages that I sent to my family and friends about registering to vote early and then I assisted him with registering online to vote by mail. He had never done this before. When he received his ballot he called with excitement and completed his ballot and dropped it off.”

State Voices Get Out the Vote text bank participant

DEMOCRATIZING DATA

Since our founding, State Voices has brought data and technology tools, training, and capacity to the civic engagement ecosystem. Technology and data are often used to further oppress Black people, Indigenous people, and other people of color. We must invest in BIPOC organizers and their ideas about what digital strategies we should explore, while making sure resources are in the hands of people experiencing oppression.

It is for these reasons that State Voices aims to democratize technology. Our Data teams work one-on-one with data practitioners at State Tables and their partners to share skills and information, support with data analysis, and bring new people into our pipeline to recruit and equip data practitioners for the movement. We also review and provide insight on new and innovative data and digital organizing tools, which we release to our network through reports like [our Tools Guide](#) and [our Tech Guide](#).

We share information on tools like SMS, cell-dialers, learning management systems (LMS), email customer relationship management systems (CRMs), relational organizing, canvassing, and digital ads.

SHARING NEW TOOLS AND TECHNOLOGY

In the first quarter of 2020, **our Data team released the first edition of the [State Voices Tools Guide](#).** The Tools Guide was created to answer questions from our network about the best tools and vendors in the progressive space.

The progressive space is flooded with new tools and vendors pitching their next idea, and researching and testing all of them can be prohibitively time-consuming and costly for individual organizations. Our Data team took that challenge head on in 2019 and early 2020 to evaluate **more than 40 tools and vendors**. We assessed the pros and cons of each tool, the cost, how partners might implement the tools,



and more. **We compiled an annotated list of the top tools/vendors that best fit the needs of State Voices Tables and partner organizations.**

Due to the success of the Tools Guide, we released a **Tech Guide** in the third quarter of 2020, highlighting recommended hardware and software for the civic engagement space.

The **State Voices Data team worked with partners to acquire and add over 100 million new cell phone numbers to VAN** (focusing on young voters and unregistered voters, especially unregistered BIPOC voters), **allowing us to text and dial more numbers than any previous year.** We also worked with the new tool **Ballot Ready**, an online tool for requesting a vote by mail ballot and making a plan to vote. Our network shared this new resource with voters across the country through text, phone, email, and social media to push for GOTV.

2020 was the first election cycle that State Voices engaged in digital advertising. We managed a \$280,000 budget to

implement digital advertising with two digital advertising agencies, supporting campaigns across 28 states for GOTV, Census, voter registration, and vote by mail. **In total, digital ads targeted 6.6 million voters across 17 states, which led to 111,000 clicks through to the State Voices and the State Tables' websites.**

STRENGTHENING CAPACITY: TOOLS FOR ALL (TFA) PROGRAM

Outside of our 23 State Tables, we also support organizations, collectives, and advocates in all U.S. states through our Tools for All (TFA) program. Through TFA, State Voices provides 501(c)(3) organizations in all 50 states and the District of Columbia with access to data and technology tools that help them more effectively engage with their communities.

Our Tools For All program strengthens grassroots organizations. By sharing data, technology, and research resources



WE TRAINED OVER 5,000 ORGANIZERS IN 2020 ON THE USE OF NEW DATA AND TECH TOOLS TO HELP SHIFT THEIR PROGRAMS.



with partners that might otherwise find them to be cost-prohibitive, we help them increase their capacity for advanced organizing work. This program therefore helps create a community of organizations that are more efficient, capable, and equipped to build coalition.

Organizations in our TFA program get access to voter file information, mobile technology, data and program support, and quality control, along with enhanced data about the voting-age population to support canvassing and community outreach.

As of 2020, our TFA program includes around 750 partners, including 137 organizations that are not part of our State Tables. Until fairly recently, these tools were available only to political campaigns and parties, but **since 2012, through TFA, we have made them accessible to all 501(c)(3) partners at a savings of more than \$50 million dollars annually.**

STRENGTHENING CAPACITY: DATA CERTIFICATION PROGRAM

In 2020, our **Strategic Partnerships and Data and Technology departments ran the sixth cohort of our Data Certification Program**, which we launched in 2017. This program provides training for field, program, data staff, and other organizers to grow their ability to use data and digital tools to foster positive change in their communities.

We prioritize investing in BIPOC organizers and data practitioners, and their ideas about what digital strategies we should explore. This is an intentional investment as we collectively pursue a new, healthy democracy that is reflective of the needs of our communities.

The 2020 cohort graduated 70 organizers in 27 states, referred to us by 45 civic engagement nonprofit organizations. Over 88% of the graduates presented as women and/or BIPOC.

BUILDING DATA AND DIGITAL ORGANIZING PIPELINES

We are fully committed to democratizing technology and bringing new organizers into our data pipeline, an intentional path for people interested in data to learn, gain skills, and get hired within our network. This pipeline allowed us to onboard and train 16 new state data staff in 2020 alone.

In 2020, the **Power Coalition for Equity and Justice** in Louisiana hired the first Black woman data director in our state network, a brilliant alum of our Data Certification Program. **We now have more women and BIPOC state data directors in our network than in any time in State Voices history.**

LOOKING FORWARD

During the COVID-19 pandemic and this time of righteous uprising, digital organizing proved to be even more important in our fights for justice. Technology is so often weaponized against marginalized communities; this year, we proved again that it is essential to put technology directly into the hands of people fighting against this oppression.

Whether it's through our Data Certification Program, our regular data and digital organizing trainings, or our Tools Guide, State Voices commits to continuing this investment.

"Alabama texters were very chatty. It was awesome. Folks were glad to get a text letting them know they were able to absentee in-person vote at their local courthouse. My team and I felt so proud of ourselves. I'm sure we moved thousands to vote as a result of our texting communications."

State Voices Get Out the Vote text bank participant

FUNDRAISING AND MOVING MONEY TO THE GROUND

“At State Voices, we strive to get funding and power to the people. We have the opportunity to support collectives who are shaping our country’s future. It’s our duty to make sure they are funded.”

Alexis Anderson-Reed

Chief Executive Officer of State Voices

Grassroots organizations, collectives, and coalitions need funding to build momentum for the fight for BI-POC political power and a healthy democracy. We must invest in BIPOC organizers and their visions for freedom and liberation. **At State Voices, we believe it’s our duty to fund BIPOC organizers and to follow their lead.**



In 2020, State Voices raised and regranted more money than ever before. This included **\$9.4 million** that we regranted to support on-the-ground organizing and electoral justice work at our 23 State Tables. Our 2020 regrants included:

- \$942,000 to support Native and Indigenous-led voter organizing in eight states,
- \$59,000 to support rapid response digital organizing tech at all 23 state tables,
- \$359,000 to support AAPI organizing in Massachusetts, North Carolina, Pennsylvania, and Washington,
- Over \$1,200,000 to protect voters in 18 states,
- Over \$4,000,000 to help Get Out the Vote and support engagement on the ground in 23 states,

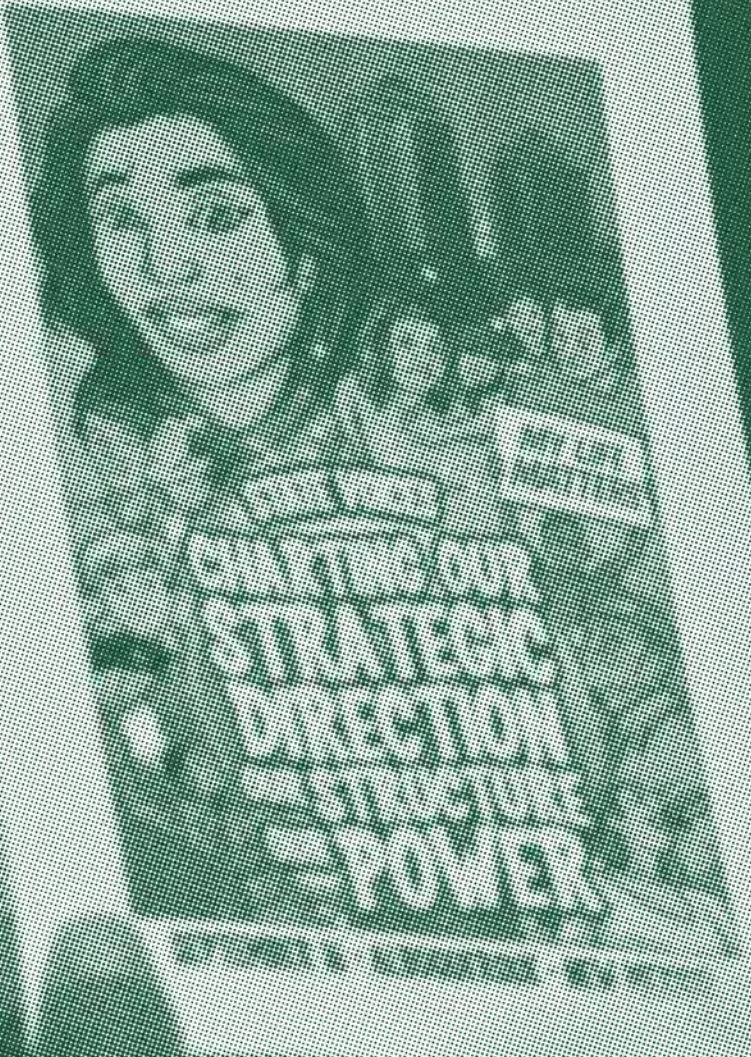
- Over \$800,000 to support state data staffing, ensuring digital organizing capacity for all tables, and
- \$920,000 in bridge funding, supporting every State Table to conduct post-election work and support the work going into 2021.

By November 2020, we successfully raised and regranted urgent funding to every State Table in our network.

This support came from 23 major supporters and families, and over 125 grassroots donors in our People Power Fund. We are deeply grateful to you all for making people power possible!

State	Grantee Name	Regranted
	The Partnership Funds	50,000
CA	Engage San Diego	37,576
CO	Colorado Civic Engagement Roundtable	314,614
FL	Florida Civic Engagement Table	713,295
GA	Pro Georgia	628,118
KY	KY Civic Engagement Table	397,947
LA	Power Coalition for Equity and Justice	419,097
MA	Massachusetts Voter Table	201,371
ME	Maine Voices Network	158,718
MI	Michigan Voices	842,322
MN	Minnesota Voice	470,662
MO	MO Organizing and Voter Engagement Collaborative (MOVE)	184,588
MT	Montana Voices	282,917
NC	Blueprint NC	793,084
NE	Nebraska Civic Engagement Table	88,906
NM	Center for Civic Policy	373,314
NV	Silver State Voices	801,118
NY	New York Civic Engagement Table	85,534
OH	Ohio Voice	229,868
OR	Oregon Voice	205,446
PA	Pennsylvania Voice	846,432
VA	Virginia Civic Engagement Table	275,750
WA	Win/Win Network	157,702
WI	Wisconsin Voices	822,157





BY [Name] AND [Name]

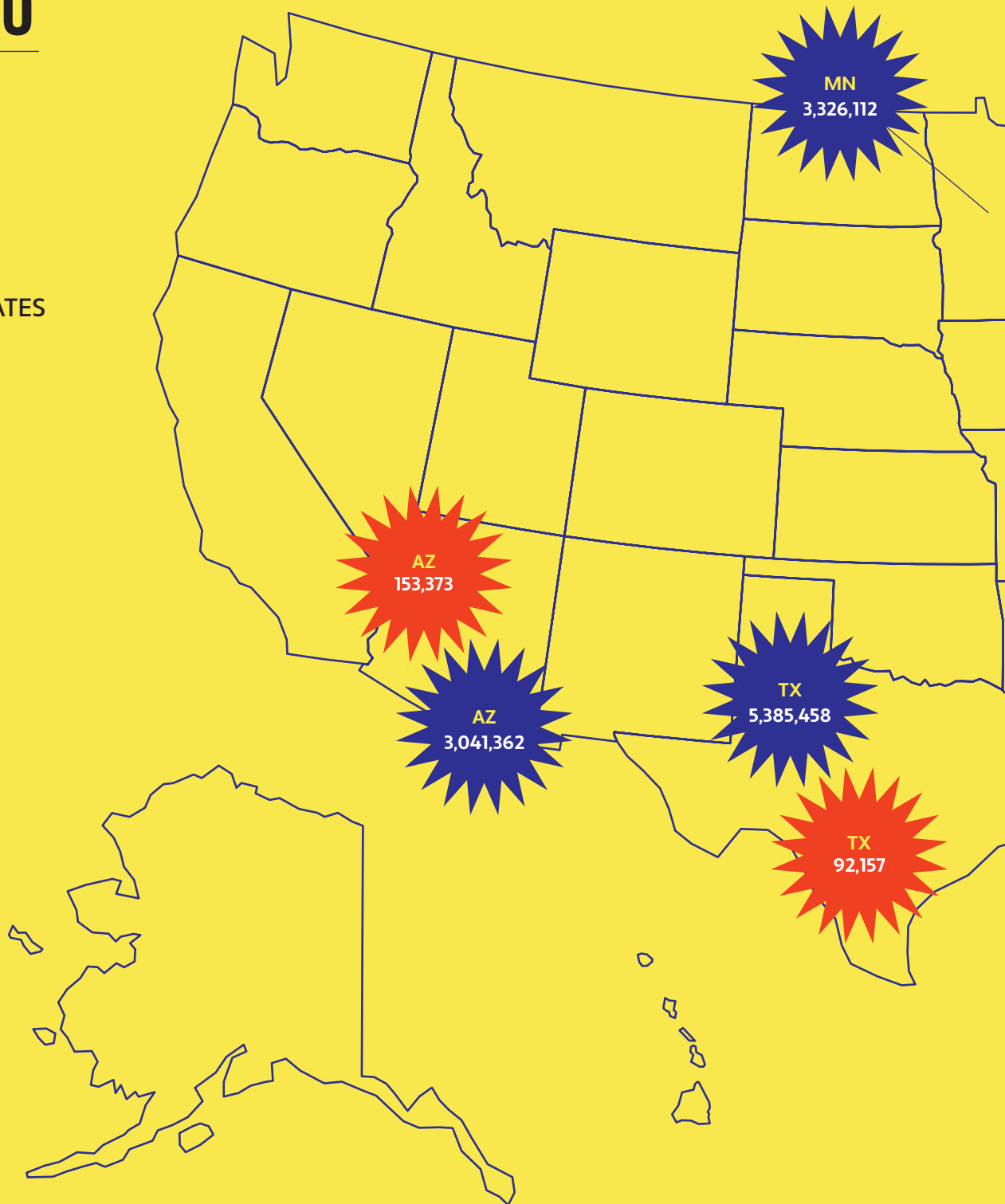
BY THE NUMBERS



TOP 10 VOTER
REGISTRATION STATES
2019-2020



TOP 10
GOTV STATES



THE STATE VOICES AFFILIATED NETWORK
MADE **228 MILLION TOTAL CONTACTS**
IN 2020. 118 MILLION OF THESE CONTACTS
WERE FOR THE 2020 GENERAL ELECTION.



