



**RECLAIM  
YOUR VOTE**

*Defend Democracy. Demand Diversity. Defeat Poverty.*

# Civic Engagement Report

# 20 24



Presented by  
**Arc Initiatives**



### **Urban League Movement, Partners, and Allies:**

Thank you for all of your hard work and partnership in making this year's Reclaim Your Vote Campaign a success!

From the hundreds of volunteers you organized to the thousands of doors knocked, calls, texts, and rides to the polls you provided, your efforts made a difference in this election and helped millions of people to reclaim their votes and their voices.

Thank you for opening your offices, campuses, and places of worship, which allowed us to engage communities through meaningful voter education. From young first-time voters to lifelong participants, we mobilized individuals across all ages to participate in the democratic process. Together, we amplified our collective voice in the ongoing fight for justice, creating an impact that will resonate in communities nationwide.

This campaign has always been about more than one election. It's about the fight to ensure that our democracy includes every voter and every voice. As we turn our focus to the work that is ahead, we are grateful for your continued commitment to engaging your communities on key policies that will shape our future. The Urban League movement's role in defending democracy, demanding diversity, and defeating poverty has never been more vital.

Let this moment renew our collective resolve. Together, we will continue advocating for our core values, strengthening our movement, and paving the way for lasting change for generations to come.

Thank you again for your partnership, leadership, and shared commitment to the pursuit of justice.

### **In Solidarity,**

A handwritten signature in black ink that reads 'Jerika L. Richardson'.

**Jerika Richardson**

Senior Vice President, Equitable Justice & Strategic Initiatives

A handwritten signature in black ink that reads 'Ray B. Shackelford'.

**Ray B. Shackelford**

Vice President, Equitable Justice & Strategic Initiatives

A handwritten signature in black ink that reads 'Jonae Wartel'.

**Jonae Wartel**

Campaign Manager, Reclaim Your Vote



**National  
Urban League**





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## Campaign Overview & Goals

The National Urban League's (NUL) 2024 Reclaim Your Vote Campaign (RYV) engaged, empowered, and mobilized voters to make their voices heard through our registration, education, and mobilization efforts. This year's campaign messaging integrated the NUL's work around its D3 Campaign:

- **Defend Democracy:** Combat and overturn racially-targeted voter suppression tactics such as strict voter ID laws, gerrymandering, the shuttering of polling places in predominantly minority neighborhoods, limits on early voting, and reckless purging of voter rolls.
- **Demand Diversity:** Overcome the white supremacist "anti-woke" backlash to diversity, equity, and inclusion policies in employment and education, access to housing and healthcare, and the criminal justice system.
- **Defeat Poverty:** Dismantle the structural and institutional barriers to financial services, social safety net programs, quality educational resources, and other economic opportunities.

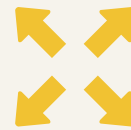
### Promote Civic Participation:

Empowered individuals to engage in democracy by registering, voting, and inspiring others, ensuring every voice was heard and every vote counted.



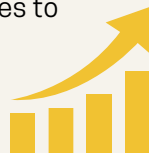
### Harness Collaborative Strength:

Leveraged strategic partnerships with local affiliates, elected officials, and community leaders to expand outreach and mobilization efforts.



### Increase the Visibility and Reach:

Capitalize on the power of collaborative partnerships within media, grassroots affiliates, and influential surrogates to amplify the campaign's impact.



The NUL, together with its affiliates and strategic partners, spearheaded the Reclaim Your Vote 2024 Campaign, a comprehensive initiative to enhance civic participation and voter turnout in the 2024 election. Through a blend of national and grassroots efforts, the campaign empowered communities—particularly those in underserved communities and swing state populations—to register, educate, and mobilize for the 2024 election.

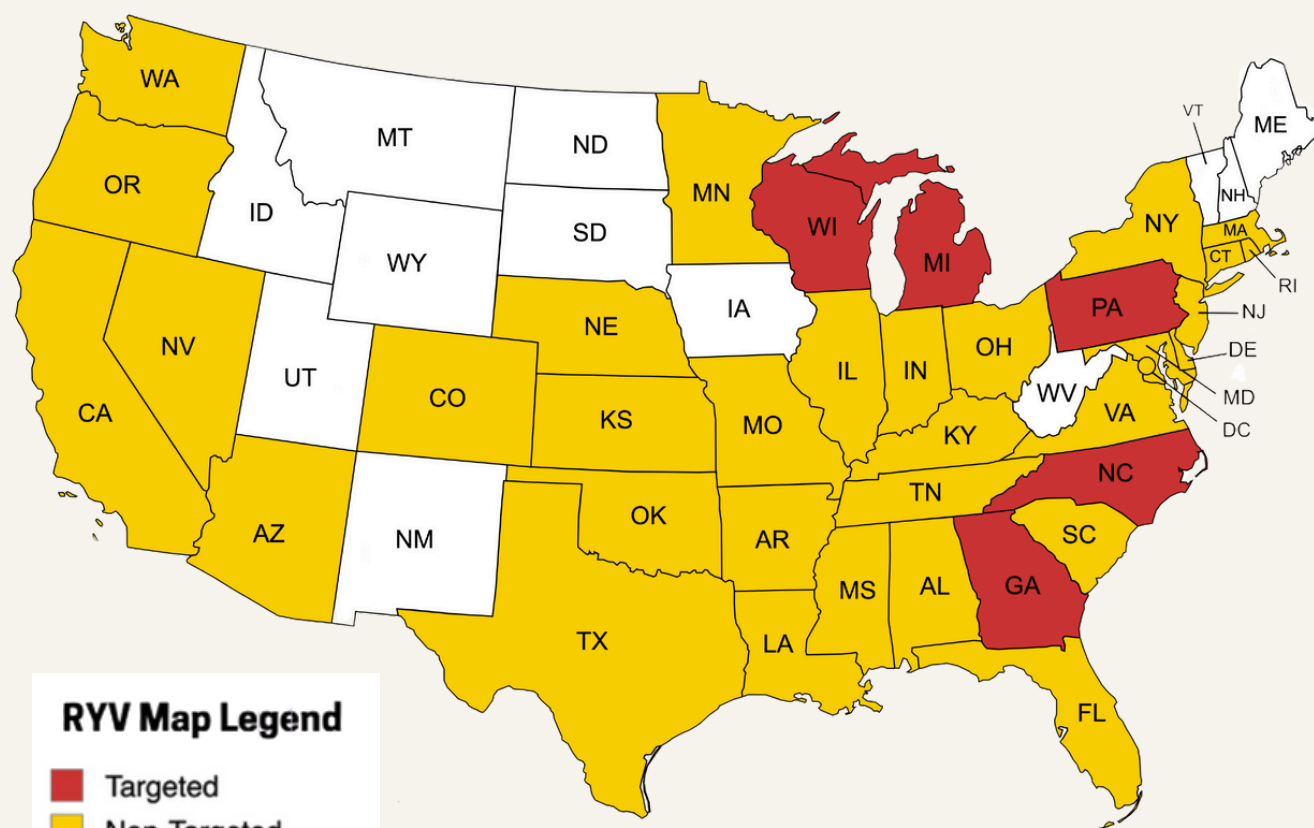


## Targets & Tactics

During the 2024 election cycle, the National Urban League's Reclaim Your Vote Campaign engaged voters across all 92 affiliate locations, specifically targeting states where Black voters would be decisive in the outcome of the election.

### Targeting Mid- to-low-propensity Voters ages 18-40

- **Mid- to-low-propensity** - those who do not have a strong voting history in the last three midterm and presidential elections are likely to skip the 2024 presidential election.
- **Ages: 18-40** - studies and recent public polling show that this age group is at a higher risk for low turnout.



### RYV Map Legend

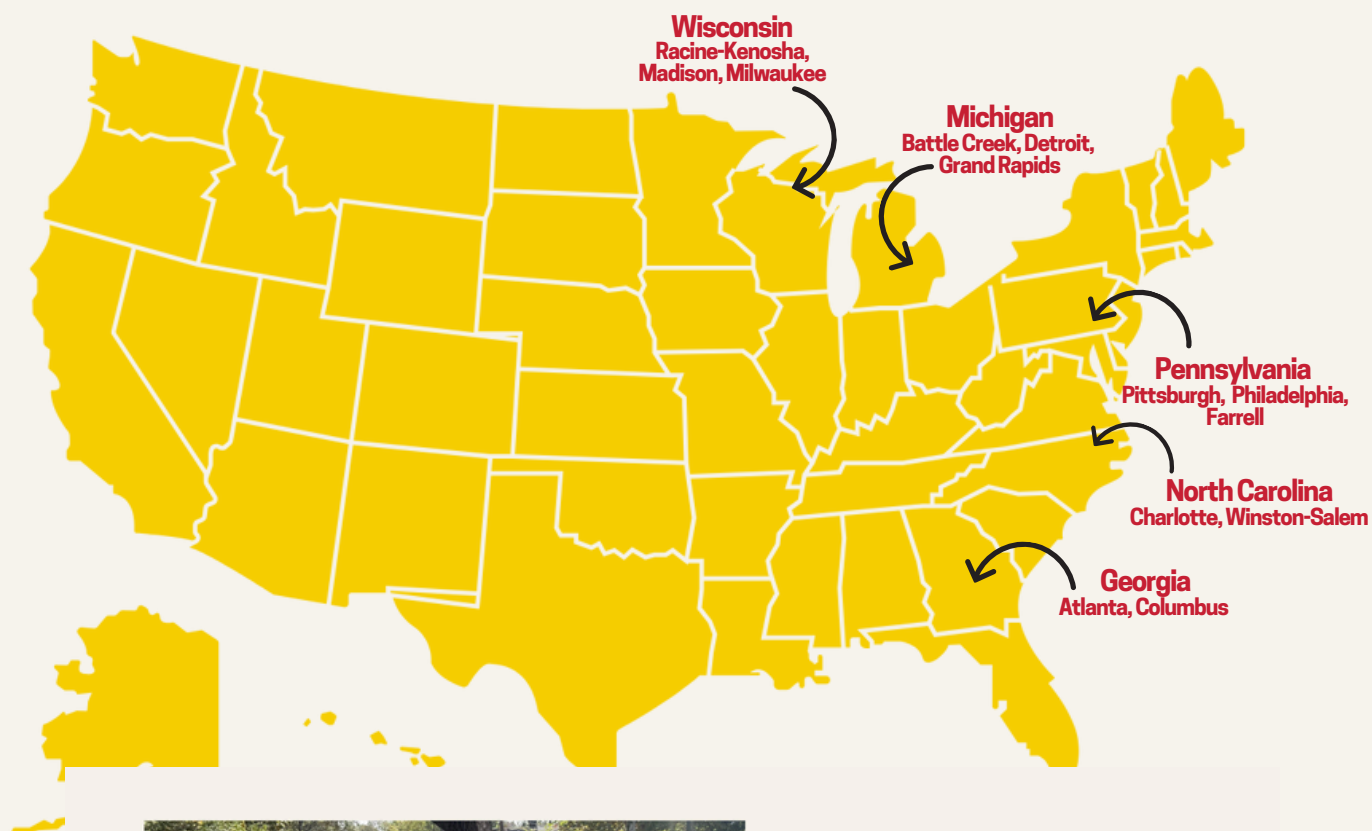
- Targeted
- Non-Targeted

Chart A1



## Targets & Tactics Cont.

Given their electoral significance in the 2024 election cycle, high concentration of Black and Brown voters, recent voting rights challenges, and current NUL affiliation, this campaign targeted the following states and cities:







## Targets & Tactics Cont.

### RYV Tactics



**Digital Organizing:** Across targeted states, the team deployed digital, peer-to-peer technology and tools such as Hustle to engage and mobilize key voters. This platform helped to ensure that voters were being reached by trusted messengers in their communities with important messages about voting.

