Threats to Voting Rights + Unions in the States
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Statement 1:
The problem with our system is that we are not electing the right champions. If we focus our collective resources and energy on champions of the issue we deeply care about then we fix what is broken within our democracy.

Statement 2:
Voter turn out and direct voter contact is more important than voter registration and voter protection activities.

Statement 3:
If we do not fix how voting districts are drawn through redistricting reforms then it does not matter what types of voting rights legislation we pass because one side will have the electoral advantage.
What Voter Suppression Looks Like

Before the Election:
- Limit Real Competition
  - The Plan: Gerrymandering

Limit Votes of the Young, Old, Poor, and Minorities
- The Plan: Voter I.D.

After the Election:
- Limit Turnout
  - The Plan: Fewer Polling Places & Hours

The People Have Spoken!!!
- Big G.O.P. Win
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Sierra Club and Environmental Allies Joining the Fight for our Democracy
The Sierra Club opposed Amendment 6

Because:

• The people most impacted by pollution and climate disruption will be hit hardest by this amendment.

• We work with allies to ensure all voices have an equal say in decisions impacting our live.

• A critical piece of this is ensuring communities can vote.

Sierra Club Missouri volunteers prep to canvass against voter ID measure.
THE PATH TO VICTORY

OFFENSE + DEFENSE = VICTORY!
CORE CAPACITIES TO CONSIDER

- **Field**—organizing, canvass, mobilization, online/offline engagement, acquisitions
- **Leadership Development and Base Building** – constituency engagement, activist development, progressive engagement, volunteerism; and, candidate recruitment and development.
- **Communications**—this includes but is not limited to:
  - **Earned Media**—Television, Radio, Online (Blogs, Vlogs, etc.);
  - **Paid Media**—Television, Radio, Signage, Online (Blogs, Vlogs, etc.);
  - **New Media**—Smart Phone Applications and Mobile Sites; and
  - **Social/Engagement Media**—Facebook, Twitter, Instagram, SnapChat, etc.
- **Advocacy**—grassroots and grasstops lobbying, online petitions, etc.
- **Policy**—state and local Progressive policy model development
- **Research**—electoral and issue campaign research to identify targets, develop and refine communications, and inform field work
INFRASTRUCTURE TO CONSIDER

• **Legal Structure** - this includes but is not limited to
  o **Tax Status**—501C3, 501C4, PAC, Political party entity, Union;
  o **Governance**—Effective and focused Board of Directors, shared vision, volunteer Board, membership base; and
  o **Geography**—International, national, state and local

• **Staffing Structure** - diverse and representative leadership and staff with clear roles and responsibilities for developing and executing organizational programs; staff development opportunities for leadership development.

• **Revenue Models** - including effective field-based fundraising models, service-based models of recurring revenue, foundation and individual donor recruitment, co-op models of economic democracy for organizations to develop and control community resources with revenue reinvested in the communities, etc.

• **Technology** - servers, computers, equipment, etc.

• **Fixed Assets** - property, vehicles, etc.
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Who We Are

a dynamic coalition of 58 activist and policy groups representing nearly 30 million members committed to action on democracy issues and building a national movement for change
Member Groups are the Game Changer

Intersectionality is our strength.

We are scaling up the democracy reform work.

Culture Change: Linking issues to governance and a return to civic engagement… Democracy 365

More Voices: Expanding access with reforms like AVR, SDR, rights restoration

Getting Local: Mobilizing millions for local and state campaign success
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Alignment with the WIN Florida Plan

58 C3 Table Partner Organizations
Threats to Voting Rights + Unions in the States

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Strategic Imperatives

1. MOBILIZE OUR BASE TO ENGAGE CHAMPIONS AND DRIVE POLICY BREAKTHROUGHS:
   Move from policy and electoral defense to offense.

2. PROVIDE AND BUILD CORE CAPACITY AND INFRASTRUCTURE:
   Use what we have and can create to increase our core capacity and infrastructure to scale.

3. SHAPE THE DEBATE AND CREATE A LONG TERM POLITICAL DEMAND:
   Develop long term structural and strategic advantages to win in the narrative and political demand space for expanding and protecting voting rights.
WHAT ARE WE FIGHTING FOR?

- A Federal Fix to ensure the Voting Rights Act of 1965 is restored.
- An inclusive, pro-voter election system in each state:
  - Voter Registration Modernization (Automatic and Online)
  - Election Day (Same Day) Registration
  - Early Vote
  - No-Fault Absentee Voting
  - Ex-Offender Re-Enfranchisement
  - Transparency (Notice to the Public about changes)
  - Language Assistance
  - An end to Photo ID and other suppression policies and tactics
- The end of the wealthy few and corporations from buying elections.
SCENARIO #1:
A Photo ID Measure is on the Ballot in November across 12 States and threatens to suppress 1.3 million voters in the 2020 general election. What do you do?

SCENARIO #2:
The Governor of the State of FL decides to Veto a Bill Restoring the Right to Vote to those formerly incarcerated. The field needs to get 5 Republicans and 3 Democrats to switch their votes to override the Governor’s Veto to pass the legislation. What do you do?

SCENARIO #3:
The Governor in the State of Illinois is considering opposing legislation that will bring automatic registration to the State. The legislation is similar to the ones passed in OR and CA. What do you do?
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