BY THE NUMBERS

**TOTAL
VOTER REGISTRATION**
2,097,989

**TOTAL
VOTER CONTACTS**
229,156,747

State	Voter Registration			
	Field	Mail	Online	Total
AK	-	-	-	-
AL	41	-	-	41
AR	2	-	-	2
AZ	79,505	45,680	28,188	153,373
CA	21,351	-	-	21,351
CO	4,628	22,662	12,529	39,819
CT	607	-	-	607
DC	2	-	-	2
DE	-	-	-	-
FL	285,993	172,221	100,175	558,389
GA	80,544	85,693	27,776	194,013
HI	-	-	-	-
IA	-	380	7,329	7,709
ID	36	-	-	36
IL	904	-	-	904
IN	-	-	-	-
KS	-	178	5,276	5,454
KY	-	342	7,460	7,802
LA	2	2,106	800	2,908
MA	8,030	-	-	8,030
MD	108	-	-	108
ME	5	85	640	730
MI	21,167	61,959	19,151	102,277
MN	19,830	32,916	18,771	71,517
MO	-	9,743	4,005	13,748
MS	-	-	-	-
MT	10,037	2,962	-	12,999
NC	77,872	80,562	36,362	194,796
NE	73	89	2,962	3,124
NJ	4,992	-	-	4,992
NM	-	18,211	6,739	24,950
NV	46,441	17,910	17,754	82,105
NY	26,146	846	5,330	32,322
OH	15,188	57,474	20,029	92,691
OK	-	-	-	-
OR	4,584	-	-	4,584
PA	44,671	62,309	31,353	138,333
RI	-	-	-	-
SC	-	9,981	1,739	11,720
SD	-	-	-	-
TN	-	907	1,916	2,823
TX	28,357	57,332	6,468	92,157
UT	-	-	-	-
VA	40,951	24,520	16,970	82,441
VT	-	-	-	-
WA	10,929	-	51	10,980
WI	-	27,626	90,526	118,152
WV	-	-	-	-
Unknown	-	-	-	-
Total	832,996	794,694	470,299	2,097,989

State	2020 Contacts						
	Calls	Canvass	Digital	Mail	Text	Vote By Mail	Total Contacts
AK				231,370	14,760	8,974	255,104
AL	19,380	-	8	-	2,701,817	53	2,721,258
AR	6,280	-	1,741	2,725	5,456	22,290	38,492
AZ	39,560	1,890	103	4,690,208	3,234,032	501,726	8,467,519
CA	31,289	1,557	33	243,955	561,873	7	838,714
CO	119,121	21,573	874,337	2,028,231	2,329,712	2	5,372,976
CT	1,467	-	1	-	264,185	1	265,654
DC	238	-	2	-	-	3	243
DE	-	-	1	-	-	-	1
FL	1,477,682	83,928	8,093	23,500,522	19,018,048	6,680,592	50,768,865
GA	238,995	15,276	104,164	14,566,821	17,827,757	654,410	33,407,423
HI	5	-	-	-	78,767	2	78,774
IA	8,265	-	12	1,568,624	114,195	519,466	2,210,562
ID	1,551	-	-	-	3,888	-	5,439
IL	110,019	6,011	588,057	112,791	1,080,629	-	1,897,507
IN	354	-	254	-	1,074,039	-	1,074,647
KS	1,806	74	91	1,183,879	191,145	83,475	1,460,470
KY	284	10,000	7	60,903	73,162	3	144,359
LA	51,725	261,818	51	88,772	3,162,550	36	3,564,952
MA	48,158	3,564	437	11,579	360,364	1	424,103
MD							
ME	18,251	229	12,698	535,999	70,637	24,575	662,389
MI	210,632	1,114	5,529	9,463,418	5,017,369	239,098	14,937,160
MN	19,567	15,322	90	4,135,577	814,433	208,078	5,193,067
MO	209,096	24,804	10	330,250	247,996	1	812,157
MS	505	-	1	-	839,230	7	839,743
MT	87,291	131	569	187,625	149,843	-	425,459
NC	736,197	206,323	20,185	16,315,518	7,218,381	375,402	24,872,006
NE			1	235,499	69,247	12,105	316,852
NJ					221,594		221,594
NM			184	2,527,067	579,111	94,232	3,200,594
NV	135,913	35,122	91	1,370,227	2,163,627	-	3,704,980
NY	37,110	1,614	255	121,104	7,656,273	5	7,816,361
OH	79,365	125,313	749	7,899,351	2,527,886	302,326	10,934,990
OK	-	-	28	-	110,036	-	110,064
OR	84,337	-	5	35,848	357,185	-	477,375
PA	508,627	27,907	207,016	10,999,080	4,044,698	324,756	16,112,084
RI	6,338	-	-	10,798	174	-	17,310
SC	1,939	-	75	271,066	1,603,266	44	1,876,390
SD	-	-	4	-	-	-	4
TN	9,100	1,326	9,607	178,088	1,196,792	10	1,394,923
TX	130,534	8,554	127	2,873,043	5,790,056	175,987	8,978,301
UT	41	-	-	-	68,557	1	68,599
VA	88,334	148,634	364	3,203,818	3,251,997	202,889	6,896,036
VT	26	-	-	-	-	-	26
WA	6,960	-	65,721	67,322	512,119	-	652,122
WI	204,539	6,856	39,060	3,369,664	1,899,323	40,569	5,560,011
WV	10	116	3	-	7,921	-	8,050
Unknown	-	-	242	-	71,038	8	71,038
Total	4,730,891	1,009,056	1,940,006	112,420,742	98,585,168	10,471,134	229,156,747

STATE TABLES

The State Voices Affiliated Network is composed of nonpartisan state-based coalitions called State Tables. **Our State Tables work with over 1,000 total grassroots organizations** to break down barriers to civic participation and invest in BIPOC leadership and organizing. Together, our organizations pool resources and work to achieve shared goals that none of us could meet on our own.

Advocates engage in issue-based organizing and civic engagement, civic representation, and civic access. This includes the Census, voter registration, voting rights, Election Protection, election turnout, and redistricting. It also includes organizing around areas like immigrant justice, police and prison divestment, justice for Indigenous and Native communities, and a pro-Black democracy.

Building on the work in 2020, State Voices is developing a network expansion strategy that is consistent with our values, with a commitment to creating a thriving multiracial democracy that is anchored by, and amplifies, the trusted voices of those communities most impacted by systemic injustice.

In the past two years, State Voices added four new State Tables to our network: Kentucky, Louisiana, Missouri, and Nebraska. In addition to State Tables, we also work to support Emerging States—states where a table is in formation or where a young table exists that is not affiliated with State Voices—through our Tools For All (TFA) program.

EMERGING STATES

Through the Emerging States Program, we support new coalitions in non-Table states, and provide a pathway to affiliate with our network.

We are currently supporting the emergence of civic engagement tables in Alabama; Tennessee, and West Virginia. We are also in communication with 501(c)(3) civic engagement organizations to explore the creation of State Tables in Maryland, Arkansas, Indiana, Iowa, New Jersey, and North Dakota.

In the next section, you can learn more about State Tables and Emerging States in our network, and their accomplishments in 2020!

STATE TABLES

- CA—Engage San Diego
- CO—Colorado Civic Engagement Roundtable
- FL—Florida Civic Engagement Table
- GA—ProGeorgia
- KY—Kentucky Civic Engagement Table
- LA—Power Coalition for Equity and Justice
- ME—Maine Voices Network
- MA—Massachusetts Voter Table
- MI—Michigan Voices
- MN—Minnesota Voice
- MO—Missouri Organizing & Voter Engagement Collaborative
- MT—Montana Voices
- NC—Blueprint NC
- NE—Nebraska Civic Engagement Table
- NV—Silver State Voices
- NM—New Mexico Civic Engagement Table
- NY—New York Civic Engagement Table
- OH—Ohio Voice
- OR—Oregon Voice
- PA—Pennsylvania Voice
- VA—Virginia Civic Engagement Table
- WA—Win/Win Washington
- WI—Wisconsin Voices

EMERGING STATES

- AL—Alabama Forward
- TN—CivicTN
- WV—West Virginia Voter Engagement Table

Spiritual
Fellow

Son

Creator

Organizer

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CALIFORNIA: ENGAGE SAN DIEGO

ABOUT ENGAGE SAN DIEGO

Engage San Diego is a collaborative network of social-justice focused, non-profit groups working to increase civic and voter engagement in historically and systemically excluded communities of San Diego County. Engage San Diego has 12 full partners and four special-project partners.

Through voter outreach, civic engagement, experimentation, advocacy, and communications, Engage San Diego aims to expand political opportunity by increasing electoral and civic participation of underrepresented communities in the County of San Diego—with a focus on low-income families, youth, women, and TLGBQIA+, Black, Latinx, AAPI, immigrant, and refugee communities.

Learn more about Engage San Diego at <https://www.engagesandiego.org/>.



HIGHLIGHTS

Engage San Diego was able to raise and regrant the largest amount of funding to the field in their 10-year history.

Engage San Diego ran their third-in-a-row, largest campaign ever in November 2020! This included 16 funded, targeted, non-partisan voter engagement efforts making 103,153 contacts for 51,703 voter IDs in the second largest County in California.

Engage San Diego was able to convince the San Diego County Registrar of Voters for the first time to include multilingual “I VOTED!” stickers in all the 1.8 million mail ballots sent to voters in San Diego County. A small, but powerful win for mail voters!

METRICS

Engage San Diego partner groups recruited 634 paid and unpaid staffers for their non-partisan voter engagement campaigns during the November 2020 electoral cycle.

The 2020 Campaign was 140% bigger than the 2016 effort, and delivered 85% more contacts than the final plan projected in September 2020. The Table regranted \$471,500 to 10 partners and four special projects partners. This amount was 57% higher than the Table’s projected regrant budget for November 2020.

This investment was 79% higher than in November 2016, but with the resulting increase of 140% in voter outreach, the return on investment is incredible.

LEARN MORE

Website: www.engagesandiego.org/
Facebook: www.facebook.com/engagesandiego/
Twitter: twitter.com/engagesandiego/





COLORADO CIVIC ENGAGEMENT ROUNDTABLE

ABOUT COLORADO CIVIC ENGAGEMENT ROUNDTABLE

The Colorado Civic Engagement Roundtable (CCER) is a Latina-led, non-partisan, nonprofit 501(c)(3) organization that works together with a network of 48 other non-partisan organizations dedicated to achieving an inclusive, engaged, just, and equitable state for all Coloradans.

Participation at the CCER Table has increased tremendously over the last year. 38 out of 48 Network Partners participated in 2020 programs and activities. Since November 2019, CCER added 10 new organizations, seven of which are BIPOC-led.

You can learn more about CCER at <http://coloradocivicengagementroundtable.org/>.

HIGHLIGHTS

CCER raised \$1,736,730 from November 2019 through December 9, 2020, and regranted over \$1,000,000 to combined Census, voter registration, Election Protection, and GOTV programs and activities carried out by network partners.

The Table also met their voter registration goals, registering over 35,000 people to vote.

MEETING THE NEEDS OF THE MOMENT

Following the escalation of the COVID-19 pandemic, CCER worked to develop safety protocols in collaboration with their partners, volunteers, and the community.



CCER received a Personal Protection Equipment Grant (PPE) in April to purchase and distribute masks, hand sanitizers, soap, and cleaning sprays to partners. They also developed safety protocols to limit human contact for volunteers participating in Election Protection activities like poll monitoring and the Voting Guardians program.

In response to the 2020 uprisings calling for police divestment and support for Black lives, CCER, along with network partners like American Civil Liberties Union Colorado and Progress Now Colorado, advocated in support of state legislation to hold police accountable. American Civil Liberties Union Colorado and Progress Now Colorado organized advocacy efforts around the bill, while CCER amplified and coordinated support. CCER's amplification of its partners' message and advocacy work shows the power of community-led organizing.

CENSUS

Prior to the pandemic, CCER developed a comprehensive strategy to ensure hard-to-reach communities in Colorado

were counted, with the process led by network partner Padres and Jóvenes Unidos. Then the COVID-19 pandemic hit. In spite of the challenges, CCER's work in communities to ensure that everyone got counted was incredibly successful. Most importantly, community-based organizations conducting outreach and education were able to quickly shift from face-to-face to digital, phone and texting banks, and other creative ideas. For example, organizations and volunteers created chalk art, developed culturally relevant digital campaigns to engage with communities, and stepped up across the state to engage via phone and text with other Coloradans

GOTV

CCER developed and implemented a robust and transparent GOTV regranting program to ensure members of overlooked populations were centered in outreach and campaigns.

CCER made 12 regrants to organizations that were (1) led by and/or serving BIPOC communities, (2) serving TLGBQIA+ people, (3) serving people living with disabilities, and/or (4) based in rural communities. Three other standing network partners received regrants. A total of \$906,000 was regranted to CCER network.

CCER also recruited 40 volunteers to support State Voices' GOTV texting campaign, supporting the State Voices Affiliated Network's voter outreach goals.

VOTER REGISTRATION

The COVID-19 pandemic posed unique challenges to CCER's voter registration work, yet partners still met their goals and registered 35,000 people to vote.

Programs remained effective because of the network's ability to shift outreach tactics while utilizing pre-COVID-19 field plans and target universes. CCER also co-hosted a successful National Voter Registration Day virtual event in partnership with the Denver and Adams County Clerk and Recorder offices.

ELECTION PROTECTION

In a two-week timeframe, CCER recruited 38 volunteers for the Voter Guardians program, an Election Protection effort. 30 vol-

unteers were trained in de-escalation and conflict resolution tactics to help maintain calm and protect voters at the polls. These volunteers were placed at 18 polling locations in the Denver metropolitan area and in Colorado Springs.

Feedback from the volunteers was positive with 83% of survey respondents saying the program went very well. A majority 92% said they understood their role, and 75% said they would volunteer again.

BUILDING LEADERSHIP

CCER provided 15 workshops and leadership development trainings for partners and team members in 2020.

A new network partner in 2020, Voces Unidas de las Montañas, developed robust GOTV and Election Protection plans using CCER regrant funding. As a new 501(c)3, their ability to train staff and mobilize their communities was instrumental in a successful GOTV program for Latinx communities in rural western Colorado.



[LEARN MORE](#)

Website:
coloradocivicengagementroundtable.org/



FLORIDA CIVIC ENGAGEMENT TABLE

“With the benefit of our initial takeaways from the state’s performance last year, I look forward to taking State Voices Florida in a new direction, building on the successes that we had and constructively assessing the shortcomings we experienced.”

Juanica Fernandes
Executive Director at FLCET

ABOUT FLORIDA CIVIC ENGAGEMENT TABLE

The Florida 501(c)(3) Civic Engagement Table (FLCET) was founded with the expectation that greater coordination among (c)(3) organizations across the state would lead to an overall increase in civic participation among historically marginalized communities. FLCET and their partners share a vision of achieving full participation and representation in our democracy of all people throughout the state.

FLCET believes that centering the leadership, experiences, voice, and votes of Black people, Indigenous people, and other people of color (BIPOC), women, low-income, and young people is the path to power and a thriving democracy.

This work requires vision, cooperation, and long-term strategic planning, as the goal of full participation by marginalized communities cannot be achieved through one election cycle, one legislative fight, or one campaign.

FLCET works with over 90 partner organizations across the state to develop the infrastructure necessary to create a thriving progressive ecosystem throughout Florida.

Together, partners build the power needed to break down barriers to civic participation, restore confidence in government, engage historically marginalized populations, and recenter public discourse on racial and socioeconomic justice.

Learn more about FLCET at <https://www.floridacivicengagement.org/>.

HIGHLIGHTS

In 2020, FLCET raised approximately 2.6 million dollars. These funds were allocated to three core areas of outreach: civic education, civic engagement, and civic equity. These core areas covered a diverse range of activities from activist trainings, legislative advocacy, voter mobilization, and much more. FLCET regranted over \$550k as an organization throughout 2020.

Additionally, FLCET was able to secure funding to promote Action through the Arts, leading to the creation of:

- 1,000 customized calendars highlighting important civic engagement dates,
- Three-dimensional art pieces created by members of the community,
- Virtual art galleries promoting civic responsibility,
- Videos detailing how members of BIPOC communities coped and prevailed during the pandemic and police violence,
- Videos from college students exerting positive social pressure on their peers to vote, and
- A comic book that engaged the Latinx community and led to countless new voters.

MEETING THE NEEDS OF THE MOMENT

During the national calls for racial justice and organized protests throughout the state, several partners took to the field to bring newly-minted activists into the fold, by connecting with community members and registering new voters. FLCET worked with members of their Voter Registration Working Group and other State Tables to develop guidelines and safety plans for members planning to return to field-based activities.

Always focusing on the needs of the communities that FLCET serves, partners worked diligently to incorporate mutual aid into all outreach efforts to facilitate information dissemination for COVID-19 relief efforts, hurricane relief efforts, and general person-to-person well-being. Partners across the board used their digital space to elevate and amplify messaging throughout the state, uplifting events in key cities for community members including town halls, forums, and Black-led Juneteenth events.

CENSUS

FLCET was one of the coordination hubs for #GetOutTheCount efforts in the Sunshine State. **They regranted \$84,000 to over 50 organizations through coordination with the Census Coalition.** All efforts were geared towards educating and engaging the public about ongoing Census efforts and resulted in over 3.2 million people contacted.

The FLCET outreach efforts totaled:

- 11.5 million attempts,
- 8.8 million dials, and
- 1.7 million text messages.

VOTER REGISTRATION

In 2020, FLCET ran their largest statewide Voter Registration Campaign, coordinating the efforts of 14 partners. **FLCET partners added over 160,000 new voters to the voter roll in 2020 and pioneered efforts to utilize new tools to ensure quality control in a primarily digital environment.**

While historically the voter registration focus in Florida was registering voters in person, in the field, 2020 necessitated innovation and a shift to remote organizing programs. By and large, in-field collection dwindled to a halt in March, with some partners returning to the field for brief intervals when it was safe to do so.

When Florida's Online Voter Registration tool crashed ahead of the October 5 deadline to register, FLCET took to the media, releasing a statement calling for better, more secure infrastructure across the state and successfully called upon Governor DeSantis to extend the Voter Registration deadline.

GOTV

FLCET held over 120 events across the state, from the panhandle to the First Coast and down to the Keys. In



light of the COVID-19 crisis, these events took place digitally so all interested parties could participate. Physical events took place in geographically diverse locations, when safe, to ensure that people in rural communities had an opportunity to be heard as well. Whenever possible, these events incorporated mutual aid and implemented integrated civic engagement approaches.

Several partner organizations undertook large-scale efforts to engage Florida's Latinx population in voter registration and vote

FLORIDA CIVIC ENGAGEMENT TABLE

by mail initiatives, in partnership with Telemundo and other Spanish-language television and radio stations across the state.

The Table operated a successful digital video and display campaign designed to Get Out the Vote among historically underrepresented communities, generating over 10 million impressions across the state. Mindful of the “digital divide,” FLCET also sent a mailer to over 260,000 Floridians, encouraging them to register to vote and request their ballot, with reminders of key deadlines.



FLCET successfully partnered with the League of Women Voters of Florida and a loose coalition of other organizations to defeat Amendment 4, which would have unjustly obstructed voters’ ability to pass future constitutional amendments. To educate the public on the devastating consequences of the amendment, FLCET distributed a social media kit and coordinated efforts with interested partners to amplify the coalition’s voice.

