Political Power From the Ground Up
Midterms 2022

Community Change Action & Community Change Voters
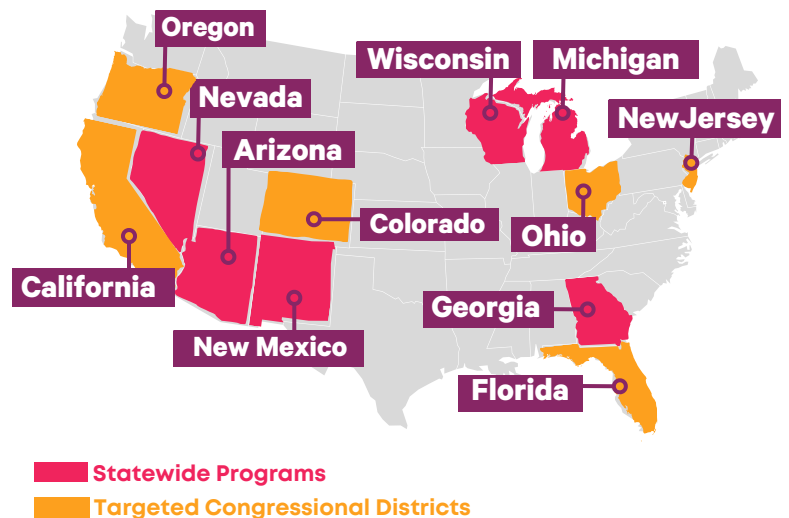
COMMUNITY CHANGE ACTION

Representative Jamaal Bowman joined Community Change Action to criss-cross five battleground states to get out the vote with Black, Latino, and immigrant communities, young people, and women.

Voters of color defied the odds in 2022. While many wrote off this election, organizers and voters together made history. Our electoral powerhouse helped to elect key governors, maintain a majority in the U.S. Senate, minimize losses in the U.S. House, and stand up for progressive values and candidates. More Latinos will now serve in Congress than ever before. Democrats ran the table in Michigan, turning the swing state solidly blue. New groundbreaking state-based policies, including guaranteed early childhood education in New Mexico, show a pathway forward for the nation.

With our local partners, we ran statewide campaigns in six targeted states and dug into key U.S. House races in another six states. We reached voters through a hybrid field approach, layering canvas and direct voter contact programs with relational voter contact and ground-up digital content. We continued to invest in the voters who hold the most game-changing potential in American politics — low-propensity, high-potential voters of color. And we did it all during a crisis for our democracy and without the level of early political investment that was needed, ultimately leaving opportunities on the table.

Make no mistake, enormous challenges lie before us. Extremist, racist, and anti-democratic forces continue to be emboldened. Federal legislative power will be split starting in 2023, tampering our ability to move life-changing policies. While the way forward may look bleak, the work of organizing and relationship building that defied the odds in 2022 can do so again. The investments we made in 2022 will stay in our communities for 2024, and beyond.

Oregon
Nevada
Arizona
California
New Mexico
Wisconsin
Michigan
NewJersey
Colorado
Ohio
Georgia
Florida

Statewide Programs
Targeted Congressional Districts

Arizona

Partners	Wins	Early Vote Insights*
Living United for Change in Arizona (LUCHA), Our Voice, Our Vote (OVOV)	Mark Kelly (U.S. Senate), Greg Stanton (CD-4), Katie Hobbs (Governor), Adrian Fontes (Secretary of State) Ballot measures: Instate tuition for undocumented students, protection from predatory debt collection, defeat amendment to change democratic ballot initiative process	The Native vote in Arizona continues to grow in scale and power; and, we surpassed the statewide averages for infrequent Latino and Black voters.

Georgia

Partners	Wins	Early Vote Insights*
Black Male Initiative Fund (BMIF), CASA in Action (CASAiA), We Vote. We Win. (WVWW)	Raphael Warnock (U.S. Senate) - Runoff, Sanford Bishop (CD-2)	Our engagement with Black and AAPI infrequent voters had a 6 point difference compared to statewide averages.