**Direct Voter Contact:** Across targeted states, the team used VAN for door-to-door canvassing and voter identification.

**Surrogates:** The strategic integration of surrogates into the campaign was a powerful catalyst for advancing civic engagement goals. By hosting a series of in-person and virtual events, we were able to leverage credible and influential voices that resonated with our targeted audiences to share key messages. From prominent Black celebrities and media personalities to community leaders, local elected officials, civil rights activists, and League staff, surrogates bolstered the impact and effectiveness of our campaign.



Randi Rossario



Judge Greg Mathis



Lauren Speed-Hamilton



Khalil Thompson



Ed Gordon



Marc H. Morial



LaTosha Brown



Stefanie Brown James



Jenifer Lewis



Tamika Mallory



Jerika Richardson



Fat Joe



Yusef Abdus Salaam



Corey Wise



LeVar Burton



Erika Alexander



Ray B. Shackleford



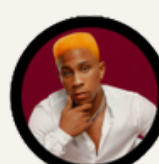
Al Sharpton



Raymond Santana



Sheryl Underwood



YelloPain

The images of individuals presented do not encompass all NUL surrogates involved in the RYV Campaign.



## Targets & Tactics Cont.

### RYV Tactics



**Events & Activations:** Key voter engagement efforts included hosting Get Out the Vote (GOTV) rallies and promoting initiatives such as National Voter Registration Day, National Black Voter Day, and National Voter Education Week to increase awareness and participation. Partnerships with organizations like BET and Power the Polls strengthened outreach, while town halls, interfaith dialogues, and civic engagement events fostered voter education and community involvement.

**YP Engagement** Engaging affiliates and YPs in the Reclaim Your Vote Campaign was vital to its success. Recognizing the unique characteristics of each affiliate, their approaches to organizing on the ground varied. Working with leaders like Ray B. Shackelford, the National Urban League VP of Equitable Justice, the campaign leveraged the involvement of young professionals movement-wide.





## Targets & Tactics Cont.

To best align the Reclaim Your Vote campaign's goals with the capacity, needs, and interests of the affiliates, we deployed various resources and digital tools to support all 92 affiliates and amplified activities across the movement.

### Resources:

- **Election Day- RYV Toolkit:** To support all affiliates, a comprehensive toolkit, including campaign graphics, messaging, and organizing resources, was developed. The toolkit remained a live, updated document until Election Day.
- **Training and Surveys:** Affiliates and Young Professionals engaged in specialized training emphasizing voter registration, protection strategies, messaging frameworks, and other critical areas relevant to civic engagement. Additionally, surveys were conducted to enhance the RYV's objectives within local communities. NUL, in collaboration with the RYV team, facilitated advanced technical and compliance training to augment the effectiveness of affiliates and volunteers throughout the campaign.

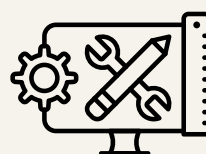
### Unique Tactics Deployed:

- **Paid Canvass:** Advanced a targeted campaign in swing states—Georgia, North Carolina, Michigan, Wisconsin, and Pennsylvania—by deploying door-to-door paid canvassing teams, which engaged over 311,666 contacts, conducted over 172,900 door knocks, and accomplished the campaign's targeted state goal of making over 100,000 knocks during this election cycle.
- **Paid media:** Delivered paid advertisements emphasizing the importance of voting and what's at stake in the 2024 election.
- **Rides to the Polls:** Offered transportation to polling stations through a partnership with Lyft.

### Development and Training:

- Delivered in-person and virtual training to Urban League leaders, equipping them with the latest voter contact tools and strategies, including Hustle (peer-to-peer texting), Voter Activation Network (VAN), and compliance best practices.
- Provided programmatic support throughout the campaign cycle by leveraging the National Urban League resources and staff to advance volunteer compliance.

**Events & Activations:** Key voter engagement efforts included hosting GOTV rallies and promoting civic holidays such as: National Voter Registration Day, National Black Voter Day, and National Voter Education Week to boost awareness and participation. Partnerships with organizations such as BET and Power the Polls enhanced outreach, while town halls, interfaith dialogues, and civic engagement events fostered voter education and community involvement.





## Campaign Impact

The National Urban League's 2024 Reclaim Your Vote Campaign harnessed the power of grassroots organizing by successfully engaging, educating, and mobilizing voters and volunteers nationwide in partnership with all 92 local affiliates.

### Voter Contact Attempts

**1,330,636**



### Poll Workers Recruited

**341**



### SMS Text Messages

**1,042,767**



### Door Knocks

**248,866**



### Call Attempts

**58,523+**



### Activations & Events

**143**



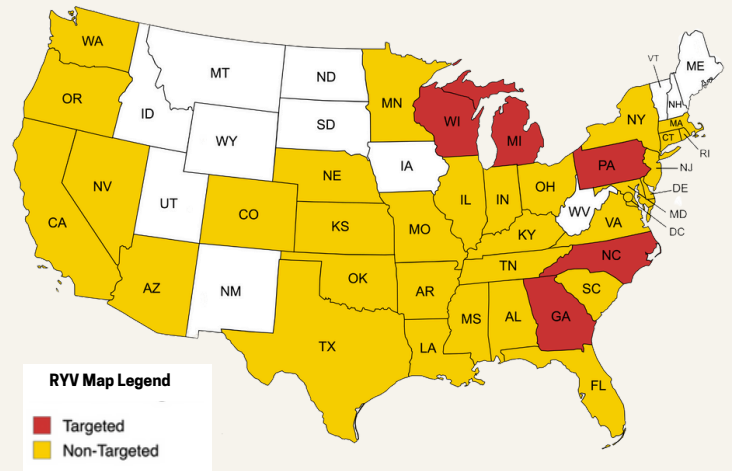
### Rides to the Polls

**459**



### Voters Registered

**1,615**



**DEMAND**  
**↗ DIVERSITY**

**DEFEND**  
**↗ DEMOCRACY**

**DEFEAT**  
**↗ POVERTY**





## DIRECT VOTER CONTACT & ACTIVATIONS



20  
24



## Direct Voter Contacts

Through voter contact initiatives, the Reclaim Your Vote Campaign targeted voters aged 18-40 across all 92 affiliates. A key focus of the campaign was amplifying activations that encouraged voting in the 2024 election. The RYV team tracked events throughout the campaign cycle.

### Total Direct Voter Contacts

62,645



### GOTV Events Held

136



**Chicago Urban League  
“Power of Your Vote  
Forum”**



**YP Carolina Urban League  
“Mad Miles Run to The  
Polls”**



**Urban League of  
Greater Chattanooga  
“Beats & Ballots”**



**Urban League of  
Portland  
“Voter Education Drive”**



**Huston Area Urban  
League  
“Ballot at the Bookstore”**



**Urban League of  
Arkansas  
“HBCU Voter Table”**



**Greater Phoenix Urban  
League  
“BlackWaveAZ”**



**Urban League of San Diego  
County  
“Voter Education Drive”**



**Los Angeles Urban League  
“Voter Education Table”**



**Jacksonville Urban League  
“FALL FEST & VOTE”**



**Urban League of Greater  
Oklahoma “Voter  
Registration Drive”**





## Direct Voter Contacts Cont.



**Pinellas County Urban League**  
"Souls to The Polls"



**Urban League of Nebraska**  
"Voter Registration & Education"



**Urban League of Union County, NJ**  
"Rock the Vote"



**Dallas - Fort Worth Urban League Young Professionals**  
"Party At The Polls"



**Urban League of Hampton Roads, Inc**  
"Debate Watch Party"



**Urban League of Louisiana**  
"Voter Activation Event"



## PHILADELPHIA WEEKEND OF ACTION

If you encounter any questions or concerns while out in the field  
CALL: (215) 792-3043

### RECLAIM YOUR VOTE

Defend Democracy. Demand Diversity. Defeat Poverty.

The Urban League of Philadelphia Reclaim Your Vote Campaign is a non-partisan project dedicated to combating voter apathy and fostering civic engagement, particularly among communities with historically low voter turnout.



Scan the QR code or visit [linktr.ee/ulprv](https://linktr.ee/ulprv) to register to vote, find your polling place, and more!



### CRITICAL ELECTION DATES

Our vote is our voice. Let's make it heard.



**LAST DAY TO REGISTER**  
This includes updating your name, address, or party.



**LAST DAY TO REQUEST A MAIL IN BALLOT**  
Your request must be received by the board of elections by 5pm.



**ELECTION DAY**  
Polls are open from 7am to 8pm. Your mail in ballot must be received by the board of elections by 8pm.



# Voting In Jails



20  
24





## I. The Problem

In the United States, where the majority of those in prison are being held pre-trial or are serving misdemeanor offenses, almost every detained person has the right to vote. However, in practice, most of the approximately 746,000 individuals detained do not exercise this right.<sup>1</sup> This is the result of numerous practical and legal barriers, ranging from misinformation and bureaucratic hurdles to antiquated election laws. These barriers work to disenfranchise voters and restrict their ability to be civically engaged citizens.

It is particularly concerning how the pervasive disenfranchisement that occurs in US jails causes disproportionate harm to Black individuals. Approximately 35% of individuals detained in US jails are Black<sup>2</sup> in a nation that is only approximately 13.7% Black.<sup>3</sup> This means that detained Black individuals are at a greater threat of being disenfranchised.

## II. The Urban League Response

The Equitable Justice and Strategic Initiatives (EJSI) Division at NUL launched the Reclaim Your Vote campaign to increase voter turnout within communities of color within several target states across the country. Within this campaign is the Voting in Jails program. This program has taken a multipronged approach to achieve increased voting in jails. EJSI recognizes that there must be (1) institutional intervention to create greater opportunities for voting within the detention or incarceration facilities and (2) legislative advocacy within states where there are legal barriers that prevent otherwise eligible detained people from voting. This report will review the multipronged efforts taken by Urban League affiliates within the target states. Urban League affiliates lead some of these efforts and are independent of the National Urban League Voting in Jails program. We are highlighting all efforts that are furthering the goals of the Voting in Jails program to establish a baseline for the program and to point out opportunities for improvement as Voting in Jails is expanded.

### A. Institutional Intervention

Within the target states, there are notable examples of established projects that have had successes in reaching detained individuals.

#### • The Urban League of Philadelphia

The Urban League of Philadelphia leveraged its contacts with the city's jail commissioner to create the *Pathways Home* program<sup>5</sup> which sends affiliate staff to area jails<sup>6</sup> multiple times each week. Affiliate staff provided voter registration paperwork to detained individuals, engaged in voter education activities which explained the importance of voting in elections at all levels of government. As a result of these activities, the affiliate was able to register over 200 detained voters. Notably, the affiliate maintained regular communication with jail officials to ensure that individuals' mail-in ballots were not delayed by jail search procedures, which could have prevented individuals from having their votes counted. The affiliate also participated in the city's inaugural resources fair where they were able to provide voting resources to over 1000 detained individuals.

Not all affiliates were successful in gaining access to detained individuals in their local jail.



## • Urban League of the River Valley

The Urban League of the River Valley contacted the Sheriff's Office of Muskogee County, Georgia, to discuss registering individuals detained in the jails the sheriff managed. According to the affiliate, the sheriff's office stated that they already had arrangements with two other organizations to engage in non-partisan voter registration work in the jail and would not grant the Urban League access.