ELECTION PROTECTION

FLCET played a key role in keeping Florida’s elections efficient and secure in 2020. In partnership with Power the Polls (PtP), FLCET “adopted” 25 counties for poll worker placement; within those counties, there was not a single shortage experienced throughout Election Day. Over 60,000 individuals completed an application to be a poll worker through PtP; over 15,000 completed county applications; and more than 3,000 likely served on Election Day.

The Table also administered a comprehensive Poll Monitor Program across 12 counties. This program resulted in nine partner regrants and over 330 trained poll monitors. **FLCET, as part of the Florida Election Protection Coalition, helped ensure that all 67 counties efforts were led by FLCET partners.**

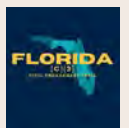
BUILDING LEADERSHIP

FLCET conducted over 35 trainings with over 480 attendees in English and Spanish. In addition to offering a core curriculum of introductory courses, FLCET tailored trainings to partners’ needs and developed them at the request of partner organizations. In 2020, FLCET also hosted its inaugural class of Data and Civic Engagement Fellows, designed to provide a baseline knowledge of organizing and offer specific tracks to the next generation of organizers.

FLCET also created informational documents such as COVID-19 resources, and toolkits for their partners in English and Spanish.

LEARN MORE

Website: www.floridacivicengagement.org/
Facebook: www.facebook.com/floridacet
Twitter: twitter.com/floridacet
Instagram: www.instagram.com/floridacet/





PROGEORGIA POST ELECTION

“2020 was a landmark year—in the middle of a global pandemic, where voter suppression was at an all-time high, Georgia voters showed up and showed out for both the General Election and the runoffs. I couldn’t be more proud of the tremendous work and commitment our Table partners demonstrated, and I am so pleased that Georgia had over 4.6 million voters participate in the General Election and more than 4.4 million cast a ballot in the runoffs. This is our moment! Georgia showed the country our voices could not be silenced and we proved we’re more than ready to weather any storm that comes our way!”

Satyn Nishon Geary
Deputy Director at ProGeorgia



ABOUT PROGEORGIA

ProGeorgia is a bold, trusted, and diverse collaborative of organizations that champion an equitable and inclusive democracy for and with traditionally underrepresented communities. ProGeorgia supports and coordinates the civic engagement programs of their diverse partner organizations. ProGeorgia’s network develops the infrastructure, executes joint strategies, and employs new tools and technology to assure a government that is more responsive to the needs of their constituencies.

Learn more about ProGeorgia at <https://progeorgia.org/>

HIGHLIGHTS

In 2020, ProGeorgia raised \$19,175,584! Fundraising prioritized the 2020 elections, and other funds were earmarked for ongoing childcare support for partners’ outreach workers and increased regranting to partners for general operations. ProGeorgia made these investments to grow their collective capacity and generate long-term benefits for the communities that partners serve.

In short, this level of support was a game-changer; it shifted ProGeorgia’s position and capacity to transform the state’s civic and policymaking environment.

MEETING THE NEEDS OF THE MOMENT

Once the COVID-19 crisis struck, ProGeorgia integrated new technology and creative outreach efforts into their operations to offset virtual landscape barriers. They distributed PPE and other COVID-related resources, invested substantially in training partners in digital and relational organizing, exponentially increased the variety and frequency of outreach tactics, and refined strategic communications to include pandemic-focused messaging.

CENSUS

ProGeorgia initially engaged six partner organizations in their 2020 Census campaign: Georgia Coalition for People’s Agenda, Georgia Association of Latino Elected Officials, Latino Community Fund, Women Watch Afrika, Center for Pan Asian Community Services, and Asian Americans Advancing Justice - Atlanta. ProGeorgia regranted over \$200,000 to these six partners and an additional \$400,000 to other partners that joined the effort.

With these resources, the ProGeorgia network contacted 1,178,798 residents using the following methods:

- 77,551 by phone,



- 1,090,520 by text,
- 7,899 in-person, and
- 2,828 “Pledge to be Counted” cards.

Out of these contacts, ProGeorgia directly engaged over 500,000 members of hard-to-reach communities by door-knocking (before the pandemic), phone/text banking, and through digital platforms. The network utilized various digital and relational organizing strategies like “pledge to be counted” cards that helped facilitate conversations and contact information collection. ProGeorgia also distributed educational materials and resources to key groups, like taxi drivers of color, to integrate into their daily interactions and reach a significant population.

GOTV

A staggering 1.4 million Georgian voters of color participated in the 2020 elections. Nearly all of them were contacted by a ProGeorgia partner multiple times. As a Table, ProGeorgia had a total of four million contacts with voters of color in the General Election, including 131,121 phone conversations with voters and 2,889,621 million text messages sent to voters. The network also collected 8,854 pledge cards and mailed 2,075,462 million pieces of GOTV material.

After completing their extensive General Election outreach campaign, ProGeorgia churned out an equally robust program for three statewide runoff elections- two U.S. Senate seats and one Public Service Commission seat.

Together, ProGeorgia partners reached 17,780,747 individuals, broken down here:

- 253,926 phone conversations,

- 9,181,348 text conversations,
- 6,826 pledges to vote,
- 8,338,647 mailers,
- Coordinated outreach to 175,789 AAPI voters, and
- Coordinated outreach to 9,173 Latinx voters.

VOTER REGISTRATION

The ProGeorgia network registered 26,445 voters in 2020. 91% of new voters registered were registered people of color. Voter registration, traditionally done in-person, was an entirely virtual operation in 2020, which presented new challenges. Historically, Georgians were only able to vote by absentee ballot if they had documentation of a serious medical condition. With the expansion of absentee voting to universal access, ProGeorgia partners shifted to educating voters about their options.

ProGeorgia refined their strategic communications to include pandemic-focused messaging. This adjustment included distributing masks with “Stay Woke Vote” messages and T-shirts with a “your face may be covered, but your voice still matters” message and a QR code for voter registration. They also handed out stickers with QR codes and accessible Bitly links to register to vote, focusing on COVID-19 testing sites and local restaurants.

ELECTION PROTECTION

ProGeorgia directed significant resources toward the Election Protection Working Group, an external coalition founded by the Lawyers Committee for Civil Rights Under Law. ProGeorgia’s Election Reform Director played a significant coordination role for the coalition, and ProGeorgia members also monitored elections around the country to anticipate changes Georgians could face next. The committee issued a statement in response to the Georgia Secretary of State’s announcement of an Absentee Ballot Fraud Task Force and called on the Secretary of State to keep the scheduled election date and encourage mass absentee voting.

ProGeorgia’s Election Administration Working Group turned to the following efforts in 2020:

- Monitoring for any indication of an extension of Governor Kemp’s emergency powers,
- Monitoring for attempts to move or postpone elections, and
- Using tablets for virtual poll monitoring

LEARN MORE

Website: progeorgia.org/

Twitter: twitter.com/GA_Votes

Facebook: www.facebook.com/gavotes

Instagram: www.instagram.com/ga_votes/



KENTUCKY CIVIC ENGAGEMENT TABLE



“We’re growing grassroots in the bluegrass to ensure a healthy democracy for all Kentuckians.”

Sellus Wilder
Co-Director at KCET

ABOUT KENTUCKY CIVIC ENGAGEMENT TABLE

The Kentucky Civic Engagement Table’s (KCET) mission is to strengthen the collective civic engagement impact of Kentucky-based 501(c)3 allies. In 2020, the coalition dedicated efforts to working with member organizations to expand their voter engagement capacities with grants, trainings, organizing tools, data, networking, and coordination around shared goals.

Learn more about KCET at <https://www.statevoices.org/state-tables/kentucky/>.

HIGHLIGHTS

With direct support from KCET, five organizations in Kentucky ran their first phone banks in 2020 and two ran their first text banks.

KCET was able to run largely successful civic engagement programs, partially due to fundraising over \$500,000 and regranting \$145,625 directly to 13 member organizations.

Seven organizations were able to incorporate voter outreach into their core work for the first time, including racial and social justice organizations, social workers, and faith-based advocates for both climate change and reproductive rights.

MEETING THE NEEDS OF THE MOMENT

In Louisville, protests against police violence and the murder of Breonna Taylor drew global attention in the summer of 2020. **KCET worked directly with local racial justice organizers in Louisville to provide support for their self-guided and self-led nonpartisan community engagement advocacy work.**

This work included the development of a youth organizing collective in Louisville, the facilitation of community organizing and community safety trainings, and open calls for accountability for the Louisville Metropolitan Police Department and local government.

A number of KCET members and organizers continue to work in alignment with Breonna Taylor’s family and local community members to advocate for generative policy changes in Louisville and beyond, and to encourage Black Kentuckians to exercise their power by voting.

CENSUS

KCET staff and various members participated in existing organizing and public education efforts to encourage their constituents to complete the Census. Their work supported a

broad public/private partnership organized by official Census workers to achieve a complete count in Kentucky.

VOTER REGISTRATION

Thanks to years of prior successful organizing among many of KCET members, **over 150,000 Kentuckians who had been permanently disenfranchised due to felony convictions finally had their voting rights restored this year.**

KCET played an instrumental role in Kentucky's Voting Rights Coalition, by building and sharing voter file data and coordinating targeted outreach to over 65,000 newly eligible Kentuckians with nearly 500,000 contacts.

GOTV

Over 1.5 million Kentuckians voted by mail or otherwise voted early for the first time ever in 2020. KCET members helped their constituent communities navigate unprecedented new avenues for voting with education and organizing efforts. In addition to supporting early voting efforts, KCET empowered members to safely incorporate rides to the polls into their GOTV efforts, and to distribute PPE and snacks to voters.

ELECTION PROTECTION

For the first time, Kentucky organizations coordinated to monitor elections and protect ballot access, in coordination with the Lawyers Committee For Civil Rights Under Law and the Election Protection hotline.

KCET recruited 94 volunteer poll monitors that helped monitor 150 polling locations across 24 counties for signs of voter intimidation or suppression. The results of this work were tremendous and many Kentuckians found it easier to vote this year than ever before.

BUILDING LEADERSHIP

In 2020, KCET hosted 29 different training opportunities for partner members' staff and volunteers. Topics covered include VAN usage, digital organizing, messaging and narrative development, elections laws and 501(c)3 parameters, and de-escalation for poll monitors and Election Protection volunteers.

Many partner organizations participated in voter engagement activities for the first time, and they reported positively on the transformative impact that these trainings and work had on their own staff and volunteers. Some staff and volunteers were inspired to take these new skills home and register their own friends and immediate family to vote.



LEARN MORE

Website:
statevoices.org/state-tables/kentucky/

LOUISIANA: POWER COALITION FOR EQUITY AND JUSTICE



ABOUT POWER COALITION FOR EQUITY AND JUSTICE

The Power Coalition for Equity and Justice (“Power Coalition”) is a coalition of community-based organizations that work together to educate and empower voters across Louisiana. Through voter engagement and community organizing work, they seek to unify collective voices into a stronger, more cohesive force that can successfully advocate for an agenda of shared values and issues.

The Power Coalition is building an integrated civic engagement strategy that amplifies the voices of those who have historically been ignored and works to organize them into a unified movement.

Their work is diverse and includes power mapping, listening sessions, organizing, voter engagement, policy advocacy, and leadership development. It is centered on creating spaces where communities can come together to lift up the issues that impact them, and then connect those issues to local, regional, and national resources—including the state voter file – to move our shared agenda.

Learn more about the Power Coalition for Equity and Justice at <https://powercoalition.org/>.

HIGHLIGHTS

In 2020, the Power Coalition regranted over \$150,000 in grants and microgrants to 58 organizations across the state. These funds supported two statewide campaigns for the Census and GOTV. They provided direct resources like food and bail to Louisianas in the midst of a national pandemic and the five hurricanes that touched Louisiana.

In honor of Juneteenth, a celebration of freedom, the Power Coalition paid bail for people held in the East Baton Rouge Jail while awaiting trial. The cash bail system disproportionately impacts and harms low-income people, and the Power Coalition is dedicated to creating an equitable justice system long term, while ensuring that people harmed by the current system have access to resources and protection.

PCEJ also worked with the NAACP Legal Defense and Educational Fund (LDF), the Louisiana State Conference of the NAACP, and four voters in a lawsuit against the state of Louisiana to advocate for the need for vote by mail during the COVID-19 pandemic. The lawsuit resulted in three more days of early voting and increased investment in vote-by-mail education.

MEETING THE NEEDS OF THE MOMENT

Due to COVID-19, the bills that the state legislature prioritized shifted. **The Power Coalition continued its people-centered legislative advocacy to push for policies essential to surviving this unprecedented year, including paid sick leave, raising the minimum wage, decarceration across state and local jails, investing in affordable housing, childcare, education, and expanding access to the vote.**

To promote an equitable, people-centered response to the pandemic, the Power Coalition also released a comprehensive roadmap to recovery, which outlined the specific policies and systemic changes that elected officials and systems leaders should adopt in relation to COVID-19.

When COVID-19 forced Table partners to switch to virtual outreach and families to transition to remote learning and

work from home, the Power Coalition provided free technology to community members who needed it. To reflect the policies they advocated for, the Power Coalition ensured all in-person canvassers were paid a living wage, a minimum of \$15 an hour.

CENSUS

PCEJ invested heavily into an accurate 2020 Census count through their Count Me In campaign. This included regranteeing to community-based collectives and sharing education with communities.

PCEJ regranted \$58,000 to 29 organizations and churches to support Census outreach. They had 450 radio ads, and got over 2.6 million digital ad impressions. They made over 350,000 text contacts and sent 50,000 mailers about the Census.

GOTV

The devastating impact of COVID-19 across Louisiana moved the Power Coalition and partners to rethink their approach and role in their communities. **The Table built deep partnerships with local food banks, shelters, and churches to make sure people's basic needs were met, while simultaneously building power in communities of color across the state.**

This strategy included consistent regranteeing of funds, and the Power Coalition also hosted food banks and food drives. For example, in May 2020, the Table partnered with local churches to host weekly "Red Bean Mondays" to feed the community, provide voter education materials and Census information, and register voters.

PCEJ hired a team of over 150 canvassers in Baton Rouge, Shreveport, New Orleans, and Lafayette, to engage in voter outreach. They connected with over 14,000 people via phone, and shared voter education with over 142,000 homes

In addition to mutual aid outreach, the Power Coalition, in collaboration with Table partners, conducted 18 candidate forums, four Twitter storms, dozens of poll worker and ballot reading trainings, candidate surveys, and report cards.

These efforts were fruitful. PCE made 1,807,785 total contact attempts to voters of color, and 62.1% of contacts in this universe voted in 2020.

ELECTION PROTECTION

Legal advocacy supported by the Power Coalition resulted in three extra early voting days for the General Election in 2020. This advocacy was paired with direct support to community members to ensure people made it to vote. Direct support included over 75 rides to polling stations, answering over 480 calls to their voter protection hotline, and training over 100 poll monitors to observe 600 polling locations across the state.

To combat the spread of mis- and dis-information online about the 2020 elections, the Power Coalition trained 20 social media monitors that reported over 270 concerning social media posts. This mis- and dis-information targeted vulnerable low-income and Black and Brown communities and reflected the rise in overt white supremacist violence and voter suppression efforts across the country.

BUILDING LEADERSHIP

While running statewide campaigns for GOTV and Census, the Power Coalition also convened a statewide Restricting Academy to prepare for the 2021 redistricting process.

This training series had over 100 attendees, and members went forth and laid the groundwork for engaging legislative officials in this process. To build elected officials' capacity and understanding of community needs for redistricting, the Power Coalition hired a demographer to work directly with interested elected officials.



LEARN MORE



Website: powercoalition.org/

Facebook: www.facebook.com/PowerCoalition/

Twitter: twitter.com/PowerCoEJ

Instagram: www.instagram.com/powercoej/

MAINE VOICES NETWORK

ABOUT MAINE VOICES NETWORK

Maine Voices Network (MVN)'s job is to establish collective action around a common agenda that includes increasing Mainers' access, engagement, and representation in government (especially among underrepresented communities) and implementing long-term strategies for socially responsible policies that increase opportunity for people in Maine.

Learn more about Maine Voices at <https://www.statevoices.org/state-tables/maine/>.

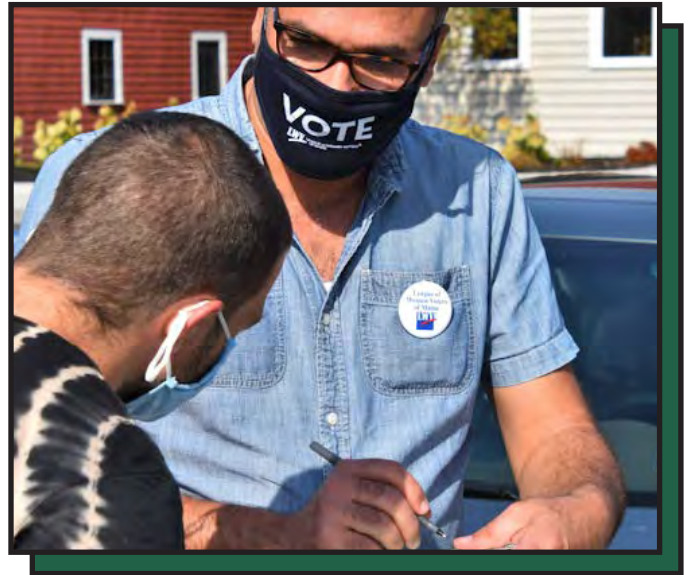
HIGHLIGHTS

In 2020, MVN raised over \$1,000,000, the most the network has raised in a calendar year. MVN regranted over \$600,000 to partner organizations, also a record for the network. These funds were critical in reaching high turnout and absentee participation rates and supporting capacity-building for BIPOC-led and serving organizations, in coordination with the MVN-led Community Power and Planning Project.

