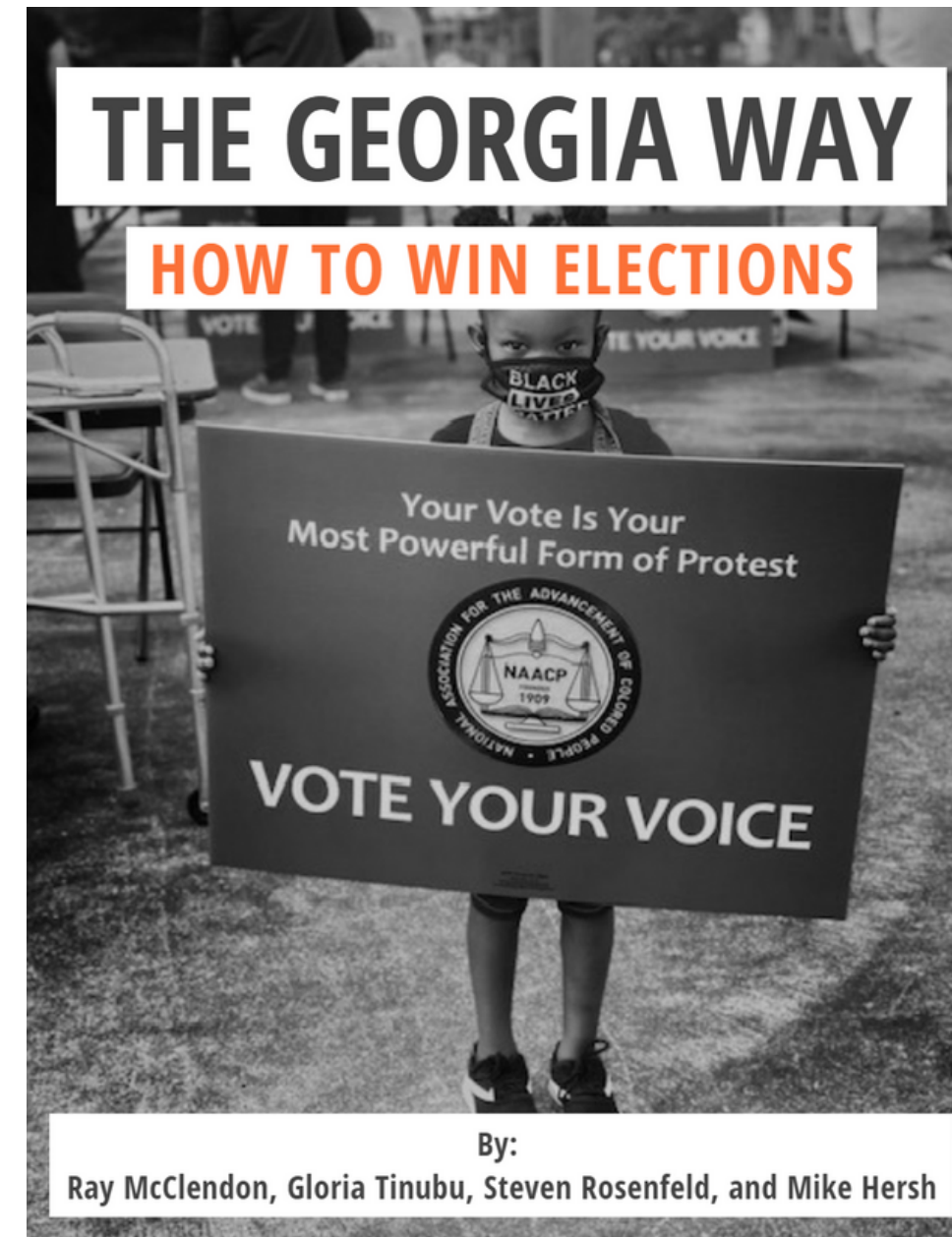


Georgia 2022 Campaign Update



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 group around voting rights activities to increase coordination communication and collaboration.



