Welcome! The webinar will begin shortly.

Use the Q&A section to ask presenters questions about how to mobilize the LatinX community on National Voter Registration Day.

This webinar is being recorded. The video and presentations (in Spanish and English) will be sent by email next week and will also be published on our website.
Mobilizing the LatinX Community

Agenda

● Updates on National Voter Registration Day
● Resources and support provided by National Voter Registration Day
● Featured speakers: NALEO, Voto Latino y Poder LatinX
September 22, 2020

● Our objective: the biggest National Voter Registration Day in history!
● 90+ Premier Partners; 2,900+ Community Partners
● Navigating the New Normal
  ○ Webinars
  ○ Resources
Our Presenters

Claudia Prado
Univision

Raul Preciado
NALEO

Dulce Rojas
Voto Latino

Jenn Torres
Poder LatinX
NALEO Educational Fund – National Voter Registration Day

Raul Preciado
Manager, Ve y Vota Campaign
NALEO estimates that 14 million Latinos are going to vote in November.

“Traditionally, the Latino vote has been concentrated in states not considered to be competitive. However, that is now changing given that states such as Arizona and Texas are being contested by both Presidential candidates.”
Current Participation of Latino Community

Presidential Elections

The Latino Population and Latino Civic Engagement: An Overview
## Projections of Latino Vote in Presidential Election 2020

### National and State

<table>
<thead>
<tr>
<th>State</th>
<th>Number of Voters</th>
<th>Latino Percentage of Vote</th>
<th>Change from November 2016</th>
<th>Margin of Victory by State 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>14,556,300</td>
<td>10.0%</td>
<td>15.0%</td>
<td></td>
</tr>
<tr>
<td>Arizona</td>
<td>595,000</td>
<td>20.8%</td>
<td>10.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>California</td>
<td>3,999,800</td>
<td>26.4%</td>
<td>20.0%</td>
<td>32.3%</td>
</tr>
<tr>
<td>Colorado</td>
<td>278,400</td>
<td>9.2%</td>
<td>17.0%</td>
<td>5.4%</td>
</tr>
<tr>
<td>Florida</td>
<td>1,832,900</td>
<td>19.6%</td>
<td>18.0%</td>
<td>1.2%</td>
</tr>
<tr>
<td>Illinois</td>
<td>527,000</td>
<td>9.4%</td>
<td>0.1%</td>
<td>18.0%</td>
</tr>
<tr>
<td>Nevada</td>
<td>238,500</td>
<td>17.7%</td>
<td>22.0%</td>
<td>2.6%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>228,333</td>
<td>4.7%</td>
<td>23.0%</td>
<td>3.8%</td>
</tr>
<tr>
<td>New York</td>
<td>1,006,400</td>
<td>12.5%</td>
<td>14.6%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Texas</td>
<td>2,161,500</td>
<td>21.4%</td>
<td>12.0%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

Sources: NALEO Educational Fund voter projections; U.S. Census Bureau CPS data from Voting and Registration in the Election of November 2016
## Impact of Latino Vote 2020

### Senate Races

<table>
<thead>
<tr>
<th>State</th>
<th>Republican Candidate</th>
<th>Democratic Candidate</th>
<th>Latino Percentage of Registered Voters</th>
<th>Margin of Victory in Last Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>AZ</td>
<td>Martha McSally (Inc.)</td>
<td>Mark Kelly</td>
<td>18.5%</td>
<td>N/A</td>
</tr>
<tr>
<td>CO</td>
<td>Cory Gardner (Inc.)</td>
<td>John Hickenlooper</td>
<td>10.4%</td>
<td>1.9%</td>
</tr>
<tr>
<td>GA</td>
<td>David Perdue (Inc.)</td>
<td>Jon Ossof</td>
<td>4.0%</td>
<td>7.9%</td>
</tr>
<tr>
<td>GA</td>
<td>Kelly Loeffler (Inc.)</td>
<td>Matt Lieberman</td>
<td>4.0%</td>
<td>N/A</td>
</tr>
<tr>
<td></td>
<td>Doug Collins</td>
<td>Ed Tarver</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Raphael Warnock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TX</td>
<td>John Cornyn (Inc.)</td>
<td>MJ Hegar</td>
<td>26.4%</td>
<td>27.2%</td>
</tr>
<tr>
<td>NC</td>
<td>Thom Tillis (Inc.)</td>
<td>Cal Cunningham</td>
<td>3.3%</td>
<td>1.7%</td>
</tr>
</tbody>
</table>