MEETING THE NEEDS OF THE MOMENT

MVN led substantial advocacy efforts in 2020 to encourage state and federal leaders to rapidly respond to COVID-19 and pass legislation to make the state's election system more secure, accessible, and resilient. Coalition tactics included weekly meetings with key government officials, publishing numerous open letters and op-eds, and digital grassroots advocacy.

MVN efforts resulted in the Governor extending the in-person absentee voting period, granting localities permission to begin processing absentee ballots earlier, and



the Secretary of State's implementation of absentee ballot trace and cure processes.

GOTV

In response to COVID-19, MVN focused primarily on encouraging voters to cast their ballots absentee, either by mail or early in person. GOTV and Spread Out The Vote (SOTV) campaigns targeted BIPOC, young, low-income, and single female voters.

Before 2020, an average of 30% of Maine voters cast their ballots by absentee. In 2020, 61% of voters cast an absentee ballot. Maine also had the third-highest voting-eligible turnout of any state at 76.3%.

Many partners experimented with various relational tools for the first time in the 2020 election cycle as the spread of COVID-19 greatly impacted planned program activities.

Partner organization Maine Conservation Alliance had great success in encouraging absentee enrollments by engaging relational organizing tool Reach and administering Instagram paid advertisements. MVN partner Maine Equal Justice also made great strides in building their Take Ten relational organizing program.

VOTER REGISTRATION

In partnership with MVN, The Community Power and Planning Project (CPPP) convened four immigrant-led and two Indigenous community organizations to work together as a cohort and design voter registration and

voter education civic engagement plans. The cohort utilized mutual aid, door-to-door canvassing, phone banks, text banks, site-based engagement, and virtual community gatherings to establish long-term partnerships within communities inclusive of a year-round organizing and legislative strategy.

Additionally, Wabanaki Public Health (WPH) and the Penobscot Nation, two Indigenous organizations representing tribal communities in Maine, administered voter registration and education campaigns to engage community members in the electoral process. **The Penobscot Nation mailed voter registration and absentee ballot application packets to every Penobscot citizen, both on and off tribal land. Wabanaki Public Health converted community health fairs into drive-through health fairs where voter education materials were provided.** After these events, WPH's youth engagement team contacted participants through a text bank.

“By working together, sharing skills and resources, and building trust amongst each other, MVN partner organizations were able to bring in more people to our movement, accomplish greater increasingly complex legislative goals, and build power among more underrepresented Mainers than ever before, all in the face of a pandemic that disproportionately harms those same people.”

Will Ikard

Program Director at Maine Voices Network

ELECTION PROTECTION

The spread of COVID-19 posed a significant threat of poll worker shortages in all states, particularly in Maine, due to the state's aging population and lack of election oversight across more than 500 municipalities. **In response, MVN coordinated the state's first poll worker recruitment program and recruited 1,183 eligible individuals interested in serving as poll workers.**

This effort ensured that every polling place in the state was adequately staffed on Election Day and, where possible, beforehand.

BUILDING LEADERSHIP

Collectively, MVN partners held 113 volunteer and staff trainings for 1,369 volunteers who worked as canvassers, phone bankers, text bankers, and other roles. Topics covered include canvassing and phone banking skills, mutual aid formations, direct action, de-escalation, voting rights and voter registration, vote by mail options, and Census education.



LEARN MORE

Website:
statevoices.org/state-tables/maine/

MASSACHUSETTS VOTER TABLE

“In the last year, the Democracy HUBS initiative has built considerable infrastructure and capacity for grassroots organizing and civic engagement across the state - and notably within largely immigrant communities and communities of color like Chelsea, Everett, and Revere. La Colaborativa has been proud to serve as an anchor organization for our region, connecting with and mobilizing grassroots partners to engage more people of color, immigrants, youth, and historically marginalized groups in democratic processes. From the 2020 Census and voter mobilization campaigns, to policy advocacy calling for an equitable pandemic response and recovery, together we are having a profound impact on structural inequity in our communities”

Gladys Vega

Executive Director at La Colaborativa



ABOUT MASSACHUSETTS VOTER TABLE

The Massachusetts Voter Table (MVT) integrates nonpartisan voter engagement with grassroots organizing. With 23 coalition partners, they fight for resources, representation, and power for communities of color, working-class people, new citizens, and youth in Massachusetts.

You can learn more about MVT at <https://mavotertable.org/>.

HIGHLIGHTS

After two years of planning, the MVT launched six regional Tables in 2020, named the Democracy HUBS (Holistically Unifying Blocs of Solidarity). HUBS support every city with 30% or more residents of color. The regranteeing structure for participating community-based organizations is targeted in regions of the state that trace gentrification, displacement, and migration patterns.

This new civic engagement infrastructure, combined with the launch of six Democracy Schools, allowed for the successful coordination of Census and GOTV programs and has laid the foundation for future redistricting plans and statewide ballot measures.

In collaboration with the Massachusetts Immigrant and Refugee Advocacy Coalition, and Asian Pacific Islanders' Civic Action Network/Chinese Progressive Association, MVT regranted \$497,000 to 36 organizations and trained nearly 300 organizers and leaders in six bilingual Democracy Schools. In total, MVT's civic engagement programs contacted nearly 80,000 residents and made almost one million attempts.

MEETING THE NEEDS OF THE MOMENT

Early on, MVT recognized the potentially devastating impact that COVID-19 could have on voter participation and access. In the spring and summer of 2020, MVT worked with the Election Modernization Coalition to pass a comprehensive safe elections bill that included expanded early voting and vote by mail. These new voting options contributed to record-breaking turnout in the statewide primary elections on September 1 and the largest votes cast on November 3.

The COVID-19 pandemic drastically changed MVT's field programs and plans. **However, the Table successfully pivoted to remote and digital organizing including starting a biweekly statewide phone banking program that ran from March to Election Day on November 3 with the support of 991 active volunteers.**

With the launch of six regional Tables, local anchor organizations were able to execute their own phone banks

while supporting emerging organizations in their Democracy HUBS. Together, **MVT collected nearly 30,000 language IDs, which will bolster work in future years.**

CENSUS

MVT set out to close the Census self-response gaps in 17 target cities and the state average. Many of the areas with low-response Census tracts were also COVID-19 hotspots, making in-person GOTC outreach difficult.

In January and February, MVT trained over 500 staff and leaders at over 80 organizations to set up assistance centers in physical locations. As the COVID-19 emergency escalated, teams transitioned to offering phone assistance for completing the Census and unemployment insurance assistance and wellness calls. MVT met their goal for one million attempts but fell short of contacting 100,000 voters by 20% due to the low phone, text, and digital contact rates.

GOTV

In the pandemic, MVT changed its voting rights advocacy efforts from same-day voter registration to expanded early voting and vote by mail. After passing the safe elections bill in early July 2020, MVT launched their first paid digital program to educate voters about voting by mail and expanded options for in-person voting. These ads were displayed in a variety of languages including Spanish, Portuguese, and Khmer.

Through these efforts, MVT generated 1,031,793 impressions to 197,074 individuals.

VOTER REGISTRATION

MVT supported efforts of MASSPIRG, the Massachusetts Immigrant and Refugee Advocacy Coalition, Asian Pacific Islanders' Civic Action Network, and other partners to register young people, new immigrants, and people with limited English proficiency to vote.

ELECTION PROTECTION

MVT worked with Common Cause and Lawyers for Civil Rights to share the 1-800-OUR-VOTE hotline number with voters who they called and texted, to make sure that people could get support with any issues they faced when casting their ballots,

BUILDING LEADERSHIP

Along with the launch of Democracy HUBS, MVT created six Democracy Schools that trained 300 participants in various topics, including political education on neoliberalism, volunteer recruitment, coordinating phone banks, and narrative development.

Because Massachusetts is not a battleground state, many partners were the only organizations systematically contacting BIPOC and working-class voters in the state and were well-known and appreciated for their work.



LEARN MORE

Massachusetts
Voter Table

Website: mavotertable.org/

Facebook: www.facebook.com/mavotertable

Twitter: twitter.com/MAVoterTable

MICHIGAN VOICES

“By being at the table with Michigan Voices, it meant our organization got to be a part of a powerful multiracial coalition of partners. We got to learn from the incredible work of other partners and see the work they’ve been doing for years in their communities.”

Regina Tsang

Field Director at Rising Voices of Asian American Families



ABOUT MICHIGAN VOICES (MV)

Michigan Voices (MV) is a state-based collaboration formed to improve long-term coordination and communication among 501(c)(3) civic and voter engagement organizations in Michigan.

The collaboration’s nonpartisan mission is to engage traditionally underrepresented and marginalized communities (people of color, single women, youth, and low-income individuals) in the democratic process to create a more accessible, inclusive, and representative government. Michigan Voices has more than 65 member organizations with 35 organizations actively engaging in programs run by the Table.

Learn more about MV at <https://www.statevoices.org/state-tables/michigan/>.

HIGHLIGHTS

In 2020, Michigan Voices fundraised \$3.4 million. This investment allowed the Table regrant \$1.6 million to 27 Table partners across seven programs which include Census, Capacity Building, Election Protection, voter registration, GOTV, Grassroots Voter Protection, and Redistricting.

MEETING THE NEEDS OF THE MOMENT

Due to COVID-19, Michigan Voices shifted most of their programs to be online. They provided 250 cell phones and 20 tablets to support staff and partners working remotely. They offered additional trainings to their partners to support their digital programming needs. Michigan Voices also reviewed the U.S. Centers for Disease Control and Prevention (CDC) and state health guidelines and trained their partners on the requisite safety measures.

Michigan Voices also distributed personal protective equipment (PPE) to ensure the safety of their team and partners. The Table used more than \$20,000 in funds to purchase and distribute 10,900 disposable masks, 250 KN95 masks, 14,650 gloves, 1,656 individual hand sanitizers, 177 sanitizing wipes, 32 gallon-size hand sanitizers, touchless thermometers and sanitizing stations, and additional clipboards and office supplies.

Throughout the pandemic and the uprisings in defense of Black lives, many partners with Michigan Voices transitioned to direct rapid response work in their communities. They made house calls, wellness checks, created food distribution spots, and worked at food drives. Partner organizations also used these events to engage individuals on their Census and voter registration programs.

CENSUS

Michigan Voices partners were on track to engage with their communities to fill out the 2020 Census. When the pandemic came to Michigan, Michigan Voices partners pivoted and learned the necessary skills to go online. They texted and called residents with reminders to fill out the US Census, and to offer help when needed. Uniquely, many of Michigan Voices' partners still maintained their public events as well. By incorporating Census questions into their grocery pick-ups, wellness checks, and PPE giveaways, they were trusted voices in the Census process. Michigan Voices had 18 partners participate in their Census working group, who had over 65,000 contacts to remind people to complete their Census forms

VOTER REGISTRATION

Because of COVID-19, MV partners pivoted from a field-based voter registration effort to a mostly online voter registration operation and a COVID-19 response. The dedication of MV's partners to their communities required MV staff to work harder and help their partners meet the challenges of a very difficult year. They stepped in and provided tools, technology and personal protective equipment (PPE) to ensure that their partners could safely be in the community. MV assisted 23 organizations across the state, ranging from small, service-based nonprofits to large civic-minded organizations. They provided 28 trainings and led eight voter registration working groups on a biweekly basis.

GOTV

Michigan Voices introduced organizing tools throughout the year to support GOTV programming and voter outreach. This includes GetThru tools (ThruTalk and ThruText), REACH, and Spoke. They also partnered with organizations such as the National Equality Action Team (NEAT) and Vote Tripling to increase partner capacity.

Michigan Voices had their partners take advantage of supplemental resources to support their programs, including Rock the Vote's online voter registration portal and Ballot Ready for vote by mail. They encouraged their partners to create QR codes for safe, hands-free access to information and online resources while working in the field.

LEARN MORE

Website: statevoices.org/state-tables/michigan/
Twitter: twitter.com/michigan_voices



ELECTION PROTECTION

Michigan Voices' Election Protection team recruited more than 450 statewide volunteers. The volunteers staffed voter protection hotlines, worked at polling locations, and served as challengers and advocates in the vote counting and certification process.

BUILDING LEADERSHIP

In 2020, Michigan Voices prioritized helping partners to use VAN and comfortably handle and understand data. Their data team provided more than 100 hours of training on a variety of topics related to data, in addition to trainings on other technology tools.

“The partnership and support provided by Michigan Voices made it so much easier to get the work done for the betterment of our community.”

Kathi Harris

Lead Organizer at PROACTIVE and Chapter President at APRI Grand Rapids



MINNESOTA VOICE

ABOUT MINNESOTA VOICE

Minnesota Voice (MV) is a coalition of organizations working toward permanent social, racial, and economic justice by increasing civic engagement and voter participation across the state. Minnesota Voice is especially focused on underrepresented communities, making sure that every Minnesotans' voice is heard and the state reflects the values of its citizens.

Learn more about Minnesota Voice at <https://www.statevoices.org/state-tables/minnesota/>.

HIGHLIGHTS

In 2020, Minnesota Voice regranted \$1,171,013 to partners to conduct GOTV, voter

protection, and voter registration programs. These funds also supported 15 full time paid fellows at 15 partner groups as a part of the We Vote MN Community Organizer Leadership (COL) Program.

MEETING THE NEEDS OF THE MOMENT

Following the murder of George Floyd, Minnesota Voice paused their voter registration work to support their partners and community members. In May and June 2020, Minnesota Voice staff provided supplies for frontline protesters, coordinated mutual aid efforts, and assisted in providing legal support to protesters.

This effort included launching a successful advocacy campaign that secured 23 signatures from elected officials on an open letter to the Minnesota Governor to appoint Attorney General Ellison special prosecutor, for George Floyd's murder.



To support partners' mutual aid initiatives, MV staff contributed over 100 hours to mutual aid hubs across the Twin Cities, for which hubs redistributed more than \$70,000 worth of supplies to community members. Staff also completed over 75 supply runs, distributing \$5,000 worth of supplies to partner organizations and community members.

Additionally, Minnesota Voice raised \$100,000 to distribute to our partners for COVID-19 relief and redistributed \$40,000 to direct uprising-support to Black-led partner organizations. The MV network also built a 150+ person rapid-response network of individuals who provided jail support for protesters in Ramsey County, the second-largest county.

VOTER REGISTRATION

The Minnesota Voice network registered 21,094 new voters and provided 24,175 voters with information about same-day voter registration during the 2020 election cycle.

While building out the 2020 vision for Minnesota Voice, it became evident that the network needed to intervene in historic underinvestment in Indigenous communities. Minnesota Voices funded two Indigenous-led organizations, Native American Community Development Institute and American Indian OIC, to do long-term civic engagement work in their communities. Their Make Voting a Tradition campaign gained national attention. Collectively they gathered over 23,000 voter engagements, registered 543 voters, and held 15 socially distanced voter education events leading up to the 2020 election.

GOTV

This year, Minnesota Voice regranting \$240,353 to 18 partner organizations for GOTV work. These partner organizations used these resources to launch statewide street art campaigns, mobilize voters in their communities, train de-escalators, and more. In total, these grants contributed to:

- 22,347 doors knocked,
- 69,016 calls made,
- 44,002 texts sent,
- 376 volunteers activated,
- 94 leaders trained,
- 27 GOTV trainings,
- 81 GOTV events,
- 800 rides to the polls, and
- 20,775 pledges to vote.

ELECTION PROTECTION

MV was one of four organizations anchoring nonpartisan Election Protection in Minnesota. Staff supported the Election Protection command center convened by Common Cause MN. MV staff added capacity as poll monitors, alerted local election administrators to issues at polling locations, and distributed Election Protection resources to over 50 grassroots organizations.

BUILDING LEADERSHIP

The We Vote MN Community Organizer Leadership (COL) Program trains organizers of color on executing effective voter engagement efforts focused on increasing voter turnout from communities of color. In 2020, 15 individuals embedded in partner organizations registered 1,200 new voters in the state of Minnesota, pledged over 3,000 folks to vote by mail, made over 5,000 calls, and sent over 20,000 texts to ensure every eligible voter had a safe plan to vote.

Many fellows also participated in the mutual aid hubs located in the Twin Cities. Their participation included setting up distribution sites in North and South Minneapolis, offering jail support, and creating funds to redistribute wealth to members of their community.

In the COVID-19 crisis, Minnesota Voice partner Comunidades Organizando el Poder y la Acción Latina (COPAL) MN set up a hotline that directed local callers to rent support, food services, and COVID-19 testing, as well as asking if they were registered to vote.

“This [hotline] has allowed us to be creative and lead with service and tie it to democracy. Voter registration is not a one-stop formality..”

Ryan Perez

Program Director for Environment & Democracy 2050 at COPAL MN



LEARN MORE

minnesota
voice

Website: mnvoice.org/

Facebook: www.facebook.com/MNVoice.Org

Twitter: twitter.com/Minnesota_Voice

MISSOURI ORGANIZING AND VOTER ENGAGEMENT COLLABORATIVE



ABOUT MISSOURI ORGANIZING AND VOTER ENGAGEMENT COLLABORATIVE

The mission of Missouri Organizing and Voter Engagement Collaborative (MOVE) is to empower people to reclaim democracy in Missouri. They are a nonpartisan hub for statewide grassroots organizing, equipping their partners with technological training, data access, and integrated voter engagement skills. They work to engage all Missouri voters in their democracy, especially those from marginalized communities.