## • Affiliates Interested in Future Participation

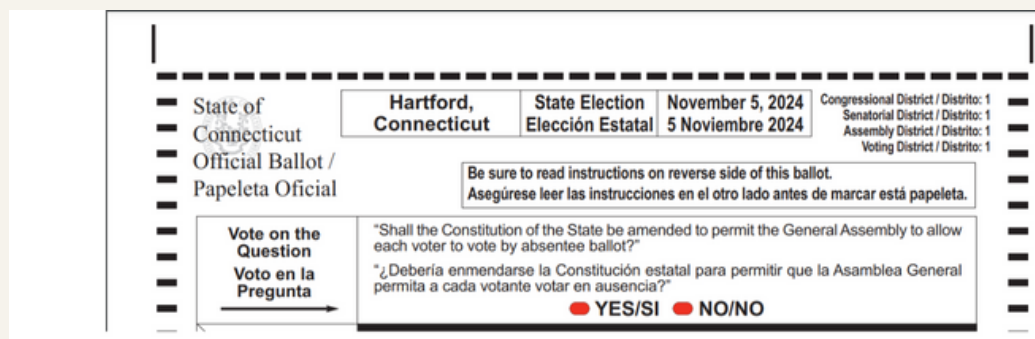
Although many affiliates did not engage in Voting in Jails activities during the November 2024 general elections, others have expressed interest in future participation. This interest has grown – in part – as affiliates have become more aware of the challenges and opportunities members of our communities have to vote while in jail. Southwestern Michigan Urban League, for example, is interested in working on this issue. This affiliate already financially supports a partner organization that separately engages in voter registration in jails. Similarly, the Shenango Valley Urban League and the Urban League of Central Carolinas are interested in expanding their work into this area.

## B. Legislative Advocacy

Affiliates in Connecticut and Delaware advocated for bills to eliminate legislative barriers that prevented detained individuals from exercising their right to vote.

## • Connecticut

In Connecticut, there was a ballot measure during the November 2024 election to amend the state constitution to allow for "no-excuse" absentee voting. During the COVID-19 pandemic, when absentee ballot voting restrictions were temporarily relaxed, the state witnessed the importance of "no-excuse" absentee voting particularly for detained but otherwise eligible voters. Urban League of Greater Hartford Connecticut and the Urban League of Southern Connecticut both participated in a ballot initiative campaign.




**Photo Credit:** Sample Ballot from Hartford, Connecticut Office of the Secretary of State.

The ballot measure passed with 58% of voters for it and 42% opposed.<sup>7</sup> This will now go to the legislature in 2025. It will be vital for the EJSI team to work with our Connecticut affiliates to ensure that this bill gets passed, because it will then go into effect at the next municipal election cycle.



## • Delaware

In Delaware, the Metropolitan Wilmington Urban League advocated for the passage of Senate Bill 3 sponsored by Representative Sherae'a "Rae" Moore and Senator Darius Brown.<sup>8</sup> This bill would have begun the process to do a state constitutional amendment to create a "no-excuse" pathway for absentee voting.<sup>9</sup> Ultimately, this bill failed but it was an important step expanding voting rights for detained Delawareans. The bill sponsors poignantly stated, "Delawareans deserve the ability to vote without undue hardship, whether through in-person early voting or secure and accessible no-excuse absentee voting. No one should...need to justify their chosen voting method. Instead, they should be applauded for fulfilling their civic duties."<sup>10</sup>



SPONSOR: Sen. Brown & Sen. Hannon & Sen. Stargerson &  
Rep. S. Moore & Rep. Baumbach & Rep. Dorsey Walker  
& Rep. Minor-Brown & Rep. Bush  
Sens. Gay, Hoffner, Hostetler, Lockman, Mantzavinos,  
Paradise, Pinkney, Sokola, Townsend, Walsh, Raps,  
Holden, Harris, Heffernan, Harrison, Roman, K. Williams

DELAWARE STATE SENATE  
152nd GENERAL ASSEMBLY  
SENATE BILL NO. 3

AN ACT PROPOSING AN AMENDMENT TO ARTICLE V OF THE DELAWARE CONSTITUTION RELATING TO VOTING.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF DELAWARE (Two-thirds of all members elected to each house thereof concurring therein):

1 Section 1. Amend § 4A, Article V of the Delaware Constitution by making deletions as shown by strike through  
2 and insertions as shown by underline as follows:

3 § 4A. General laws for absentee voting.

4 Section 4A. *The General Assembly shall enact general laws providing that any qualified elector of this State, duly*  
5 *registered, who shall be unable to appear to cast his or her ballot at any general election at the regular polling place of the*  
6 *election district in which he or she is registered, either because of being in the public service of the United States or of this*  
7 *State, or his or her spouse or dependents when residing with or accompanying him or her because of the nature of his or her*  
8 *business or occupation, because of his or her sickness or physical disability, because of his or her absence from the district*  
9 *while on vacation, or because of the nature or teachings of his or her religion, may cast a ballot at such general election to*  
10 *be counted in such election district: (a) The General Assembly may enact general laws providing the circumstances, rules,*  
11 *and procedures by which a qualified voter may vote by absentee ballot.*  
12 *(b) A general law enacted under subsection (a) of this Section must include an oath or affirmation that the*  
13 *qualified voter's vote is free from improper influence.*

14 Section 2. Amend § 3, Article V of the Delaware Constitution by making deletions as shown by strike through and  
15 insertions as shown by underline as follows:

16 § 3. Influencing voter; loss of vote; challenge; oath and affirmation; perjury.

17 Section 3. (a) No person who shall receive or accept, or offer to receive or accept, or shall pay, transfer, or deliver,  
18 or offer or promise to pay, transfer or deliver, or shall contribute, or offer or promise to contribute to another, to be paid or  
19 used, any money or other valuable thing as a compensation, inducement or reward for the registering or abstaining from  
20 registering of any one qualified to register, or for the giving or withholding, or in any manner influencing the giving or

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21 withholding, a vote at any general or special or municipal election in this State, shall vote at such election; and upon  
22 challenge for any of said causes the person so challenged before the officers authorized for that purpose shall receive his or  
23 her vote, shall swear or affirm before such officers that he or she has not received or accepted, or offered to receive or  
24 accept, or paid, transferred or delivered, or offered or promised to pay, transfer or deliver, or contributed, or offered or  
25 promised to contribute to another, to be paid or used, any money or other valuable thing as a compensation, inducement or  
26 reward for the registering or abstaining from registering of any one qualified to register, or for the giving or withholding, or  
27 in any manner influencing the giving or withholding, a vote at such election.

28 Such oath or affirmation shall be conclusive evidence to the election officers of the truth of such oath or  
29 affirmation; but if any such oath or affirmation shall be false, the person making the same shall be guilty of perjury, and no  
30 conviction thereof shall bar any prosecution under Section 8 of this Article.

31 (b) The oath or affirmation required under Section 4A of this Article for voting by absentee ballot is in lieu of the  
32 oath or affirmation required under this Section.

**SYNOPSIS**

This Act is the first leg of a constitutional amendment to eliminate the limitations on when an individual may vote  
absentee and authorizes the General Assembly to enact general laws providing the circumstances, rules, and procedures for  
absentee voting in this State. This Act is in response to the Supreme Court's decision in *Albence v. Higgins*, 2022 Del.  
LEXIS 377 (Del. 2022).

This Act requires all absentee ballots to include an oath or affirmation that the qualified voter's vote is free from  
improper influence. This oath or affirmation is in lieu of the oath or affirmation required under Section 3 of Article V of the  
Delaware Constitution.

Amending the Delaware Constitution requires not only the passing of the changes in this Act, but also passage of  
the same changes after the next general election by the next General Assembly.

This Act requires a greater than majority vote for passage because § 1 of Article XVI of the Delaware Constitution  
requires the affirmative vote of two-thirds of the members elected to each house of the General Assembly to amend the  
Delaware Constitution.

Author: Senator Brown

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**Photo Credit:** Delaware Senate Bill No. 3. from Delaware General Assembly.

After the legislative effort failed, our partners at ACLU Delaware filed a lawsuit that would grant a preliminary injunction to allow in-person voting for "eligible incarcerated voters"<sup>11</sup> in the 2024 presidential election.<sup>12</sup> However, the federal court declined the injunction in August 2024 and an absentee ballot remained the only option with a valid excuse. Neither detention nor incarceration are listed as a valid excuse. The lawsuit ultimately was dismissed a month later, but the litigation allowed ACLU Delaware to secure from the Delaware Department of Justice a non-prosecution agreement for "eligible incarcerated voters" who voted absentee in the November 2024 election.<sup>13</sup> Going forward, Delaware needs to identify a long-term solution to allow detained individuals to vote. We were pleased to see that Senate Bill 3 was recently reintroduced. We hope that our team will be able to work with the Metropolitan Wilmington Urban League on this advocacy in 2025.



### III. Recommendations for Improvement

While there were some target-state affiliates with established voting in jails programs, most target-state affiliates have yet to develop these programs. The following are several recommendations for how these programs can be launched and expanded in affiliates.

- **Develop relationships with local jail officials.**

Following the example of the Urban League of Philadelphia, developing such a program requires fostering relations with officials who run jails – often the county’s sheriff. With their office’s buy-in, a non-partisan organization can enter a jail and register eligible individuals. Furthermore, they will have the cooperation of jail officials to not delay mail in a way that disrupts mail-in ballots. Otherwise, jail officials will treat ballots as regular mail which they routinely delay to search for contraband and for evidence of criminal activity.

- **Develop relationships with local organizations that may already be doing the work or have the capacity to do the work.**

It is important to not duplicate the work of other organizations who may have already forged relationships with officials and pathways into jails. If a local organization with a compatible mission already has this access, it may make sense to collaborate with them. It might also be advisable to simultaneously look for jails in counties that are not being covered by another organizations to avoid duplicating efforts. The Urban League of Greater Columbus, for example, was denied access to a jail because it was already being covered by another organization. This affiliate could collaborate with the organization that already has access to the jail while also forging relationships with the sheriff of another county that is not being served.

- **Develop relationships with the detained individuals and consistently follow up with them.**

Affiliates need to earn the buy-in of detained individuals and consistently interact with them to ensure that they register to vote, vote, and have their votes counted. Individuals detained in local jails face serious and uncertain life circumstances and voting in elections may not be a priority. Affiliate staff will need to overcome the misinformation and disinformation that these individuals are not eligible to vote. They will often need to convince these individuals of the importance of their vote in local, state or national elections even as these individuals face trials and the prospects of further incarceration. This undoubtedly will require trust and persistence.





- **Start Early.**

Do not wait until shortly before a major election to start reaching out to jail officials. Jail officials have little incentive to move beyond the status quo of maintaining order in jails which includes not introducing unfamiliar visitors, monitoring and delaying mail both of which results in low voter registration and turnout. Outreach to jail officials may include convincing them to care about the voting rights of detained individuals while showing them that individuals who vote may be less likely to reengage in unlawful activity. Additionally, it requires time for jails to develop any necessary procedures.

- **Expand the reach of existing programs that serve formerly incarcerated people to reach people behind the wall.**

Affiliates may already have programs that serve impacted people who are no longer incarcerated. The focus of these programs could be expanded to include outreach to currently detained individuals. For example, the Wisconsin affiliates including the Urban League of Greater Madison, the Urban League of Milwaukee, and the Urban League of Racine and Kenosha developed a statewide digital campaign in partnership with the organization, Ex-Incarcerated People Organizing(EXPO). This campaign targeted formerly incarcerated individuals and were able to reach more than 2000 individuals in their communities. Similarly, successful campaigns could be expanded to reach individuals who are currently being detained. Program representatives could speak directly to jail officials. They could direct digital materials to these officials to educate them on the rights of detained individuals and achieve buy-in. If program representatives were given physical access to the jails, like in Philadelphia, they could distribute printed versions of the digital materials. These printed materials could also be mailed to people in jail. Modest improvements to existing programs may result in increased voter participation for detained individuals.