*U.S. Senator Johnny Isakson (R) resigned from this Senate seat at the end of 2019, and Kelly Loeffler (R) was appointed to fill out the remainder of his term. For the November 2020 special election for this seat, candidates from all political parties will run against each other. If no candidate receives a majority of votes in the contest, the top two finishers will compete in a January 2021 runoff. The candidates listed in this table are those identified as the most competitive by political observers and media reports.*

**"N/A" refers to incumbents who were appointed to their Senate positions; thus there are no data for their previous races for the seat.**
Arturo Vargas, Executive Director of the Fondo Educativo de NALEO, serves on the Steering Committee for National Voter Registration Day, which provides input into the direction of the holiday and meets several times a year.
National Voter Registration Day 2020

For NVRD 2020, NALEO, through our campaign Ve y Vota, is recruiting partner organizations for the holiday. Last year we recruited more than 50 organizations.
Activities for National Voter Registration Day

Because of changes due to Covid-19, NALEO is going to celebrate the holiday virtually this year. We are activating our telephone line Very Vota (888)Ve-Y-Vota to provide information to voters. We also will be publicizing our site naleo.org/registertovote

888-VE-Y-VOTA
(839-8682)

#VEYVOTA
Best Practices for Registering Voters

Online options
- Have reliable tools for voter registration
- Give all the information on how to register to vote online
- Contact voters who have not completed their registration
- Have advertising on the correct sites

In person
- Have events in places that are convenient for the Latino community
- Have protections for Covid-19
- Post-Covid – Register voters in large events such as concerts with lots of foot traffic
Thank you

Raul Preciado
Manager, Ve y Vota Campaign
rpreciado320@naleo.org
Organizing Communities Virtually for the 2020 Election

Dulce Rojas Campaign Coordinator
LATINX/@S WILL BE THE SECOND LARGEST BLOCK OF VOTERS FOR THE FIRST TIME IN 2020

- 60% of LatinX will be older than 33
- The majority are young people between 18–25 years old.
- 10 million are young people NOT REGISTERED TO VOTE!
Our Job in 2020:

- Goal: Convince young Latinx 18-35 to register to vote!
- Objective: Register **500,000 new voters** and get **1 million people out to vote in November**!
- Increased **virtual registrations by 2,750%** since February!
- Between June 1st and June 10th we registered **63,158** new voters!
In the last 5 months ...

15 Text Banks

650,000 Peer to Peer Texts sent

19,577 Completed the Census + Partner, Digital efforts

253k Voters registered this cycle + Partner, Digital efforts
In the last 5 months ...

- 44 Super Volunteers
- 1,300 Volunteer shifts completed
- 4,014 Volunteers signed up
COVID 19 + New digital strategies

Organizing the base

Organizing virtually
Strategies

- Our organization has focused on automated digital outreach and targeted virtual outreach.
- In 2020 so far, we have sent more than 600,000 “peer to peer” texts (person to person) and more than 75 million emails and SMS texts.
- Our targeted national organizing program focuses on the following:
  - Encouraging voters to vote by mail or vote early!
  - We used the technique “Vote Tripling”
  - Creation of new “LatinX” cultural content concerning advocacy in various areas (legislation, politics, news)
  - Create an army of “Super” volunteers across the country!
What is the technique of “Vote Tripling”?

Evidence suggests that “non-voters” are more likely to go out to vote when they are contacted or encouraged by a friend!

In 2 recent studies undertaken by Vote Tripling.org and Working America, it was found that “triplers” chose people who are similar to themselves demographically, of the same sex (60-67%), the same race (80%) and approximately the same age (50-60%).

Vote tripling

◆ A new way to activate voters so that they take action with us.
◆ The use of digital tools such as Hustle, ThruVote, Spoke, etc., allow us to create pre-made scripts so that our volunteers have easy, simple and rapid interactions and set reminders on when to act.
◆ The technique also helps Voto Latino create new relationships with voters in order to assure that they continue to support and interact with other platforms!
Peer to Peer [person to person] Text banking!

