

2023 WOKE 2023 VOTE

BUILDING MOMENTUM

End of Year Impact Report



[@WOKEVOTE](https://www.instagram.com/wokevotegroup)



WWW.WOKEVOTE.US/



WE WORKED.

WE BUILT.

WE CHANGED.

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.

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.

(we workin')

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black ballot college tour

We're building *momentum* within communities that will shape the future of our democracy:

North Carolina became our focus for deepening roots in the community. With the upcoming 2024 elections on the horizon, the state's influence on the national political landscape cannot be underestimated. The Black Ballot College Tour, in collaboration with [For The Struggle, Inc.](#), was a strategic investment in laying the groundwork for increased civic engagement, voter turnout, and an informed electorate.

In the streets of North Carolina

Throughout the 2023 academic school year, Woke Vote launched a "Black Ballot Tour," with For The Struggle, where we took the streets of local colleges and universities in North Carolina. This comprehensive campaign aimed to engage, empower, and educate college students and community members through voter registration and education rallies, panels, giveaways, sign-ups, and various outreach activities. Recognizing the pivotal community and democratic role of historically Black institutions, we also strategically targeted HBCUs to connect students who will play a unique and powerful role in the outcome of North Carolina's 2024 elections.

From the Classrooms to the Ballot Box

The campaign deeply recognized the significance of college students in shaping the future of democracy. According to an analysis by the Center for Information & Research on Civic Learning and Engagement, a staggering 41 million members of Gen Z will be eligible to vote in the 2024 presidential election. By targeting campuses, we aimed not only to register these students but also to provide them with the tools and knowledge needed to be active and informed participants in the democratic process.

Year-Round Community Engagement

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(WE BEEN WORKIN' WORKIN')



While our primary focus remains on voter education, our commitment to serving the community year-round has proven instrumental in building enduring trust and momentum. Initiatives such as Reading with Justice, Love Birmingham District 7 Community Cleanup, and the House Tuscaloosa Literacy Bookfair underscore our dedication to year-round community empowerment. In times of urgency, our digital activation in protest of the tragic murder of Tyre Nichols and education around Alabama prison system conditions evidence our timely response to pressing community issues.

Our commitment to being in the community was further shown through the Tougaloo College Voter Registration Drive, Juneteenth Voter Registration Tabling, and the impactful "Vote for Breonna: Voter Registration & Community Canvas" event. We have partied at the Polls to celebrate civic engagement and participated in local symposiums like the "Shelby County a Decade Later: Our Ongoing Fight for the Right to Vote" which highlighted our unwavering dedication to protecting voting rights in the Deep South amidst policy rollbacks of the Voting Rights Act. Beyond civic engagement advocacy, our outreach extended to tangible community support with initiatives like our annual Thanksgiving Turkey Giveaway and Christmas Winter Coats Giveaway, both impacting 25 families each during the holiday season. As we wrap up the year, we celebrate the successful engagement of our communities to foster a connected, engaged, and empowered community year-round and not just during the election season.

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summer organizing fellowship

We're building *momentum* by creating a pipeline of changemakers and justice-seekers:

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 [6th Summer Organizing Fellowship cohort](#), comprised of 27 intergenerational, diverse fellows across our nation. Across an intense, 6-week virtual 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

How the fellowship impacted 2 superstar fellows:



Elizabeth Lynn - Organizer, Down Home NC

"Participating in the Fellowship gave me real-world practice in creating a campaign program. My favorite part was when we had renowned guest speakers who shared their inspiring stories and motivated me to keep going and doing good work in the community as a new organizer."



Kaila Pouncy - Senior, The University of Alabama

"Having the opportunity to start with the fundamental principles of organizing and moving forward through the implementation process helped me understand that no effort is too small and how important it is to move through our community mobilizations intentionally. It was also great to be in a community with other students who share the same vision."

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Black Southern Women's Collaborative

This year, Woke Vote led the inaugural Black South Women's Collaborative (BSWC) Alabama Fellowship. Founded by **Phyllis Hill**, BSWC is dedicated to enhancing and empowering Southern Black life, particularly that of Black women in Alabama. In this partnership, we chose and led a cohort of 12 inspiring Black women who are at the forefront of championing voting rights and civic engagement in their respective communities, both rural and urban, across the state of Alabama. Selected for their reputable commitment and grassroots organizing expertise, these women were chosen to participate in a 4-week program designed to deepen and connect their work.

The 4-week fellowship curriculum encompassed critical topics such as personal and organizational storytelling, addressing mistruths in data, and community impact data reporting. With a mission to support, encourage, connect, and invest in the leadership of Black women in Alabama, our partnership contributed to the ongoing conversation surrounding voting rights, creating sustainable change and empowerment within the Deep South.

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We are especially proud that two of the fellows led the high-profile Supreme Court case efforts for fair representation and districting in Alabama, which ultimately granted Black voters in Alabama more voting power with the addition of a new congressional district and redistricting map to the Alabama election landscape.

Join us in saying congratulations to the Inaugural BSWC Alabama Fellows!