ATLANTA
NAACP



Why It Works

- 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)

Georgia Success 2020

Race	Voters	Voted 2020	%
Black	2,095,446	1,358,602	65%
Hispanic	269,539	152,150	56%
AAPI	200,407	133,692	67%
Native American	25,983	13,870	54%

2018 Georgia Turnout Comparison

Race	Voters	Did Not Vote 2018	%
Black	2,095,446	983,678	47%
Hispanic	269,539	174,332	65%
AAPI	200,407	125,615	63%
Native American	25,983	16,470	63%

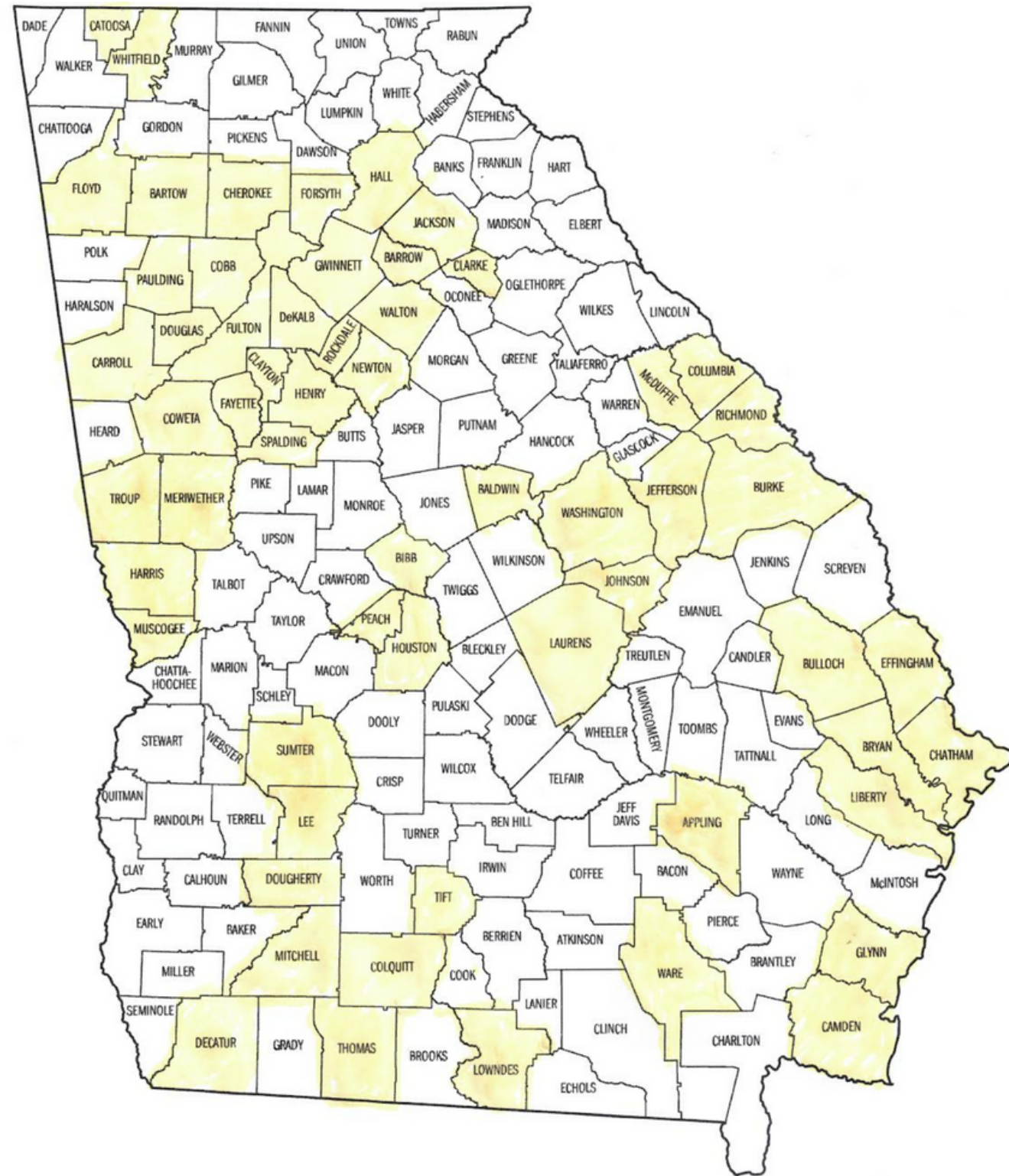
The Mid-Term Challenge

Race	Voters	Did Not Vote 2018	%
Black	2,095,446	983,678	47%
Hispanic	269,539	174,332	65%
AAPI	200,407	125,615	63%
Native American	25,983	16,470	63%

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
- 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

Join Center for Common Ground!

