
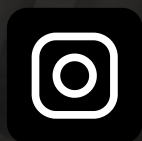


2022

**WHEN COMMUNITIES CALL:
A YEAR OF SHOWING UP**

W  **KE**
VOTE



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WE WORKED.

WE BUILT.

WE CHANGED.



UNDERSTANDING THE INTENTION BEHIND OUR "WHY"

OUR STORY

STAYING TRUE TO OUR ROOTS SINCE 2017

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. We also believe that organizations cannot simply show up in our beloved communities just during the election season and make asks of our neighbors. Engagement, advocacy, organizing, and the prioritization of Black joy must be present year-round, thus, we are compelled to be on the ground and in the streets alongside our co-conspirators.

THE PROBLEM

UNDERSTANDING THE DISENGAGEMENT

We know that historically low investment in low-propensity voters of color has left vulnerable communities weaker than their counterpart communities. Consequently, this leaves communities powerless in political decision-making on issues that drastically shape their everyday and long-term living conditions. Over time, bets against this historically engaged population of voters have persisted despite the trend of losses in the state houses and Congress over the last decade. Frankly, we have discovered that the problem is not the voter patterns among low-propensity voters, but instead, the lack of consistent investment in proven engagement strategies that further develop the relationships with our communities and improve participation rates among the historically disengaged over time.

OUR MISSION

INVESTING IN SYSTEMS CHANGE

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: strategic social media outreach, impactful campus, and faith-based outreach, social impact demonstrations, and intense mobilization (GOTV) efforts.

THE OPPORTUNITY

CHANGING THE FACE OF POLITICS

Our people care about the fate of their communities and so do we. That's why we empower communities with the resources needed to mobilize, activate, and improve civic participation.



2022

STRATEGIC IMPACT REPORT

PUTTING IN THE WORK

UNAPOLOGETICALLY CHANGING THE FACE OF "POWER"

Woke Vote believes that organizing for turnout is most effective when you execute a series of tactics in a targeted universe and with a consistent presence, year-round. Since our inception, we have drastically increased the percentage rate of voter turnout throughout our communities. In fact, researchers with the Analyst Institute continue to study our program model to uncover the "magic" of our voter engagement strategies. We have a higher turnout measure rate than most traditional GOTV programs. But let's get real – the "magic" of Woke Vote is in our unyielding belief that communities should control the fate of their communities. That is why we are unapologetically changing the face of power in a neighborhood near you. Do not just trust our words, trust our continued results.

IN 2022, WE INVESTED

\$400,000+

INTO COMMUNITIES THROUGH:

6

HBCUS
ENGAGED

15

ORGANIZING
TRAININGS

36

COMMUNITY
PARTNERS

37

EVENTS
HOSTED

42

FELLOWS
TRAINED

65

CANVASSERS
DEPLOYED

234

STUDENT ORG
PARTNERSHIPS

14K

COMMITTED
TO VOTE

22K

DOORS
KNOCKED

56K

MAILERS
SENT

136K

PHONECALLS
PLACED



5+ MILLION DOLLARS!

Our total investment in communities just since 2017.

WE WORKED: MIDTERM & RUNOFF ELECTIONS

ACTIVATING HISTORICALLY DISENGAGED VOTERS IN THE MIDTERM ELECTION

Since the commencement of Woke Vote, we have been deeply invested in voter turnout, voter engagement, and voter education. We continue to provide non-partisan, non-candidate-based education to engage and empower communities in their civic participation. We believe in letting communities decide for themselves and providing the necessary tools and resources to empower informed decision-making at the ballot box. During the 2022 Midterm election, we employed a series of initiatives aimed to get out the vote.



