



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.



National Voter Registration Day

Tuesday, September 1, 2020

www.nationalvoterregistrationday.org
info@nationalvoterregistrationday.org



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





National Voter Registration Day 2020

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



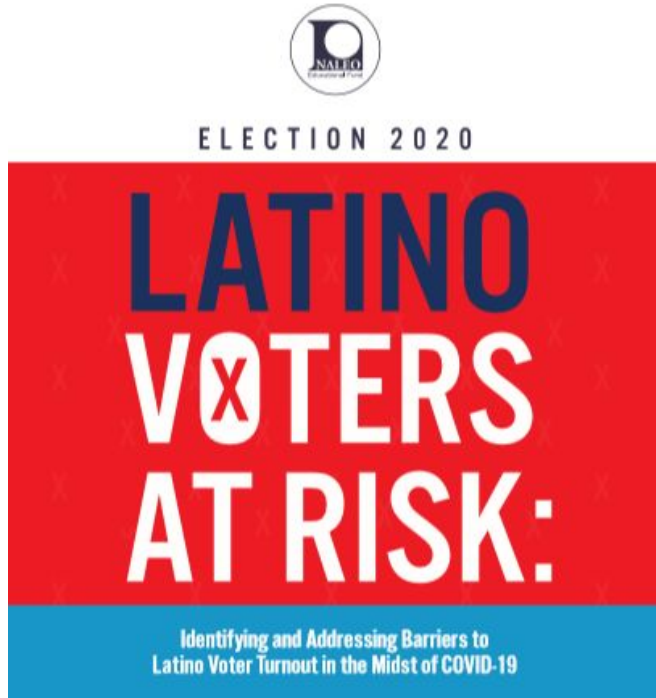
Jenn Torres
Poder LatinX



NALEO Educational Fund – National Voter Registration Day

Raul Preciado
Manager, Ve y Vota Campaign

The Power of the Latino Vote

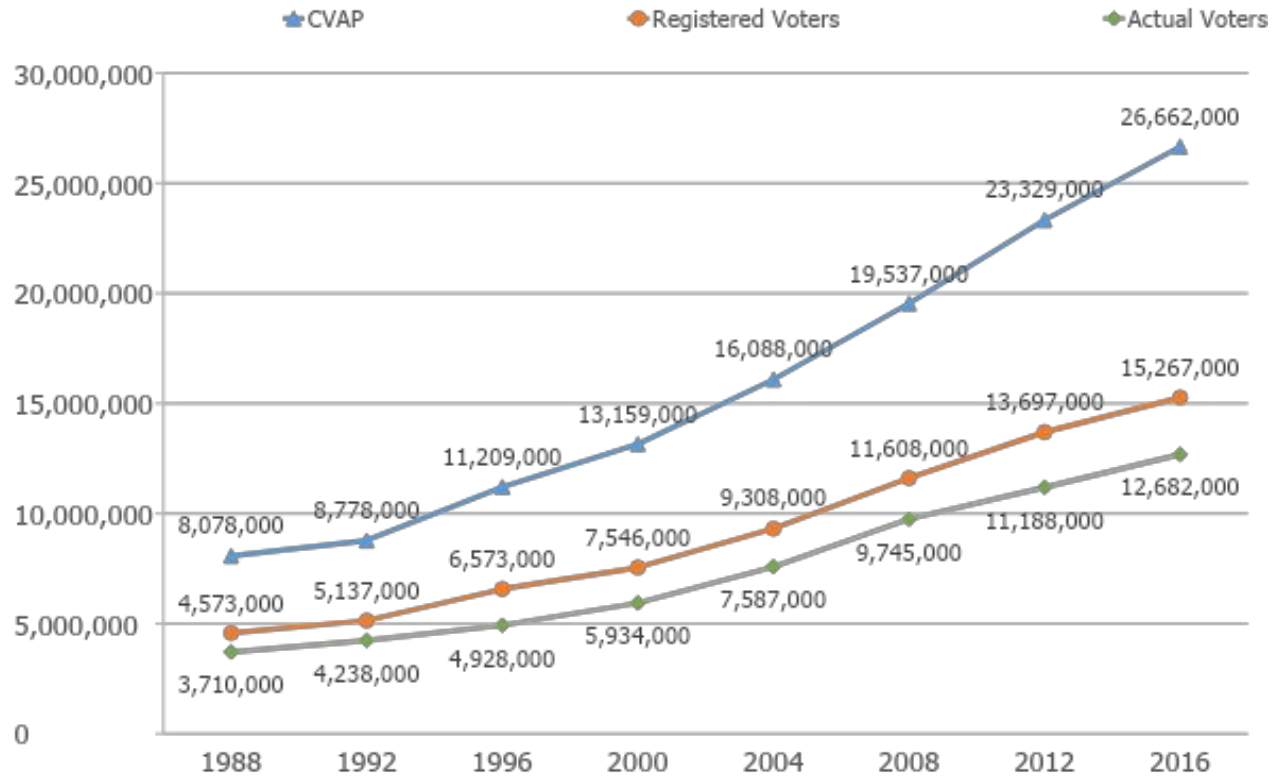


NALEO estimates that 14 million Latinos are going to vote in November.

“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



Projections of Latino Vote in Presidential Election 2020

National and State

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

Clinton

Trump

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

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

