The Georgia Way

A collaborative approach that brings trusted community leaders together to coordinate state-wide voting rights activities community by community.
Georgia Team Unity

- Team Unity encompasses social/political action activists the Divine Nine, NAACP branches, Prince Hall Masons as well as other local organizations.
- Team Unity focuses on coming together to ensure that every person is educated and informed of the power of the vote to directly improve their lives.
- Organize various community leadership groups around voting rights activities to increase coordination communication and collaboration.
Team unity is an intentional focus on developing a common strategy while coordinating a variety of tactics to achieve voter participation in underserved communities.

The Team Unity Approach increases operational efficiency and effectiveness and allows for much better deployment of financial and technological resources.

The foundational leadership for building a team unity strategy in each state is already present. The objective is to provide strategic leadership and digital operational support to accelerate the success of their activities.

Many states suffer from "digital sharecropping" when they don't own/operate the digital tools and resources; they are at the mercy of groups that don't share or prioritize their needs and goals.
2022 Georgia Registered Voters

6,632,028 Registered Voters
- 2,095,446 – Black
- 269,539 – Hispanic
- 200,407 – Asian American Pacific Islander
- 3,871,259 – Caucasian
- 25,983 – Native American

Georgia - 39% BIPOC Registered Voters
Experience and Opportunity

In 2020 Team Unity partnered with Center for Common Ground to provide digital/technical expertise and remote volunteers. Together our Georgia outreach:

- Sent 3,518,381 postcards (Voter Registration/GOTV)
- Made 587,146 phone calls (GOTV/Run-off)
- Sent 741,034 Text Messages (GOTV/Run-off)
<table>
<thead>
<tr>
<th>Race</th>
<th>Voters</th>
<th>Voted 2020</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>2,095,446</td>
<td>1,358,602</td>
<td>65%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>269,539</td>
<td>152,150</td>
<td>56%</td>
</tr>
<tr>
<td>AAPI</td>
<td>200,407</td>
<td>133,692</td>
<td>67%</td>
</tr>
<tr>
<td>Native American</td>
<td>25,983</td>
<td>13,870</td>
<td>54%</td>
</tr>
</tbody>
</table>
## 2018 Georgia Turnout Comparison

<table>
<thead>
<tr>
<th>Race</th>
<th>Voters</th>
<th>Did Not Vote 2018</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>2,095,446</td>
<td>983,678</td>
<td>47%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>269,539</td>
<td>174,332</td>
<td>65%</td>
</tr>
<tr>
<td>AAPI</td>
<td>200,407</td>
<td>125,615</td>
<td>63%</td>
</tr>
<tr>
<td>Native American</td>
<td>25,983</td>
<td>16,470</td>
<td>63%</td>
</tr>
<tr>
<td>Race</td>
<td>Voters</td>
<td>Did Not Vote 2018</td>
<td>%</td>
</tr>
<tr>
<td>-----------------</td>
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<td>Native American</td>
<td>25,983</td>
<td>16,470</td>
<td>63%</td>
</tr>
</tbody>
</table>
2022 Georgia Elections

- US Senate
- US House (14/14)
- Governor
- St. Gov, Attorney General, Secretary of State
- Supt. of Public Instruction
- Agriculture Commissioner, Public Service Commissioner
- Labor Commissioner, Insurance Commissioner
- State House (180/180)
- State Senate (56/56)
- Supreme Court (4)
- Intermediate Appellate Court (4)
2022 Target Counties

All Georgia Regions are represented:

- Northern
- Atlanta Region
- Middle Georgia
- Western Georgia
- Southern Georgia

77% of the Black population lives outside Atlanta
2022 Target Counties

- Baldwin
- Barrow
- Bartow
- Bibb
- Bryan
- Bulloch
- Burke
- Camden
- Carroll
- Chatham*
- Cherokee
- Clarke
- Clayton
- Cobb*
- Coffee
- Colquitt
- Columbia
- Coweta
- Decatur
- DeKalb
- Dougherty
- Douglas
- Effingham
- Fayette
- Floyd
- Forsyth
- Fulton
- Glynn
- Gwinnett
- Hall
- Henry
- Houston
- Jackson
- Laurens
- Lee
- Liberty
- Lowndes
- McDuffie
- Meriwether
- Mitchell
- Muscogee
- Newton
- Paulding
- Peach
- Richmond
- Rockdale
- Spaulding
- Sumpter
- Thomas
- Tift
- Troup
- Troup
- Walton
- Ware
- Washington
- Whitfield

*CFCG Democracy Center Location
2022 Plans

- Outreach to 1.5 Million Black Voters who did not vote in 2018
- Expand mini Democracy Centers into 58 Georgia counties
- Send 1.5 Million Postcards to Voters
- Make 200k Calls
- Send 1 Million Text Messages

cfcg.news/volunteer
Democracy Centers - What They Do

Convert low-propensity BIPOC voters to voting rights activists by helping communities identify their "pain point(s)" and starting work on the solution.

