

Political Power: From the Ground Up

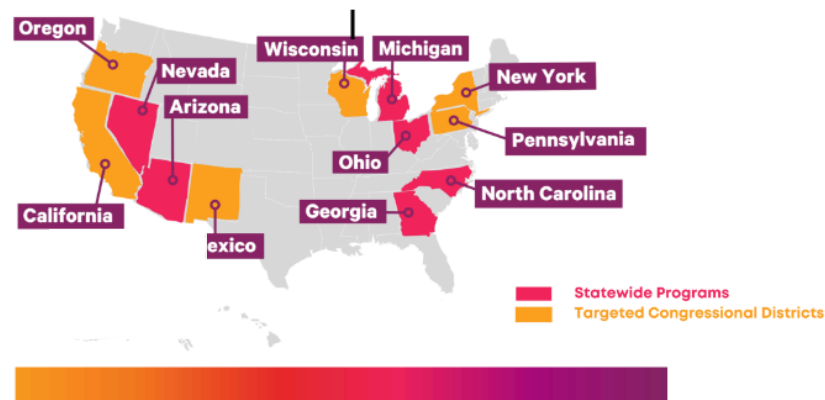
2024 Program & Plans

Updated June 2024

Over nearly 20 years, Community Change Action, Community Change Voters (our political committee), and our grassroots partners have built an electoral powerhouse. Today, we remain focused on the same north star: expanding the electorate and engaging hard-to-find and hard-to-reach Black, Latino, Native, AAPI, immigrant, women, and young voters to provide support navigating voting systems and to motivate them to turn out for values-aligned candidates. We know that what we have built is not yet enough. We must cut through the noise and sustain our work through longer voting cycles to reach more voters and connect more deeply.

We face strong headwinds: sustained attacks on democratic institutions, coordinated voter suppression efforts, the as-yet-unknown impact of AI on voting, high distrust, and weak enthusiasm. Early indications point to another fight for the soul of our nation, and we are not just looking at a rematch of 2020 — we are staring down an even more complicated fight.

One thing we know: We must begin early. We do not know yet what will truly move voters in 2024. We need time to test and evaluate messaging. We need time to then align this messaging to political candidate conversations. We need time to build enthusiasm beyond what the top-of-the-ticket might provoke.



In 2024, we will reach 15 million voters and have at least 2+ million conversations in six prioritized states and additional targeted geographies that align with key U.S. House and Senate races and the path to winning the presidency. We are committed to building a “comprehensive field,” maximizing our impact by 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 ahead of even the early vote period.

2024 Priorities

Comprehensive Field: Grassroots, Relational, and Digital

Our layered statewide and Congressional District efforts, along with our national relational voter contact and digital outreach, create a unified program that allows us to more effectively compete to win tough elections while strengthening the foundation of democracy. We will:

- **Hold 2+ million conversations with voters** across key states through multiple channels, including volunteer and paid canvass, phone calls, relational voter contact, mail, events, paid digital, and influencers.
- **[Double down on building a scaled and data-driven relational voter contact program](#)**, using tools and training to equip a community of volunteers to contact their hard-to-find friends and family. Moving these hyper-local leaders into action, we capitalize on the power of social pressure. In 2024 we will invest in dramatically scaling this impactful and efficient program arm — aiming to reach 250,000 voters, equal to the 2020 margin of victory in each prioritized state — both in collaboration with local partners and independently, including through our state-level leadership teams. The projected impact of these conversations is the same as 6.75 million door canvass attempts.
- **[Recruit and empower digital creators and trusted messengers](#)** to share their stories, shaping the public narrative and fueling voter contact programs. Our positioning in the ecosystem and established infrastructure allows us to ensure messaging is disseminated to break through with hard-to-find and hard-to-reach voters, as well as create an immediate feedback loop for testing and iteration that can be amplified at scale to inform the national narrative.
- **Co-strategize and co-implement traditional field programs with grassroots organizational partners**, working hand-in-hand to target, persuade, and mobilize voters and sharing what we learn across states so partners can learn from our experimentation.