## IV. Conclusion

Disenfranchisement for voting eligible individuals remains a stubborn voting rights and racial justice issue. EJSI is poised to confront this injustice through the expansion of its Voting in Jails program. Through expanding existing programs in affiliates and establishing new programs, NUL will help ensure that all eligible voters can Reclaim Their Vote and contribute to our democracy.





# Target State Breakdowns



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24

# RECLAIM YOUR VOTE

Target State  
**North Carolina**



The Reclaim Your Vote Campaign targeted North Carolina as one of its states for the 2024 Campaign, focusing on turning out African Americans across the state.  
**Affiliates RYV leaders include:**



Urban League of  
Central Carolinas



**Robyn Lake Hamilton**  
President and CEO

## IMPACT SNAPSHOT



**264,079**

**Voter Contacts  
Attempts**



**15+**

**Activations**



**26,777**

**Voter Contacts**



**James Perry**  
President and CEO



Winston-Salem  
Urban League



**Makeda Johnson, Ed.S.**  
COO





# RECLAIM YOUR VOTE

Target State  
**North Carolina**



In North Carolina, the National Urban League's Reclaim Your Vote Campaign partnered with two of our local affiliates, the Urban League of Central Carolinas and the Winston-Salem Urban League. This included several RYV rallies and activities, engaging voters across the state in activations aimed at getting out the vote, voter education, and voter engagement. NUL President & CEO Marc H. Morial visited North Carolina for the broader Reclaim Your Vote initiative. **Key events included:**

- **Mad Miles Run Club x YP Central Carolinas:** The Urban League of Central Carolinas Young Professionals, a volunteer auxiliary, held a run to the polls in collaboration with Mad Miles Run Club.
- **Debate Watch Activation:** Winston-Salem Urban League Young Professionals hosted a live debate watch event aimed at educating voters on candidates running for Vice President in 2024.



- **PROPEL Conference:** YP, a volunteer auxiliary of the NUL, targets young professionals ages 21-40 to empower their communities and change lives through the Urban League Movement and the Urban League of Central Carolinas Young Professionals, a volunteer auxiliary of the Urban League of Central Carolinas affiliate, joined forces at the Southern Region Conference of 2024.
- **RYV Engagement Activation:** The North Carolina RYV team convened and engaged with HBCU students, activists, and community members in Greensboro and Winston-Salem, creating a space to ask questions, clarify the call to action, and build connections.
- **RYV Show of Support:** After Hurricane Helen, RYV team members supported local support efforts providing resources to those in need and informative information on voting.
- **Fall Career Expo Activation:** In October, the Winston-Salem Urban League hosted a vibrant Fall Career Expo designed to connect with local community members. At the event, WSUL provided voter education, informing attendees about voting in the 2024 election.
- **Reclaim Your Vote Luncheon Activation:** In September, the NC Urban League hosted the Reclaim Your Vote Luncheon—a call to action for civic leaders and community members to be heard in the November elections. Organized by NC-Area Urban League affiliates in conjunction with the National Urban League, the event focused on addressing North Carolina's critical civic engagement needs and enhancing voter participation in the electoral process.





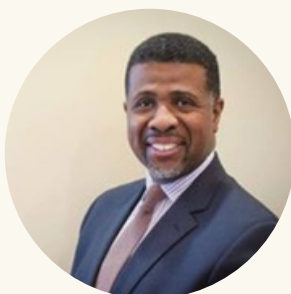
The Reclaim Your Vote Campaign targeted Georgia as one of its states for the 2024 Campaign, focusing on turning out African Americans across the state.  
**Affiliates RYV leaders include:**



**Urban League of  
Greater Atlanta**



**Nancy Flake Johnson**  
President and CEO



**John Moya**  
Sr. Director of Legislative  
Policy, Social Justice &  
Civic Engagement



**Aerial Coleman**  
Program Manager



**Urban League of the  
River Valley**



**Tracey R. Mosley**  
President and CEO

## IMPACT SNAPSHOT



**553,819**

**Voter Contact  
Attempts**



**20+**

**Activations**



**28,022**

**Voter Contacts**





# RECLAIM YOUR VOTE

Target State  
**Georgia**



The National Urban League's Reclaim Your Vote Campaign and affiliates initiated a series of strategic events across Georgia, to enhance its campaign objectives for the 2024 election cycle. These events concentrated on fostering partnerships, implementing voter engagement initiatives, and hosting rallies and activities at historically Black colleges and universities (HBCUs) and with local officials. This approach sought to mobilize the Black community, educate voters, and advance turnout across the state through targeted outreach and community involvement. During NUL President & CEO Marc H. Morial's visit to Georgia, the Reclaim Your Vote team worked with state affiliates Urban League of Greater Atlanta and Urban League of the Upper River Valley. **Key events included:**

- **Atlanta Classic Football Event:** The Urban League of the River Valley associates activated voters during the Atlanta Classic, reminding football fans to get out and vote.
- **Shaw High School Voter Registration Event:** ULRV activated a registration drive at Shaw High School, effectively educating voters across Columbus, GA.



- **Power of Us Events:** This series of events aimed to mobilize Gen Z, HBCU students, and Georgians to make a plan and vote. Led by NUL President & CEO Marc H. Morial and Nancy Flake Johnson, President of the Urban League of Greater Atlanta, these activations brought together community members and leaders from all generations to highlight the importance of voter turnout in this critical election. Highlights of the trip included media interviews, meetings with local leaders such as Atlanta Mayor Andre Dickens, the President of Spelman College, and first-time voters at The B.E.S.T Academy.
- **GOTV Rally & Canvass:** This GOTV rally galvanized and energized attendees to canvass (go door to door) in their communities, engaging and encouraging their neighbors to make a plan and vote in this election.
- **Voter Registration Drive:** The Urban League of Greater Atlanta launched a voter registration drive, during which RYV staff and volunteers canvassed neighborhoods across the metro Atlanta area to ensure that every eligible voter was registered and that their voter registration was up to date.
- **Metro ATL Barbershop Talks:** On August 16th, the Urban League of Greater Atlanta launched a Metro Atlanta Barbershop Talk panel series, a powerful and insightful discussion curated for Black men in Georgia. Thought leaders explored critical topics, including mental health and the upcoming election, and discussed how Georgians can actively engage and make a significant impact at the polls during a pivotal moment in our nation's history.





# RECLAIM YOUR VOTE

Target State  
**Pennsylvania**



The Reclaim Your Vote Campaign targeted Pennsylvania as one of its states for the 2024 Campaign, focusing on turning out African Americans across the state.

**Key events included:**



**Urban League of  
Greater Pittsburgh**



**Carlos T. Carter**  
President and CEO



**Urban League of  
Philadelphia**



**Darrin W. Anderson Sr.,  
Ph.D.**  
President and CEO



**Yumeno Young**  
RYV Campaign  
Manager



**Shenango Valley Urban  
League**



**Erin Houston, Ph.D.**  
President and CEO



## IMPACT SNAPSHOT



**155,566**

**Voter Contact  
Attempts**



**22+**

**Activations**



**29,820**

**Voter Contacts**

# RECLAIM YOUR VOTE

Target State  
**Pennsylvania**



The National Urban League's Reclaim Your Vote Campaign and affiliates initiated a series of strategic events across Pennsylvania to enhance its campaign objectives for the 2024 election cycle. These events concentrated on elevating the voices of Black voters in Pennsylvania, growing partnerships to strengthen the Reclaim Your Vote Campaign, and highlighting the importance of Black Americans in our democracy. **Key events included:**

- **Vice Presidential Debate Pregame Mixer:** where Where Philadelphia politics & community engagement came together to gain new perspectives from others. The Roll Out the Vote team provided the chance to update voter registration and provided informative information on voting.
- **Stop Project 2025 X RYV Greater Pittsburgh Urban League Activation:** During the Month of September, the Urban League of Greater Pittsburgh registered voters at their three Family Support Centers — Northview Heights, East Hills, and Duquesne.



- **Philly National Voter Week:** The Reclaim Your Vote Campaign celebrated National Voter Week by partnering with the National Action Network GOTV Team to host a breakfast at Sharon Baptist Church with Rev. Al Sharpton, the Exonerated 5, Dr. Yusef Salaam, and Korey Wise, Lt. Governor Austin Davis of Pennsylvania, and NUL President & CEO Marc H. Morial and local affiliate leaders.
- **Senator Street's Book Bag Distribution for National Night Out Activation:** The National Night Out Street Fair introduced its Backpack Initiative in collaboration with Senator Street, providing local community members with school supplies. The Urban League of Philadelphia and the Roll Out The Vote team offered services that included voter registration and education during the event.
- **Farrell Festival Activation:** The Shenango Valley Urban League activated At the Farrell Festival via Idaho Street in Farrell, PA to provide voter education materials to festival participants.
- **Annual National HBCU Week Conference in Philadelphia :** Urban League of Philadelphia joined elected officials, the President of the United States of America, Joe Biden, the White House Press Secretary, Karine Jean-Pierre, and others at the 2024 Annual National HBCU Week Conference in Philadelphia! After a week-long engagement, Philly witnessed groundbreaking conversations and networked with the HBCU community, aligning with the theme 'Raising the Bar: Where Excellence and Opportunity Meet.'



# RECLAIM YOUR VOTE

Target State  
**Wisconsin**



The Reclaim Your Vote Campaign targeted Wisconsin as one of its states for the 2024 Campaign, focusing on turning out African Americans across the state.

**Affiliates RYV leaders include:**



**Urban League of  
Greater Madison**



**Ruben L. Anthony, Jr.,  
Ph.D.**  
President and CEO



**Urban League of  
Racine and Kenosha**



**James Hall, MBA, MS,  
CFC-NASW**  
President and CEO



**Greater Milwaukee  
Urban League**



**Eve M. Hall, Ph.D.**  
President and CEO



## IMPACT SNAPSHOT



**89,646**

**Voter Contact  
Attempts**



**21+**

**Activations**



**41,008**

**Voter Contacts**



# RECLAIM YOUR VOTE

Target State  
**Wisconsin**



The Reclaim Your Vote Campaign, partners, and affiliates initiated a series of activations across Michigan to enhance its campaign objectives for the 2024 election cycle. These events concentrated on GOTV initiatives impacting the campaign efforts across the state. **Key events included:**

- **Election Day Activation:** On November 5th, the Greater Milwaukee Urban League canvassed neighborhoods to activate voters, encouraging Wisconsin voters to get out to vote.
- **Voter Outreach Activation:** The Urban League of Racine and Kenosha hosted a BLAK Coffee in Kenosha event targeting college students, encouraging voter registration and early voting.



- **Block by Block Voter Activation:** Urban League of Racine and Kenosha provided entertainment, 60+ vendors, food, a kid zone with bouncy houses and a mechanical bull, free backpacks with school supplies, and voter educational materials.
- **GOTV Activation:** Urban League of Greater Madison held a GOTV Day of Action, highlighting early voting in Wisconsin. The event included registration and voter education drives.
- **Round Table Discussion:** The Greater Milwaukee Urban League Guild and The Greater Milwaukee Urban League hosted NUL President & CEO Marc H. Morial to discuss the importance of voting in the 2024 election.
- **Community Campaign Initiative:** The Urban League of Greater Madison and the Urban League of Racine and Kenosha launched a targeted campaign to energize voters in Madison. The campaign included videos from Young Professionals and various Urban League partners.
- **Stroll to the Polls Activation:** Greater Milwaukee Urban League and Partners, Milwaukee Alumnae Chapter, participated in "Stroll to the Polls," sponsored by the Greater Milwaukee Urban League and the National Pan Hellenic Council of Milwaukee. The Divine 9 met at Greater Mt. Zion Baptist Church and headed over to the Washington Park Library to vote early. Afterward, there was food, music, fellowship, and caricature drawing.