Michigan

Partners	Wins	Early Vote Insights*
Michigan Liberation, Michigan People's Campaign, MOSES Action	Dan Kildee (CD-8), Elissa Slotkin (CD-7), Hillary Scholten (CD-3), Gretchen Whitmer (Governor), Dana Nessel (Attorney General), Jocelyn Benson (Secretary of State) Ballot measures: Reproductive rights, voting rights	First-time 2018 voters of color we contacted — Black, Latino, and AAPI voters in particular — had higher turnout.

NM is paving the way | After ten years of organizing and base building, our New Mexico-based partner OLÉ won a guaranteed constitutional right and $150 million investment in early childhood education. These parents, teachers, providers, and organizers are showing us how long-term year-round voter organizing can win community-driven policies.

While we wait for all the numbers to be returned from Election Day, our early vote results and internal analysis shows that the low-propensity voters of color we engaged often turned out above the statewide averages.

State by State & Congressional District Detail

New Mexico

Partners	Wins	Early Vote Insights*
Organizers in the Land of Enchantment (OLÉ)	Gabriel Vasquez (CD-2), Michelle Lujan Grisham (Governor) Constitutional Amendment: Guaranteed early childhood education	Our engagement of Latino voters was particularly impactful with a 6 point difference compared to the statewide average.

Nevada

Partners	Wins	Early Vote Insights*
Make the Road Action in Nevada, PLAN Action	Catherine Cortez-Masto (U.S. Senate), Dina Titus (CD-1), Susie Lee (CD-3), Steven Horsford (CD-4)	We saw a 2-5 point difference with our canvassed Black, AAPI, and Latino voters.

Wisconsin

Partners	Wins	Early Vote Insights*
Center for Racial and Gender Equity, Voces de la Frontera Action	Tony Evers (Governor), Sara Rodriguez (Lt. Governor)	We saw comparable trends to statewide averages, and are expecting better results when we take into account same-day registrations given our strong relational voter contact program.

Targeted Congressional Districts
CA, CO, FL, OH, OR, NJ

Partners	Wins
CHIRLA Action Fund, CIRC Action, Florida Immigrant Coalition Votes, PCUN, Stand Up for Ohio, New Jersey Organizing Project	Katie Porter (CA-CD-47), Yadira Caraveo (CO-CD-8), Greg Landsman (OH-CD-1), Emilia Sykes (OH-CD-13) Ballot measures: Just bail (OH), healthy school meals (CO), tax transparency table (CO), affordable housing (CO)

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National Summary

Fighting for power in 2022

2+ Million conversations with voters*

Due to implementation differences, this cautiously does not include text message conversations.

59 Million digital impressions
60% from non-paid digital engagement

12.7 Million attempts to reach voters

- **5.7M calls**
- **3M doors knocked**
- **4M texts**
- **169K messages** to friends & family

Resourcing a political movement for 2024 and beyond

- **21 State-based** partners building year-round power
- **3,700 Hours** of community-centric cross-movement training
- **5K+ Relational organizing** leaders reaching friends and family
- **84 TikTok fellows** disrupting the narrative from the ground up

TikTok & content from the ground up

As highlighted in *The New York Times,* our TikTok influencers reached young voters of color. Using rapping, knitting, and other typically apolitical content, they turned policy from wonk into real-life, shaping the political narrative and building a new generation of leaders.

Tega "Reacts" Orhorhoro makes a TikTok with Congressman Jamaal Bowman.

Impact of relational voter contact

Our relational voter contact programs, fueled by leaders of color, exploded in 2022. In Ohio, the DeLoach family powered Black turnout and helped secure the wins of CD-1 and CD-3, recruiting over 1,000 volunteers to reach over 20,000 Cincinnatians.