

A YEAR OF IMPACT

★ **WOKE VOTE 2021** ★

WE WORKED. WE BUILT. WE CHANGED.



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OUR STORY

Emerging against the backdrop of under-resourced efforts to deliver engagement efforts in black constituencies, Woke Vote believes in the power of the people to achieve self-determination and create a force that can move an agenda of justice and fairness to the center of the American political process. According to research explained in his book, "Brown is the New White;" Steve Phillips argues less than 2% of the \$2B of campaign revenues raised are invested in communities of color. This under-investment has led to perpetually depressed turnout among voters of color, often driving the margins of despair and dissent many in this voter group feel toward democratic participation. We are convinced, as the evidence indicates, the unique and enduring presence of independent leadership and a coalition of our moral institutions (including the Black Church) can be mobilized to activate, mobilize, train and unleash hundreds of thousands of Americans not only as voters but also as agents of electoral engagement strategies. Our primary focus intends to be at the county level, given the proximity to the voters we are engaging, allowing us to create a groundswell scalable for statewide Impact. We are compelled by certain federal and statewide elections where the intersection of our institutions and constituencies has reached a tipping point. In 2017, Alabama proved what can happen when collective interests and intentional investment are driven to engage those at the margins of despair.

OUR MISSION

Our mission is to invest in the activation, long-term engagement, training and development of new organizers, and mobilization of historically disengaged voters of color. we seek to engage registered voters in a multifaceted approach that includes: strategic social media outreach, impactful campus and faith-based outreach, social impact demonstrations, and intense mobilization (get out the vote) efforts.

THE PROBLEM

Historically low investment in low propensity voters of color has left vulnerable communities weaker than their counterpart communities and thus powerless on political decision making on issues that shape living conditions. Over time, bets against this historically disengaged population of voters have persisted despite the trend of losses in statehouses and Congress over the last decade. Frankly, we've discovered that the problem isn't the voting pattern among low-propensity voters but, instead, the lack of consistent investment in proven engagement strategies that further develop the relationship and improve participation rates among the historically disengaged over time.

THE OPPORTUNITY

The opportunity to increase and improve civic participation among historically disengaged voters of color is ripe. Research shows that net new voters found are in the low propensity end of the spectrum - the traditionally disconnected. The mobilization of historically disengaged voters of color will improve civic participation among many of our most vulnerable communities.

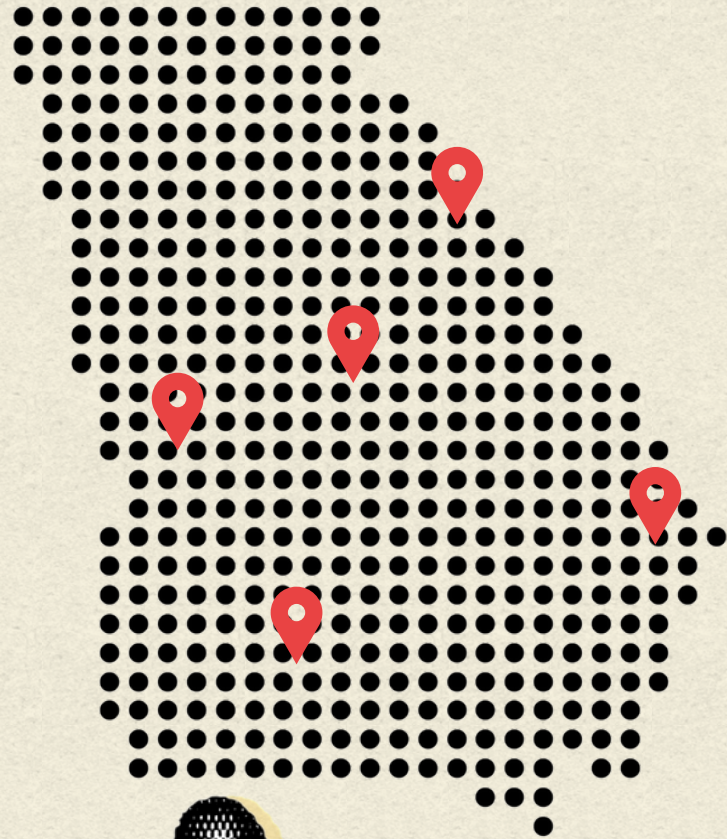


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MOBILIZING **GEORGIA**

Woke Vote continues to **build** and **invest** in the power of communities to change their material conditions. Amid the continued global health pandemic and national social justice uprisings at the beginning of 2021, Woke Vote mobilized **historically disengaged voters** in what was a consequential Senate runoff election in **Georgia**. We proved once again you can build an agenda that centers **justice** and **equity** as a critical component of the American political process.