They leverage the on-the-ground expertise, presence and trusted relationships of community-based organizations with a successful track record of civil rights protection, civic engagement, community building and development, election protection, voter registration, and other activities that support the basic tenets of our democracy in underserved communities.

At the same time local communities begin to see the path to progress they created.
# 2022 Target States - US Senate

<table>
<thead>
<tr>
<th>State</th>
<th>Black Senate Candidates</th>
<th>BIPOC %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>*Warnock/Walker</td>
<td>38.32%</td>
</tr>
<tr>
<td>Florida</td>
<td>Demmings - Likely</td>
<td>55.83%</td>
</tr>
<tr>
<td>Alabama</td>
<td>Rev. Will Boyd</td>
<td>41.51%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>Justice Cheri Beasley</td>
<td>39.10%</td>
</tr>
<tr>
<td></td>
<td>*Incumbent</td>
<td></td>
</tr>
<tr>
<td>State</td>
<td>Black Senate Candidates</td>
<td>BIPOC %</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Louisiana</td>
<td>Chambers - Likely</td>
<td>53.99%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Krystle Matthews/Tim Scott</td>
<td>43.83%</td>
</tr>
</tbody>
</table>
Current Phone bank Campaign

- Current Campaign – Florida Primary
- Coming Soon – Virginia General

National Guided Phonebanks
Tues/Wed/Thurs
Teen Phonebanks

https://www.centerforcommonground.org/phonebanks
Texting Campaign

- 9 states
- 9.3 Million Cell Numbers
- Goal: Text 7 Million = $210,000

3 Texting Platforms
- Outreach Circle
- Spoke
- Fast P2P
21st Century Digital Toolkit

- PDI (9 states)
- Outreach Circle (60 Groups)
- L2 Political Data
- See Something/Say Something
- (Election Problem Reporting)
- One-Click Politics
- BillTrack50
PDI - Political Data, Inc.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Update Supporters</td>
<td>Stay connected with your supporters by posting simple messages, news updates,</td>
</tr>
<tr>
<td></td>
<td>reminders, or even a thank you note.</td>
</tr>
<tr>
<td>Supporter Forms</td>
<td>Gather more info from your supporters: how they’d like to volunteer, where</td>
</tr>
<tr>
<td></td>
<td>to place a yard sign, ask for endorsements/quotes, or any other question.</td>
</tr>
<tr>
<td>Survey Friends</td>
<td>Enable supporters to gather information from their friends via email, text.</td>
</tr>
<tr>
<td>Email, Text or Share</td>
<td>Ask your supporters to reach out to their friends via email, text or any</td>
</tr>
<tr>
<td>with Friends</td>
<td>app. Limit sharing to a target universe or let supporters reach out to</td>
</tr>
<tr>
<td></td>
<td>anyone in their address book.</td>
</tr>
<tr>
<td>Link to Webpage</td>
<td>Share a link to a webpage with your supporters. Direct traffic to your</td>
</tr>
<tr>
<td></td>
<td>website, an event, parking directions, a google map, or even a virtual</td>
</tr>
<tr>
<td></td>
<td>phone bank.</td>
</tr>
<tr>
<td>Share Facebook Post</td>
<td>An easy way to inform and engage your supporters while increasing your</td>
</tr>
<tr>
<td></td>
<td>facebook traffic.</td>
</tr>
<tr>
<td>Affinity Texting</td>
<td>Enable supporters to text a list of assigned contacts from their personal</td>
</tr>
<tr>
<td></td>
<td>phone number.</td>
</tr>
<tr>
<td>All-In-One Canvass</td>
<td>Canvass volunteers, members, voters or just about anyone via text, phone,</td>
</tr>
<tr>
<td></td>
<td>email or in person.</td>
</tr>
<tr>
<td>Watch a Video</td>
<td>Share a video with your supporters.</td>
</tr>
</tbody>
</table>
Outreach Circle

- Rapid Deployment
- Customized by State/Democracy Center
- Peer-to-Peer Texting Platform
- Canvassing Platform
- Mobilization Platform
- Training Management Platform

- Read the Article
- Visit webpage
Outreach Circle

Text Ellis County VBM 65+
Text Vote by Mail information to Ellis County Voters 65 and older

Free COVID Test Kits
Every home in the U.S. is eligible to order 4 free at-home COVID-19 tests. The tests are completely free. Orders will usually ship in 7-12 days. Order your tests now so you have them when you need them. If you need a COVID-19 test now, please see other testing resources for free testing locations in your area.” - https://www.covidtests.gov

Vote All the Way Down the Ballot
Kerry Washington explains why it's critical to vote for all the offices on the ballot.
Election Problem Reporting

- Hotlines can be overwhelmed by as few as 10 calls; can't support images or video
- See Something/Say Something Election Problem Reporting allows anyone to use their phone to report a problem, map the location and add images or video anywhere in the world