



**P.O.V.**   
**PROTECTING OUR VOTE**



**Delivering Joe Biden & Kamala Harris to the White House  
and a Democratic Majority in Congress.**

Clinton 232

306 Trump

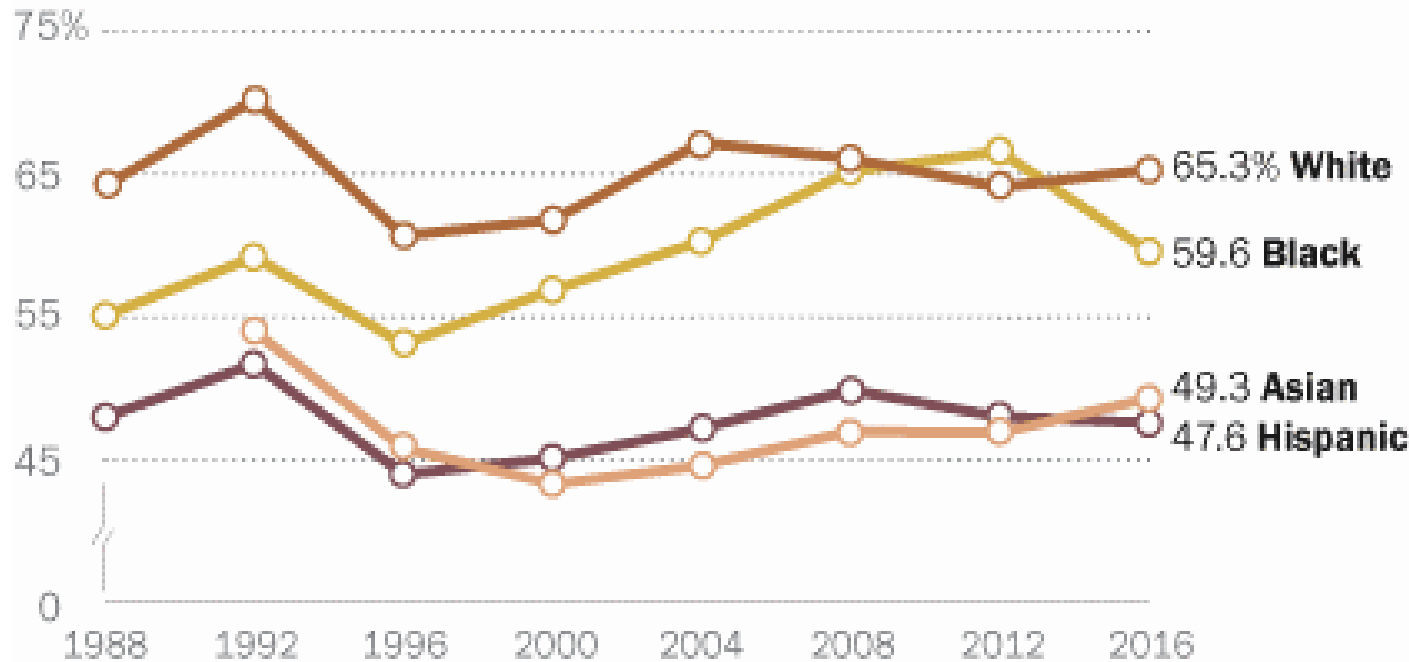
# How Did We Get Here?



- African American voter turnout dropped in 2016
- The Obama coalition disappeared

## Black voter turnout rate declined sharply in 2016, dropping below that of whites

*% of eligible voters who say they voted*



Note: Eligible voters are U.S. citizens ages 18 and older. Whites, blacks and Asians include only non-Hispanics. Hispanics are of any race. Data for non-Hispanic Asians were not available in 1988.

Source: Pew Research Center analysis of the Current Population Survey, November Supplements for 1988-2016.

PEW RESEARCH CENTER

- “I don’t see any immediate specific changes happening... Black people have been voting for over 50 years, and nothing has ever changed.”

-Koya Graham, 38, Cleveland, OH

- “They [the Democratic party] kind of just expect us to jump on board... that’s something that needs to change... cause Black millennials will just stay home.”