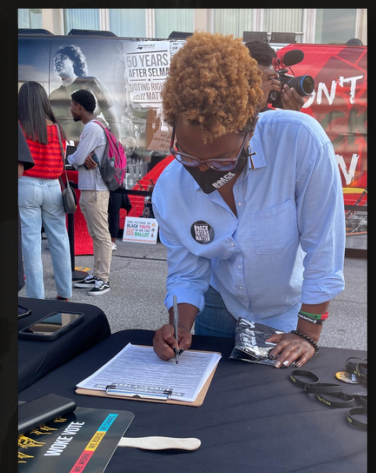
HBCU GOTV TOUR: BRINGING VOTER EDUCATION TO FIRST-TIME VOTERS

For the midterm election season, we hit the road for our HBCU GOTV tour across North Carolina, Alabama, and Georgia. We partnered with student organizations across 6 Historically Black Colleges & Universities to register students to vote right there at our table, equipped student leaders with resources on identifying voter suppression, and emphasized what exactly is on the line for students and community members this election season. We established partnerships with student organizations at the following HBCUs:

- Morehouse College
- Spelman College
- Miles College
- Johnson C. Smith University
- Livingstone College
- North Carolina A&T University

JIM CROW VOTER SUPPRESSION SIMULATION

We partnered with several high schools, colleges, and universities to replicate the Jim Crow Era voter registration experience at festivals, conferences, and rallies around the country. Those who took the simulation were given 10 minutes to complete a real version of a literacy test that was once administered to African American voters in the Deep South. After completion of the test, Woke Vote staff would reveal the answers and then record interviews with participants about the barriers people of color underwent just to cast their ballots. This simulation provided a space of education and reflection for many to honor the sacred opportunity of voting in our country. Participants were then educated on how to identify and report modern-day forms of voter suppression.



"SLAVERY IS ON THE BALLOT": PHONE BANKING, CANVASSING, & MAILERS

We engaged voters through phone banking technologies that allowed our team to place over 135,000 phone calls and more than 15,000 text messages. Voters were provided the option of opting into receiving critical voting information about upcoming registration dates, election day reminders, polling locators, and ways to identify voter suppression.

Our multifaceted voter engagement and GOTV campaign also focused on key states where slavery was on the ballot, educating communities about what was on the line. Targeting Alabama and Louisiana residents, mailers provided information on this election's opportunity to vote on state constitutional amendments and ballot statements prohibiting slavery and involuntary servitude.

WE BUILT: SUMMER ORGANIZING FELLOWSHIP

CREATING SUSTAINABLE CHANGE THROUGH A PIPELINE OF CHANGEMAKERS

We believe in training generations of changemakers to shape their communities with a solid foundation on justice and equity. We partnered with The Blue Institute to train our 4th Summer Organizing Fellowship cohort, comprised of **42 fellows** across **9 states** and **2 countries**. Across an intense, 4-week learning curriculum, our fellows were empowered with the knowledge to enact change through 8 core target areas:



Digital Organizing



Faith Outreach



Campus Outreach



Data & Research



Campaign Operations



GOTV Strategy



Fundraising & Budgeting



Allied Partnerships



WEEKEND OF ACTION: PUTTING THE GLOVES ON & DOING THE WORK

Their knowledge of these 8 core elements of organizing was put to a test in our Weekend of Action, where fellows from all across the country met in Atlanta, Georgia to present their strategic organizing campaigns to a panelist of seasoned experts for potential funding opportunities. Fellows also hit the streets canvassing in College Park, Georgia where we partnered with Georgia Votes to successfully engage 800+ residents for the November election.



FELLOWS CORNER: REFLECTING ON THE FELLOWSHIP EXPERIENCE

JAYLA J., SPELMAN COLLEGE



"I never realized that public policy could be an interest of mine until my Woke Vote fellowship. The fellowship experience introduced me to many friendships that stand as a support system up to this day and set a baseline for the jumpstart of my journey in politics! So much knowledge was gained that I couldn't have obtained many of the offers I received without Woke Vote .. and they made it lit while doing it!"