Learn more about MOVE at <http://bit.ly/aboutMOVE>.

HIGHLIGHTS

In 2020, MOVE focused on voter registration efforts.

MOVE also pushed for the **successful Medicaid expansion ballot initiative, affecting nearly 300,000 poor Missourians**. To further amplify the needs and priorities of its constituent communities, MOVE also built

a Transformative Conversations Program using deep canvassing to discover which personal struggles poor and working class people from all races in urban areas share with poor and working class people in small towns and rural Missouri.

MEETING THE NEEDS OF THE MOMENT

Given the rapid evolution of the global pandemic and its corresponding economic crises, MOVE was nimble in their framework, tactics, and timeline while still meeting program outcomes. MOVE shifted their tactical strategies by focusing on the highest quality voter program and moving to digital and phone-based contact methods.

Following the Ferguson uprisings in 2014, Missouri movement partners committed to deepening their work across race, geography, and issues to center collective power and multiracial movement building. MOVE was built in the following year, formally launching in January 2016.

MOVE helps create the space for their collaborative to wrestle with what it means to show up and how they are best positioned to dismantle the death machine of white supremacy.

GOTV

MOVE provided the infrastructure for a centralized GOTV strategy for the first time in Missouri in over a decade.

All told, MOVE member organizations knocked over 150,000 doors, sent 1.5 million texts, and made over three million phone calls to have 231,718 direct conversations with voters.

BUILDING LEADERSHIP

MOVE prioritizes leadership development and trainings in their work. They averaged around two training sessions a month, though some months they would host 10-15 training sessions.

“We must move beyond one campaign or election cycle. We are training up organizers all across the country to ensure our vision becomes a lasting reality.”

Kayla Reed

Executive Director of MOVE member organization Action St. Louis, in an October Essence Magazine article



LEARN MORE



Website: bit.ly/aboutMOVE

MONTANA VOICES

“The MT Voices Coalition had a lot to celebrate about 2020, even though the year was riddled with unexpected challenges and periods of uncertainty. Thanks to the support of State Voices and our funders, MT Voices Partners were responsible for coordinating an unprecedented number of civic engagement programs, from the Census to more traditional voter registration and GOTV programming. Partners were collaborative and worked together to both adapt and refine plans and tactics, which proved to be essential as we navigated an ever-changing landscape.”

Montana Voices



ABOUT MONTANA VOICES

Montana Voices is a civic engagement project committed to ensuring that every Montanan is able to participate fully in our democracy. Their mission is to collaborate on programs related to civic access, voting rights, voter modernization efforts, civic engagement, and leadership development.

Montana Voices engages and empowers underrepresented communities, building sustainable power needed to eliminate barriers to civic participation and guaranteeing that policy-making is guided by the public. Montana Voices has 15 partners and two affiliated organizations.

Learn more about Montana Voices at <https://mtvoices.org/>.

HIGHLIGHTS

Montana Voices regranted \$1.5 million in funding to partners for civic engagement work in 2020. All of their partners participated in civic engagement programming.

MEETING THE NEEDS OF THE MOMENT

Due to COVID-19, Montana Voices adapted their programs to comply with public health recommendations, including knocking on fewer doors and ramping up phone and text campaigns. The Table provided partners with updated landline and cell numbers and increased their digital campaign presence by running targeted digital ads. They also layered digital strategies with direct voter contact and mail campaigns.

Because 18.6% of Montanans live in areas with unreliable broadband access, Montana Voices directed funding to their partners in Indian Country to purchase hot spots and increase staffing capacity. This allowed for more relational organizing opportunities, particularly during periods where tribal communities were under lockdown orders. They collaborated with their partners in Indian Country to ensure that Census drive-thru centers and in-person satellite voting offices were appropriately equipped with PPE and sanitizer for community members. They also secured a variety of PPE resources and distributed them to partners across the state.

Montana Voices staff personally contributed to and called on partners to redirect financial resources to groups and organizations on the front lines of uprisings across the country. Montana Voices has been a predominately white-led group, working in a predominantly white state, and the national call for racial justice and support for Black lives spoke profoundly to their coalition.

In 2020, the Montana Voices Table engaged in their first coalition-wide Diversity, Equity, Inclusion, and Justice readiness assessment focused on Indigenous justice

and centering the cultivation of relationships, mutual accountability, and building collective and inclusive power. This resulted in a wholesale re-evaluation of their practices and culture, and culminated in new efforts to bring in organizations doing work in BIPOC communities across the state, ensuring that more funding opportunities are directly to BIPOC-led partner organizations, and working to ensure that the Table is a more inclusive, equitable and just movement space.

CENSUS

MT Voices Partners worked to both educate and mobilize Montanans to complete the Census, engaging in direct outreach, events, digital media, and mail. COVID-19 dramatically affected programming, especially in Tribal Nations where strict travel restrictions had been adopted. The Census deadline was also changed multiple times.

Table Partners adapted programming to be in compliance with public health guidelines, and worked to engage state and federal officials in efforts to fund governmental and grassroots efforts through the extended Census deadline. In total, MT Voices Partners made 363,063 calls, sent 63,324 texts, held 130 1:1s and placed 14 statewide op-eds to generate participation in the 2020 Census.

VOTER REGISTRATION

Montana Voices created an **online voter registration portal** for greater accessibility to Montanans looking to register to vote. They targeted digital ads, texts, and calls to unregistered BIPOC, young, and low-income Montanans and directed them to the portal. In total, they registered 6,396 Montana voters in 2020. Of those registrants, 69% were under the age of 35 and 16% were BIPOC.

GOTV

Montana Voices partners folded in their GOTV efforts into the Table's larger Election Protection programming. Table partners sent mail, targeted digital ads, and layered

in 144,659 phone calls and texts to young, BIPOC, and low-income Montanans to ensure that they had the information they needed to participate in the 2020 election.

ELECTION PROTECTION

Montana Voices worked with 46 volunteers to staff their voter protection hotline. The Table also created a **shared website** to provide accessible and accurate information to voters. The hotline and website were advertised through extensive mail, newspaper and digital campaigns. In total, the Table's website was visited 42,216 times and the hotline received 203 calls.

Additionally, Montana Voices worked closely with their partners at the American Civil Liberties Union of Montana to ensure that volunteer attorneys were located in each tribal community to respond to voter suppression and other intimidation efforts on Election Day.

BUILDING LEADERSHIP

In 2020, Montana Voices offered robust and coordinated leadership development resources to partners across the movement. Montana Voices held 12 trainings, engaged in political education courses, professional development opportunities to executive directors and communications staffers, and developed several one-pagers and two resource libraries.



[LEARN MORE](#)

Website: mtvoices.org/

NORTH CAROLINA: BLUEPRINT NC

“Regardless of the outcomes of the election, we need people who are trained in things like de-escalation, risk assessment, and collective problem-solving around safety issues. We’re seeking to grow that capacity right now. We’re seeking to show what democracy looks like.”

Serena Sebring

Executive Director of Blueprint NC

ABOUT BLUEPRINT NC

Blueprint NC is a statewide partnership of nearly 60 nonprofit organizations and countless network allies working together to ensure that all North Carolinians have a voice in our democracy and a full share of its benefits. Our mission is to improve our democracy by building permanent infrastructure for organizations building independent power for an anti-racist, inclusive democracy.

Our network is building the governing power of historically disenfranchised people through collective impact and racial equity in the service of advancing shared values and collective projects. Aligned and well-connected networks are essential to a power-building strategy that seeds a movement for an anti-racist, inclusive democracy in North Carolina. We envision a state with no barriers to civic participation and where public policies are passed for the common good.

Learn more about Blueprint NC at blueprintnc.org



HIGHLIGHTS

Blueprint NC regranted nearly \$4.5 million to partners and allies for civic engagement work in 2020. The Table met contact goals, supported partners in retaining their staff, and ran successful civic engagement programs.

Blueprint NC worked closely with Latinx partners to launch their first-ever Latinx-focused civic engagement program, including voter registration efforts. After relaunching in-person voter registration outreach to follow COVID-19 precautions, these efforts resulted in 20,000 voter registrations.

Additionally, over 20 grassroots Latinx-led partner organizations sent over 150,000 text messages in English and Spanish and made over 140,000 phone call attempts to Latinx voters. This nonpartisan GOTV program contacted voters in all 100 counties of the state.

Ensuring partners had autonomy to be responsive to the needs of their people and communities on the ground was the only way to do long-term civic engagement in alignment with Blueprint’s mission.

MEETING THE NEEDS OF THE MOMENT

Blueprint’s core operating principles are racial equity and collective impact. The murder of George Floyd and subsequent nationwide protests led to a reckoning with deep-seated white supremacy in policing and every facet of life in the U.S.

Blueprint NC recognized their responsibility to harness their infrastructure's full force toward winning material gains in alignment with the people most impacted by intersecting systems of oppression. Partners mobilized their organizational resources to support North Carolina for Black Lives (NC4BL) along four faces of power: electoral, financial, narrative, and alternative power. This mobilization looked like more partner and candidate outreach on racial equity and criminal justice reform and emphasized NC4BL's narrative in electoral work. 18 partners signed Blueprint NC's pledge to support Black lives.

VOTER REGISTRATION

Blueprint partners assisted over 50,000 people in completing voter registration forms. While registration declined at the start of the pandemic, new voter registrations ultimately exceeded 2016. In just the first 10 weeks of the year, Blueprint partners collected 33,000 voter registration applications.

Partners shifted to remote voter registration that focused on list building via relational outreach, which found people who were not already in the voter file. They relied on relational organizing tools such as ThruTalk, ThruText, Reach, and MyRVP, filling the gaps created by suspending in-person outreach.

GOTV

Despite the challenges presented by the pandemic, **Blueprint NC nearly doubled the size of its 2020 GOTV universe** with the use of frequently contacting voters to provide important information and updates. The Table ran a multi-touch GOTV program that included phone, text, mail, digital, and relational outreach. With over 25 partners participating, they made 7,946,224 contact attempts, including 1,672,000 phone call attempts and 3,092,000 text message attempts.

Blueprint NC was also able to support a comprehensive statewide voter guide in coordination with Democracy NC and Common Cause NC. The voter guide was made available online and mailed to 1.2 million households.

[LEARN MORE](#)



Website: blueprintnc.org/

ELECTION PROTECTION

In previous years, Blueprint NC has supported poll protection work at a smaller scale with less intensive coordination. Higher levels of coordination and support were needed to scale up voter protection across the network during the Early Voting period and on Election Day with the rise in white supremacist violence.

Voting is power, and Blueprint strives to influence people to get to the ballot box to exercise their power to transform their communities. Protecting the vote included physical protection via safety teams and personal protective equipment via safety kits, both of which were forms of voter intimidation during a pandemic.

Working with the North Carolina Black Leadership and Organizing Collective (NC BLOC), Blueprint NC coordinated and supported 87 groups to host 750 Power Protection & Encouragement Events at 220 polling locations across the state during Early Voting and on Election Day across 64 counties.

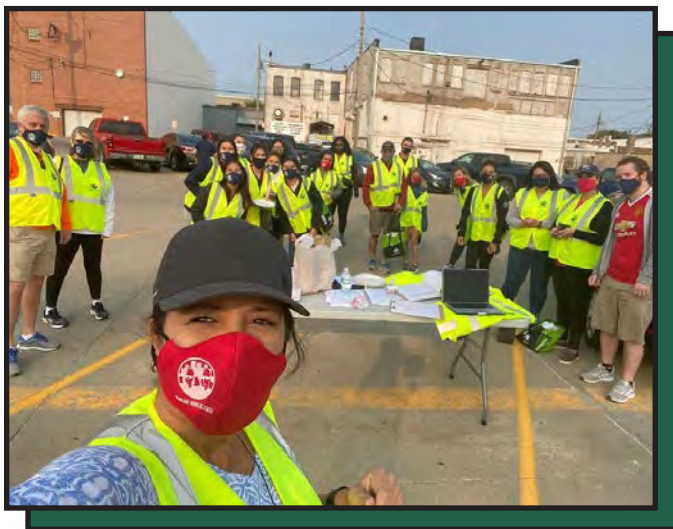
Safety teams anchored at polling sites ensured voters had access to the information they needed to vote, and watched for voter intimidation (power); distributed PPE and supplies (protection); and made the polling sites a comfortable place with water, food, music, and entertainment (encouragement).



NEBRASKA CIVIC ENGAGEMENT TABLE

“Thanks to the support from State Voices, NCET was able to expand our Civic Engagement Fund (a grant program) for 2020. We granted over half a million dollars to member organizations, and as a network we made over a million contact attempts across Nebraska. Of the people our network spoke to in 2020, a third were first-time voters. Over half (55%) of Civic Engagement Fund dollars were awarded to BIPOC-led organizations, and 35% went to rural-focused work. We saw a great amount of success in our programs and growth in Nebraska civic engagement.”

Kinzie Mabon
Field Director at NCET



ABOUT NEBRASKA CIVIC ENGAGEMENT TABLE

Nebraska Civic Engagement Table (NCET) is a service-oriented organization focused on providing direct core support and capacity building training and resources to 501(c)(3) nonprofit members. NCET helps nonprofits who provide direct services to, or advocate for, underrepresented communities create, expand, and sustain civic engagement and nonpartisan voter outreach programs.

Learn about NCET at <https://www.nebraskatable.org/>.

HIGHLIGHTS

In 2020, NCET regranted \$510,320 to 28 organizations for projects relating to voter registration and GOTV efforts, community organizing, and grassroots lobbying. Of the total dollars regranted, 55% went to BIPOC-led organizations and 35% went to rural organizations (with some overlap between the two).

Partner organizations engaged more than ever in field work. Of the 35 partner organizations doing field work in 2020, **13 organizations did this work for the first time**. Their efforts led to an impressive total of 1,184,871 contact attempts to voters.

Over 300 unique new VAN accounts were created to account for the new volunteers that Nebraska partners mobilized for GOTV. In addition to real and significant quantifiable impacts, **these investments substantially shifted the narrative in Nebraska that resources should be hoarded by a select few, white-led nonprofits in metro areas**.

MEETING THE NEEDS OF THE MOMENT

Due to swift responses and the availability of network tools and support, NCET was able to accomplish most of their original 2020 member engagement and voter turnout goals, even with the challenges of COVID-19. Programs were pivoted from in-person to digital, via text or virtual events. Statewide GOTV coalition building continued virtually, though fewer meetings were held than initially planned. NCET created a guideline scale of risk for outreach activities in accordance with U.S. Centers for Disease Control and Prevention (CDC) recommendations, to assess the level of risk that events might present to organizers, volunteers, and communities.

CENSUS

After months of organizing, planning, and collaborating at the state and national level, **NCET worked with other Nebraska nonprofits to form Nebraska Counts, a statewide complete count committee to support the 2020 Census efforts**. Nebraska Counts was a coalition of more than 30

nonpartisan, nonprofit organizations serving thousands of fellow Nebraskans across the state. These partners worked together to ensure that every person in Nebraska was counted in the 2020 Census. NCET took a lead role, along with Civic Nebraska and Nonprofit Association of the Midlands, informing the coalition and organizing Get Out the Count efforts.

The Table also regranted \$50,000 to eight of their partner organizations to support field programs. Nebraska consistently ranked in the top five states for Census self-response rates (completing the Census online, by phone, or by mail - not with a Census taker) and finished in 4th place.

VOTER REGISTRATION

NCET partners' collective work yielded significant results in terms of voter registration. In 2020, 1,574 new voters were registered as a direct effort of their members.

GOTV

There was a turnout increase from 2016 to 2020 of 50,289 votes across their 10 target counties, for a significant 1.3% increase.

Clear differences emerged when looking at votes added per capita between their target counties and the rest of the state. Target counties showed an increase of 106 voters per 1,000 people, while non-target counties increased by only 87 voters per 1,000 people.

NCET GOTV efforts contributed to record turnout in the 2020 General Election, largely via the Nebraska Young Voters Project and the Heartland Workers Center's social-distanced canvassing.

The Nebraska Young Voters Project started as the creation of a youth voter guide that engaged, informed, and mobilized young Nebraskans to vote in the 2020 General Election and beyond. Applying a modern approach – strategic digital marketing and cross-channel digital content – to the traditional “voting guide,” this youth-led, non-partisan, bilingual project achieved its goals through two primary products: a pre-marketing audience survey

and a series of multimedia content. This was a voter guide created for Gen Z, by Gen Z.

The Heartland Workers Center, an NCET partner, implemented a socially-distanced canvassing strategy that allowed volunteers to stay safe while making contact with potential voters. All volunteers and stipend leaders were provided with PPE and bags of voter materials (which included a voter registration form, early voting ballot application, and a voter guide) were left at the front doors of homes identified using MiniVan.

BUILDING LEADERSHIP

NCET continued its flagship program called “Organizer School,” where they pay the salary and benefits for full-time community organizers and place them with partner organizations. The goal is for the organizer to have a means to gain experience in a role they have never had access to before. This program is unique to NCET and has been running for three years as of the end of 2020.