-Ifeolu Claytor, 23, OH



Koya Graham did not vote in 2016.



The good news is...

# TRUMP HAS



# ENERGIZED



# OUR BASE

# But Anti Trump Sentiment Is Not Enough

- Black Voters feel left behind and papered over by the Democratic Party
- More must be done to energize, empower & engage the African American vote



A photograph showing a line of African American men at a voting station. They are looking down at their ballots. The man in the foreground is wearing a blue quilted jacket. The man behind him is wearing a red cap. The background is slightly blurred, showing other people and the interior of a voting station.

# What Happens When African Americans Vote? **DEMOCRATS WIN!**

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# POV'S 2018 MIDTERM RESULTS

- ✓ POV targeted African American voters in nearly three dozen House races and six overlapping Senate races, using **social media, direct mail and voter-to-voter contacts to get out the vote.**
- ✓ POV helped secure **wins in more than 50% of the House races** in which we were involved and had success in **two-thirds of the overlapping Senate races.**

## SENATE



Kirsten Sinema (AZ)



Jacky Rosen (NV)



Bob Menendez (NJ)



Sherrod Brown (OH)



Tim Kaine (VA)

## HOUSE



Josh Harder (CA-10)



Jahana Hayes (CT-5)



Abby Finkenauer (IA-1)



Steven Horsford (NV-4)



Collin Adcox (TX-32)



Katie Hill (CA-25)



Debbie Wasserman Schultz (FL-26)



Larena Underwood (IL-14)



Antonio Delgado (NY-19)



Margalit Spangher (PA-7)



Mike Levin (CA-46)



Lucy McBath (GA-6)



Haley Stevens (MI-11)



Joe Cunningham (SC-1)



Jennifer Wexton (VA-10)

# 2018 BY THE NUMBERS

**3,500,000+**

*drive-time radio listeners focused on early voting and GOTV*

- ★ POV reached over 3.5 million drive-time listeners on African-American radio with advertisements in support of its endorsed candidates on nearly a dozen radio stations.

**886,407**

*phone calls focused on early voting and GOTV*

- ★ POV engaged in nearly three dozen House races and six overlapping Senate races in 15 states, including Senate races in Arizona and Nevada.

**500,000+**

*mail pieces sent to voters*

- ★ POV made 886,407 phone calls and dropped more than a half million pieces of mail to voters.

**50,000+**

*GOTV text messages*

- ★ POV transmitted more than 50,000 GOTV-focused text messages to three counties in the State of New Jersey. The text message campaign reached 92% of its targeted audience and 86% of respondents committed to voting for POV-endorsed candidates.

# POV'S VOICES



Vice President  
Joe Biden



House Majority Whip  
Jim Clyburn



Rep. Cedric Richmond



Rep. Karen Bass



Sen. Cory Booker



Rep. Maxine Waters



Rep. Marcia Fudge



Rep. Bennie Thompson



Rep. GK Butterfield



Rep. Greg Meeks



Rep. Lisa Blunt  
Rochester



Rep. Barbara Lee



Ambassador Ron Kirk



Rep. Kendrick Meek (Ret.)



Angela Rye



Symone Sanders

In 2018, some of the most prominent figures in national politics lent their time and energy to help POV get out the vote and deliver on Election Day.



# What Needs to be Done

We must identify and invest resources in candidates who speak directly to:

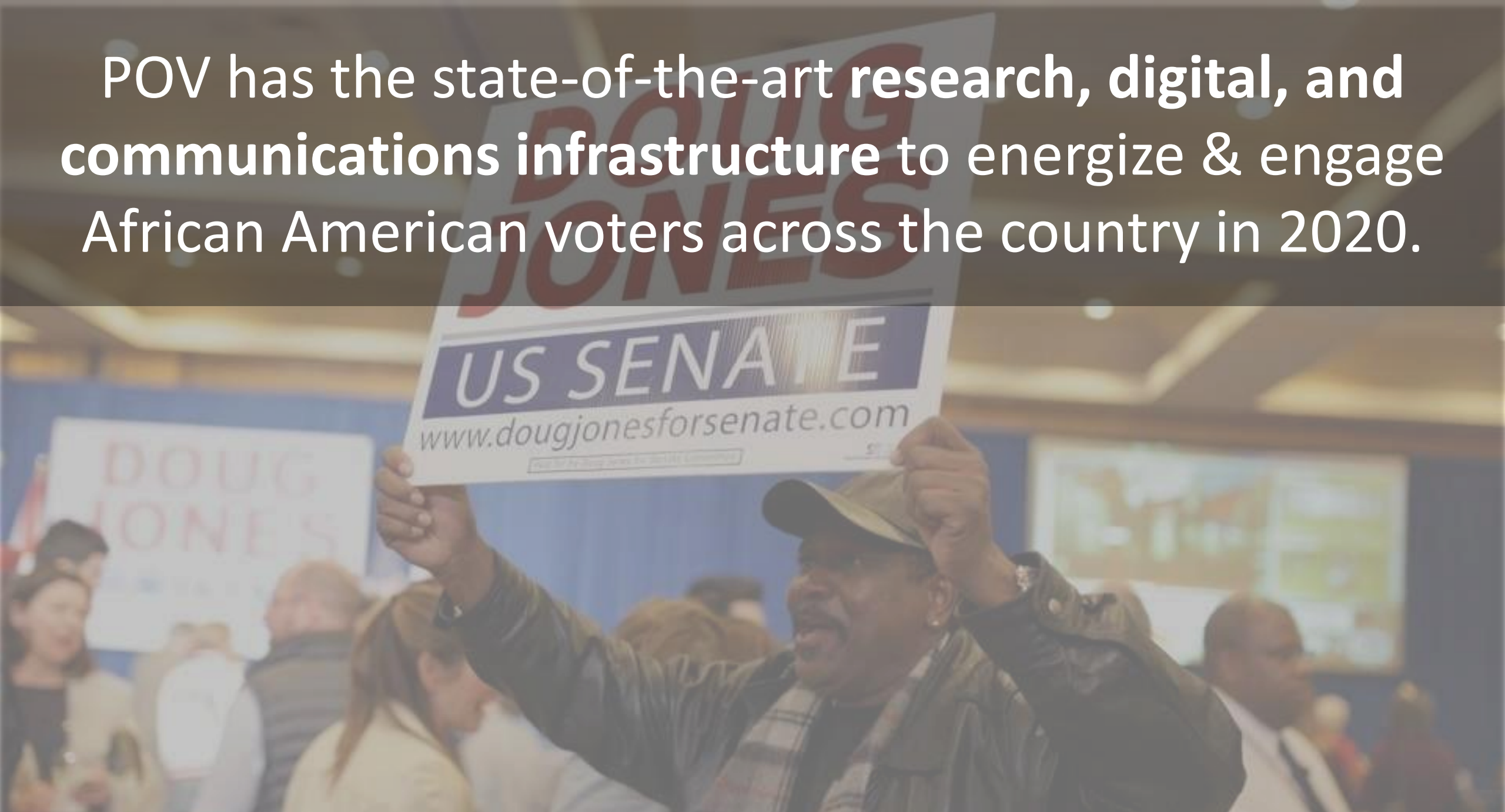
- The “**economic and safety concerns** of black communities” -- Slate.com
- “**Racial anxiety**, taking a strong, unambiguous stand against hate groups and discrimination” -- Slate.com

We must create and implement dedicated African American turnout campaigns facilitated **by organizations with experience in voter mobilization and education.**

# Our 2020 Plan

Replicate the successful African American GOTV model from 2018 in targeted states and districts where increased black turnout will win elections.

POV has the state-of-the-art research, digital, and communications infrastructure to energize & engage African American voters across the country in 2020.



