

## INFORMATION ON VOTER ACTION GROUPS

KC Voter Action Initiative (9-28-20 REV )

|  | ENVIRONMENTAL VOTER PROJECT   | RECLAIM OUR VOTE   | VOTE FORWARD  |
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| <b>BASIC ORG INFO</b>                                      |   |  |   |
| Website  | <a href="#">link</a>  | <a href="#">link</a>   | <a href="#">link</a>  |
| Nonpartisan & Non-profit?                                  | Yes   | Yes  | Yes   |
| National partner of UU The Vote?                           | No  | Yes. Mother org is Center for Common Ground of VA, whose partners include NAACP, Black Voters Matter, Mi Familia Vota, VoteRiders & DemLabs.   | Yes   |
| <b>OVERALL STRATEGY</b>                                    |   |  |   |
| Mission  | Get more environmentalists to vote in every election.   | Contact voters of color in key voter suppression states by mail and phone to ask them to check their registration status, re-register, & vote. Campaign also uses texting, door-to-door, thru billboards & radio ads.  | Empower grassroots volunteers to write letters to encourage voters from under-represented demographics (largely swing states) to vote.  |
| Target groups  | Environmentalists who don't vote.   | De-registered voters of color in voter suppression states, or low propensity voters.   | Usually racial minorities with historic under-representation in electorate.   |
| Target races & states                                      | Local, state & federal races in 12 states with high nos. of non-voting environmentalists: CO, FL, GA, MA, NV, PA, AZ, VA, NM, NC, NH, ME. | Criteria for working in a state: (1) 20% or more voters of color, (2) significant electoral votes, (3) Senate seat in play. Target states for 2020: AL, AZ, GA, FL, MS, NC, TX .   | Nov. 3 <sup>rd</sup> election. 11 states are featured now with 15 different campaigns (e.g., 44,334 addresses in AZ targeting under-represented voters who are unlikely to move soon & unlikely to vote). |
| Goals  | <ol style="list-style-type: none"> <li>1. Voter registration</li> <li>2. Get out the vote</li> </ol>                                      | <ul style="list-style-type: none"> <li>● 20% increase in turnout among voters of color in at least 4 targeted states where voters of color comprise more than 20% of population</li> <li>● 500,000+ phone bank calls</li> <li>● 2 million+ post cards</li> </ul> | Get out the vote for Nov. 3 <sup>rd</sup> . Vote Forward leads a <a href="#">larger campaign—The Big Send</a> —that aims to send 10 million letters to Get Out The Vote for Nov. election.                |
| Tools for volunteer action (call, direct mail, text, etc.) | Phone banks, text banks, direct mail, canvassing (NB: I think focus is on first two during Covid-19 pandemic).                            | Primarily post carding & phone banking. (SEE UPDATE BELOW) Also: text banks, geofencing, Get-Out-The-Vote billboards in key areas, radio ads, canvassing, rides to the polls & election monitoring.  | Letter writing (partial template provided with place for heartwarming personal note on why voting matters to you).  |
| <b>FOR VOLUNTEERS</b>                                      |   |  |   |
| Where to volunteer   | Sign up <a href="#">here</a> .  | Sign up <a href="#">here</a> .   | Sign up <a href="#">here</a> .  |
| Info you need to provide                                   | Initially: name, address, email & then organizer responds. Follow-up reply involves answering a few questions.                            | Name, email, answer questions about why you're interested in volunteering, etc.  | Provide name & email to register for a volunteer account. A follow-up reply will ask you a few questions; you provide short statement on  |

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|   |   |  | why you want to write letters; helps to provide a link to a social media profile.  |
| Training session required?                                | Yes, 45-min Zoom session. Also, some one-off phone-banking events require additional brief online training just in advance of calling session.  | No, but online videos tutorials for texting and phone banking provided and encouraged (7-14 minutes in length).  | No—brief instructions available online.  |
| Work flow   | Text & phone bank assignments come in waves tied to one state event at a time (e.g., Aug. 5 <sup>th</sup> texting & phone-banking to get out vote in FL primary or May 24 to inform non-voters in AZ about state’s vote by mail system). Sometimes these one-off events require additional short online training session in advance. Assignments are highly time-sensitive & work tends to be completed rapidly—what you don’t get to, someone else does. | Once registered, if you want to send postcards, then connect with your regional coordinator who will send via email spreadsheet with voter names & addresses, script for postcards, label template (with registry website, for example), & writer’s guide. Coordinator indicates when postcards must be mailed (typically 2-week lead time). Another option is to join phone bank. See this <a href="#">video</a> . Or sign up for texting platform. | Can complete letters on your own, downloading as many as 20 addresses at a time. Letters are not to be sent until mid-Oct., just before election. (SEE UPDATE BELOW)   |
| What does org provide to you?                             | Training, access to texting & phone platforms, scripts to text or say on the phone.   | <ul style="list-style-type: none"> <li>• For post carding, short script to be handwritten with instructions, voter names &amp; addresses, label template.</li> <li>• For phone banking, a calling platform is provided and scripts.</li> <li>• Virtual volunteer office support hours available twice a week.</li> </ul>   | Letter template with names and addresses.  |
| What do you have to provide?                              | <p><u>For texting</u>, you need computer or phone &amp; register with “Hustle” (texting platform).</p> <p><u>For phoning</u>, need computer, phone, register with “Hubdialer” (phoning platform).</p> <p>NB: Recipients of texts/calls do not see your personal phone no.</p>   | Order postcards at online store. Order Avery labels (30 per sheet). Order postcard stamps. Need computer and printer. (SEE UPDATE BELOW)   | Blue pen, first class stamps, paper, business envelopes. You need a computer and printer.  |
| Can you choose states/ types of voting issues to work on? | Once you receive notice of a particular state text/call event, you can choose to participate or not.  | ROV targets voters who have been disenfranchised. Not sure if you can select states; check with your regional coordinator.   | Yes. You are automatically assigned to a particular state campaign but you can switch campaigns. Currently, 15 campaigns are posted.   |
| Multiplying your impact                                   |   | Most Thurs. evenings, ROV holds interactive Zoom meeting to hear latest campaign updates. Hosted by Andrea Miller, Executive Director of ROV.  | Social media posts about a volunteer’s work for Vote Forward encouraged but must protect confidentiality of addressees. Template for hosting a Virtual Letter Writing Party available <a href="#">here</a> . |
| <b>*** IMPORTANT CAMPAIGN UPDATES AS OF SEPT 2020 ***</b> |   |  |  |
|   | <ul style="list-style-type: none"> <li>• Multiple <a href="#">phone-bank training and call-making opportunities</a> each week; register for a specific day/time.</li> </ul>   | <ul style="list-style-type: none"> <li>• Post-carding winding down; phone-banking gearing up.</li> <li>• Since Jan 2020, ROV has mailed 5m+ postcards.</li> </ul>  | <ul style="list-style-type: none"> <li>• Letter writing continuing. 5m letters completed; goal of another 5m in next few weeks</li> </ul>  |

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|  | <ul style="list-style-type: none"><li>● 4,500 texting volunteers ready to contact 2.5m voters in 12 states; fundraising underway</li></ul> | <ul style="list-style-type: none"><li>● Check out the <a href="#">phone-banking site</a> for training &amp; call opportunities.</li></ul> | <ul style="list-style-type: none"><li>● NEW MAIL DATE for “The Big Send” is Oct. 17. See <a href="#">here</a> for important tips and notes.</li><li>●</li></ul> |
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