TARON H., ALBANY STATE UNIVERSITY



"Being a Woke Vote Fellow was a fulfilling experience for me! I was able to put a project plan together and learn the ins and outs of a campaign. It truly sparked my fire and helped me turn my passion into purpose! I recommend anyone wanting to get into the political space/organizing to become a part of this excellent organization!"

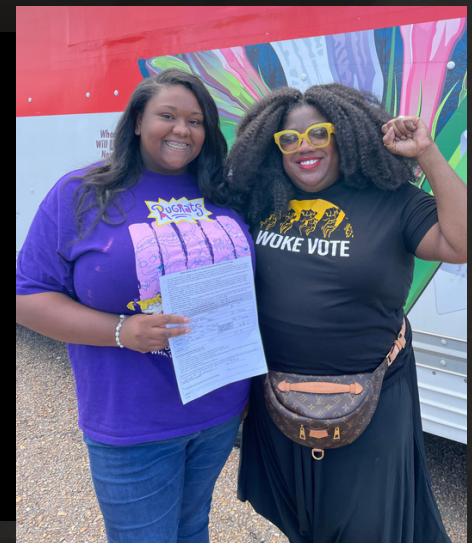
WE CHANGED: RAPID & CRISIS RESPONSE EVENTS

IN THE MIDDLE OF CRISIS: ANSWERING THE CALLS FOR COMMUNITIES IN NEED

During the year, we have been compelled to send our rapid response teams to the streets of communities undergoing a crisis. Our rapid response teams are comprised of Woke Vote staff, Woke Vote fellows, trained volunteers, and dedicated donors who vehemently believe in working with community members to achieve the liberation they deserve. We are doing the justice-work of leading, organizing, and supporting work that is rooted in bettering the quality of life for our communities and shifting the power dynamics back into the hands of communities in the margin.

A FEW RAPID RESPONSE EFFORTS LED OR SUPPORTED BY WOKE VOTE:

- Hydrate with Hope: Water Crisis Supply Drive in Jackson, Mississippi
- John Lewis Voting Rights Acts Protest in Washington, DC
- Buffalo Supermarket Shooting Community Grief & Recovery Fund
- 57th Annual Bridge Crossing Jubilee in Selma, Alabama
- Justice for Breonna Taylor Petition in Louisville, Kentucky
- Justice for Kastellio Vaughan in Elmore County, Alabama
- Justice for Amir Locke in Minneapolis, Minnesota
- Art on Trial: Protect Black Art
- Voting 101: A Guide Through November
- Birmingham, Alabama Gas Giveaway



JACKSON, MISSISSIPPI WATER CRISIS: STEPPING UP AND STEPPING IN

We could not sit still while witnessing our neighbors in Jackson, Mississippi be denied access to safe, drinkable water. What happened in Jackson was a clear message to us all. A city made up of more than 80% of African Americans has been experiencing water insecurity for months and a denial of basic human dignity. So, we asked what they needed and we hit the road with Uhuals full of water and hygiene products. Then, we asked community members to pull up with helping hands and they showed up in numbers to serve their people. The folks of Jackson, Mississippi said enough is enough. We provided 200 voter registration forms to eligible non-registered community members so that they let their elected officials know that addressing their water infrastructure is a community priority. Through your support, we were also able to provide water to:

- 695 families
- 5 Black-Owned Restaurants
- 2 Senior Care Facilities
- Every single dorm at the HBCU Tougaloo College
- 15 personal deliveries to the doorsteps of senior citizen homes
- And 100 dinners for Jackson families





BECAUSE OF YOUR SUPPORT

THANK YOU FOR YOUR CONTINUED SUPPORT!

The work we do is not possible without your support.

To continue supporting voter education, rapid response efforts, and our organizing fellowship, please donate by scanning the QR code:



[SECURE.ACTBLUE.COM/DONATE/WOKE-VOTE-1](https://secure.actblue.com/donate/woke-vote-1)



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