# WHAT WE WILL DO TO WIN



**Inform African Americans about voters' rights, voter registration, early and absentee voting, and the use of provisional ballots.**



**Track voter intimidation efforts, voter registration and identification challenges, and disinformation campaigns.**



**Support candidates who are committed to fighting for policies and legislation that will close the education, health care, housing and wealth gaps that are destroying African American families and communities.**

# TOOLS WE WILL USE TO WIN



**African American Radio**



**Digital Advertising and Social Media Campaign**



**Direct Mail**

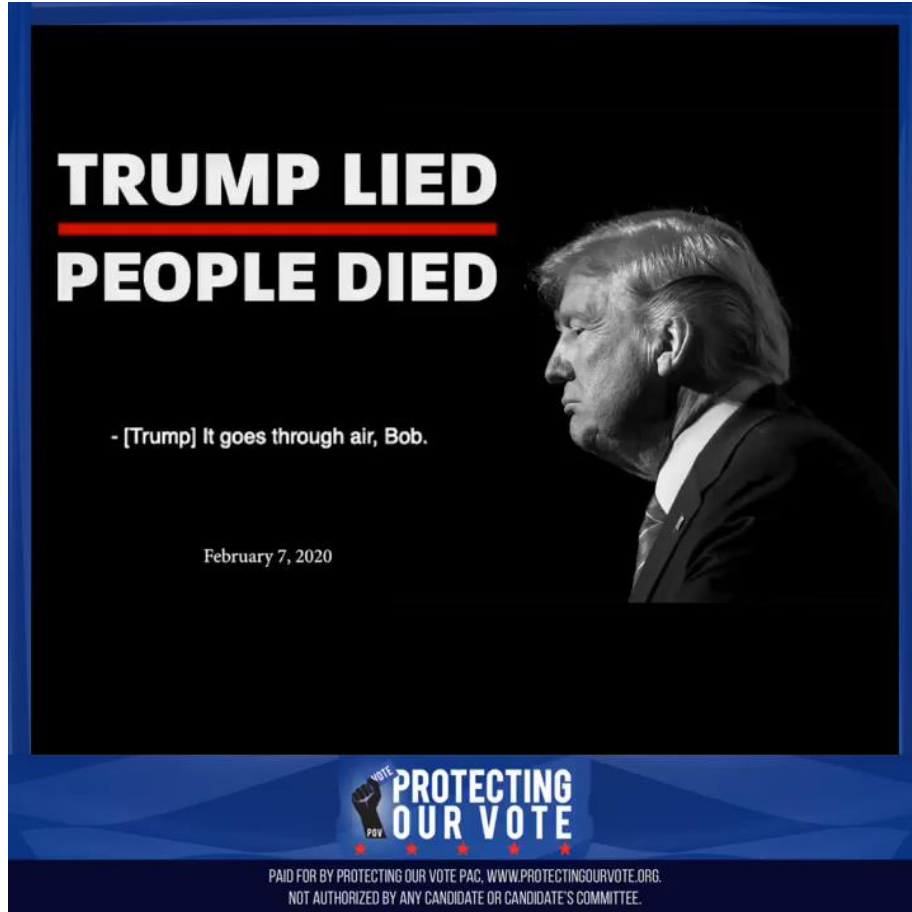


**GOTV-Focused Text Messages**



**Phone Banking and Automated Calls**


# Engaging Videos That Condemn Trump



**TRUMP LIED**  
**PEOPLE DIED**

- [Trump] It goes through air, Bob.

February 7, 2020

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# Social Media Campaign Targeting Urban Youth

**HAND-DELIVERED MY BALLOT** TO #PROTECTMYVOTE.

Z CHAINZ

WHAT WILL YOU DO?

PROTECTING OUR VOTE

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**MADE SURE I'M REGISTERED** TO #PROTECTMYVOTE.

KILLER MIKE

WHAT WILL YOU DO?

