

# CCC ACTION 2017-2018 ELECTORAL PROGRAM

## MOBILIZING VOTERS OF COLOR



With the election of Donald Trump, communities of color are facing extraordinary and existential threats – as are the country’s core democratic norms and institutions. Actions taken by this administration remind us daily that this is not a drill, and that the longstanding traditions that have informed policymaking and public discourse within mainstream parameters have been breached. Whether it is extreme racist rhetoric about building a wall on our southern border, executive orders banning individuals from entering the country based on their religion, or myriad attacks on civility, we know that this is not a time for business as usual.

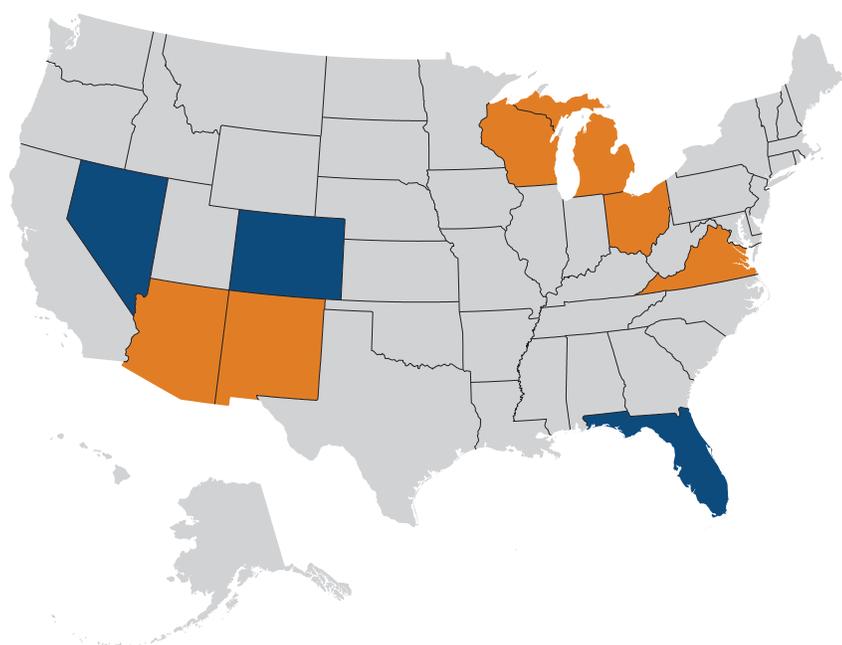
For progressives to move on from the profound failures of the 2016 election, and to ultimately prevent a wholesale gutting of the policies enacted over decades to protect all Americans, we need to invest in building power at the community and state levels and ensure we have capacity to turn out our base and win elections in 2018, 2020 and beyond. The path forward requires that we dramatically increase the participation of low-income people—particularly people of color, develop a more robust civic infrastructure, and elect progressive candidates at the local, state and federal levels.

### Building on Our 2016 Success in Turning Out Infrequent Voters

CCC Action created the Immigrant Voters Win PAC and focused our \$15 million program in the 2016 election cycle on engaging over 700,000 low-propensity Latino and immigrant voters in Colorado, Florida, and Nevada. Despite the troubling national results, our program dramatically increased turnout in our targeted universe of low-propensity voters—voters who are often overlooked by candidates, political parties and most independent efforts.

Following the reporting and processing of the official voter rolls, we can show that through our community-centric program, we mobilized low-propensity voters to turn out at near high-propensity levels in all three states. This shows that by investing resources in traditionally ignored voters, we can fundamentally change the composition of the electorate, a finding that presents enormous opportunity for future electoral efforts. Our work last year created a foundation on which to build in 2018, 2020 and beyond. [Final impact analysis with metrics and results from 2016 is available separately.]

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**CCC Action will operate in these states across numerous elections, including statewide gubernatorial and US Senate races, targeted House districts, state legislative districts, and other down-ballot races.**

-  2016 program
-  Potential 2018 expansion states

## 2018 Focus: US Senate, Governors and Redistricting, and Targeted Swing US House Districts

We are preparing to scale up CCC Action's electoral program in 2018, building on our work in Colorado, Nevada and Florida, and expanding to 2-5 more states where voters of color can provide the margin of victory. States we are exploring include: Ohio, Arizona, New Mexico, Wisconsin, Michigan, and Virginia. Each state features either competitive statewide or congressional elections, important down-ballot races, and holds the potential to be a 2020 presidential battleground state. The margins of victory in these states in past cycles have been very close – and our planned programs in each state will be large enough to play a critical role in deciding key races.

### A Powerful Hybrid Approach to Turning Out Voters of Color

CCC Action's model is rooted in the potential in marginalized communities—low-income people of color and immigrants – and we invest in nurturing them to become leaders and sources of power. Key lessons from 2016 will guide us as we move forward:

- **Trusted leaders:** The premise of our program worked. Community organizations working with culturally resonant messengers and local leaders, integrated with a disciplined national operation, mobilized low-propensity voters.
- **Values-based messaging:** Our canvassers began their conversations around the core values and issues that impact families, then connected candidates to those values and issues, which fostered better conversations and more support for progressive candidates.
- **Local talent:** Developing leadership among competent staff with roots in our communities was key to running successful programs.

### Critical Components of Our 2018 Program

#### Voter Contact and Mobilization

- State plans with culturally-relevant, multi-layered contact strategies on doors, phones, digital and mail
- Analyst Institute's GOTV recommendations incorporated into the design
- Four phases: volunteer recruitment + training, voter identification + persuasion, early GOTV, Election Day GOTV

#### Year-Round Volunteer Recruitment, Leadership Training and Voter Engagement

- Movement building trainings that blend community and electoral organizing with state-of-the-art technology and digital platforms
- Volunteers learn to recruit and train activists and cultivate a base of active grassroots leaders
- Year-round recruitment and issue campaigns to hold elected officials accountable and keep activists engaged

#### Strategic Use of Technology and Digital Communications

- Heavy use of SMS and the Hustle peer-to-peer texting app
- Paid digital media: banner ads, pre-roll ads, Facebook impressions, right rail impressions, cross device ads
- Early testing of new digital platforms for 2017 and 2018 voter engagement

### Summary

CCC Action will continue to build on our collective years of experience to conduct a coordinated, comprehensive field and communications program to demonstrably increase voting among our targeted low-propensity voters. Through electoral engagement, our communities of color will build the power to hold elected leaders accountable on issues like good jobs and good schools, and generate long-lasting wins to disrupt and push back against the rise in nationalist rhetoric and the racist policies that accompany it.

Our methodology – learning from both the successes and failures of past efforts – is grounded in a metrics-first, state-centered, centrally-accountable approach that will lay the basis for ongoing work in these communities in 2018, 2020 and beyond. We will continue to resource existing programs in Colorado, Florida and Nevada as we raise the budget to launch operations in the expansion states.

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