Unfortunately, the COVID-19 crisis significantly impacted the partners with which organizers were placed this year. To address these evolving needs, NCET extended their current organizers for six additional months so that they could keep employment and benefits during these challenging times.



LEARN MORE



Website: www.nebraskatable.org

Facebook: www.facebook.com/nebraskatable/

Twitter: twitter.com/nebraska_table

Instagram: www.instagram.com/nebraska_table

NEVADA: SILVER STATE VOICES



“It’s hard to see everything that’s going on in the world and not do something about it. By volunteering, it made me feel like I was making a difference in the world even if I was doing something small like counting the number of voters in line, passing out waters or snacks, or providing updates. There is nowhere else I’d rather be.”

Felix
an Election Protection poll monitor at SSV

ABOUT SILVER STATE VOICES

The mission of Silver State Voices (SSV) is to create a more robust democracy by increasing the civic participation of BIPOC people and people of marginalized genders in Nevada.

SSV develops infrastructure, fosters collaboration among diverse entities, and employs new tools and technology to equalize civic engagement, access, and representation among these communities. SSV believes that democracy works best and its outcomes are most just when all voices are heard. Silver State Voices is a fiscally sponsored project of State Voices.

SSV has 19 Table partners who all participated in the 2020 Table activities in varying degrees. Learn more about SSV at <https://www.statevoices.org/state-tables/nevada/>.

HIGHLIGHTS

SSV fundraised more than \$4 million in 2020. Due to these generous investments, they expanded their civic engagement capacity and supported their partners more effectively.

SSV regranted more than \$2.3 million to partners to support Census, GOTV, and Election Protection programming. This was a record amount of funds regranted by Silver State Voices. These regrants were crucial to providing Table partners the capacity and resources needed to reach hard-to-count and BIPOC communities throughout the year.

The Table also ran the most robust Election Protection program in their history and recruited 279 poll monitor volunteers for Clark and Washoe Counties. SSV took on the effort of recruiting poll workers for the first time and **was successful in recruiting over 10,000 poll workers.** The Election Protection staff and poll monitors provided more than 30,000 snack bags and 36,000 water bottles to voters waiting in line during the November election.

MEETING THE NEEDS OF THE MOMENT

In response to COVID-19, Silver State Voices adjusted their Election Protection program to ensure they followed health and safety protocols. During the GOTV program, some partners chose to continue door knocking while others shifted to contactless drops. These programs were altered to accommodate health and safety guidelines.

SSV also developed a comprehensive health and safety plan

when partners returned to the field for voter registration and GOTV programs. This was also adapted to support partners conducting GOTV programs in the field. Most partners chose to conduct GOTV programs with little to no in-person contact due to COVID-19, which led to partners becoming more creative and venturing into ideas they have never done before. For example, SSV regranted funds to Chispa Nevada to run GOTV television commercials, making this the first time SSV ever invested in TV commercials for GOTV.

In the wake of George Floyd's murder, several partners organized events and actions in unequivocal support of the Black Lives Matter movement. For example, one partner, Progressive Leadership Alliance of Nevada, organized jail support and volunteer drivers to support individuals detained by police during the uprising. SSV is dedicated, not just in words, but in actions and resources, to centering Black-led organizing and experiences. They will also be working to ensure that every aspect of their work is done so with a racial, equity, and inclusion lens.

CENSUS

Although COVID-19 outreach was not the ideal environment for SSV and their partners, SSV created innovative and effective messaging to better connect with their partners' communities and expand their trusted messengers regarding the Census. Using a range of outreach tactics, SSV:

- Hosted over 35 Facebook Live events in multiple languages, including Spanish, Korean, Mandarin, Spanish, Thai, and Vietnamese,
- Sent over 66,000 SMS messages and dialed over 100,000 phone calls,
- Participated in 17 drive-through resource fairs in low-response Census tracts, distributing more than 8,000 bilingual fliers (English and Spanish),
- Hired four mobile ads trucks to drive through low-response areas of Las Vegas,
- Published four op-eds with local outlets, collectively generating over 900,000 impressions,
- Sent 15,000 bilingual (English and Spanish) mailers to low-response tracts in Clark and Washoe County,
- Conducted a no-contact lit drop, distributing over 7,500 pieces of lit in low-response areas of Clark County, and
- Distributed 40,000 Census coloring books at food pick-up sites.

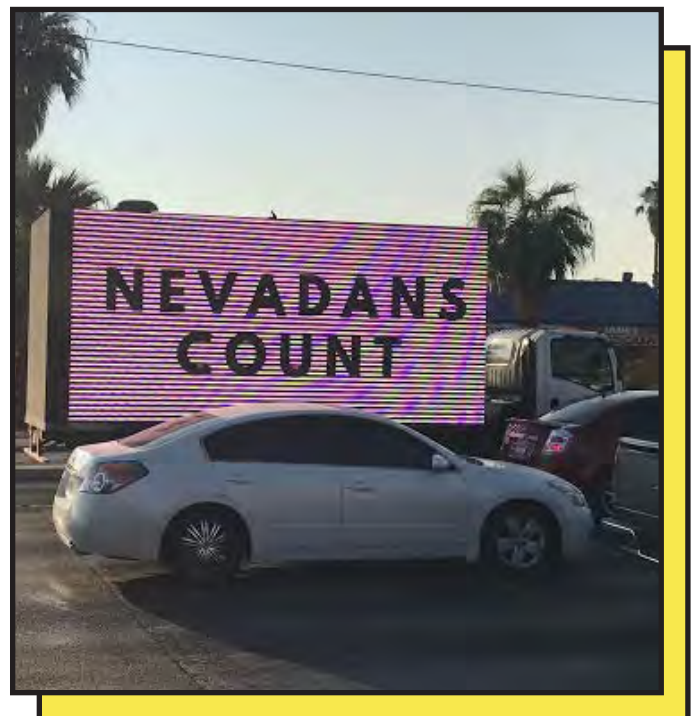
VOTER REGISTRATION

In March 2020, five Table partners paused their large-scale voter registration field collection due to the pandemic. While staff definitely missed the person-to-person engagement, the pandemic forced SSV and partners to explore online voter registration (OVR) and grow their knowledge around digital and remote organizing. Their partners developed new tactics and built their social media presence, such as printing fliers with their OVR QR code and dropping them off at local businesses or posting their OVR links on Reddit.

In August 2020, with health and safety at the forefront of their plans, SSV offered the same five partners the opportunity to return to the field. Three partners chose to return, while two partners continued their digital and remote OVR collection. In addition to a vendor, those three partners began field collection in September 2020 and continued until the paper voter registration deadline in early October. They are proud to note there were no cases of COVID-19 among their partners' program during field collection.

Combining SSV partners' voter registration from 2019 and their 2020 totals, they collectively registered 31,592 people in-person and 3,984 people via OVR.

SSV introduced two new hotlines to support their voter registration program. The first hotline was implemented to support individuals as they registered to vote through the OVR portal. Through this hotline, SSV assisted voters in English, Spanish, and various AAPI languages.



NEVADA: SILVER STATE VOICES



The second hotline was dedicated to their new Rights Restoration campaign. In 2019, SSV partners passed the automatic restoration of voting rights for formerly incarcerated individuals with a felony conviction. **To engage the 77,000 people who were enfranchised, SSV launched the *Uncaged Votes Uplift Communities* campaign to register, educate, and engage this new voting block.** A component of the campaign included creating a hotline for formerly incarcerated individuals to call, vent, and receive assistance as they registered to vote, and connect them with support or resources as needed.

GOTV

In the 2020 election cycle, SSV partners engaged Nevadans via various methods of GOTV. With COVID-19 being a factor in their lives, SSV partners heavily relied on the little to no contact forms of interactions including phones, text messages, and lots of digital media.

SSV partners were also able to run a small doors and lit drop program, following COVID-19 health and safety guidelines. Most of the GOTV outreach was within Clark County (85%), with Washoe County second (11%), and the remaining work in a handful of rural counties.

Within their collective GOTV universe:

- 71% comprised BIPOC voters (46% were Latinx and 17% were Black),
- 50% comprised voters between the ages of 18-34 years old, and
- 56% comprised women

BUILDING LEADERSHIP

Silver State Voices hosted a series of trainings for partners and volunteers throughout the year. In preparation for election season and GOTV, SSV and Nevada's ProgressNow affiliate, one of their Table partners, co-hosted trainings on security, bad-faith actors, and how to spot infiltration in the organization. They provided trainings on best practices on social media, 501(c)3 compliance, and online security.

The Voter Registration team led three training sessions for partners on online voter registration. Silver State Voices also provided three Election Protection trainings for volunteers where they were trained to identify and report voter intimidation and harassment. The data team hosted 21 trainings during GOTV to support VAN, MiniVAN, ThruTalk, and ThruText usage. They also hosted 19 training sessions on how to use Google Suite and Virtual Phone Banking. **SSV ended the year with 12 permanent team members (their largest ever) building their capacity and leadership as an organization.**

LEARN MORE

Website: www.statevoices.org/state-tables/nevada/
Twitter: [@SSV_NV](https://twitter.com/SSV_NV) / [@LetNevadaVote](https://twitter.com/LetNevadaVote) / [@NevadansCount](https://twitter.com/NevadansCount) / [@NvRights](https://twitter.com/NvRights)





NEW MEXICO CIVIC ENGAGEMENT TABLE

ABOUT NEW MEXICO CIVIC ENGAGEMENT TABLE

New Mexico Civic Engagement Table (NMCET) envisions a thriving New Mexico where historically and systemically excluded communities – people of color, women, TLGBQIA+, and young people – realizes full, decolonized freedom through access and attainment of justice.

They achieve this end by employing the principles of collective impact, unifying diverse organizations from different sectors around a common agenda to strengthen our democracy. Through integrated civic engagement – the seamless and strategic coordination of electoral, base-building, and issue advocacy – their Table and partners produce more habitual voters, build the capacity of community-based organizations and their leaders, and win on issues that impact the lives of their stakeholders.

Learn more about NMCET at <https://civicpolicy.com/nmcet/>.

HIGHLIGHTS

In 2020, the New Mexico Civic Engagement Table (NMCET) successfully executed GOTC outreach, voter registration, GOTV, and Election Protection programs in coordination with 37 partner organizations. **The Table regranted \$648,800 to partner organizations to partly or wholly fill organizations' GOTV, voter registration, or GOTC budgets.**

The Table also hosted 34 trainings for Table partners that resulted in 222 volunteers and members skilled in various topics and capacity building modules. For many Indigenous leaders and promotoras trained by NMCET partner organizations during the 2020 General Election cycle, this was their first time organizing as GOTV campaigners and the effort encouraged many leaders to vote for the first time.

MEETING THE NEEDS OF THE MOMENT

NMCET's civic engagement tactics for Census and GOTV campaigns shifted from primarily canvassing programs to digital, phone, SMS, and mail programs due the impact of the COVID-19 pandemic. This shift in tactics did not diminish the scale of the civic engagement programs engaged by NMCET. However, it did pose a challenge in reaching some hard-to-count communities and underrepresented voters, particularly Native American pueblos and the Navajo Nation. Phone and mail lists for Native American communities have higher rates of being incomplete and out of date, making contact via mail and phone banks a challenge.



CENSUS

The NMCET ran a statewide coordinated Census 2020 GOTC outreach campaign for the first time in their history, building on years of planning and organizing. In 2018, the Table established the New Mexico Community Engagement Complete Count Committee to convene non-profit groups leading Census outreach work and to develop a coordinated GOTC campaign. During the 2019 legislative session, the Table worked with the Governor's office and legislative champions to pass a \$3.5 million appropriations bill for Census outreach work in hard-to-count communities. The Table also supported a bill in 2020 to secure an additional \$8.5 million for Census outreach work.

The Center for Civic Policy's contract with the state of New Mexico to develop and implement a GOTC outreach campaign in partnership with community-based organizations resulted in over 700,000 phone calls, 314,595 texts, 92,687 pledges, and 86,236 literature drops to residents.

GOTV

The Table's statewide GOTV campaign to NAM constituencies contacted voters through phone banking, mailers, and digital ads. **A total of 22 NMCET partners were able to recruit 124 volunteers, in addition to over 98 full-time canvassers, to run the campaign. Together, they made over 800,000 calls to voters and sent over 99,400 mail pieces from eight partner groups.**

Digital ads were placed across various platforms, including Facebook, Instagram, Spotify, and Snapchat, and amassed a total of 3,648,184 impressions, reaching an audience of over 1,000,000.

VOTER REGISTRATION

The Table ran digital and phone-banking campaigns for voter registration tailored to underrepresented constituents. **The Table reached 13,003 contacts and attempts during the campaigns that ran from the early voting through Election Day.**

ELECTION PROTECTION

NMCET partners Common Cause NM, ProgressNow NM, OLÉ, and ACLU NM developed and executed statewide digital Election Protection campaigns and coordinated polling site voter assistance programs in targeted counties. The Table was able to distribute PPE to Table partners' volunteers and members stationed at the polls to assist voters and monitor voter suppression, with funds from the SV Safe Voting Grant.

BUILDING LEADERSHIP

The NMCET helped amplify Table partners' actions for racial justice through coordinated social and earned media campaigns during the summer of national uprisings. NMCET worked with the State Voices State Capacity Building team to develop a plan to engage emerging young leaders in New Mexico's BLM movement and gauge their interest in formalizing their groups into 501(c)(3) organizations.



LEARN MORE

Website: civicpolicy.com/nmcet
Facebook: [@clearlynm](https://www.facebook.com/clearlynm)
Twitter: [@civicpolicy](https://twitter.com/civicpolicy)
Instagram: [@civicpolicy](https://www.instagram.com/civicpolicy)



NEW YORK CIVIC ENGAGEMENT TABLE



ABOUT NYCET

The New York Civic Engagement Table (NYCET) builds power with communities of color, immigrants, and poor and working people to tackle racial and economic inequality in New York. Collaborating with a diverse group of social justice and service-based organizations, they produce lifelong voters, develop leaders, and win concrete changes in people's lives. NYCET fosters a culture of innovation and creativity by piloting and implementing tools, tactics, and organizing strategies.

Through their seamless and continuous coordination of electoral, base-building, issue advocacy, and mass engagement strategies, they work to create a better democracy.

Learn more about NYCET at <https://www.nycet.org/>.

HIGHLIGHTS

In 2020, NYCET regranting \$100,000 to five organizations for GOTV efforts and recruited 100 volunteers for texting outreach and Election Protection programs. 43 out of 62 partners participated in 2020 activities.

In one example of their election-focused efforts, NYCET in collaboration with Common Cause NY coordinated an

Election program to ensure voters in Suffolk County have a voice in this year's critical elections.

MEETING THE NEEDS OF THE MOMENT

NYCET is committed to ending racism and all systems of oppression. In response to the national call to action for racial justice, NYCET released a statement in early June to partners, funders, and other allies re-stating their commitment to racial justice.

In addition, **the Table provided key support to partner campaigns aimed directly at challenging the disparate impact of the current health crisis on BIPOC communities in New York state.** For example, NYCET provided support for partner organization campaigns including Housing Justice for All, a campaign led by NYCET partners fighting for equitable and affordable access to housing. Their support included strategic guidance for outreach efforts and access to tools to enhance outreach to community members.

CENSUS AND/OR REDISTRICTING

NYCET provided \$40,000 in subgrants to six organizations in support of GOTC efforts. These resources were provided in March of 2020, enabling partner organizations to kick off

their Census outreach efforts in anticipation of additional funding becoming available from the state government soon after. However, when the pandemic hit, the state's Census funding program ground to halt. Eventually, state funding arrived, but in a much more limited amount and only in the final months. Given all of the uncertainty and lack of funding, NYCET's support was critical in helping partners' programs get off the ground.

VOTER REGISTRATION

NYCET and their partners' voter registration plans were significantly impacted by the shift from field to virtual. In 2020, NYCET and partners collected 6,673 voter registration applications despite the major shift in voter registration plans from field to virtual.

GOTV

NYCET regranted \$100,000 to five organizations for GOTV efforts. This funding supported virtual GOTV campaigns that included tactics such as phone outreach, SMS outreach, digital advertising, and mail. NYCET and its partners sent over four million messages and 13,8000 mailers to people across New York State.

BUILDING LEADERSHIP

In the early stages of the pandemic, NYCET provided partners free access to Hustle, a peer-to-peer texting platform, for four months. However, they understood that the cost of Hustle at scale was not sustainable and began to expedite their transition to Spoke. In addition to Hustle, they also purchased a suite of pivot tools to support partners: Thrutalk (a power dialer), New Mode (an advocacy platform), and Empower (a relational organizing app).

In 2020, NYCET launched their Democracy Builders Fellowship program, a nine-month program developed to build the leadership of young women and gender nonbinary youth of color on Long Island. Their six youth fellows participated in 18 training sessions and they made 247,716 contact attempts in regions across New York State.

“Last year, NYCET and our partners were faced with the unprecedented challenge of rapidly shifting our work from field to virtual in response to the COVID-19 pandemic. State Voices provided critical support every step of the way – from ensuring that our team had the equipment needed to successfully work from home to providing our volunteers with essential PPE so they could safely monitor poll sites. State Voices partnership was key to our success in reaching out to millions of New Yorkers for Census and GOTV in 2020.”