*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.

NALEO and National Voter Registration Day



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



Join the largest one-day
national voter registration effort!



Sign up to partner with NALEO Educational Fund for
National Voter Registration Day on **September 25, 2018**
to help the thousands of eligible voters that have yet to register.

www.naleo.org/nvrd

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



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

#VEYVOTA

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

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



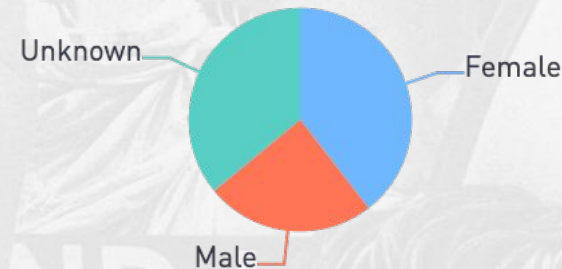
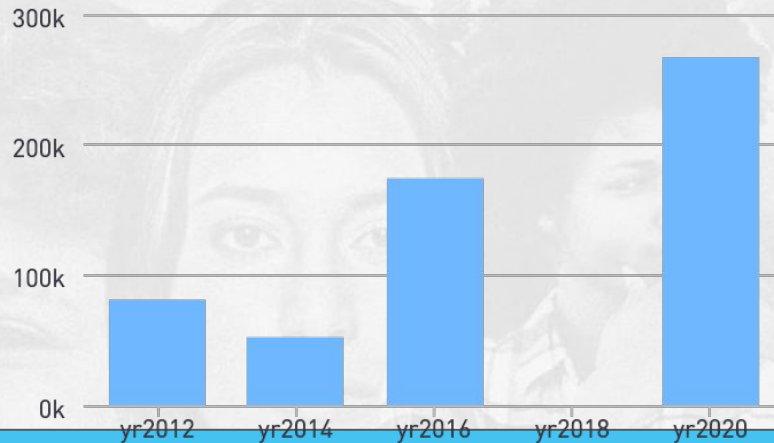
LATINX/@S WILL BE THE SECOND LARGEST BLOCK OF VOTERS FOR THE FIRST TIME IN 2020

- **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 **600,00 “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%)**.

