The Washington Voting Justice Coalition is building and sustaining a movement to increase civic participation by changing power structures that deny certain people meaningful access to having their votes counted and their voices heard.
Coalition History & Purpose
Polling Results: Values Win for Messaging
Polling Results: Popular Policies
• Bold and comprehensive Automatic Voter Registration
• Pre-registration for 16 & 17 year olds
• Postage Paid Ballots
• Same Day Voter Registration
• Increased Language & Disability Access
How We Get to the Win

**JUNE - SEPT ‘17**
- Community engagement on policy options and leadership development
- Research to draft policy options
- Develop core message and train coalition partners
- Build leadership team
- Raise $420,000 to fully fund campaign budget.

**OCT - DEC ‘17**
- Final draft of policy and legal review
- Second round research with ballot title
- Expand coalition support including allied organizations, legislators, and state agencies
- Put signature gathering team in place

**JAN - MAR ‘18**
- Refine message
- Run complimentary legislative campaign for base-building and accountability
- Build volunteer program
- Prepare to launch initiative
- Raise funds for full voter outreach campaign
<table>
<thead>
<tr>
<th>June 2017 - March 2018</th>
<th>Baseline</th>
<th>Stretch</th>
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<tr>
<td><strong>Campaign Manager:</strong> Skilled campaign staff able to work full-time on coalition management, coordinate community and stakeholder engagement activities, develop research program and fundraising. Track record of using a racial justice approach to build power in communities of color and experience with statewide ballot initiatives. Supported by Win/Win Staff Cara Bilodeau.</td>
<td>$50,000</td>
<td>$50,000</td>
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<td><strong>Coalition Partner Capacity:</strong> Grants of $5,000-20,000 to coalition partners to do community engagement on policy options, and leadership development and training to build base of support for 2018 campaign.</td>
<td>$100,000</td>
<td>$150,000</td>
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<td><strong>Research:</strong> Second round research with ballot title and message testing. Qualitative program including in-language focus groups and ethnographic study.</td>
<td>$100,000</td>
<td>$100,000</td>
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<td><strong>Lobbying team:</strong> 2017 interim and 2018 legislative work with lobbying team Alex Hur and James Paribello to build support with state auditors (county-level elections administrators), state agencies and legislators.</td>
<td>$50,000</td>
<td>$50,000</td>
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<td><strong>Communications:</strong> Support staff time at Communications Hub staff time to develop message and materials, printing, translation.</td>
<td>$25,000</td>
<td>$50,000</td>
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<td><strong>Legal:</strong> Draft and refine policy. Legal review on policy options.</td>
<td>$20,000</td>
<td>$20,000</td>
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<td><strong>Total</strong></td>
<td>$345,000</td>
<td>$420,000</td>
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Why Now?

Tell your Voting Story

Because democracy is better when every voice is heard.
Now taking questions!