- It is an event (virtual or in person) where volunteers get together to send texts!
- It is **fast** and **easy**!
- Text-banking allows us to reach **thousands** of people **in minutes** and have multiple conversations simultaneously.
Participate in the next “Text bank” or other virtual event by visiting: votolatino.org/get-involved/
And just follow the instructions

1. Select the event
2. Input your information
3. Enter your email address
4. Sign up now

Virtual Text Party: Paid Sick Leave Now!

Volunteer Event

April 9, 2020 3:00 PM - 6:00 PM ET
At Your Home!!

On Wednesday, April 9th from 3-5pm EST, Voto Latino will be running an online texting party! Together, we’ll work to reach-out to 20,000 people across the country and urge them to call their representatives and ask them to pass a permanent bill for paid sick leave for all workers. Join us in the fight to keep our elected officials accountable!

VL Census Virtual Text Bank!

Volunteer Event

April 20, 2020 6:00 PM - 9:00 PM ET
Anywhere that has internet

Dinner Time- Census Power hour for nuestra gente! Want something to do at home? Help us reach 20,000 people to remind them to take the census! Join us literally from anywhere you are! Let’s make sure our community gets counted!

Contact Information

First Name
Ethan
Last Name
Thomas
Street Address (Optional)
Postal Code
79912
City
El Paso
State/Province
TX
Email
ethan.j.thomas1@gmail.com
Home Phone
(915) 731-0293

Thanks for your support!

Your information is now stored on this device. Sign up for an account to get the benefits of FastAction on all your devices.

@fastaction ☐ QuickDonate

Enter your email address

Or sign up using Facebook or Twitter

Already have a FastAction account? Log in
An army of “Super” volunteers

➔ Creating a community through Slack
➔ Constant recruitment through social platforms! (texts, emails, networks)
➔ Create goals for volunteers so that they can grow
➔ Virtual workshops/trainings for leadership development
➔ Incentives to inspire and motivate
More digital tools:

OR

Send a text: “VOTE” to 731-79
Join our program for partner organizations

- For local and national organizations
- What we offer to our partners
  1) Digital voter registration tools
  2) Training on how to get to records in digital spaces
  3) Social media toolkits
  4) Monthly calls to lead local strategies

Contact us at partners@votolatino.org
Together we will win in 2020!

VOTE, MIJA!
Stories from the field: growing and mobilizing the Latinx electorate in FL
THE BEGINNING OF OUR CAMPAIGN
REGISTERING TO VOTE BEFORE & AFTER THE PANDEMIC
HOW WE MAINTAIN THE QUALITY OF OUR PROGRAMS?

Our quality control department:

- Qualitative Reports
- Quantitative Reports
- Flags
THE WORK MUST CONTINUE
OUR SOCIAL NETWORKS

Climate change is making devastating storms like Hurricane Laura more likely and more common. These storms threaten our safety and hurt the economy, and stress the need to #ActOnClimate. #ClimateFriday

To take action NOW on climate justice 🌍

Text ECOPODER to 52886 to become an Environmental Advocate

Sign up for our community meeting on 9/9/2020 if you are in East Orlando where we will continue the discussion on climate injustice and what we can do as a community, especially now that hurricane season is here. 🌊


During a global pandemic that is disproportionately affecting black and brown communities, finances should not be the main concern for families. Paid leave for all guarantees that people will continue to have income if they or someone in their family falls ill. The HEROES Act gives paid leave to all working class people.

Call your representatives today and demand they support the paid leave provisions of the HEROES Act.

There is now 14 Tuesdays left until Election Day on November 3rd. It is more important than ever to stay informed and participate in this election. Our country is at a turning point and you have the PODER to make an impact greater than you could ever imagine. Early voting for local elections begins next week! Learn about your polling locations on our Facebook where we will be sharing resources.

Filling out the Census is crucial but also super easy. It is extremely important for every single child, adult and elder of our community to be counted. This allocates more funds for our communities and benefits our children and neighbors.

Don't pass up the opportunity to be counted, fill out the Census now!
Questions?
THANKS!

National Voter Registration Day