



*Creating permanent political power  
for immigrant communities*

# Democracy Camp 2018

## Agenda

### Building a Base of Power in the Migrant Community

### Electoral Participation

Goal: Provide tools to empower the migrant communities to participate in the Democratic System

- Welcome & Icebreaker
- CASA family model
- Building Power: Services, Organizing, Advocacy & Electoral work
- **Electoral work**
  - General description of Electoral Program
  - GOTV Best practices
  - Canvassing 101 - Roles and responsibilities; Do and Don't
  - Persuasion
  - Victories
  - Lessons Learned
  - Exercise — Video & “Who are your people?”
  - Q&A

# Welcome!

- Please tell us your name, a nickname people gave you while you were growing up
- If you could have 3 wishes come true, what would they be?
- What do you do for self-care?



# WHO WE **ARE**



## **CASA & CASA in Action & CASA in Action**

**PAC** are a family of the foremost Latino and immigrant organizations in the U.S. mid-Atlantic region. In Maryland, Virginia, and Pennsylvania. CASA family of organizations are a membership-based organization, which means our members are not only the beneficiaries of our services, but also lead campaigns to improve conditions impacting their lives, and they determine the priorities of the organization. Our structure maximizes power and provides direct leadership development opportunities, services and organizing opportunities to all members.

Our Mission is to create a more just society by building power and improving the quality of life in working class and immigrant communities. We envision a future where we stand in our own power, our families live free from discrimination and fear, and our diverse communities thrive as we work with our partners to achieve full human rights for all.

## Programmatic Framework and Services

*Utilizes linguistically and culturally competent approaches we provide:*

- comprehensive services in job placement, vocational training, ESOL (English for Speakers of Other Languages) instruction, financial literacy, citizenship support, with organizing and leadership development
- Economic success: workforce development, adult education, naturalization and legalization, financial education and assistance
- Stable and thriving lifestyles: legal services, health access, and social services
- Education and Youth Success: parent engagement, community schools, afterschool and leadership development
- Neighborhood Transformation: community development campaigns and Campaign for Justice Safety and Jobs in our neighborhoods