PROTECTING OUR VOTE

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# Our Candidates



## United States Senate



**Doug Jones:**  
Alabama



**Mark Kelly:**  
Arizona



**Raphael Warnock:**  
Georgia



**Ben Ray Luján:**  
New Mexico



**MJ Hegar:**  
Texas



**Dick Durbin:**  
Illinois



**John Hickenlooper:**  
Colorado



**Mike Espy:**  
Mississippi



**Marquita Bradshaw:**  
Tennessee



**Gary Peters:**  
Michigan



**Jon Ossoff:**  
Georgia



**Cal Cunningham:**  
North Carolina



**Jamie Harrison:**  
South Carolina



**Cory Booker:**  
New Jersey



# Our Candidates:

## House of Representatives

### Incumbency Protection



**Josh Harder:**  
California 10<sup>th</sup>



**Debbie Mucarsel-Powell:**  
Florida 26<sup>th</sup>



**Haley Stevens:**  
Michigan 11<sup>th</sup>



**Colin Allred:**  
Texas 32<sup>nd</sup>



**Harley Rouda:**  
California 48<sup>th</sup>



**Lucy McBath:**  
Georgia 6<sup>th</sup>



**Steven Horsford**  
Nevada 4<sup>th</sup>



**Abigail Spainberger:**  
Virginia 7<sup>th</sup>



**Mike Levin:**  
California 49<sup>th</sup>



**Abby Finkenauer:**  
Indiana 1<sup>st</sup>



**Antonio Delgado:**  
New York 19<sup>th</sup>



**Jennifer Wexton:**  
Virginia 10<sup>th</sup>



**Jahana Hayes:**  
Connecticut 5<sup>th</sup>



**Lauren Underwood:**  
Illinois 14<sup>th</sup>



**Joe Cunningham:**  
South Carolina 1<sup>st</sup>



# Our Candidates



## United States House of Representatives



**Joyce Elliott:**  
Arkansas 2<sup>nd</sup>



**Carolyn Bourdeaux:**  
Georgia 7<sup>th</sup>



**Hillary Scholten:**  
Michigan 3<sup>rd</sup>



**Cynthia Wallace:**  
North Carolina 9<sup>th</sup>



**Christy Smith:**  
California 25<sup>th</sup>



**Betsy Dirksen  
Londrigan:**  
Illinois 13<sup>th</sup>



**Deborah Ross:**  
North Carolina 2<sup>nd</sup>



**Kara Eastman:**  
Nebraska 2<sup>nd</sup>



**Pam Keith:**  
Florida 18<sup>th</sup>



**Erica Weaver:**  
Illinois 15<sup>th</sup>



**Kathy Manning:**  
North Carolina 6<sup>th</sup>



**Dani Brozowski:**  
Illinois 16<sup>th</sup>



**Pat Timmons-  
Goodson:**  
North Carolina 8<sup>th</sup>



**Amy Kennedy:**  
New Jersey 2<sup>nd</sup>



# Our Candidates



## United States House of Representatives



**Jackie Gordon:**  
New York 2<sup>nd</sup>



**Desiree Tims:**  
Ohio 10<sup>th</sup>



**Mo Brown:**  
South Carolina 5<sup>th</sup>



**Candace Valenzuela:**  
Texas 24<sup>th</sup>



**Mondaire Jones:**  
New York 17<sup>th</sup>



**Kojo Asamoah-Caesar:**  
Oklahoma 1<sup>st</sup>



**Sima Ladjevardian:**  
Texas 2<sup>nd</sup>



**Dr. Cameron Webb:**  
Virginia 5<sup>th</sup>



**Dana Balter:**  
New York 24<sup>th</sup>



**Adair Boroughs:**  
South Carolina 2<sup>nd</sup>



**Sri Preston Kulkarni:**  
Texas 22<sup>nd</sup>



**Marilyn Strickland:**  
Washington 10<sup>th</sup>



**Gina Ortiz Jones:**  
Texas 23<sup>rd</sup>



# Join Us Now!



Help us TAKE BACK the White House & Senate and  
KEEP the Democratic Majority in the House in 2020!

## Fundraiser:

**The Patrons Circle**

\$50,000

**The Benefactors Society**

\$100,000

**The Leadership Committee**

\$250,000

## PAC and Corporate:

**Majority Maker**

\$5,000-\$24,999

**Leadership Team**

\$25,000-\$99,999

**Speaker Society**

\$100,000-\$250,000

## Individual:

**POV Friends**

\$1,000

**POV Supporters**

\$2,500

**POV Advocates**

\$5,000