

The Road to November 5

UPDATED 2024 Program & Plans

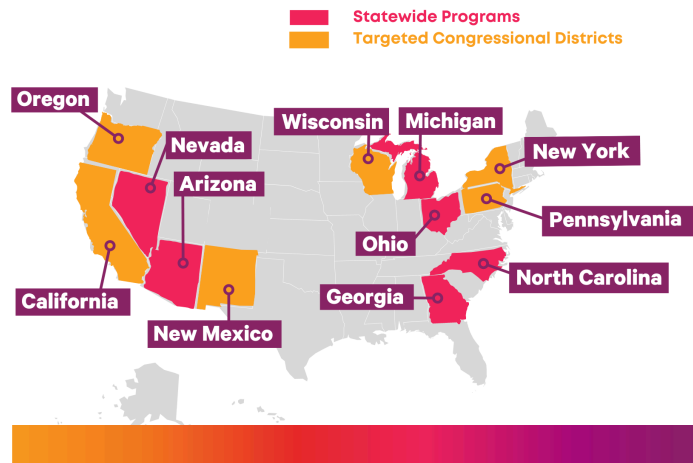
August 2024

There is incredible energy in this moment. November is ours to win or lose — and the fight is far from over. What we do in the next 100 (and counting) days will determine the future of America: one where our leaders protect our freedoms or where MAGA Republicans control us.

As encouraging as Zoom calls thousands deep and donations flowing into the candidates' campaign coffers may seem, we must not get caught in the pundit bubble. On the ground we are seeing numbers that show a long road ahead. Our early live persuasion phones program conducted in the first week for Harris collected 86,000 candidate IDs in our prioritized states. Compared against Biden IDs we completed before his decision to withdraw, these numbers show:

- Fewer voters are considering sitting this election out, but they are still undecided about their presidential choice. While more qualitative data is needed, what we know is that there is work to do to ensure these voters have the information they need to make a commitment to Harris.
- Black voters and older voters, a necessary block in a winning coalition, maintain the highest levels of support, but also still show a significant percentage of undecideds.
- Latino, AAPI, and Gen Z voters show improvement in levels of support but are still our most challenging cohort of voters.

The bottom line: Voters of color — Black, Latine, Native, AAPI, immigrant, women, and young voters with the potential to shift the political calculus in key states — *still* need meaningful engagement and support navigating voting systems to turn out for Harris and values-aligned candidates. This is a moment of organizing.



We are leading on what we know works: the power of trusted messengers to break through, connect lived experiences to issues, and then issues to candidates. Our democracy is at risk in this moment not because voters don't know what change they want, but because the promise of democracy must live in communities themselves, not just candidates. Community Change Action's year-round organizing stands out in that we center voters, making clear that the ballot box is only a first step towards the bold, progressive policy changes we need.

Field Program & Adjustments

If fully resourced, **Community Change Action's 2024 political program will reach 15 million voters and have at least 2+ million conversations prioritized states and additional targeted geographies** that align with key U.S. House and Senate races and the path to winning the presidency.

We remain committed to building a “comprehensive field,” layering the core tactics of canvass, phone, and mail with relational voter contact at our largest scale yet. Our plan creates multiple touchpoints with trusted messengers, increasing the probability that a voter will have a conversation digitally, in person, or with a friend or family member. As we sprint towards the Fall flood, we are adjusting our program and plans to respond to the current political environment. Right now we are:

- **Running statewide direct voter contact programs** alongside our state partner organizations, with canvass programs up and running in all of our priority states. Working hand-in-hand with our partners, we are adjusting scripts and recalibrating universe targets to build a coalition that wins.
- **Running paid persuasion phone calls.** This is the fastest and easiest pathway to scalable candidate IDs. Because our program scaled before Harris's announcement, we have a baseline on hard-to-reach-voters, and with this, we are mapping a persuasion pathway to victory. This program directly reinfuses candidate IDs back into our existing canvassing operations so when we're at the doors, they aren't starting with a cold contact. We anticipate that between 750,000 to 1,000,000 voters will need persuasion across our target states and additional targeted geographic areas. Our phone program is also the best way to scale inoculation of voters for Harris and manage the significant percentage of undecided voters from our base coalition.
- **Launching a layered canvass mail program** with personalized touches that cut through the noise of the massive amount of mail voters in high-profile districts receive. Previous RCT led by the Analyst Institute this type of mail increased voter turnout by 0.5 pp, 50% more effective than knocks alone. Our first trial launched for the Michigan primary.
- **Mobilizing voters through our national relational organizing programs**, including our base who are organizing around **care and child care** — broadening out from the defensive fights over state-level abortion bans to provide voters with an offensive strategy that focuses on women's economic prosperity. We have seen an uptick of responses to our calls to action from relational organizing leaders. One-on-one conversations with every leader in our network have proven that they are ready to throw down.
- **Recruit and empower digital creators and trusted messengers to share their stories**, shaping the public narrative and fueling voter contact programs through a ladder of engagement. The election won't be won or lost on social media — the algorithms that focus content to create likable echo chambers won't allow it. That is why our program prioritizes empowering messengers big and small, and capitalizes on how each and every voter can be a compelling messenger online. Our goal is to reach 10+ million views and 1.2+ million engagements, and while scale is important, we are paying the most attention to ensuring the views and engagements are among hard-to-reach voters.

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

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