HELP US FIGHT VOTER SUPPRESSION

First Name *

JOIN THE EFFORT!

Last Name *

☒ Opt in to email updates from Center for Common Ground

Email *

Zip/Postal Code *

City *

MOBILE PHONE

Mobile Phone

VOLUNTEER

- ☐ Sign petitions
- ☐ Call/email/tweet my legislator
- ☐ Meet with my legislator
- ☐ Phonebank to voters
- ☐ Postcard to voters
- ☐ Text to voters
- ☐ Host actions/events
- ☐ Canvass
- ☐ Drive Voters to the Polls

[Not in US?](#)

Sponsored by: Center for Common Ground

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.



Newberry Foundation



2022 Target States - US Senate

State	Black Senate Candidates	BIPOC %
Georgia	*Warnock/Walker	38.32%
Florida	Demmings - Likely	55.83%
Alabama	Rev. Will Boyd	41.51%
North Carolina	Justice Cheri Beasley	39.10%

*Incumbent

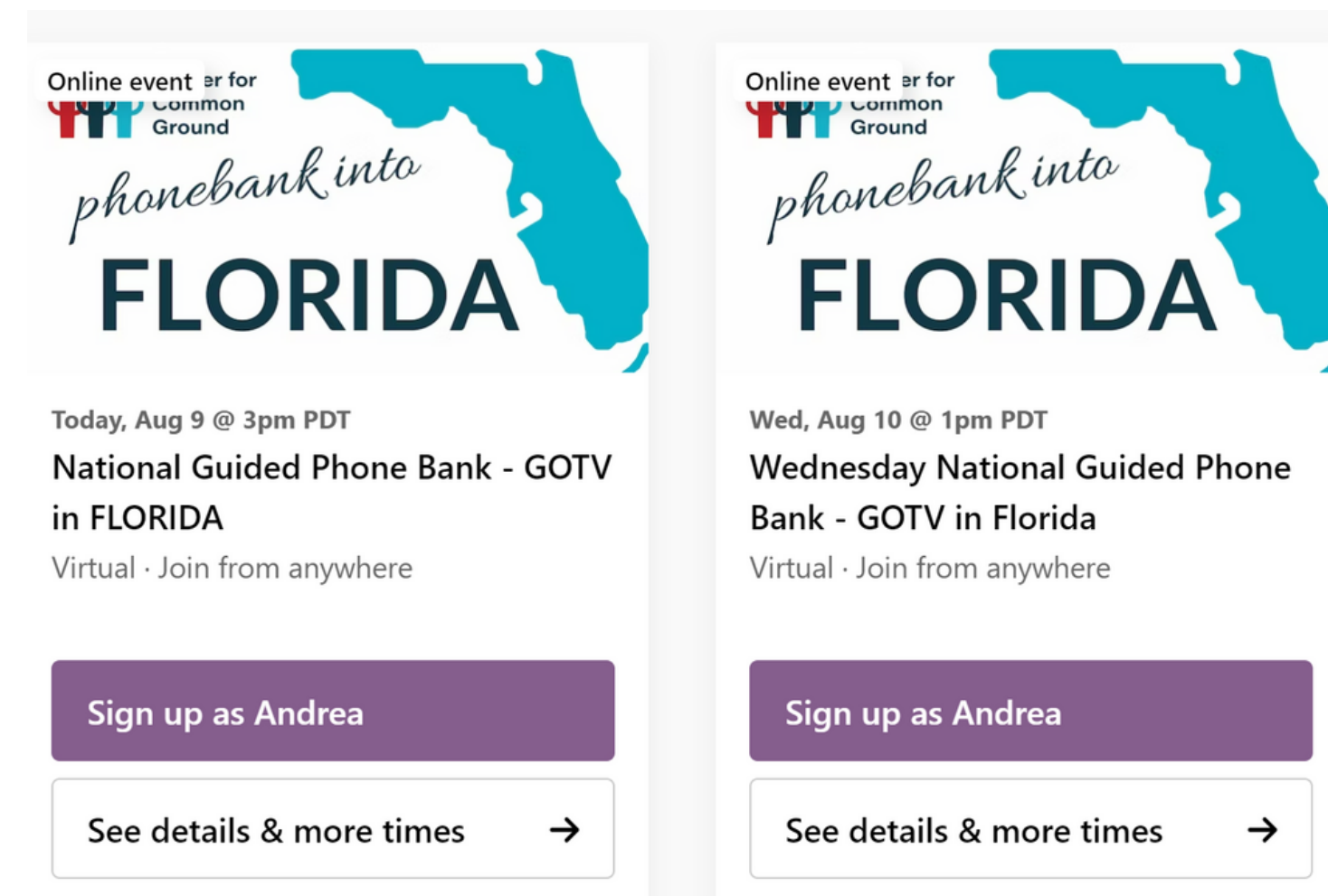
2022 Target States - US Senate

State	Black Senate Candidates	BIPOC %
Louisiana	Chambers - Likely	53.99%
South Carolina	Krystle Matthews/Tim Scott	43.83%

Current Phone bank Campaign

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

National Guided Phonebanks
Tues/Wed/Thurs
Teen Phonebanks



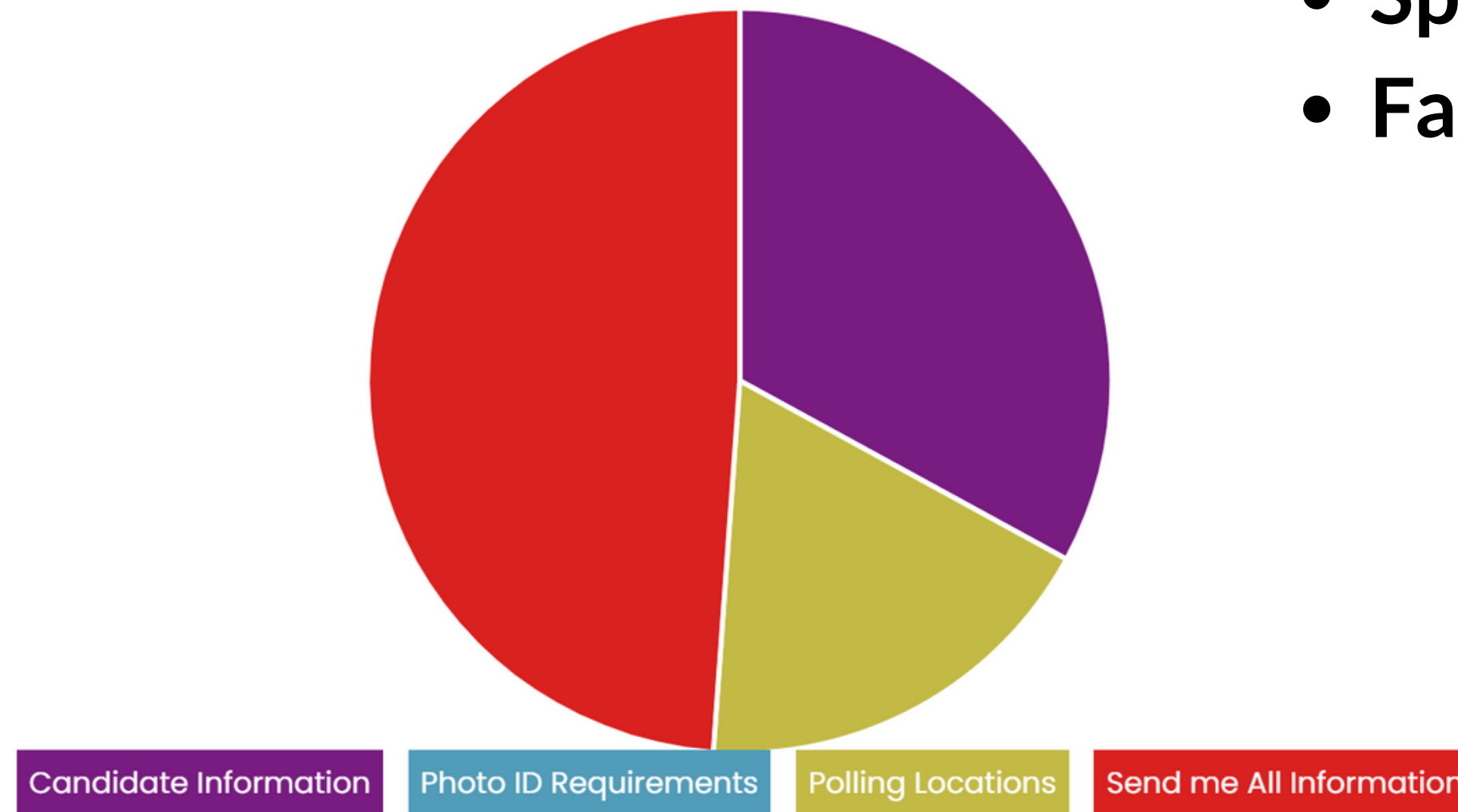
<https://www.centerforcommonground.org/phonebanks>