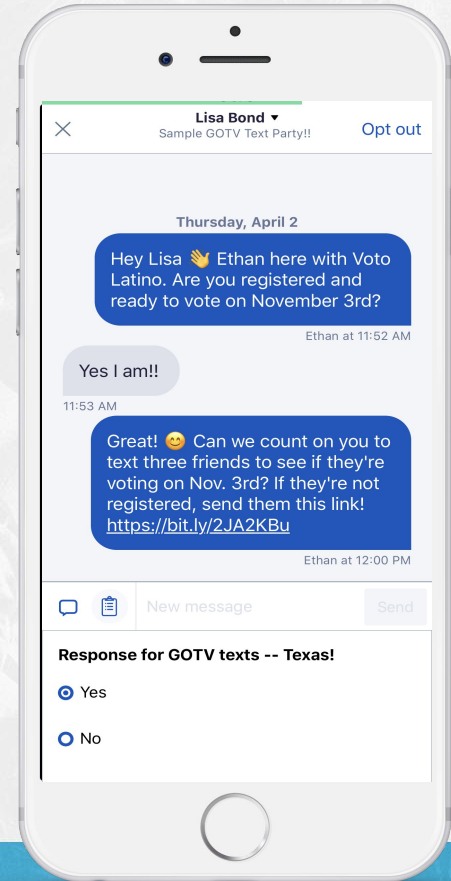
Vote tripling

- ◆ 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!

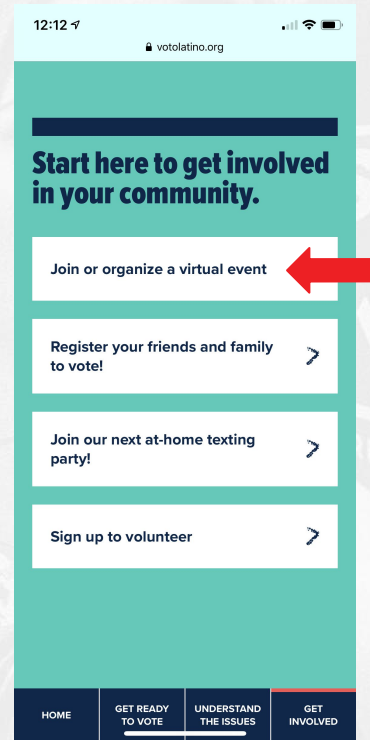
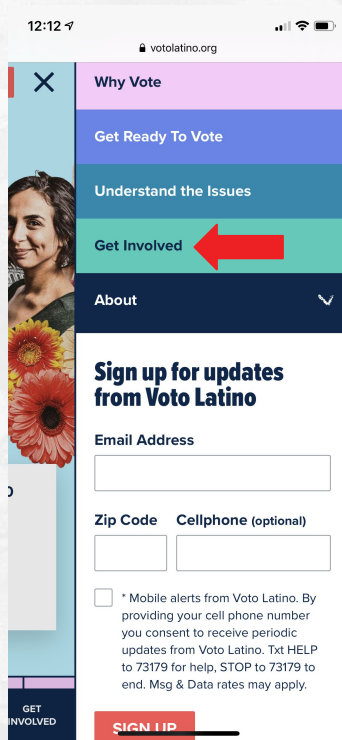


- It is an event (virtual or in person) where volunteers get together to send texts!
- It is **fast** and **easy**!
- Text-banking allows us to reach **thousands** of people **in minutes** and have **multiple conversations simultaneously**.





Participate in the next “Text bank” or other virtual event by visiting:
votolatinos.org/get-involved/





And just follow the instructions

9:10 votolatino.org

Virtual Text Party: Paid Sick Leave

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!

[Sign Up Now](#)

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!

[Sign Up Now](#)

Select the event

9:06 secure.everyaction.com

Virtual Text Party: Paid Sick Leave Now!

VOLUNTEER EVENT

Thursday, April 9, 2020 3:00 PM - 6:00 PM ET

At Your Home!!

Hosted by Voto Latino

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!

Take future action with a single click.
[Log in](#) or [Sign up](#) for FastAction

Input your information

9:07 secure.everyaction.com

[Log in](#) or [Sign up](#) for FastAction

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) 731-9293

☒ Remember me next time

Input your information

9:08 secure.everyaction.com

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.