The Reclaim Your Vote Campaign targeted Michigan as one of its states for the 2024 Campaign, focusing on turning out African Americans across the state.  
**Affiliates RYV leaders include:**



**Southwestern Michigan  
Urban League**



**Tracie Young Woodford**  
RYV Coordinator



**Ezra Bell**  
Managing Director



**Urban League of Detroit &  
Southeastern Michigan**



**N. Charles Anderson**  
President and CEO



**The Urban League of  
West Michigan**



**Eric D. Brown**  
President & CEO

## IMPACT SNAPSHOT



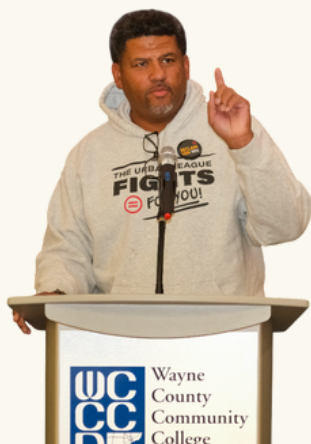
**40,010**  
Voter Contact  
Attempts



**11+**  
Activations



**106,744**  
Voter Contacts



# RECLAIM YOUR VOTE

Target State  
**Michigan**

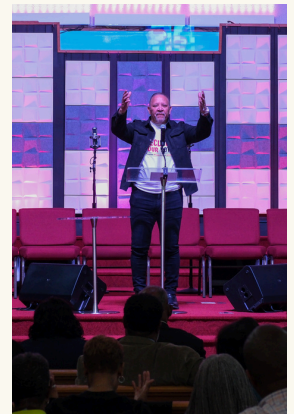


The Reclaim Your Vote Campaign, partners, and affiliates initiated a series of activations across Michigan to enhance its campaign objectives for the 2024 election cycle. These events concentrated on GOTV initiatives impacting the campaign efforts across the state. **Events include but are not limited to:**

- **Election Motorcade Activation:** The Southwestern Michigan Urban League organized a motorcade through Battle Creek neighborhoods to encourage voting. The event began at 3 PM from the Lakeview Square Mall parking lot, with cars lining up at Barnes & Noble from 2:30 PM. Participants decorated their vehicles with voting reminders.
- **Early Voting Tailgate Activation:** The Urban League of West Michigan hosted early voting tailgate parties in Grand Rapids at Ottawa Hills High School and SS. Peter and Paul Parish. The events featured music, food, and fellowship, promoting voter engagement and community action.



- **Voter Registration Breakfast Activation:** In September, the Southwestern Michigan Urban League hosted a Voter Registration Breakfast in Battle Creek. The event encouraged community members to register to vote while enjoying breakfast.
- **We Fight Back Tour Caravan Activation:** In August, the "We Fight Back" Tour Caravan launched in Grand Rapids, led by Black Voters Matter (BVM), local partners, and the Urban League of West Michigan. The event rallied Black voters, emphasizing resistance and unity against injustice. Media coverage amplified the gathering as attendees joined forces with families, churches, and organizations to raise their voices, while volunteers engaged in canvassing, phone banking, and texting to drive community impact.
- **Early Vote Rally Activation:** In October, the National Urban League and partners hosted an Early Vote Rally at Wayne County Community College District's Northwest Campus in Detroit. The rally featured NUL President & CEO Marc H. Morial, various activists, local partners, and the Urban League of Detroit and Southwest Eastern Michigan. Attendees engaged with community members and local officials, encouraging voter participation in the 2024 election.
- **Empower Souls to the Polls GOTV Rally Activation:** The Grand Rapids Voter Confidence Council and the Urban League of West Michigan hosted the "Empower Souls to the Polls" GOTV Rally on October 22, 2024, at 5:00 PM at the Renaissance Church of God in Christ. Special guest Andre Washington, APRI Midwest Regional Representative, highlighted the importance of voter engagement and empowerment to make a difference in our communities.

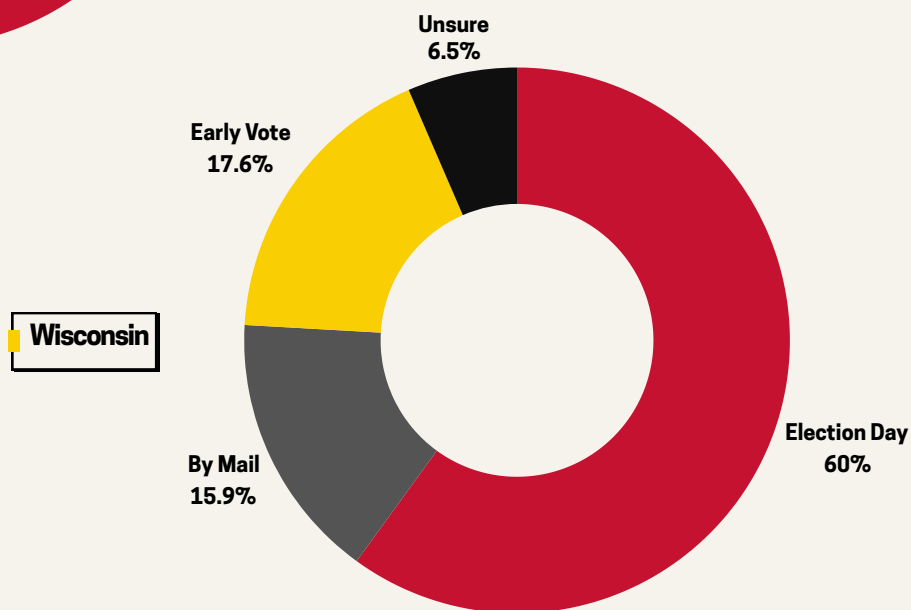
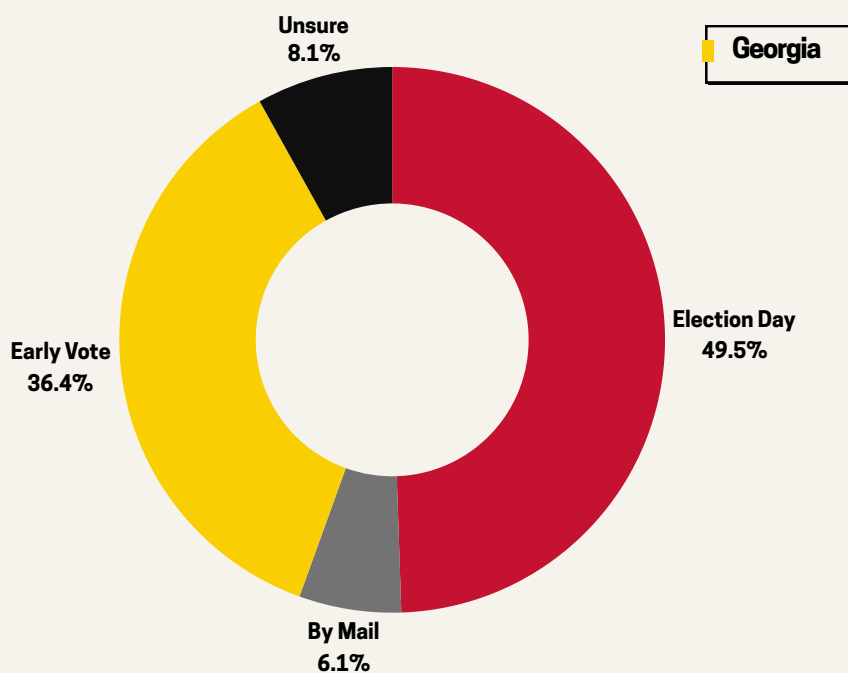






## Target State Survey Results

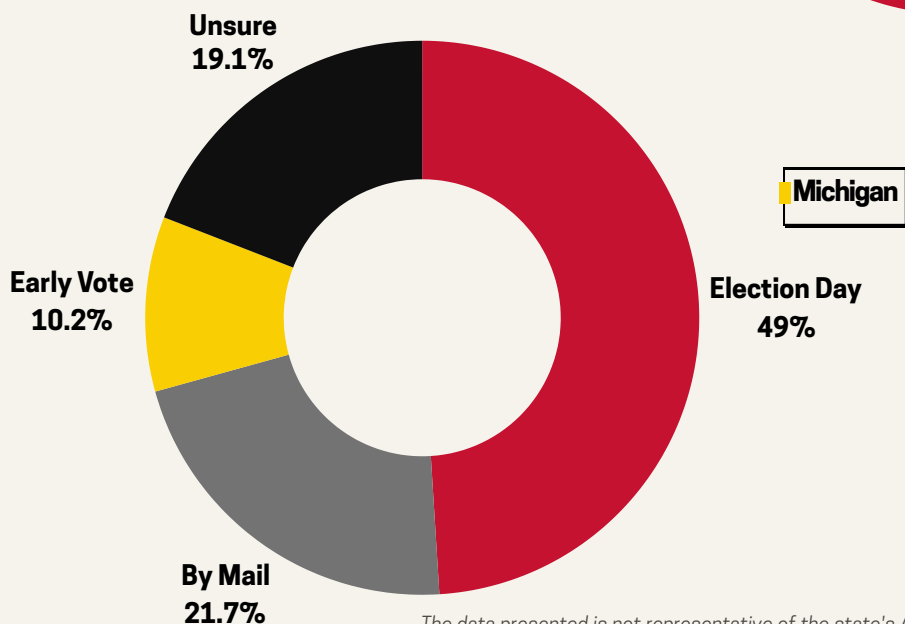
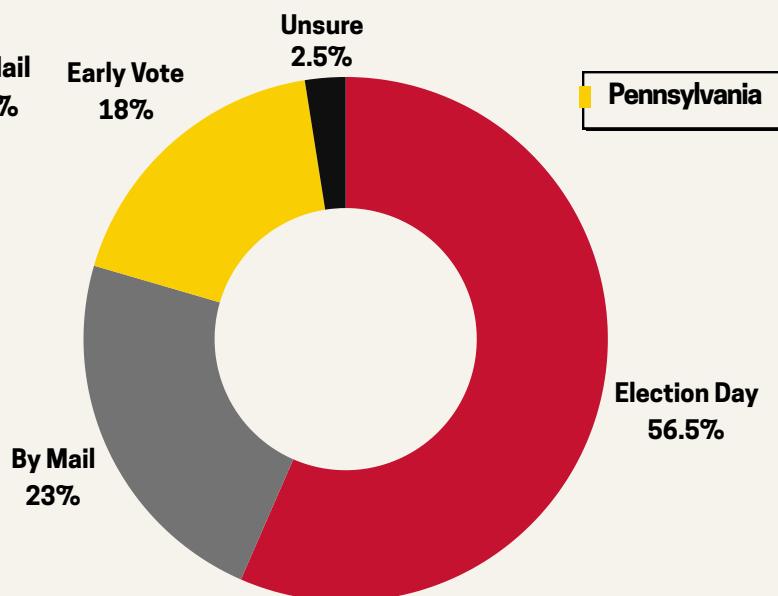
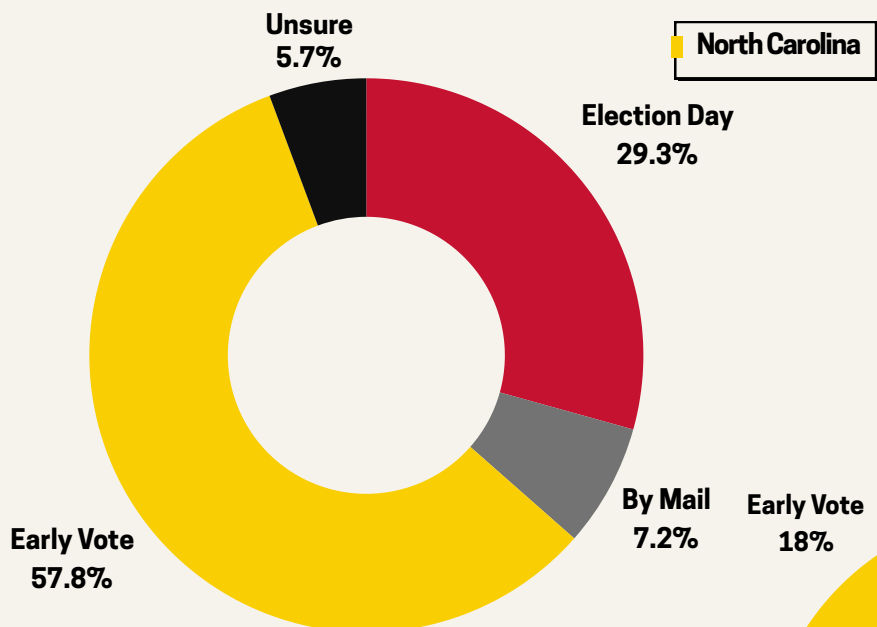
In the Reclaim Your Vote Campaign, our objective was to enhance voter participation by encouraging voters to 'Make A Plan' to vote. We implemented a comprehensive approach, including canvassing, text, and phone banking initiatives. Through these efforts, we aimed to facilitate voter preparedness, ultimately advancing participation in the 2024 election cycle. The following data summarizes discussions that were conducted to ensure voters developed actionable voting plans for 2024. This is illustrated by a pie chart depicting the distribution of voting plans stemming from the 2024 RYV campaign.