# COLLECTIVE ACTION **MODEL**

*Community Relational Organizing, Advocacy, Electoral work*





# IMMIGRANT PATH TO POWER

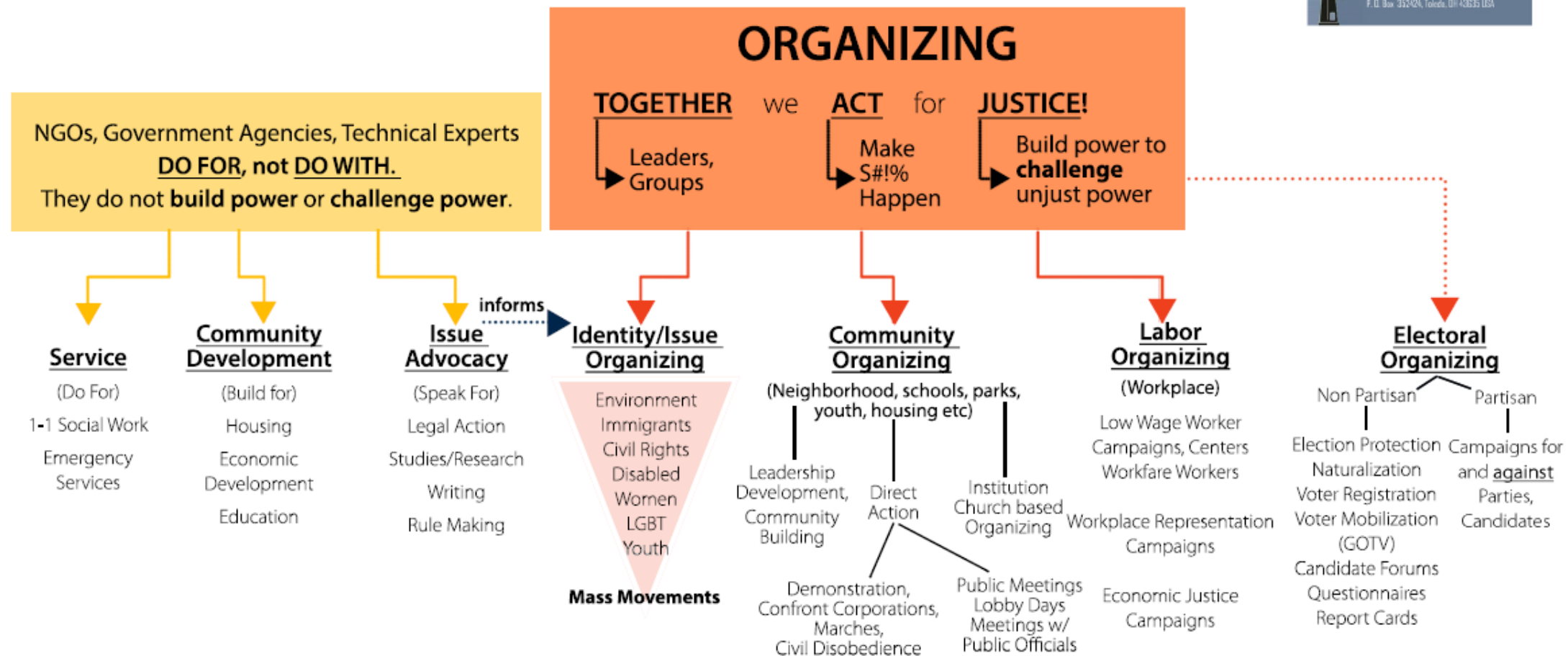


Immigrants and their children by immigration status in the US.

