



*"Get in good trouble, necessary trouble, and help redeem the soul of America."
-Congressman John Lewis*

UNITY 2020 BLACK VOTING & POWER BUILDING CAMPAIGN

PHASE THREE:
Protect Voters, Prepare to Vote & Be Counted in 2020

August 10th – September 30, 2020

Unity 2020 Black Voting Campaign - Phase 3

NATIONAL PARTNERS



STATE AND LOCAL PARTNERS



CAMPAIGN OVERVIEW

On August 10th, The National Coalition on Black Civic Participation will launch Phase 3 of its *Unity 2020 Black Voting & Power Building Campaign* to celebrate the 55th Anniversary of the Signing of the Voting Rights Act of 1965 (signed 8/6/65)—in partnership with A. Philip Randolph Institute, AFGE, Black Women's Roundtable, Black Youth Vote!, Fair Elections Center, HBCU Green Fund, Hip Hop Caucus, LCCRUL/Election Protection, Leadership Conference on Civil & Human Rights, National Urban League, National Action Network, NAACP, 100 Black Men of America, Incorporated, National African American Clergy Network, National Black College Alumni Hall of Fame Foundation, National Coalition of Black County Officials, National Council of Negro Women, National Wildlife Federation, #RolandMartinUnfiltered, SEIU, UndocuBlack and others. (partial listing as of 8/8/2020)

Unity '20 Campaign Phase 3 includes:

- ▶ **Launching New Era Foot Soldiers For Democracy** National Black Poll Worker & Poll Monitor Recruitment Drive
- ▶ **Launching #RuVOTEReady Public Awareness**—Social Media & Field Outreach to prepare voters with voter assistance and protection information to vote-by-mail, early vote or vote at the polls.
- ▶ **Continue Organizing #Do2In2020: Vote and Be Counted**— Get Out the Vote and Get Out the Count Online & Field Mobilization.

Why a National Unity Poll Worker/Poll Monitor Recruitment Drive

We are living in a global pandemic, COVID-19, that has impacted every single aspect of our lives and our elections have not been exempt. We witnessed the adverse impact of COVID-19 during the 2020 Primaries in [Georgia](#), [Wisconsin](#) and other states, where hundreds of polling places were closed or consolidated in part due to poll worker shortages. Further, Black voters experienced other voter suppression issues including long lines w/extreme wait times, issues with vote by mail, to name a few. **In addition to the voter suppression issues amplified by COVID-19, [there is a national shortage of over 250,000 poll workers needed across the country.](#)**

Poll workers are our first line of defense at the polls. A caring, well-trained, culturally competent poll worker can be the key to a voter having a positive or negative experience at the polls. Unfortunately, according to a 2020 Pew Research report of election administrators' surveyed face 2 major challenges concerning poll workers:

- ▶ In 2018, 68% of election administrators found it very or somewhat difficult to find enough poll workers; and
- ▶ More than 58% of poll workers in America are 61 years or older, more than a quarter (27%) over 70¹. A population that has been particularly hit hard by COVID-19, that is causing a major shortage of poll workers for 2020 Election cycle.

1 <https://www.pewresearch.org/fact-tank/2020/04/06/older-people-account-for-large-shares-of-poll-workers-and-voters-in-u-s-general-elections/>

Empowering Voters to Be Vote Ready Is a Must!

The Center for American Progress recommends, "[states should embrace vote by mail and early voting to protect higher-risk populations from Coronavirus](#). Further, the U.S. News reported that the Corona-19 Pandemic is also having an [adverse effect on voter registration](#), stating that "nearly 700,000 people registered to vote in January 2020, compared to almost 500,000 new registrants four years earlier. When the pandemic hit in March, the number declined to 600,000 and then plummeted to 200,000 in April. By contrast, about 700,000 new voters registered in both March and April of 2016. The substantial drop happened in a number of presidential battleground states including Arizona, Colorado, Florida, Georgia, North Carolina and Wisconsin."

In addition, the 2020 Presidential Election and 2020 Decennial Census are taking place in the midst of a global Black Lives Movement that is demanding an end to the unjust killing of Black people by police & vigilantes, the eradication of systemic racism in all its forms; and a call for economic, health and social justice!

Unity '20 Phase Projected Outcomes includes:

- ▶ ***Recruiting at least 10,000 Volunteers to be New Era Foot Soldiers for Democracy by*** serving as poll workers, poll monitors or neighborhood canvassers across the country, with a priority focus on the following states: AL, FL, GA, MD, MI, MS, NC, OH, VA and DC.
- ▶ ***Educating and Informing at least one (1) Million Black voters with online tools and information*** to be ready to vote through the #RuVoteReady Initiative that includes 1) registering to vote; 2) verify they are registered to vote 3) apply to vote by mail or early (if available in their state), 4) know where to vote (polling location), and 5) know your voting rights at the polls.
- ▶ ***Motivating and mobilizing at least 500,000 Black voters to vote by mail in the 2020 General Election and be counted in the 2020*** Decennial Census, focused on low voter turnout and hard to count Black communities.

Over the next 60 days, The National Coalition and its Unity '20 Campaign partners will leverage our collective power as trusted voices and influencers in Black communities across the country to implement Phase 3 of the Unity '20 Campaign.

The final phase (Phase 4) will launch on October 1 – November 3rd and will focus on mobilizing Black voters to vote early (where available) and on Election Day (Nov. 3rd) and provide voter assistance and protection at the polls.