*The data presented is not representative of the state's African American population. It reflects only the responses from voters who were contacted as part of the Reclaim Your Vote Campaign.*



## Target State Survey Results Cont.



*The data presented is not representative of the state's African American population. It reflects only the responses from voters who were contacted as part of the Reclaim Your Vote Campaign.*



# Movement Wide Activations



2024





## RYV Week of Action

The Reclaim Your Vote: Week of Action was a voter engagement campaign held from September 16–21, 2024, focusing on empowering communities, particularly Black voters, to participate actively in elections. Each day highlighted a specific theme and provided action steps to drive voter turnout and engagement for the 2024 election cycle.

**September 16, 2024**, the Reclaim Your Vote Campaign hosted an Instagram Live event featuring prominent speakers, including NUL President & CEO Marc H. Morial, Ray B. Shackelford, Shalondan Hollingshed, Brenda Morrison, and Terrance Brown. The discussion emphasized the importance of young professionals' voices and votes in the upcoming election. Participants were encouraged to engage by tuning into the event and signing up as poll workers to support the electoral process.



## YOUNG, BLACK & READY TO VOTE!

*Catch the conversation as young professionals discuss the power of their vote and voice in this election.*



**PRESS PLAY**



**Marc H. Morial**

PRESIDENT & CEO,  
NATIONAL  
URBAN LEAGUE

**Ray B. Shackelford**

VP OF EQUITABLE  
JUSTICE & STRATEGIC  
INITIATIVES, NATIONAL  
URBAN LEAGUE

**Shalondan Hollingshed**

PRESIDENT,  
NATIONAL URBAN  
LEAGUE YOUNG  
PROFESSIONALS

**Brenda Morrison**

ADVOCACY CHAIR,  
NATIONAL URBAN  
LEAGUE YOUNG  
PROFESSIONALS

**Terrance Brown**

CIVIC ENGAGEMENT  
CHAIR, THURSDAY  
NETWORK

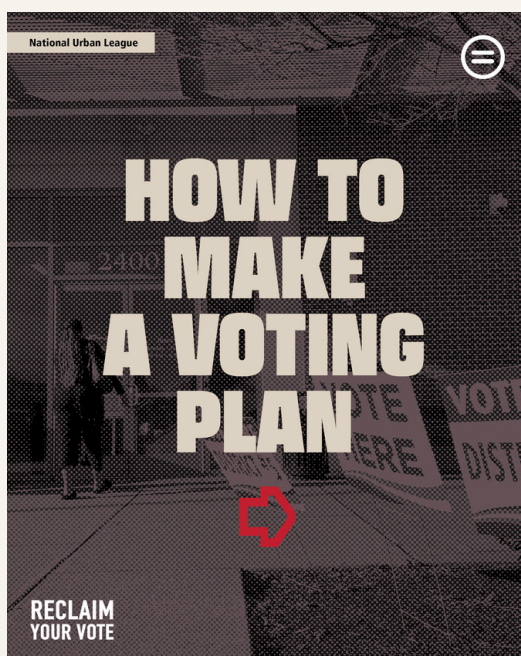


## RYV Week of Action Cont.

**September 17, 2024**, the Reclaim Your Vote Campaign partnered with National Voter Registration Day (NVRD) and other national organizations to promote voter registration and awareness. The initiative encouraged communities to register to vote and check their voter registration status, ensuring their voices would be heard in the upcoming election. This day highlighted the importance of active voter participation and preparation.



**September 18, 2024**, the Reclaim Your Vote Campaign focused on helping voters prepare for the upcoming election by creating a detailed voting plan. Participants were encouraged to review their ballot, familiarize themselves with any voting process changes, request absentee ballots if voting by mail, and identify their early voting and Election Day polling locations. The initiative emphasized the benefits of voting early to avoid delays on Election Day. This activation was led through social media.



## 5 STEPS TO RECLAIM YOUR VOTE

MAKE A PLAN AND FOLLOW OUR CHECKLIST TO VOTE ON NOVEMBER 5TH!

### 1. REGISTER TO VOTE

- ☐ Check your registration.
- ☐ Make sure your address is up to date.
- ☐ Make sure the spelling of your name matches what's on your ID.

### 2. CHECK YOUR VOTING OPTIONS

- ☐ Is early voting available in your state? If so, when does it begin and end?
- ☐ Does your state allow mail-in ballots? If so, request one ASAP.
- ☐ Does your state allow no-excuse absentee ballots? If so, request one ASAP.

### 3. FIND YOUR POLLING LOCATION

- ☐ Does your state require an ID to vote? If so, which types are accepted?
- ☐ Where is your closest polling place?
- ☐ What time does your polling place open and close?

### 4. KNOW THE CANDIDATES & THE ISSUES

- ☐ Research the issues on the ballot.
- ☐ Identify the causes and issues that matter most to you.
- ☐ Look up the candidates and understand where they stand on key issues.

### 5. VOTE, VOTE, VOTE!

- ☐ Vote early, by mail, or absentee and vote the entire ballot.
- ☐ Make a plan! Take a family member, friend or neighbor and call/text to remind others.
- ☐ Call 866-OUR-VOTE to report any issues or voter suppression attempts.

JOIN THE  
MOVEMENT AND  
VOLUNTEER!



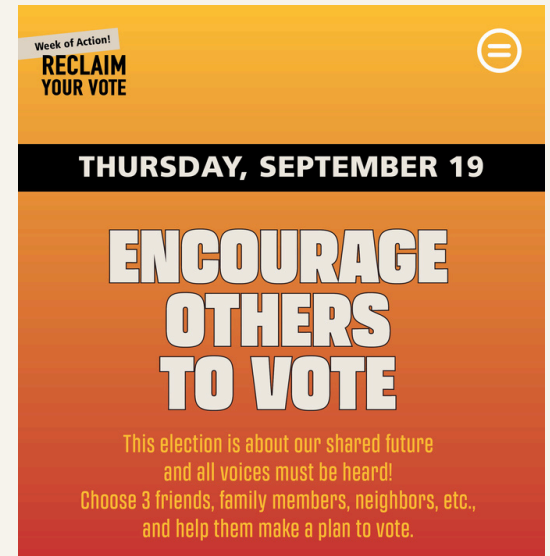




## RYV Week of Action Cont.

**September 19, 2024**, the Reclaim Your Vote Campaign encouraged voters to amplify civic engagement by helping others prepare for the election. Participants were urged to invite at least three friends or family members to confirm their voter registration and create a voting plan. The initiative highlighted the importance of collective action to ensure all voices are heard in shaping the future.

**September 20, 2024**, the Reclaim Your Vote Campaign celebrated National Black Voter Day in partnership with BET, highlighting the power of Black voices and voters in driving change. The day focused on sharing stories of historical and future movements for justice and equity. Participants were encouraged to strengthen election integrity by becoming poll workers and inviting others to do the same during early voting or on Election Day.





# RECLAIM YOUR VOTE

## RYV Week of Action Cont.

**The Reclaim Your Vote Campaign culminated its Week of Action** with a robust series of voter engagement initiatives. Aligned with the Urban League's network of 92 affiliates, local communities organized comprehensive voter registration drives and facilitated direct voter contact events, while also leveraging digital platforms for enhanced outreach. This weekend was strategically focused on maintaining momentum and ensuring that communities are adequately prepared for voter participation ahead of the 2024 election.



**DEMAND  
DIVERSITY**

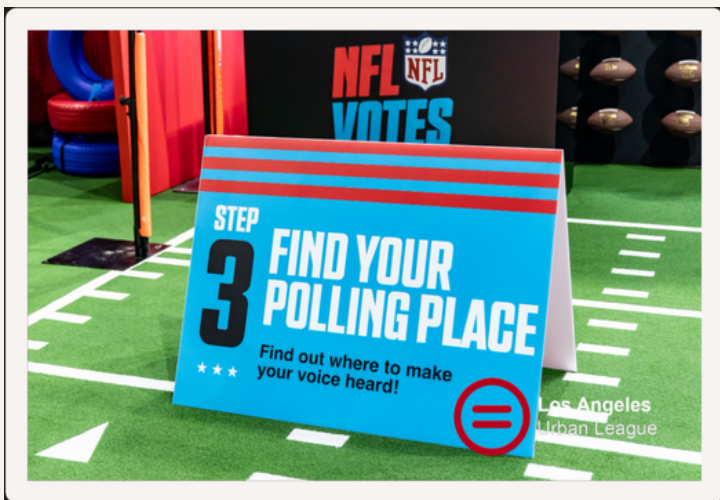
**DEFEND  
DEMOCRACY**

**DEFEAT  
POVERTY**



## “Your Vote. Our Win” - NUL, BET & Affiliates

In June, the National Urban League collaborated with BET prior to the 2024 BET Awards to launch the “Your Vote. Our Win” event. This activation involved staff and volunteers from the Los Angeles Urban League assisting attendees in verifying their voter registration status and outlining the subsequent steps necessary for participation in the electoral process.