Texting Campaign

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

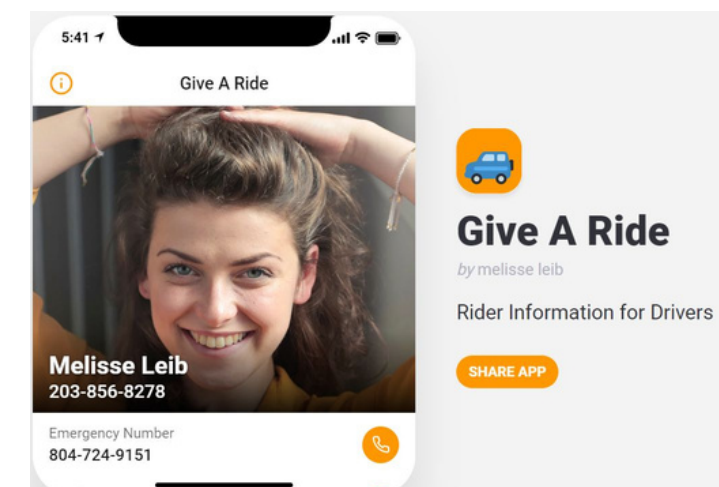
3 Texting Platforms

- 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.



Create Voter Universe Options

Create People Universe Options

Simple Target Fields

Vote History

Demographics

Geography

My Flags

Early Voting

Models

Saved Universes

Custom



Preset Target Universes

Previously Saved

PDI Universes

Predefined Universes

Contact Voters With

Exclude

☐

All Phones

Home Phone

Mobile Phone

Home & Mobile Phone

Voter IDs

Include Voters

Exclude Voters | Houses

☐

Strong Support (Yes)

☐☐☐

Lean Support

☐☐☐

Undecided

☐☐☐

Lean Oppose

☐☐☐

Strong Oppose (No)

☐☐☐

Refused to Say

☐☐☐

Uncontacted (None of the above)

☐☐

Party

Exclude

☐

Registered Voters

DemPlus

RepPlus

Democrat

Republican

Independent (Ind/NPP)

Minor Party Liberal (MPL)

Minor Party Conservative (MPC)

Green

Peace & Freedom

Natural Law

Libertarian

Reform

Age From

To...

No Age

☐

Gender

Select a Value

☐

Ethnicity / Language

Exclude

☐

Latino

Asian (Eastern Asian Composite)

African American

Not Asian, Latin or Af-Am

Arabic

Armenian

East Indian (Not Asian)

Greek

Italian

Jewish

Pacific Islander (Not Asian)

Persian

Portuguese

Geography

Enter Geography Here

Outreach Circle - Relational Organizing



Update Supporters

Stay connected with your supporters by posting simple messages, news updates, reminders, or even a thank you note.



Supporter Forms

Gather more info from your supporters: how they'd like to volunteer, where to place a yard sign, ask for endorsements/quotes, or any other question.