[Sign up now](#)

Or sign up using [Facebook](#) or [Twitter](#)

Already have a **FastAction** account? [Log in](#)

Enter your email address

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**



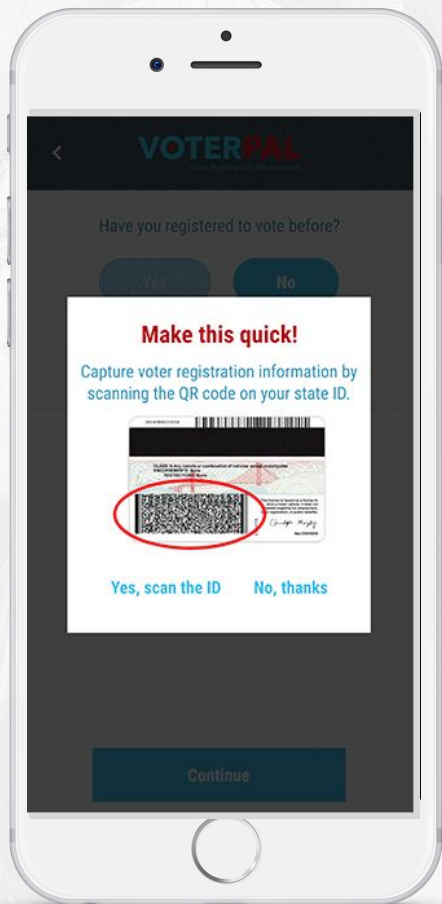
More digital tools:

VOTERPAL

OR

Send a text:

"VOTE" to 731-79

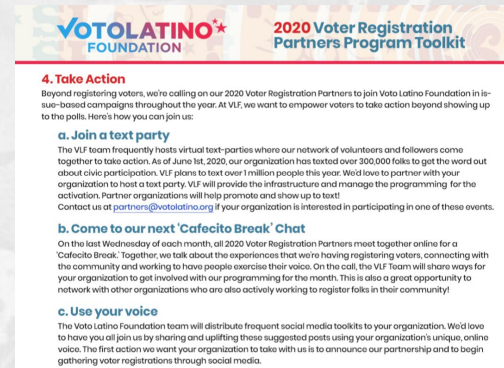


Join our program for partner organizations

- 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



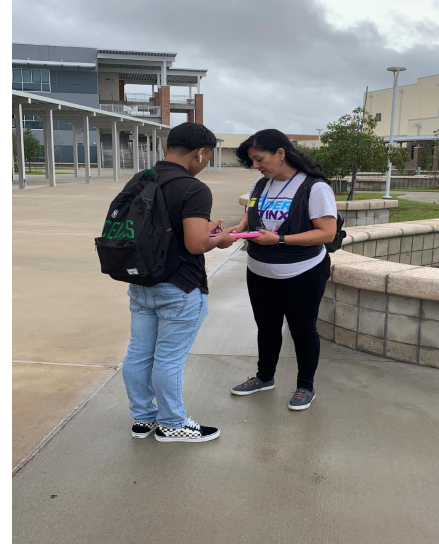
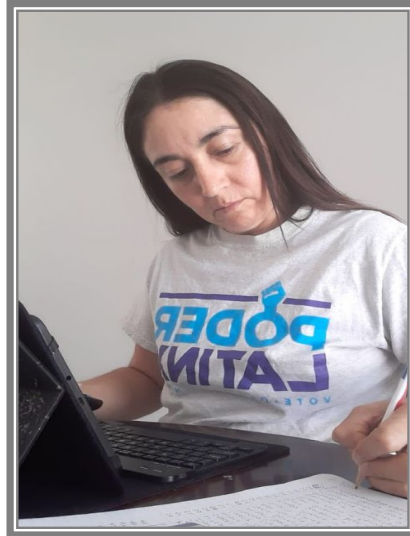
Together we will win in 2020!