Melody Lopez

Executive Director at NYCET



LEARN MORE

Website: www.nycet.org/

Facebook: www.facebook.com/nycivicengagement

Twitter: twitter.com/NYCivicengage

Instagram: www.instagram.com/nycivicengage/



OHIO VOICE

“By basically every metric—contacts, volunteers, social media actions, grants, and more—this was clearly our best year ever. But it was a hard year, and we have a lot of soul-searching and planning to do for the future.”

Gavin DeVore Leonard
Co-Director at Ohio Voice



ABOUT OHIO VOICE

Ohio Voice is the 501(c)3 Table in Ohio. They create the infrastructure that supports and coheres the social movement ecology in Ohio to improve the lives of all Ohioans. Their role is all about support. They make sure that Ohio progressives have the resources, skills, and networks they need to pursue the change they are working toward.

Ohio Voice's mission is to support and grow the ecosystem of non-profit, non-partisan organizations doing year-round civic engagement with underrepresented communities in order to win progressive governance that will improve people's lives. Ohio Voice has more than 60 partners, the large majority of whom participated in Table activities.

Learn more about Ohio Voice at <https://ohvoice.org/>.

HIGHLIGHTS

In 2020, Ohio Voice partners logged more than three million contact attempts in State Voices VAN. This was a 4200% increase in contact attempts from their outreach in 2016. On social media, they reached 10 million people with more than 37 million impressions and 300,000 actions. They supported outreach for the Election Protection hotline and innovative local projects including a food truck used as a mobile hotspot for voter education.

Ohio Voice staffs the Ohio Voter Rights Coalition (OVRC), which is the main source of their volunteer engagement in an election year. This year, OVRC had more 1,700 volunteers, including over 1,200 poll monitors, in addition to peacekeepers, command center volunteers, ambassadors, and social media monitors.

Ohio Voice initially projected over \$2 million in income for 2020, but additional generosity increased their budget with an income nearing \$3.8 million. This particularly supported their regranting which increased 372% from \$225,000 to more than \$870,000.

Across the board, Ohio Voice and their partners took significant steps forward in civic engagement work as a result of this year's investments. These investments supported projects such as Columbus Police Department Out of Columbus City Schools (CPD Out of CCS) which successfully removed police officers from schools in Columbus.

MEETING THE NEEDS OF THE MOMENT

Ohio Voice prioritized mass protest and police reform work while considering re grants to the field, and made investments in 12 organizations working on the ground. During the spring and summer, they opened their office/

co-working space for individuals seeking refuge, and are actively supporting police reform campaigns at the local level in several cities. Ohio Voice also commissioned a poll in the fall related to a potential Cincinnati campaign and are taking those learnings to the next level.

Due to COVID-19, Ohio Voice shifted their activities around statewide ballot initiative to raise Ohio's minimum wage and their Census work. They spent two years preparing to use the Census as an opportunity for in-person organizing and engagement, but pivoted to remote contact due to the pandemic. Despite this, Ohio Voice reached more than 175,000 hard-to-count (HTC) Ohioans.

In 2020, Ohio Voice prioritized the safety of their staff and voters. In response to COVID-19, they closed their office and co-working space to halt in-person contact. They distributed thousands of masks through a variety of programs, primarily the Election Protection and post-election planning work.

ELECTION PROTECTION

Ohio Voice's Election Protection program recruited more than 1,700 volunteers in 2020.

Over the year, Ohio Voice saw a 50% increase in electioneering and intimidation tactics at voting locations. In response to possible voter intimidation, **Ohio Voice organized peacekeeping volunteer opportunities and granted funds to their partners for support against voter intimidation.** They created protocols and communication lines in case partners experienced violence at post-election events or white militias appeared at polling places.

BUILDING LEADERSHIP

Ohio Voice believes training and leadership development is critical to supporting the ecosystem engaging in civic engagement work. **They ran an 18-month Vision for Ohio Fellowship, which included four weekend workshops, coaching, projects, and graduation for 24 fellows.** To support the growing number of people engaging and learning, Ohio Voice also hosted trainings on a variety

of topics including legal support, medic training, policy change, and social movement ecology.

Other trainings hosted this year include Community Building, Data Capacity, Transforming Justice Network 2020 Training Program, Race Equity Project, and Vision for Ohio Fellowship, and digital capacity.



[LEARN MORE](#)

OHIO VOICE

Website: ohvoice.org/

Facebook: www.facebook.com/ohiovoicec3/

Twitter: twitter.com/ohio_voice

OREGON VOICE

ABOUT OREGON VOICE

Oregon Voice was founded in 2009 as Oregon's 501(c)(3) nonpartisan civic engagement table, providing leadership, resources, and training to local grassroots organizations, especially those serving historically underrepresented communities. Oregon Voice works to raise the profile, build leadership, and increase civic engagement organizations' shared power in Oregon.

HIGHLIGHTS

In 2020, Oregon Voice paused their operations and entered a restructuring process with support from Dancing Hearts Consulting. Through this process, Oregon Voice is seeking to build non-hierarchical relationships with grassroots organizations and create a community-based infrastructure to grow civic engagement strategies that center the work and issues of BIPOC experiences.

During this pause, Oregon Voice continued critical support for six partners. Oregon Voice's data manager supported organizations that reported in the VAN. These organizations reported voter contact programs like textbooks, mailers, and phone banking programs. Below is the breakdown:

- 236,000 texts,
- 34,000 pieces of mail, (1 partner that reported) and
- 87,224 phone calls.

Oregon Voice is headed in a powerful direction - with the support of a new Interim Executive Director and resources across the State Voices Affiliated Network, there will be much to look forward to from this State Table.



[LEARN MORE](#)

Website: statevoices.org/state-tables/oregon/



PENNSYLVANIA VOICE

ABOUT PENNSYLVANIA VOICE

Established in 2010, Pennsylvania Voice is the 501c(3) table of over 44 state and local based organizations working year round to create a more accessible, inclusive, and representative democracy by amplifying the voices, leadership, and expertise of communities that have historically experienced deliberate barriers to civic participation. Their partnership is grounded in the belief that a fair and just society will be achieved through collective power; democracy requires full participation and equitable representation; and the pathway to power in the commonwealth of Pennsylvania values Black, Indigenous, Latinx, and AAPI communities.

Together, they win shared policy and civic engagement victories to build long-term power.

Learn more about Pennsylvania Voice at <https://www.pennsylvaniaivoice.org/>.

HIGHLIGHTS

Pennsylvania Voice (PA Voice) raised more than \$7 million for civic engagement work in Pennsylvania in 2020, the most funds raised in its history. **PA Voice regranted nearly \$3 million to network partners to support every program for the civic engagement work deployed this year.**

Simultaneously, PA Voice and 34 partner organizations conducted internal culture and Diversity, Equity, Inclusion, and Justice (DEIJ) reviews to continue to break down the systems of oppression and white privilege.

Following the election, PA Voice continued to protect Pennsylvania's votes. Making calls to 25 priority counties in Pennsylvania, the Table assessed the number of provisional ballots cast and contacted over 10,000 challenged voters, and provided tools to defend themselves at hearings. PA Voice also provided guidance to the Fight Back Table, an allied coalition, to help guide Count Every Vote strategies and actions.

MEETING THE NEEDS OF THE MOMENT

As COVID-19 spread, PA Voice collectively decided to suspend door-to-door canvassing and in-person activities to protect the health and safety of communities, volunteers, and staff. They had to get creative to shift tactics to remote field programs.

The Table wanted to ensure Pennsylvania were able to vote safely, and had agency to determine what manner of voting was the best for them. PA Voice conducted outreach to assess how different community members wanted to vote, whether by mail or in person.



For people who wanted to vote by mail, the Table and partners followed up with them with relevant vote by mail education, deadlines, and reminders to return ballots. This education was especially important in Pennsylvania, since the state implemented a new vote by mail program in 2020.

For people who wanted to vote in person, PA Voice and their partners did GOTV outreach, reminders about polling locations, and more. They also did the Vote Guardian program, in which guardians would be present at polling locations to ensure all voters were safe, had food and water, and had personal protective equipment.

CENSUS

Beginning in 2017, the Pennsylvania Voice partnership launched the Keystone Count Coalition, the center of gravity for Census education and outreach by nonprofit organizations in Pennsylvania. By 2020, the Keystone Counts Coalition represented over 100 non profit organizations across the state, educating their communities of the importance of the Census.

Beginning in 2019 and going through May of 2020, Pennsylvania Voice and partners ran the largest GOTC field program in the country. Their analysis found several indicators that show their work made a significant difference in engaging historically undercounted communities to participate in the 2020 Census. In total, the GOTC field program had 15 partners who reached out to hard-to-count households in 16 counties via door knocking, text banking and calling. The GOTC campaign exceeded target goals by 65%, and the Table's collective outreach efforts reached 405,381 households across Pennsylvania and connected with 43,646 households, directing them to Census Bureau response options.

The collective work executed in the GOTC program laid critical groundwork that allowed partners to expand to 25 counties later in 2020 for coordinated electoral work.

This work continues through the PA redistricting cycle to ensure BIPOC communities have opportunities for governance.

GOTV

PA Voice continued to take intentional steps to center BIPOC experiences and leadership in their GOTV campaigns. The Table commissioned five BIPOC Pennsylvania-based artists to design digital graphics and printed posters to engage potential voters and provide voter guidance on how to fill out and return a ballot. A local Black-owned printing company printed posters, and BIPOC community leaders were hired to hang 6,600 posters in 20 cities across the state.



PENNSYLVANIA VOICE

PA Voice prioritized language access by translating digital voting toolkits into Spanish, Arabic, Korean, Chinese, and Vietnamese, all of which were made available to partner organizations and their communities. The results of the GOTV and vote by mail programs include 1,293,000 Pennsylvanians contacted by phone, 407,228 by text, 9,348 by mail, and 9,178 at the door while following COVID-19 safety measures.

VOTER REGISTRATION

In 2020, PA Voice conducted remote voter registration for first time. The state established an Application Programming Interface (API) for online voter registration. This made it possible for community organizations to encourage voters to register online while retaining important, non-sensitive contact information that allows groups to conduct civic engagement follow up.

PA Voice partners conducted specialized data analysis and digital organizing to conduct this remote outreach and follow up for voter registration.

Partners like organizers at Vietlead had to rapidly change their approach to voter registration. Anh Le Nguyen, Program Coordinator, of Vietlead shared that in their communities, “there was mistrust in government” and Vietlead organization had to address that mistrust as part of the process of convincing people to engage as voters. To address issues around trust, Vietlead began handing out hand sanitizer and masks in supermarkets, which both promoted real science and health as well as “language justice, redistribution of resources and relational organizing” in Anh’s words.



Ultimately, the Table's voter registration program registered 88,272 applicants, exceeding the COVID-19 revised goal of 77,000 applications.

ELECTION PROTECTION

PA Voice was deeply attentive to the potential for voter intimidation and violence on Election Day. The Table supported the Voter Guardians, a BIPOC-led effort to complement traditional Election Protection poll monitors, by placing volunteers trained in de-escalation at targeted polling places.

Volunteers and staff also served in the statewide Election Protection Command Center on Election Day to respond to incoming reports concerning voter intimidation.

BUILDING LEADERSHIP

Since 2016 PA Voice has challenged itself and partner organizations to center racial equity internally and externally. PA Voice held multiple trainings throughout 2020 that were accessible to dozens of partners within their integrated voter engagement workgroup. 18 additional trainings covering a combination of new skills (digital organizing, relational organizing), tools (Reach, ThruTalk, ThruText), and program training (VBM app push, VBM ballot chase) were held for the integrated voter engagement working group partners between June 2020 to October of 2020.

PA Voice also prioritized bringing more Black organizers and collectives to the Table, recognizing their expertise and perspective as critically important to civic engagement. In June 2020, PA Voice launched a pilot organizing fellowship with Black-led organizations to invest in their work.

Fellows came from the organizations One's Up, an organization where Black youth come together to advocate for themselves and their communities, and Black Voters Matter Pennsylvania, an organization that aims to build Black political power.



“Make The Road PA has been a partner in PA Voice initiatives for several years, and we value the diversity of their coalition, the depth of their expertise, and the commitment of the organization to ensuring that communities of color are centered in our civic engagement work. The tools and technical expertise that they bring to campaigns has enabled us to act more effectively, and enabled PA Voice partners to work as a powerfully effective coalition to protect the vote and ensure that all eligible voters have access to the ballot.”

Maegan Llerena

Executive Director at Make the Road Pennsylvania

LEARN MORE



Website:
www.pennsylvaniaivoice.org/

VIRGINIA CIVIC ENGAGEMENT TABLE

ABOUT VCET

The Virginia Civic Engagement Table (VCET) strengthens and connects Virginia’s progressive nonprofit organizations and activists and acts as a hub for the larger progressive community. They believe their Commonwealth works best when every voice is heard. Their partners work together to advance equality, justice, and opportunity, to win shared policy victories and strive to engage underrepresented communities in the democratic process.

Learn more about VCET at <https://engageva.org/>.

HIGHLIGHTS

In 2020, VCET executed a robust Election Protection effort, growing from a \$10,000 program to \$375,000 through strategic fundraising.

They raised over \$170,000 to regrant to partners on the ground in support of their GOTV efforts, recruited more than 1100 volunteers, advocated for increased access to voting during the Special Session, and ran a field program through the early voting period and on Election Day that spanned more than 400 precincts. They made over 275,000 phone contacts into hard-to-count communities and mobilized partners to send more than 6,500+ postcards.

When Virginia’s voter registration portal crashed on the voter registration deadline, VCET, along with two partners, sued

“In a year of turmoil and uncertainty, VCET partners rallied to care for our people. From mutual aid to advocacy for rent relief to expansion of voting rights, our partners demonstrated remarkable resilience and courage.”

Irene Shin

Executive Director of Virginia Civic Engagement Table



the state and won an extension of 48 hours. During those 48 hours, more than 24,000 Virginians registered to vote.

These efforts resulted in a record-breaking November voter turnout and 2020 Census response rates that surpassed 2010.

MEETING THE NEEDS OF THE MOMENT

In navigating the realities of the COVID-19 pandemic, VCET recognized the need to prioritize the wellness and care of their staff, and shifted their strategies to meet the needs of their communities. They transformed their door-to-door outreach plans to digital and analog organizing, utilizing texting, phonebanking, and handwritten postcards to base build and connect with their networks. With the rapidly changing circumstances around voting access, they expanded their Election Protection Program to ensure maximum impact for their communities.

In support of the uprisings, they cultivated space for their partners and staff to share about how the realities of white supremacist oppression were impacting their work and how others could support, and how they could develop the work that they need to commit to as a community. Since the summer, VCET employees have facilitated DEIJ conversations with their partner organizations' staff as they work through their own internal racial calibration. They have provided data, mobilization strategy, and convening space to the Activated People's Transforming Police Coalition, which they are also a member of. At their Staff of Color Roundtable meetings, staff of color at their partner organizations shared what racial equity looks like in their offices and how they, as a community of progressive organizations, can continue to work internally to push racial equity for staff of color.

ELECTION PROTECTION

In the 2020 cycle, VCET executed the most vigorous Election Protection Plan in recent Virginia memory. **They grew Election Protection from a \$10,000 program to more than \$375,000, raising enough funds to regrant to partners on the ground in support of their GOTV efforts.** They recruited more than 1,100 volunteers, advocated for increased access

to voting during the Special Session, and ran a field program through the early voting period and on Election Day that spanned more than 400 precincts.

Between March and April, the Virginia Counts Coalition was able to make over 275,000 phone contacts into hard-to-count communities. They mobilized their partners to send more than 6,500+ postcards. Additionally, because of the early civic engagement investments State Voices made in Virginia, **they had record-breaking voter turnout in November and they surpassed the 2010 Census self-response rates.** They increased the number of calls and texts they could provide at no cost to their partners early on in the pandemic in their mutual aid efforts.

BUILDING LEADERSHIP

VCET held 11 workshops and leadership development training sessions for their volunteers and Virginia Progressive Leadership Project (VAPLP) alum, which included a virtual public speaking workshop with a voice coach. They also held "New Voting Laws in Virginia" workshops for several of their partners' field staff to bring them up to speed on the newly-passed laws.



[LEARN MORE](#)



Website: engageva.org/

Facebook: www.facebook.com/virginiatable

Twitter: twitter.com/WeEngageVA

WASHINGTON: WIN|WIN

Win|Win believes in ensuring their partner organizations not only have access to tools and technology for their work, but they also have a team of supportive champions who are there to answer their calls and help guide the way. Many of Win|Win partners have started to use peer-to-peer texting for the first time, like their partners at Asian Counseling and Referral Service, an organization who provides community-based multilingual and multicultural services for the API community in King County.



ABOUT WIN|WIN

Win|Win Network is a network of progressive organizations coming together to advance racial, social, and economic equity across Washington through political engagement. Their network represents over 30 organizations fighting for social justice, women's rights, the environment, and working families. They come together across issues to expand civic and political participation and address growing disparities in our democracy.

Win|Win provides coordination, data analyses, and tools and capacity support to increase their network's collective ability to create change. They focus on the high-level and long-term intersections among their network partners to inspire participation and increase political access.

Learn more about Win|Win at <https://www.winwinaction.org/>.

HIGHLIGHTS

The **2020 elections saw near-record turnout in Washington, with statewide turnout reaching 84.14% in the 2020 General Election.** Between January 1 and November 3, 2020, 469,016 people registered to vote for the first time in Washington state.