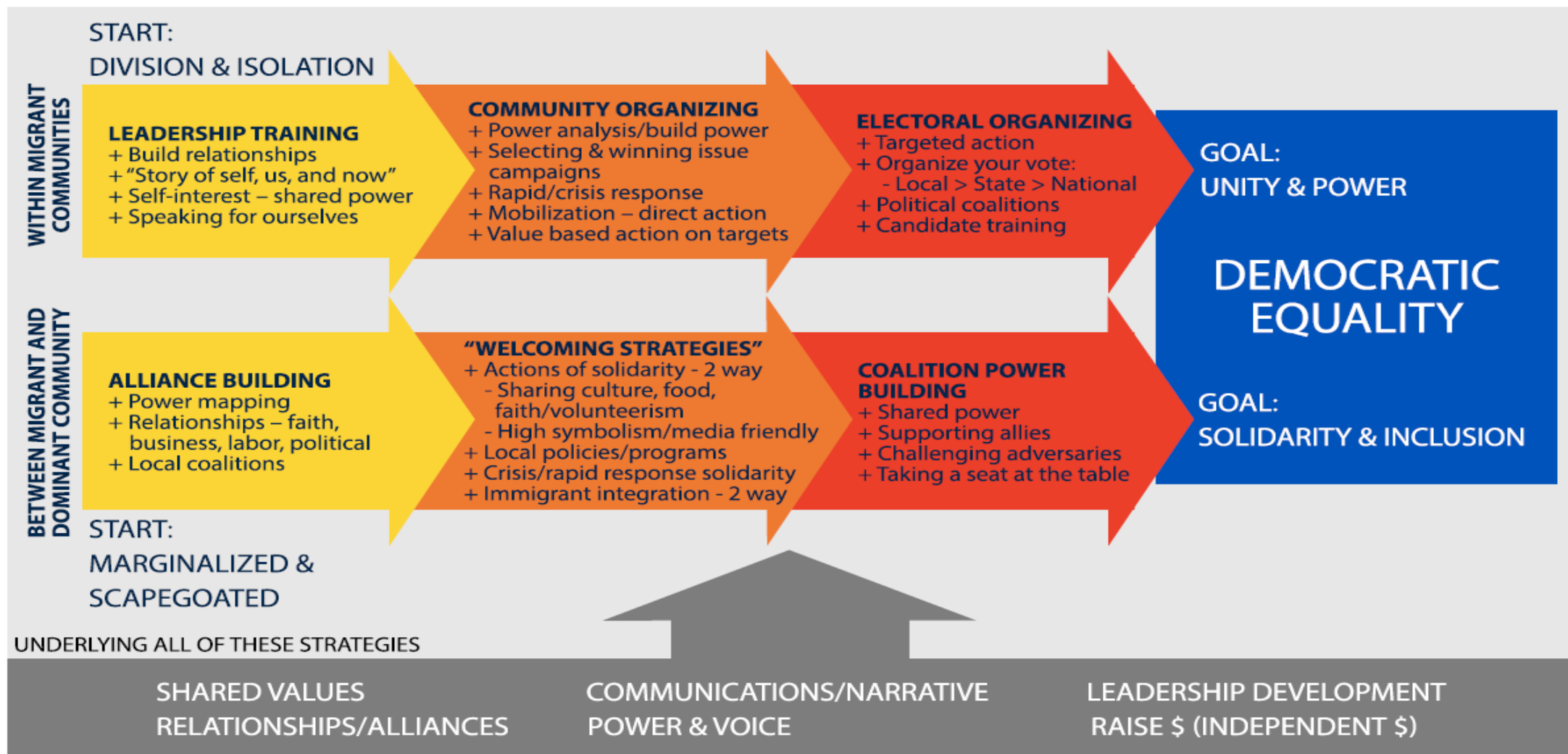




# THE PURPOSE OF COMMUNITY ORGANIZING AND WHERE IT FITS

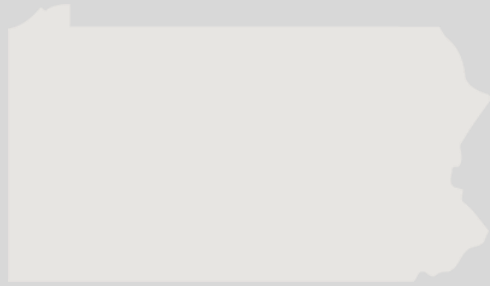


# BUILDING OUR VOICE, BUILDING OUR POWER



# ORGANIZING & ADVOCACY **VICTORIES**





**96,000**

Members

**300**

Key leaders

**30**

Pro-immigrants  
legislations passed



**5.5 billion**

Investment in  
local  
infrastructure

**80%**

Latinos voted for  
progressive candidates

**450**

Volunteers recruited



# OUR ELECTORAL **PROGRAM**



# GOTV BEST PRACTICES

## FIRST STEPS

- EMPOWER IMMIGRANT TO BECOME CITIZENS
- REGISTER TO VOTE

## GOTV STRATEGIES

- CANVASSING
- SHORT MESSAGE SERVICES –SMS-
- SOCIAL MEDIA & DIGITAL PAID
- EARNED MEDIA
- VOTER BY MAIL



From Wisconsin Voices. Msg & data rates may apply.

# General Description of Electoral Program

## WHAT

Talking to Voters:

Identifying  
Supporters

Persuading  
Undecided

Turning Out  
Supporters



## WHO

Registered Voters

Supporters

Persuadable Voters

Super Voters

Newly registered  
voters

Recently activated  
voters

Low Propensity  
Voters

## WHERE

Communities of  
color

Key areas in XXX



## WHEN

September 1<sup>st</sup> to  
November 6<sup>th</sup>  
(2 months  
campaign)



## WHY

Build power for our  
communities

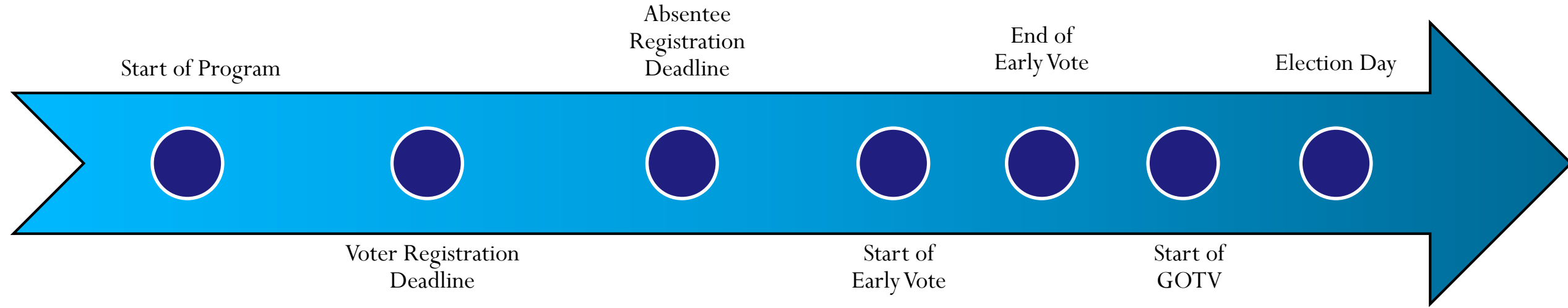
Elect Progressive  
Champions

Elect people of color

Issues that matter to  
us: Immigration,  
Racial Justice, Jobs,  
Education

# Electoral Program

## Timeline





# Canvassing 101

- What is canvassing?