70+

**COMMUNITY
EVENTS**

75+

VOLUNTEERS

38K

**DOORS
CANVASSED**

160K

PHONECALLS



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MOBILIZING THE NATION

As the year unfolded, we quickly saw that 2021 would be the **Year of Impact** for Woke Vote as the attack on voter rights and the reimaging of an attack on the Nation's Capitol has been in full force all year. No stone was left unturned as Woke Vote navigated through the unprecedented challenges posed by the open display of violence against Black bodies and the detrimental consequences of COVID-19. Through our microgrants program, we were able to donate over **\$65,000** to causes and organizations on the ground all across the country that are directly working to uplift and support **those most vulnerable**, including helping communities launch a literacy center in the Deep South to address educational inequities to distributing hygiene products to our houseless neighbors.

MOBILIZING COMMUNITIES

OUR 2021 MICROGRANTS SUPPORTED:

- Breonna Taylor Foundation Dinner
- Ahmaud Arbery Foundation Kick-off events
- The House Tuscaloosa Literacy Center
- The Kyrie Irving Foundation
- Make Good Trouble Rally, Washington D.C.
- Haitian Migrant Emergency Drives
- Houston Ice Storm Recovery Efforts
- The Women's Foundation of Alabama
- RESPECT Organization
- VIRTUE Inc.
- The Magic City Classic
- Be A Blessing Birmingham

MOBILIZING THE YOUTH

We believe that young people are not just the leaders of tomorrow. They are the leaders of **today**. We held our Summer 2021 Fellowship Class which included **23 fellows** from around the country. Representing more than **12 states**, this fellowship is an 8-week intensive program that covers areas such as: defining you and your community, voting rights in America, strategic digital messaging, community organizing strategies, and much more.



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26+

ORGANIZER TRAINING SESSIONS HELD

476+

NEW ORGANIZERS TRAINED THROUGH
PARTNER ORGANIZATIONS



MOBILIZING WITH **COMMUNITY PARTNER: SNCC**

To celebrate the 60th anniversary of the Student Nonviolent Coordinating Committee (SNCC), Woke Vote and SNCC partnered together to provide a virtual space for **intergenerational conversation** and a series of **organizing trainings**. Woke Vote has followed in the spirit and organizing legacy of SNCC to **resist voter suppression** and affirm the right of democracy to Black and brown communities. SNCC maintains its leadership as elders now who continue to advocate for voting rights and progressive policy changes. In the uncertain times of the present, our communities continue to face mounting voting suppression challenges. Therefore, this partnership provided a means to address those challenges through an intergenerational lens that **uplifts the voice and perspective** of organizers - past and present. From novice policymakers to seasoned organizers to current or aspiring electeds, this partnership provides space to ensure that **historical lessons** are informing our current best practices.

MOBILIZING WITH **THE YARD**

The YARD is the HBCU platform for connecting tech, talent, and culture to advance **innovation, infrastructure, & inclusion**. Woke Vote partnered with The Yard on their HBCU tour by establishing **voter registration booths on HBCU** campuses: North Carolina Agricultural and Technical State University and Tennessee State University. Through partnerships with today's business and community leaders, our combined platform creates **new opportunities** for students, builds more **sustainable career pipelines** & greater economic growth.

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★ WOKE VOTE 2022 ★

OUR VISION TO KEEP **WORKING, BUILDING**
& **CHANGING** WITH YOUR CONTINUED SUPPORT:

01

MIDTERMS 2022

Heightening voter turnout in key counties for the 2022 midterm elections by implementing a strategic 5-state voter registration and voter engagement campaign

02

HBCU VOTING CAMPAIGN

Targeting voter education and turnout strategies on 15 HBCU campuses which align with our target cities and counties

03

SUMMER FELLOWSHIP PROGRAM

Increasing our fellowship to 50 fellows, specifically targeting the cities we will work in within 2022

04

WOKE VOTE RELAUNCH

Launching a downloadable digital application, podcast series, digital platform, and online store

05

WOKE VOTE TURNS 5!!!

Celebrating the 5th-anniversary of Woke Vote with a Woke Vote Organizing Conference, days of service, exclusive concert, and an alumni appreciation event

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