With over 16,000 voters registered in the three days leading up to the election, WA Voting Justice Coalition's advocacy for the passage of same day voter registration has contributed to the year's success.

Win|Win also provided targeting and VAN support for three successful ballot initiatives; Referendum 90 for Comprehensive Sex-Ed, Yes for Transit in Seattle, and Harborview Health for All.

MEETING THE NEEDS OF THE MOMENT

While the COVID-19 pandemic required Win|Win to shift how partners were supported, the Table was able to maintain organizational resources and goals. Win|Win shifted to all-remote meetings with Table and coalition partners and adapted technical support and VAN assistance to meet the needs of the Table's remote programs. This included converting from Hustle to ThruText, onboarding additional Table partners into the texting system, and dedicating research into digital organizing best practices for voter registration.

CENSUS

Win|Win's former Data Manager was an active member of the Census Alliance data committee and provided support early on with developing a statewide map to inform outreach efforts. Win|Win also provided partners within the Census Alliance with

data-driven support through the VAN for Census outreach, including State Voices' national resources. In June, Win|Win was proud to support the Census Alliance implement a text program to reach low-response communities through the VAN. During the General Election, Win|Win supported the Census Alliance with using the VAN to manage their voter engagement program. **Due to the work of the Census Alliance and partners across the state, Washington state had the third highest Census participation rate in the country.**

VOTER REGISTRATION

Win|Win's added capacity in 2020 allowed for additional support to be provided for AAPI partners, Asian Pacific Islander Americans for Civic Engagement (APACE) and Asian Counseling and Referral Service (ARCS). In response to COVID-19, they helped organize a table of partners to share resources on shifting voter registration programs to the virtual and digital field spaces. Partners ran multiple pilot programs to test Facebook digital ads for online voter registration programs. They also partnered with State Voices and Rock the Vote to bring their online voter registration app to partners in customized landing pages, such as this app created for the [WA State Coalition of African Community Leaders](#) at no cost to the partners.

GOTV

They were able to offer best practices training, more expansive data analysis, and additional digital tools for GOTV efforts. Win|Win continued to provide data strategy support to a multi-year GOTV effort to mobilize "infrequent" progressive voters in swing districts. Win|Win used national and local research to refine their voter targeting approach in 2020 and shaped the voter universes for GOTV mail, phone, and text programs in five swing districts. **Preliminary analysis suggests that the voters this coalition engaged (BIPOC voters, young voters, and low-income voters) had more than three times the turnout rate compared to those same groups in 2016.**

Win|Win also provided targeting and VAN support for three successful ballot initiatives: Referendum 90 for Comprehensive Sex-Ed, Yes for Transit in Seattle, and Harborview Health for All.

In partnership with the Seattle Foundation and King County Elections, Win|Win received funding to provide capacity-building support to grantees in the [Voter Education Fund](#) program. In 2020, Win|Win hosted two group trainings and presentations at grantee gatherings on civic engagement best practices and how to use digital tools to register and engage voters remotely. They also

met individually with 75% of the grantees to provide individualized coaching, support, and technical assistance in expanding their local civic engagement efforts. Most grantees of this program were small-budget (under \$500,000), BIPOC-led, and BIPOC-serving nonprofits who are trusted institutions in their respective communities. **Their capacity-building work through these organizations, many of whom are prospective Win|Win Network partners, is a model of the kind of powerbuilding Win|Win aspires to support in underrepresented communities.**

Win|Win is aiming to become a trusted provider of research, analysis, and best practices in civic engagement in their state. To that end, they developed multiple assets in 2020 to share with network partners: a [Civic Engagement Best Practices Guide](#) that synthesized national and local research on the most effective methods for registering and mobilizing voters from underrepresented communities, a 2020 August [Primary Analysis Report](#), and two 2020 General Election Reports (a non-partisan, 501(c)3 report and a partisan, C4



WASHINGTON: WIN|WIN

“We started using ThruText this year through Win|Win. It was great to have support from Rosa and the Win|Win staff, who would always answer our calls or hop on a video when we needed anything. We always felt very supported.”

Rockie Aguirre

Field Organizer at Asian Counseling and Referral Service



report) that highlight key findings and insights to help partners create effective, data-driven strategies for the 2020 General Election. The process for crafting each report will serve as a foundation to build on for future analyses and recommendations for their network.

ELECTION PROTECTION

Washington state saw an increase in partner organization participation in Election Protection efforts across the country and in Washington. **Win|Win had partners involved with organizing the Washington Protect the Results & Count Every Vote Virtual Rally after the election**, which was a part of a national effort. They were also grateful to distribute Election Protection masks from State Voices to their partners leading in-person voter engagement efforts up to Election Day.

BUILDING LEADERSHIP

In 2020, Win|Win shifted the way they provide support to network partner coalitions. They shifted their model to make space for leadership of coalition members by stepping back from roles where they previously “managed” the coalition’s infrastructure. This put the power in the hands of partner organizations leading the charge on issues such as democracy reform and the WA Census. This shift received positive feedback from each coalition they were a part of, as they moved to a data-driven support role within each coalition.

One example of this was the WA Voting Justice and WA Rights Restoration Coalitions. Both of these coalitions exemplify effective, community-driven, coordinated legislative advocacy. In 2020, coalition leaders strengthened coalition structure, development of new tools, increased engagement from existing and new coalition partners, and built a stronger alliance between the two coalitions on shared advocacy priorities for the 2021 session. Both groups are now working to pass the Voting Rights Restoration Bill and have voiced that “this is the most prepared we’ve ever been for the legislative session.” This highlights the power of stepping back to make space for network partners to own the process in their advocacy work.

[LEARN MORE](#)



Website: www.winwinaction.org/



WISCONSIN VOICES

**As of 2021, Wisconsin Voices is no longer an affiliate of State Voices. For context, please visit <https://www.facebook.com/WisconsinVoicesWorkers/>*



ABOUT WISCONSIN VOICES

Wisconsin Voices envisions a Wisconsin where every person has the means, motivation, and freedom to fully participate in a just democracy that provides opportunities for all people to thrive.

They unify a dynamic network of over 60 progressive nonprofits in Wisconsin around achieving shared goals to build a better democracy. Wisconsin Voices builds their partners' capacity, amplifies their impact, nurtures new leadership, promotes racial equity, champions transparent policies, and fosters civic engagement so that everyone has an equal voice.

Wisconsin Voices plays a unique role in the progressive movement by creating the structure to empower organizations in the 501(c)3 community through:

- Capacity building,
- Year-round civic engagement,
- Convening and connecting, and
- Long-term strategic planning for collective impact.

Learn more about Wisconsin Voices at <https://wisconsinvoices.org/>.

MEETING THE NEEDS OF THE MOMENT

During the escalation of the COVID-19 pandemic, Wisconsin Voices made the collective decision to shift their program tactics from in-person Census and GOTV canvassing to emphasize layered virtual relational organizing. Wisconsin Voices and many of their partners were previously trained in digital tools like Hustle and Reach and were already regularly using them as tactics in their campaigns. This experience meant that partners spent less time training, and quickly and seamlessly launched rapid response call and texting campaigns to share critical information in their communities.

CENSUS

Wisconsin Voices created a multi-year plan for Census work that started in 2018. Their primary strategy included building a relational organizing program and other in-person events to educate communities of color about Census participation. Throughout January and February 2020, Wisconsin Voices

ran an extensive canvassing program to contact every door in hard-to-count communities at least once. Although the Table was unable to complete the second round of planned door-to-door canvassing in April due to COVID-19, Wisconsin Voices partners successfully collected 15,000 digital Census pledge cards. Digital pledge cards functioned as the initial form of contact, allowing organizations to follow up with layered tactics and information on voter education, mutual aid resources, and safety at the polls.

VOTER REGISTRATION

Wisconsin's state voter registration is 100% online. However, the state does not have a localized system to complete the voter registration process. To fill this gap, Wisconsin Voices developed the proprietary app VoterMover, which took registrants throughout the entire voter registration process, from collecting their voter registration information to transmitting the application to the Secretary of State.

In the field, canvassers went out with handheld devices to register voters online via VoterMover. With valuable features like list segmenting and direct texting and calling in the app, partners and volunteers could automatically follow up with voters, conduct chase for any partially registered applicants, and undertake multiple GOTV contacts.

Along with online and in-person canvassing, Wisconsin Voices hosted community mutual aid events, including a drive-through voter registration event in partnership with the Milwaukee Bucks Major League Baseball team.

ELECTION PROTECTION

Wisconsin Voices played a leading role in the 2020 Election Protection efforts during the primary and General Elections. They worked with the Wisconsin Voter Coalition to create videos explaining how to request and complete absentee ballots.

Due to COVID-19, their strategy shifted to virtual and roving poll monitor programs that limited in-person activities. In addition to this shift, Wisconsin Voices distributed large

quantities of PPE and snacks for volunteers and voters. During the General Election, eight partner organizations recruited volunteers, and staff participated in the roving poll monitor structure.

In April 2020, Wisconsin's primary elections proved to be a test in safely deploying volunteers to distribute PPE to voters and monitor polls. In Milwaukee, the most populous and diverse city of Wisconsin, over 180 polling locations were condensed to six due to COVID-19.

During the General Election, Wisconsin Voices partners created an Election Protection program called Defenders of Democracy that trained volunteers in de-escalation to monitor for voter intimidation at the polls and distribute PPE.



[LEARN MORE](#)



Website: [wisconsinvoices.org/](https://www.wisconsinvoices.org/)

Facebook: www.facebook.com/WIVoices

EMERGING STATES



ALABAMA: ALABAMA FORWARD

Alabama Forward is a 501(c)(3) civic engagement coordinating table committed to advancing freedom movement and progressive, solution-oriented policy among a coalition of organizational partners, in order for every Alabamian to engage in the democratic process. In pursuit of this mission, Alabama Forward prioritizes race and gender equity to engage every Alabamian in all aspects of our democracy. Alabama Forward currently has 23 member groups, all civic engagement organizations emerging from a variety of movements and advocacy spaces around the state.

After securing fiscal sponsorship with Planned Parenthood Southeast in early 2020, they hired their executive director who started work in late August 2020. The director and board facilitated formal state incorporation of Alabama Forward on October 23, 2020 and applied for IRS 501(c)3 status in November 2020. Between September and December 2020, Alabama Forward distributed over \$300,000 in technical assistance and grants to member groups and allies who were engaged in voter engagement and voter protection work. Between late September and November 3, those groups collectively reported performing over 1,470,000 voter engagement acts throughout Alabama (breakdown of total here). This included:

- 1.3 million text interactions,
- 10,000 doors knocked,
- 23,000 voter registration attempts,

- 26,000 absentee ballot applications, and
- 41,000 phone calls.

During this same time period, Alabama Forward also launched their Statewide Asset Mapping Project (STAMP), an ongoing effort to assess the capacity of mission aligned civic engagement groups throughout the state. In response to early STAMP feedback, they began providing a series of publicly accessible VAN trainings.

To strengthen engagement with their members and Alabama's wider civic engagement community, they facilitated a series of public-facing events, including a bi-weekly virtual speaker series called The Weekly Tune-Up, as well as a Legislative Summit focusing on redistricting, coalition building, and the connection between identity and movement building.

In 2021, Alabama Forward launched five member driven working groups focusing on Asset Mapping and Public Engagement, Election Reform, Member Development, Table Development, and Voter Engagement. This summer, Alabama Forward will launch initiatives focusing on year round voter registration, community mapping, engagement of 18-45 year olds, and exploring connections between grief and civic engagement. In our first full year of operation, our hope is to lay a foundation that supports our collective goal of leading one million Alabamians to voter registration and deeper civic engagement experiences over the next decade.



TENNESSEE: CIVICTN

CivicTN is a statewide civic engagement table that harnesses the collective power of like-minded nonprofit organizations to empower underrepresented communities to have a greater voice in shaping policy and choosing the leaders that impact their lives.

2020 was an extremely important year for CivicTN, not only because of the election, but also because of the 2020 Census. It was also one of the most challenging years for voter outreach. Because of this, the value of working in a coalition became abundantly clear. They were able to collaborate on the best way to pivot outreach strategies with support from national partners, share ever changing information about Census and absentee voting procedures.

CivicTN's field operation relied heavily on door-to-door canvassing, so in March 2020, they revised their entire plan. Instead of door-to-door canvassing, the program

moved to digital relational organizing using REACH, phone, and text banking. Digital became crucial to disseminating information. To this end, they ran a robust digital campaign around completing the Census, voter registration, GOTV, and voting absentee by-mail.

Despite all of the challenges, CivicTN met or exceeded almost all of their voter contact goals developed by coalition members in their 2020 Voter Outreach Plan. Overall, they registered over 3,000 voters, made over 1.65 million contacts with voters through phone, text, and mail, and received over 3.4 million impressions from their digital campaign with over 700,000 complete video views.

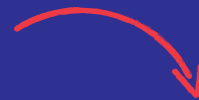
Even with record turnout in 2020, TN still ranks at the bottom of voter turnout. There are thousands of unregistered Black, Hispanic, and young voters in TN. In the coming years, CivicTN hopes to attract more investment in TN to continue to build capacity in nonprofit organizations to register and turnout voters, advocate for pro-voting policies, and build power in communities of color.

WEST VIRGINIA: TOGETHER WV

The mission of Together WV, West Virginia's voter engagement table, is to develop long term, nonpartisan, progressive civic and political infrastructure that fosters an accessible, inclusive and more representative democracy to help West Virginians build healthy, sustainable communities.

The Table was first convened in March 2020. Since then, they have built an active coalition of more than 16 statewide organizations, which collaborate on voter engagement projects and pool resources toward shared goals. In 2020, Together WV recruited and trained a shared base of more than 50 volunteers and paid organizers within communities across West Virginia. They designed and coordinated a multi-organization voter education project regarding how to vote safely in the 2020 West Virginia Primary Election, reaching 7,000 voters, and people for the entire year. This was supported by Together WV's development and deployment of an issue-based messaging campaign, social media strategy, and branding.

Together WV also developed a suite of resources to support deep collaboration among 501(c)3 organizations and grassroots projects serving democracy across the state. This included coaching, training, funding, staff support, and digital tools to build the capacity and competencies of grassroots leaders and organizations. As part of this work during the 2020 General Election, Together WV funded, coached, and provided in-depth technical support for two statewide Black-led GOTV programs, one targeting low-income adults and one centering Black student leaders.



**OUR NETWORK BELIEVES
THAT BUILDING A HEALTHY
DEMOCRACY REQUIRES
INVESTING IN AND
STRATEGICALLY ALIGNING
STATE, REGIONAL AND
LOCAL WORK.**



CONCLUSION: CONTINUING THE MOMENTUM IN 2021 AND BEYOND



Advocates, organizers, and voters overcame so much in 2020, to embrace and amplify civic engagement to fight for inclusive democracy. From rising up in defense of Black lives, to surviving an ongoing pandemic, to rallying against attempts at voter suppression and fighting for every vote to be counted, we continued to demonstrate our collective power.

In 2020, the State Voices Affiliated Network registered 2.1 million people to vote, made over 228 million contacts, ran the biggest Election Protection program in our history, and moved \$9.4 million to the ground. **But what we are most proud of is how we did this work during a year of unprecedented challenges, and how we continue long-term organizing for a liberatory future.**

This year, we centered our humanity and our values, on the micro and macro levels. We committed to checking in on every canvasser, shifting to a four-day work week, providing support for mental health and wellness, and creating flexible schedules for working parents. We supported each other through the most difficult time and had a historic year of wins.

State Voices is in this for the long haul, and we're leading in new ways. While we celebrate our organizational shifts, our priority remains the same: to unify our multiracial and multicultural partners around a common agenda to strengthen our democracy, to fortify our progressive organizations, and to amplify the voices of underrepresented and marginalized communities.

In doing so, **we are able to accomplish more together than any one of us would ever be able to accomplish alone.** As we continue along this journey towards a more equitable and healthy democracy, we hope to bring our Table, donor, and progressive movement partners with us on the journey.

2021 brings new opportunities and new challenges. We're heading into fights for **fair redistricting** to make sure marginalized communities are represented and heard. We know that change is local, and now that we're shifting from federal elections, we're looking to **local elections**, like judge, sheriff, mayoral, and school board races.

To get to 2024, we'll need transformative change in the next four years. We're pushing for **election reform** and **expanded voting rights**, including for formerly and currently incarcerated people. **We also must address the rampant police violence facing Black communities by fighting for police and prison divestment.** We can't have a healthy democracy without deep investment in systemic alternatives to incarceration and policing, alternatives that help all our communities thrive.

Unfortunately, the U.S. has a long way to go before we see a truly healthy democracy. Anti-Blackness, racialized capitalism, and police violence continue to disproportionately harm BIPOC communities, youth, people of marginalized genders, and disabled people, and more. **But we're not waiting for elected officials and those in traditional roles of power to save us. Organizers and advocates of color across the country continue to demonstrate that we won't rest until we have elections that work, until voices of marginalized people are heard, and until we achieve a truly liberated future. Power comes from us.**

We all have a role we can play in this visionary future. When our communities have the resources to innovate, we will thrive. We will expand our deep organizing, and create transformational policy shifts at the local, state, and national levels.

State Voices sees the opportunity to grow the movement. We believe in our collective power. We believe in our humanity.



WE BELIEVE THAT
WE WILL WIN BY
USING OUR VOICES
FOR POWER.



GRATITUDE

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