Special thanks to our curriculum and fireside chat guest speakers:

- **Stevona Elem-Rogers**
 - Author and Founder of *Black Women Are For Grown Ups*
- **Nsé Ufot**
 - Former Chief Executive Officer of the New Georgia Project
- **Dr. Donna Coltrane Battle**
 - Social Justice Spiritual Practitioner and Educator
- **Ashley Shelton**
 - Founder, President, and CEO of the Power Coalition

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partnerships, people & programs

We're building *momentum* with our alliances and co-conspirators to create some good trouble:

We recognize the power of collaboration in fueling the engine of progress, and our efforts have seen impactful partnerships with a diverse array of community leaders and stakeholders. From forging connections with congressional members who champion the cause of voter rights to collaborating with influential radio stations to amplify our message to the masses, our outreach has been both broad and impactful. We've joined forces with esteemed civil rights organizations, academic institutions, and colleges, viewing each partnership as an investment in the shared goal of civic change.

In 2023, we invested **\$100K+** into communities.

12

HBCUS
ENGAGED

15

STUDENT ORG
PARTNERSHIPS

43

COMMUNITY
PARTNERS

42

EVENTS
HOSTED

27

FELLOWS
TRAINED



5+ MILLION DOLLARS INVESTED SINCE 2017.

Protecting the People's House: Organizing with Rep. Justin Jones of TN3

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Woke Vote's swift response efforts included expanding our organizational support to voters in Nashville, an area represented by former Woke Vote trainee Justin Jones. In April, after a gun-control protest disrupted House proceedings, Jones, a State Representative, was removed from his legislative seat, leading to the widely publicized incident known as the "Tennessee Three."



Remaining dedicated to mobilization and activation, our team concentrated on assisting the Nashville community in orchestrating protests, managing logistical aspects, and strategically utilizing national media channels. We aimed to highlight the evident voter disenfranchisement and the broader community's struggle for progress in gun rights and safety.

As primary organizers, fostering collaboration, we endeavored to establish a platform for the community's voice, ensuring that the principles of representation and free expression were upheld in the core of Tennessee's legislative landscape.

Taking a leadership role on the ground, we collaborated with a coalition of organizations and concerned community members who shared a mutual interest in both reinstating Representative Justin Jones and Justin Pearson and safeguarding free speech within the state house.





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WOKE VOTE

Donate today to help us build on our **momentum.**

Our impactful work toward building a more inclusive, informed, and empowered democracy is only made possible because of supporters like you. Your commitment to our cause fuels our ability to keep working, building, and changing the landscape of civic engagement. As we approach the critical 2024 election, we invite you to be a crucial part of our work.

Please consider making a donation today to ensure that our efforts continue to resonate, creating lasting change and empowering communities. Together, let's amplify our impact and shape the future of democracy. Consider **donating today** to help us build on our **momentum.**

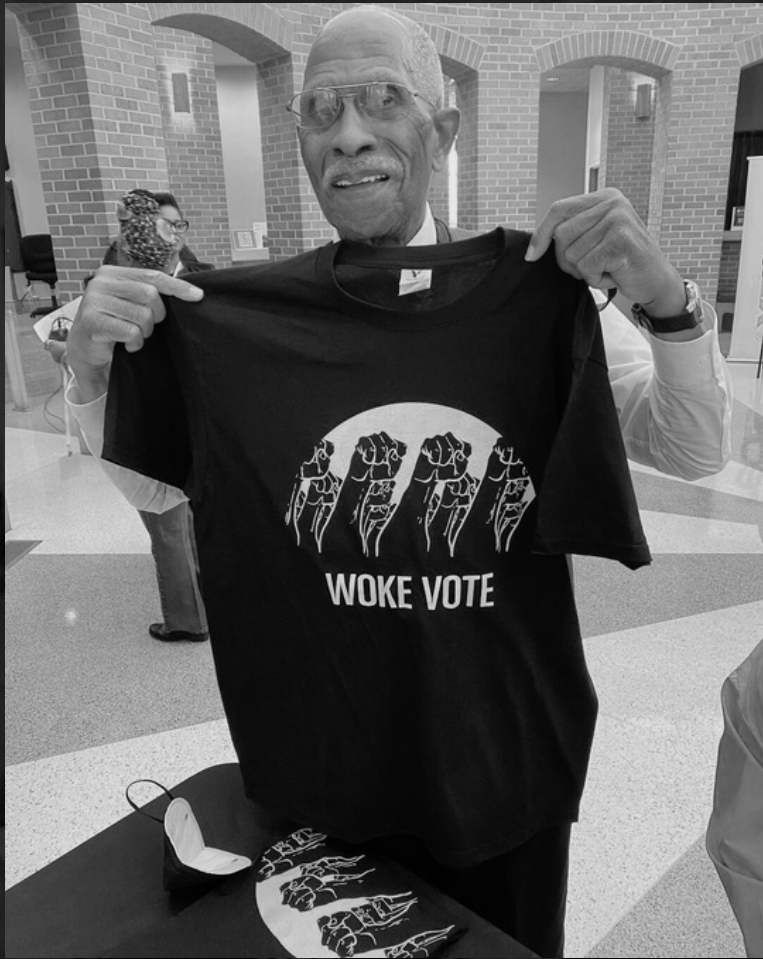


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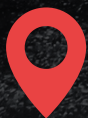
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