States & Races

We have carefully selected states to maximize gains in the U.S. House, navigate the U.S. Senate pathway to compete in the foreseeable future, support a Biden win, and boost down-ballot impact. Current priorities include states, partners, and localities with relational organizing leaders we've worked with for multiple cycles.

If our program is fully funded, it has the potential to secure 81 Electoral College votes, 21 U.S. House seats, four U.S. Senate seats, and pivotal state-level wins.

States & Races Continued



Arizona

Presidential: 11 Electoral College votes
U.S. Senate
U.S. House: AZ-1, AZ-6
State Legislature: *Opportunity to flip*

Statewide partners: *Living United for Change in Arizona (LUCHA), Our Voice, Our Vote (OVOV)*

Relational voter program: *1040 leaders, 29,000 conversations*



Georgia

Presidential: 16 Electoral College votes

Statewide partners: *Black Male Initiative Fund, Asian American Advocacy Fund*

Relational voter program: *800 leaders, 20,000 conversations*



Michigan

Presidential: 15 Electoral College votes
U.S. Senate
U.S. House: MI-3, MI-7, MI-8, MI-10
State Legislature: *Protect majority*

Statewide partners: *Michigan Liberation, Michigan United Action, Moses Action, and Mothering Justice Action Fund*

Relational voter program: *1100 leaders, 35,000 conversations*



Nevada

Presidential: 6 Electoral College votes
U.S. Senate
U.S. House: NV-1, NV-3, NV-4

Statewide partners: *PLAN Action, Make the Road Action in Nevada*

Relational voter program: *800 leaders, 20,000 conversations*



North Carolina

Presidential: 16 Electoral College votes
Governor

Relational voter program: *1040 leaders, 26,000 conversations*



Ohio

Presidential: 17 Electoral College votes
U.S. Senate
U.S. House: OH-1, OH-13

Statewide partner: *Stand Up for Ohio*

Relational voter program: *1400 leaders, 50,000 conversations*

Additional impact: California (CA-13, CA-27, CA-49), New Mexico (NM-02), New York (NY-17), Oregon (OR-05, OR-06), Pennsylvania (PA-07, PA-17), and Wisconsin. We are continually tracking the U.S. House races and other geographies where infrequent voters of color can make a difference. We will continue to narrow our geographies of interest.

Our Approach

- **Voters must be persuaded and mobilized.** Demographics and turnout are not destiny, and the task that we face with Black and Latino voters is monumental. We have sufficient evidence that we are losing ground with Black and Latino men. The ecosystem is volatile and we must connect early to sustain a challenging persuasion conversation. Our programs ensure voters know when, where, and how to vote — and how candidates align with their values and interests.
- **Voters engage when we listen and connect.** We have to start with where we find our audience — and right now we are experiencing high skepticism for political parties and candidates, with voters disconnected from the power of their vote. We train our messengers to start a conversation with empathy and connection to seek out shared values. Once we've established trust we connect to issues that impact voters and their families, such as housing, child care, jobs, financial security, and safety. Then, we connect candidates to those values and issues. This approach leads to real conversations that increase support for our priority candidates.

In particular, we believe [child care justice](#) can be effectively positioned as part of a larger suite of “women's issues,” 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.

- **Voter contact programs need to be flexible.** In some states, voters make plans to vote early while others wait until Election Day. Our voter contact programs are responsive to the rules of each state, layering traditional and relational field contact methods and matching timing with voting barriers and voting opportunities.
- **Voters trust known messengers and voices.** Members of community-based organizations and local grassroots leaders — both in real life and online — know their peers best and are positioned to mobilize them. This includes high-propensity voters who, when targeted early and empowered, can become influencers themselves. While we will incorporate available data points for message testing and research, a trusted messenger is as important as the message itself.
- **Durable leaders, organizations, and infrastructure** are the linchpin of our success. By providing national training programs, [wraparound data and technical assistance](#), and year-round coaching, we ensure the investments we make remain in communities cycle after cycle and continuously grow grassroots capacity.
- **How we rebuild our democracy.** After the election, this infrastructure remains activated to advance bold, popular campaigns and legislation that significantly improve the lives and communities of our voters. And, in turn, these campaigns show voters what their own power (not politicians) can make possible — finding faith in the basic function of our democracy to deliver for its people.