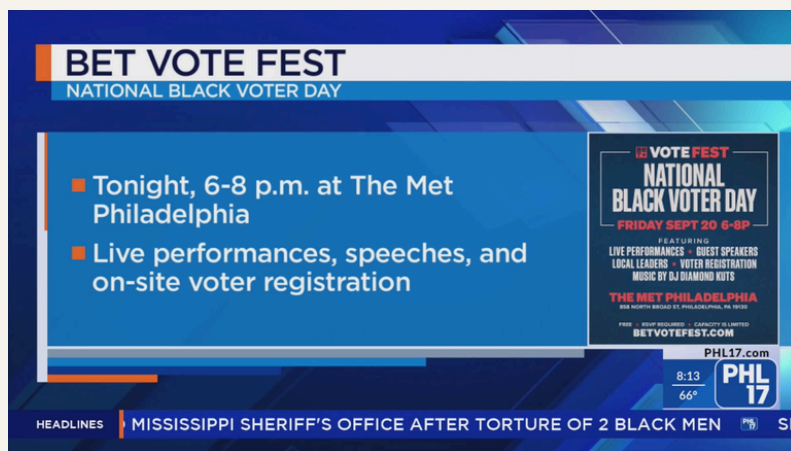






## National Black Voter Day - NUL, BET & Affiliates

BET VOTE FEST took place in Philadelphia, PA, on September 20, 2024. The event was co-hosted by Yandy Smith and Beano French, featuring a powerful assembly of artists: JT, Pusha T, KUR, Karrahbooo, DJ Diamond Kuts, and Lincoln University's "ORANGE CRUSH" Roaring Lion Marching Band. Speakers for the event included Councilmember Isaiah Thomas, Senator Vincent J. Hughes, NUL Senior Vice President of Equitable Justice and Strategic Initiatives, Jerika Richardson, Pastor Carl Day, and other special guests. Eventgoers took part in civic engagement zones and onsite voter registration stations.







## NUL Days of Action

On October 24th and 29th, RYV team members led Days of Action, engaging the National Urban League staff in a series of GOTV activations targeting voters across multiple states through text and phone banking. Over the course of two days, staff from the National Urban League collectively sent 61,209 peer-to-peer messages and made over 134 calls. Participants in the activation remained engaged, calling and texting voters through Election Day. The RYV team coordinated phone and text banking events across various states to coincide with this activation.

**# of SMS Messages Sent Day 1**

**34,654**



**# of SMS Phone Calls**

**135**



**# of SMS Messages Sent Day 2**

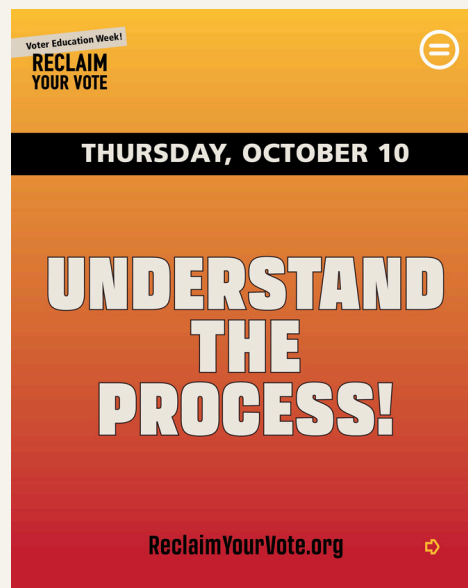
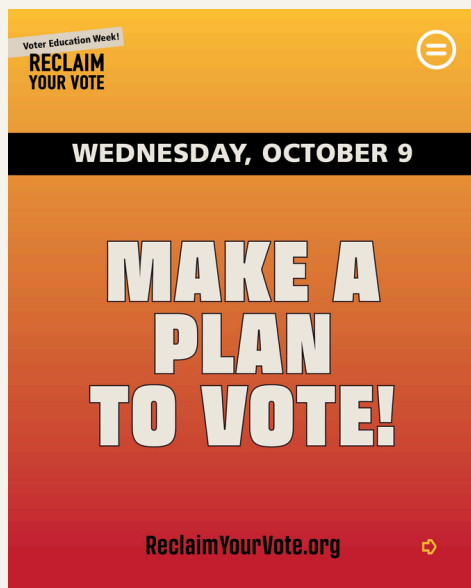
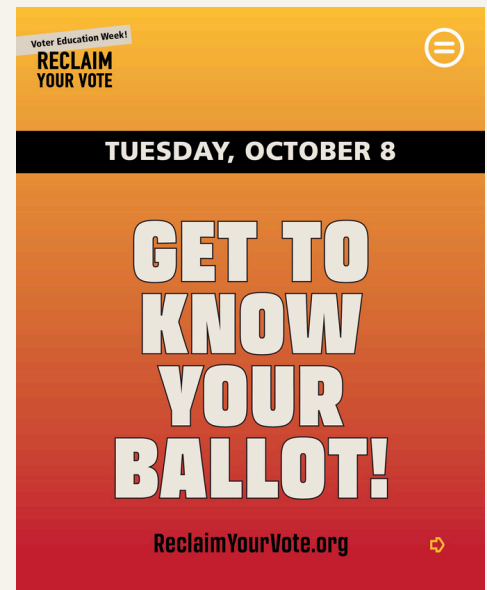
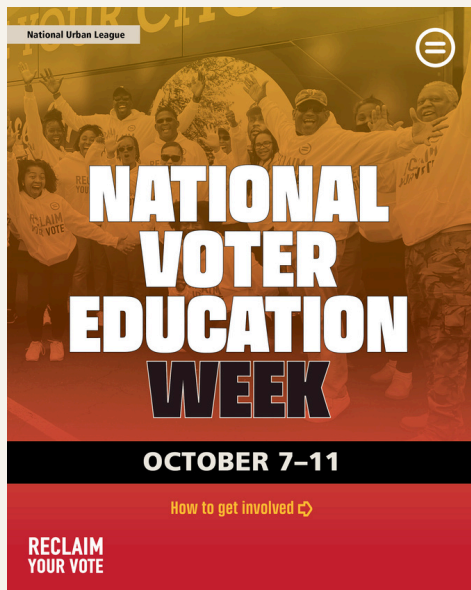
**26,555**





## National Voter Education Week

National Voter Education Week is aimed at empowering voters in the United States by providing them with the tools, information, and resources they need to participate fully in the electoral process. The national Urban League Reclaim Your Vote Campaign leveraged this week to advance voter education across all 92 affiliates.



**DEMAND**  
↗ **DIVERSITY**

**DEFEND**  
↗ **DEMOCRACY**

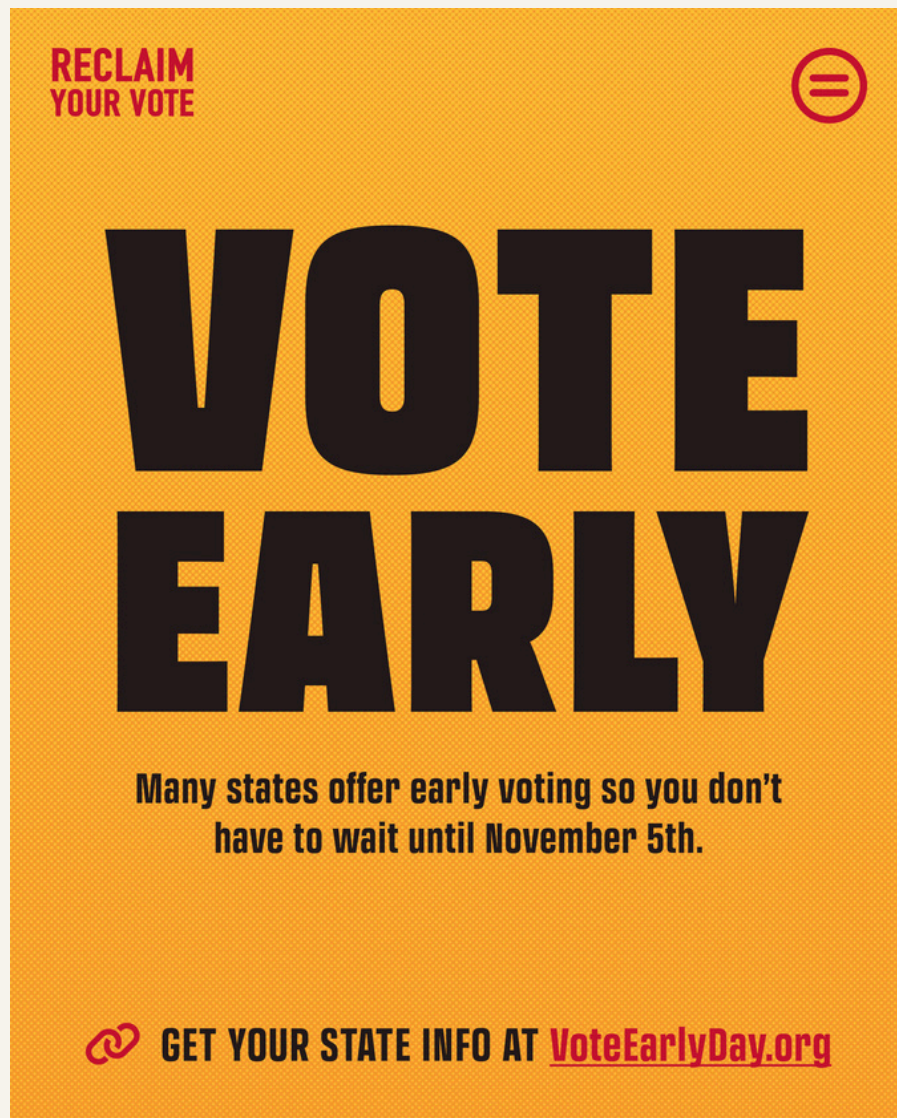
**DEFEAT**  
↗ **POVERTY**



## Vote Early Day

On October 28th, Reclaim Your Vote joined local and national partners to commemorate Vote Early Day, a national movement of media companies, businesses, nonprofits, election administrators, and creatives working to ensure all Americans have the tools to vote early. The goal is to ensure that voters know how to vote early, where to vote, and why early voting is an essential part of making their voices heard in elections. Through social media amplification and on-the-ground activations, the campaign was able to support this effort in three key areas:

- **Raising awareness:** Informing voters about early voting options in their state or locality.
- **Promoting accessibility:** Encouraging people to take advantage of early voting to avoid long lines or potential issues on Election Day.
- **Increasing voter turnout:** Helping to ensure that more people participate in the democratic process by voting early.



**DEMAND**  
↗ **DIVERSITY**

**DEFEND**  
↗ **DEMOCRACY**

**DEFEAT**  
↗ **POVERTY**





## NUL Ambassador Program

The National Urban League reprised its Ambassador Program to bolster grassroots voter engagement and organizational efforts in our five targeted states. These initiatives were designed to enhance mobilization among pivotal voter demographics through various outreach strategies, including text and phone banking, event support, door-to-door canvassing, and voter registration drives. Key program activities were centered around November 1-3, coinciding with the GOTV weekend. This period represented the final opportunity for ambassador volunteers to engage directly with communities ahead of the election, facilitating meaningful participation in the democratic process. Ambassadors were composed of National Urban League staff.

**Number of Ambassadors: 24**

**Number of Activations: 16**

**Target States: 5**



**Georgia**  
Atlanta, Columbus



**Michigan**  
Battle Creek, Detroit,  
Grand Rapids



**Wisconsin**  
Madison, Racine &  
Kenosha, Milwaukee



**Pennsylvania**  
Farrell, Pittsburgh,  
Philadelphia



**North Carolina**  
Greensboro, Winston-  
Salem, Charlotte





## NUL Ambassador Program Cont.



North Carolina



Michigan



Pennsylvania



Georgia



Delaware

**DEMAND  
↑ DIVERSITY**

**DEFEND  
↑ DEMOCRACY**

**DEFEAT  
↑ POVERTY**





Partnerships 20  
VOTE 24



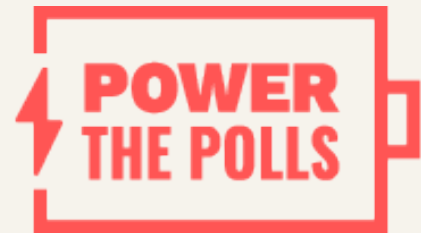


## Reclaim Your Vote Partnerships

The Reclaim Your Vote Campaign implemented a comprehensive initiative to mobilize its extensive network of 92 affiliates, as well as key voters, by collaborating with partners across the country. This included partnerships with organizations, businesses, community influencers and celebrities. Additionally, the campaign worked with various organizations to enhance the RYV 2024 Campaign.