STORIES FROM THE FIELD: GROWING AND MOBILIZING THE LATINX ELECTORATE IN FL

THE BEGINNING OF OUR CAMPAIGN

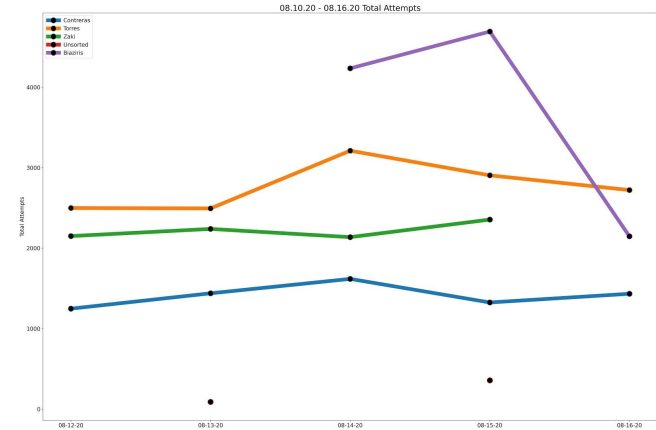
REGISTERING TO VOTE BEFORE &
AFTER THE PANDEMIC



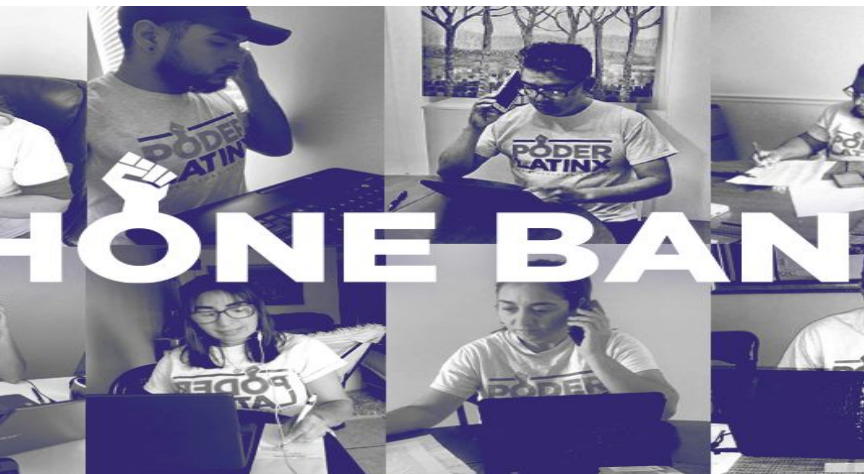
HOW WE MAINTAIN THE QUALITY OF OUR PROGRAMS?

Our quality control department:

- Qualitative Reports
- Quantitative Reports
- Flags



THE WORK MUST CONTINUE



**PODER
LATINX**
VOTE • ORGANIZE • CHANGE

Take Action for the HEROES Act!

On May 15, the House of Representatives passed the Heroes Act, a COVID stimulus package that grants people the support and protections they deserve. The Heroes Act will provide essential COVID-19 safeguard for frontline workers, educators, students, people in prisons, jails and detention centers. It allocates funding for an additional stimulus check to help families stay in their homes and keep foods in their tables. The bill designates \$3.6 billion for the states to implement mail in voting, expand early voting and ensure voter safety. We must ensure that no one gets left behind in this bill. Call and ask your Senator to support the HEROES and include all families, regardless of immigration status.



Enter your phone number to call your officials!

Address *

Zip * city and state not required

Phone *

[Find Legislators →](#)

Poder 2020 Civic Action Center

View your candidates, register to vote, and find your polling place!



Check Now

Enter some basic information to check and verify your registration status, party affiliation, registered address, and other important details.