Survey Friends

Enable supporters to gather information from their friends via email, text.



Email, Text or Share with Friends

Ask your supporters to reach out to their friends via email, text or any app. Limit sharing to a target universe or let supporters reach out to anyone in their address book.



Link to Webpage

Share a link to a webpage with your supporters. Direct traffic to your website, an event, parking directions, a google map, or even a virtual phone bank.



Share Facebook Post

An easy way to inform and engage your supporters while increasing your facebook traffic.



Affinity Texting

Enable supporters to text a list of assigned contacts from their personal phone number.



All-In-One Canvass BETA

Canvass volunteers, members, voters or just about anyone via text, phone, email or in person.




Watch a Video

Share a video with your supporters.

Outreach Circle


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

○

 **Preview Mode**
Action feed for Alabama


Alabama to get 2 Black Congressional Districts

Federal court blocks Alabama's new congressional district map, saying it's not fair to Black voters.



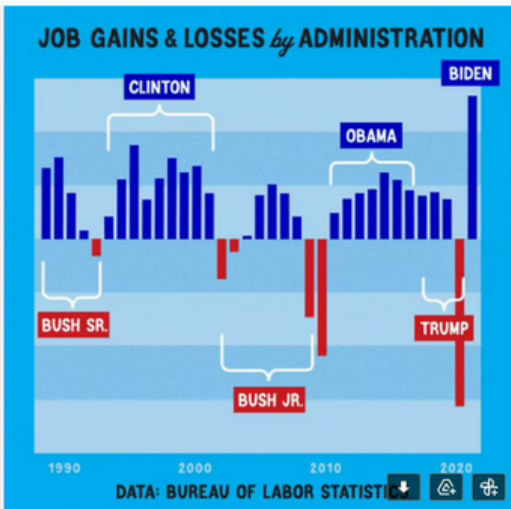
District	Count
1	1
2	1
3	1
4	1
5	1
6	1
7	1

[Read the Article](#)

 **Preview Mode**
Action feed for North Carolina

Biden Administration North Carolina Impact

President Biden promised that his administration would focus on recovering from the COVID-19 pandemic and rebuilding the economy better than it was before. Here are the results.



DATA: BUREAU OF LABOR STATISTICS


[Visit webpage](#)

 **Preview Mode**
Action feed for Southside

Join our Restoration Planning Session

Last year, the Legislature successfully passed the amendment for the first time, but to permanently amend Virginia's constitution, they must pass the exact same amendment a second time before it can be sent to the ballot for Virginia's voters.

Join us on Tuesday night to learn about the 2022 Constitutional amendments.



Outreach Circle

 Center for Common Ground
1/18/2022

Text Ellis County VBM 65+

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



Text VBM Info to Ellis County 65+

Explore

Contacts


Actions

Impact

Account

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>



Visit Page


Explore

Contacts

Actions


Impact

Account

 Center for Common Ground
11/15/2021

Vote All the Way Down the Ballot

Kerry Washington explains why it's critical to vote for all the offices on the ballot.



Spread the word

Email: 2.3k

Text: 588

You & 109

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

[Click here to view map of incidents](#)

Incident*

(* indicates a required field)

☐ Voter check-in

☐ Voting machine

☐ Voter intimidation

☐ Polling places

☐ Ballots

☐ Access

☐ Misinformation

☐ Poll Tape

☐ Joy


☐ Law enforcement

☐ Courts

☐ Other

Description*

Please describe briefly what happened without any personal contact details.

500 

Election Problem Reporting

[Click here to view map of incidents](#)

Incident*

(* indicates a required field)

<input type="radio"/> Voter check-in	<input type="radio"/> Voting machine	<input type="radio"/> Voter intimidation
<input type="radio"/> Polling places	<input type="radio"/> Ballots	<input type="radio"/> Access
<input type="radio"/> Misinformation	<input type="radio"/> Poll Tape	<input type="radio"/> Joy
<input type="radio"/> Law enforcement	<input type="radio"/> Courts	<input type="radio"/> Other

Description*

Please describe briefly what happened without any personal contact details.

500