- An act or process of attempting to secure votes ➡ the most powerful way to engage voters

- Why do we canvass?

- To Identify
- To Persuade
- To Turnout Supporters ➡ Get a commitment to vote



# PERSUASION AND GOTV

CASA IN ACTION VIDEO GOTV

<https://www.facebook.com/CCCAction/videos/10154973983788779>

PERSUASION

<https://www.facebook.com/CCCAction/videos/236192637249719/>

# Canvassing Do's

- Be Confident! Have presence at the doors
- Wait 30 to 35 seconds after knocking a door (knock, 20 second wait, knock again, 10 second wait)
- ALWAYS identify yourself and CASAiA (Hello, my name is \_\_\_\_\_. I work with CASA in Action)
- Make eye contact with the voter; be courteous and engage while talking to voters
- Input results of each conversation carefully

# Canvassing Do's

- Always ask the concrete question: Can we count on your vote on November 6 for X and X Candidates?
- Watch the time (Keep conversations to 5 minutes)
- ALWAYS say the disclaimer before ending a conversation with a voter!
- Use comfortable clothing (ALWAYS wear your CASAiA T-Shirt) and shoes
- Bring water everyday to keep yourself hydrated; we do not provide water bottles



# Canvassing Don'ts

- Leave leaflets in Postal Boxes; It's against Fed. Law
- Tell a voter that they are wrong
- Argue with voters; If a voter has made up their mind, kindly end the conversation and go to the next door
- Put down an answer for a voter, if the answer does not come directly from that specific voter!
- Get discouraged! Remember how this job motivates you and the purpose of OUR work ➡ Do it for OUR community and your family

# Code of Conduct

- Punctual
- Respectful
- Reliable
- Communicative
- Honest



# Roles & Responsibilities



**MESSANGER**

- An Electoral Field Organizer:

- Is the face of CASAiA on the field → build organization's reputation as an agent of change for the community
- Carries out the electoral program's field strategy
  - Engages voters using best practices (i.e. quality conversations)
- Informs the Canvass Manager on what they hear on the field and from voters to assess effectiveness on strategy
- Works in teams to carry out assignments

# Roles & Responsibilities

- An Electoral Field Organizer is:
  - Professional
  - Has positive interactions with voters
  - Maintains data integrity, keeps data accurate and true
  - Takes care of all canvassing equipment

# Roles & Responsibilities

- An Electoral Field Organizer is:
  - Is informed – uses training and available resources to be effective
  - Is punctual – delays affect the team's progress to our shared goals
  - Is flexible – schedules, scripts, tactics are subject to change
  - Is committed – we are not a candidate campaign, we are a community organization ➡ We are here to build power for the community



# ELECTORAL RESULTS AFTER IMPLEMENTING OUR PROGRAM **LAST YEAR**



Jennifer C. Foy  
HD-02



Danica Roem  
HD-13



Elizabeth Guzman  
HD-31



Kathy Tran  
HD-42



Hala Ayala  
HD-51



Karrie Delaney  
HD-67



**59,000**

Doors knocked



**74,000**

Phone Calls &  
Texts



**840,000**

Voters Targeted  
Through Digital Ads



**72,000**

Pieces of Direct  
Mail Sent



**1.2M**

Total Earned  
Media Audience



**118**

Press Clips

# LESSONS LEARNED

**The investment in communities of color has to be early and abundant.** Field and investment in these communities cannot be done in the last few weeks of the campaign.

**Trusted messengers matter, even in digital.** We've known that conversations at the doors led by trusted local groups are crucial to contextualizing issues for low-information voters and motivating lower propensity voters.

**Online research embedded directly into a field program can be done cost-effectively and deliver value.** We conducted online focus groups and an online quantitative survey which informed the content and messages used in our canvass program and echoed in all of our communications with voters.

**Sustaining beyond Election Day.** If we want campaigns and elections to have different outcomes we have to behave differently.

**Our communities are more than anti-Trump.** Latino and immigrant voters have an unfavorable view of the President, but they won't just be inspired by a message of fear.

# European Elections!



<https://www.thistimeimvoting.eu>

## European elections 23 - 26 May 2019

“This time it's not enough to just hope for a better future: this time we all need to take responsibility for it. So this time we're not just asking you to vote, we're also asking you to help to persuade others to vote too. Because when everybody votes, everybody wins”.





# VICTORY!



# MIL GRACIAS!