[Check Now](#)



Make your voice heard
in this election

[Register to Vote](#)



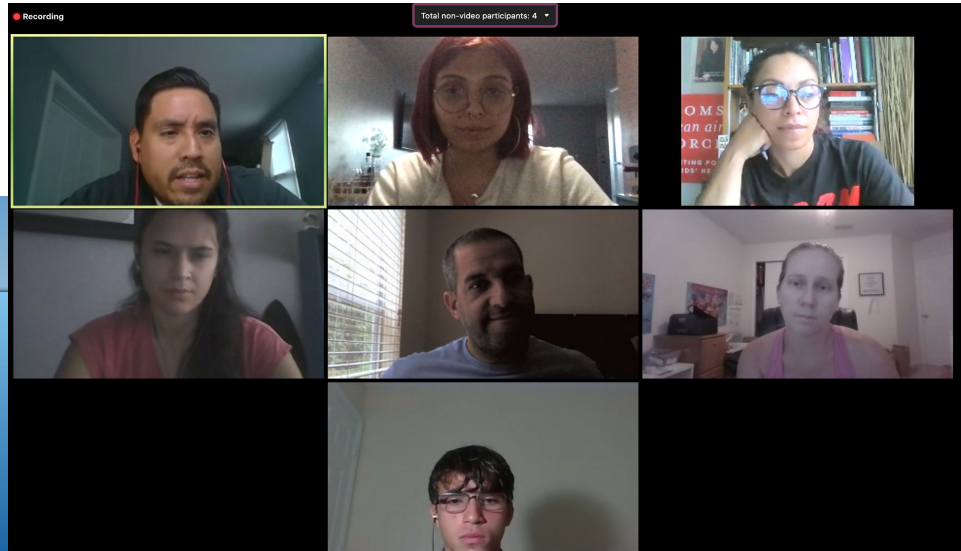
Can't vote on election day?
Vote Early!

[Vote Early](#)

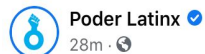


Find where to vote on
Election Day

[See Polling Locations](#)



OUR SOCIAL NETWORKS



Poder Latinx

28m · 🌐

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. 📌

<https://bit.ly/2YK4P5N>



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 begin 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!

JULY 2020

**PODER
LATINX**

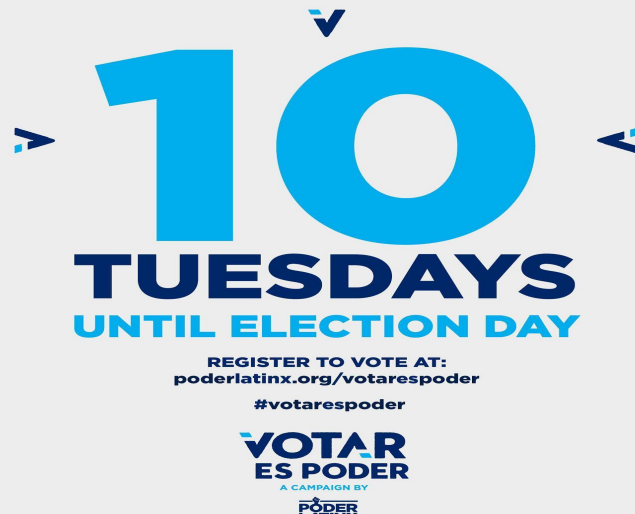
VOTE • ORGANIZE • CHANGE

OFFICIAL NEWSLETTER FOR FLORIDA TEAM

**PAID LEAVE
for ALL**

**OVER
32 MILLION
ELIGIBLE VOTERS**

WE COUNT



**PODER
LATINX**
VOTE • ORGANIZE • CHANGE
www.poderlatinx.org

52:55

Pay Leave for Arizona

1.4K Views · 4 weeks ago



Vota Con Poder

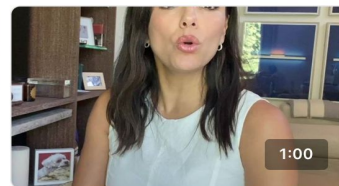
107 Views · 5 weeks ago

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VOTE • ORGANIZE • CHANGE
www.poderlatinx.org

51:31

Martes de Poder, "Know your rights"

1.6K Views · 4 weeks ago



**#BeCounted 2020 Census PSA
Minute Cut (Spanish)**
1.2K Views · 5 weeks ago



Questions?





National Voter Registration Day

THANKS!