### Advancing Poll Worker Coverage:

Improving poll worker coverage is essential for enhancing the integrity and efficiency of election processes. Via Power the Polls, the National Urban League has successfully recruited over 344 poll workers, contributing significantly to addressing staffing shortages and ensuring that electoral operations run smoothly throughout the 2024 election cycle.



### Increasing Registered Voters:

In conjunction with National Voter Registration Day on September 17th, we collaborated with various civic organizations to implement initiatives aimed at voter registration and facilitated the verification of voting status for citizens. This partnership activated affiliates across the network.



### Community Engagement:

Through a grant partnership with Interfaith America, we leveraged our relationships with the community and convened partners for civic engagement discussions that supported participation in elections.



## Reclaim Your Vote Partnerships Cont.

### NUL x BET

BET has been a long-standing partner of the National Urban League and the Reclaim Your Vote Campaign. In 2024, RYV partnered with BET in June ahead of the 2024 BET Awards for the “Your Vote. Our Win.” activation where staff and volunteers from the Los Angeles Urban League helped attendees to check their registration status and find out the next steps to take to vote. RYV once again partnered with BET for National Black Voter Day on September 20th to amplify the power of Black voters and their impact on this election.



### Access to Early Voting and Election Day Polling Places

Through a partnership with Lyft, we successfully provided discounted rides to the polls for voters in our five target states. This initiative was instrumental in reducing transportation barriers, particularly for those in underserved communities, ensuring greater accessibility and participation in the electoral process.





# Media Impact

# VOTE

# 2024





## Media Campaign Impact

The NUL and its affiliates leveraged their unique voice and messaging to engage the press, highlighting the vital importance of electoral participation for the African American community. This included interviews with national and local news outlets, along with targeted commercials directed at RYV's audience.

Earned Media Stories

126+



Value of Paid Ad Placements

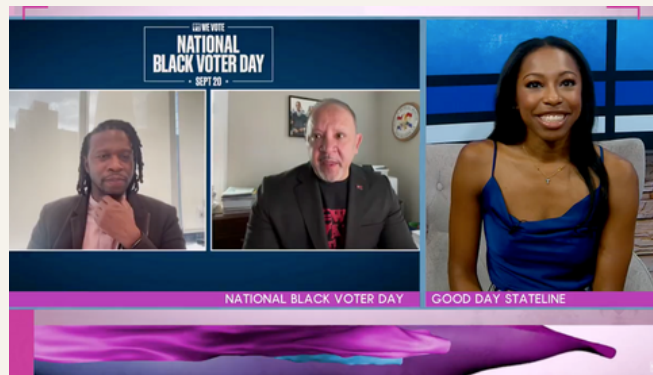
\$2,473,900

Reach Based on Outlets

251, 503, 580

Viewer/Readership

3.1M





## Media Campaign Impact Cont.

The 2024 Reclaim Your Vote Campaign launched a targeted media campaign with the Nucleus Group, aiming to target the African American voting audience in the crucial swing states of Georgia, Pennsylvania, and North Carolina via cable, radio, and digital ads. The campaign provided a combination of high-frequency and hyper-targeted schedules on platforms that effectively reach the desired demographic - African American voters aged 18-44.

### Media Campaign Impressions

**12,993,218**



### Radio Campaign Impressions

**3,750,000**



### Gamification Display Campaign Impressions

**1,168**



### Audio Streaming Listeners

**1,062,849**



### Streaming TV Ad Completion

**1,432,696**



### Web Ad Placement Impressions

**4,245,808**



#### Family

### We drove action with high-impact display

We distributed your Family display creatives across in-app and web environments, encouraging consumers to click through and engage further on-site.

**512.3K**

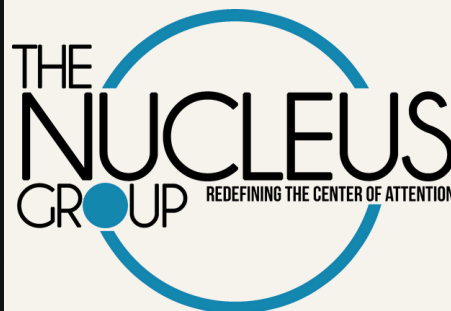
total impressions towards 1MM total goal

**6.9K**

total clicks to National Urban League's site

**1.35%**

click through rate vs. 1.2% benchmark



#### Election Day

### We drove action with high-impact display

We distributed your Election Day display creatives across in-app and web environments, encouraging consumers to click through and check their registration status.

**511.5K+**

total impressions towards 1MM total goal

**6.9K+**

total clicks to National Urban League's site

**1.35%**

click through rate vs. 1.2% benchmark

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**DEFEAT**  
↗ **POVERTY**



## Media Campaign Impact Cont.

In addition to the 2024 Reclaim Your Vote civic engagement targeted media campaign with the Nucleus Group, the National Urban League Marketing and Communications team and Rise Strategy Group advanced the campaign through an additional targeted media campaign in Pennsylvania. The ads were launched via radio, ranging from 15 to 30 seconds long.



### Total Radio Campaign Impressions

**4.46M**



### Gamification Display Campaign Impressions

**1,168**



### SPOTS - Ad Spots Throughout Campaign

**265**



### Total Campaign Reach

**30.1%**



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## Media Campaign Impact Cont.

### Ad Campaign 30.1% Breakdown - Rise Strategy Group

The numbers below represents the 30% breakdown of reach across all radio placement stations regarding Rise Strategy Group implementation of radio ads.



**SPHI-FM: 64.7%**



**WRNB-FM: 19.9%**



**WPPZ-FM: 30.9%**



**WIP-FM: 12.5%**



**KDKA-FM: 34.8%**



**WAMO-AM: 17.6%**

Reach refers to the percentage of individuals reached out of the total population of the target audience. Out of the Black population in Southeastern Pennsylvania, the National Urban League's radio ad reached 30.1% of those individuals in the duration of the campaign.



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## Media Campaign Impact Cont.

### The NUL & Affiliates Media Spotlights:



**Metropolitan Wilmington Urban League  
President & CEO Jennifer Thompkins  
DETV's The Agenda**



**NUL  
SVP EJSI Jerika Richardson  
DETV's The Agenda**



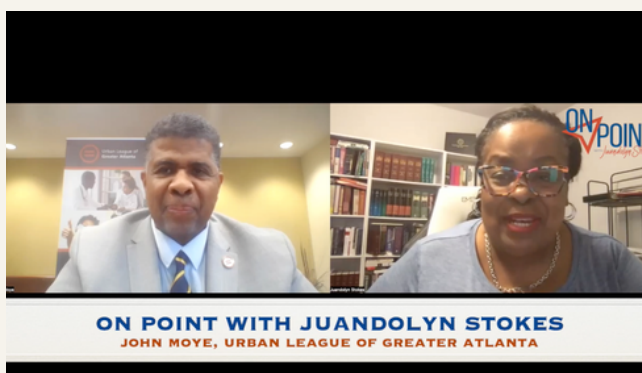
**Urban League of Middle TN  
President & CEO Clifton Harris  
NewsChannel5**



**Greater Milwaukee Urban League  
President & CEO Eve Hall  
FOX6 Local**



**Tri County Peoria Urban League  
Young Professionals  
YP President Mariama  
Ford 25 News**



**Urban League of Greater Atlanta  
President & CEO John Moye  
1380 WAOK**



## Media Campaign Impact Cont.

### The NUL & Affiliates Media Spotlights:



**Shenango Valley Urban League  
President & CEO Erin Houston  
WKBN27**



**Urban League of Greater Southwest Ohio  
Head of Advocacy & Policy Jasmine Posten  
WCPO 9**

### In The News & Online Appearances:

- [Elections can change the course of public health, says NUL President & CEO Marc H. Morial](#)
- [Q&A: NUL President & CEO Marc H. Morial talks 2024 election ahead of NUL Conference](#)
- [Reclaim Your Vote: Juandolyn Stokes and Marc H. Moria Unpack Voting Misconceptions and the Impact of the Electoral College](#)
- [Urban League Town Hall: Reclaim Your Vote for Democracy - Oct 2, 2024](#)
- [The NUL pushes general election voting](#)
- [The NUL pushes its 'Reclaim Your Vote' initiative ahead of election day](#)
- [1380 WAOK-AM | Reclaim Your Vote! Marc H. Moria, President and CEO of the NUL joins Juandolyn Stokes to discuss what's at stake this... | Instagram](#)
- [Join Us on Wednesday, Oct. 2 for the Urban League Town Hall: Reclaim Your Vote for Democracy – Positive Change Purchasing Cooperative](#)
- [NUL urging young people to get out and vote](#)
- [Empowerment through diversity: highlights from the NUL Annual Conference](#)
- [Reclaim Your Vote -NUL President & CEO Marc H. Morial](#)
- [Lorain County Urban League hosts Reclaim Your Vote rally | Chronicle Telegram](#)
- [Planning to vote? Akron NAACP helps get area residents ready for Election Day](#)
- [Getting People to the Polls, Fort Wayne Urban League offering free round-trip ride to early voting | Elections | wfft.com](#)
- [To Be Equal: A message to my fellow Black men on voting. | New Pittsburgh Courier](#)
- [UW Madison Divine Nine Reclaim Your Vote 2024 PSA](#)
- [Getting People to the Polls, Fort Wayne Urban League offering free round-trip ride to early voting | Elections | wfft.com](#)
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- [UW Madison Divine Nine Reclaim Your Vote 2024 PSA](#)
- [Urban League Of Greater Madison Young Professionals Reclaim Your Vote PSA](#)
- [Reclaim Your Vote. Your Voice, Your Power - ULGM](#)
- [Al Kapone Reclaim Your Vote 2024 Message - YouTube](#)
- [Reclaim Your Vote: Health Care](#)
- [Southwestern Michigan Urban League Reclaim Your Vote! Project 2025](#)
- [Reclaim Your Vote. A Message from Faith Leaders -ULGM](#)
- [Samuel L Jackson Reclaim Your Vote 2024 - YouTube](#)
- [Mayor Young and Family Reclaim Your Vote 2024 Message - YouTube](#)





## Media Campaign Impact Cont.

### In the Media Gallery from the Campaign





## Media Campaign Impact Cont.

To increase the impact of the Reclaim Your Vote Campaign across its GOTV initiative, the NUL executed a cost-effective targeted outreach campaign utilizing Digital Billboard Trucks. This initiative targeted the following metropolitan cities: Philadelphia, Detroit, Atlanta, Greensboro, Raleigh, and Charlotte. The primary goal was to activate voters ahead of Election Day. The program underscores the campaign's strategy to utilize a multitarget approach to increase voter turnout. **Below is an overview of the impact of this campaign.**

**Impressions**  
**44k to 77k**



**Trucks Deployed**

**5**



In North Carolina and Michigan, we prioritized precincts with the highest concentration of eligible Black male voters who had yet to cast their ballots.



**North Carolina**



**Michigan**

In Philadelphia, we targeted specific neighborhoods, including Germantown, West Philadelphia, Frankford, Mount Airy, Overbrook, Point Breeze, and areas along Broad Street.



**Pennsylvania**

### Ad Feedback

**Philadelphia** - "People stopped. It really caught their attention."

**Detroit** - "The ad resonated with people who stopped and watched."

**North Carolina** - "The specific North Carolina message hit in Charlotte. We had a lot of people stop outside the Panthers game wanting to take pictures with the ad."



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Urban League

## Media Campaign Impact Cont.

Through the power of social media, the 2024 Reclaim Your Vote Campaign, in collaboration with the collective movement, was able to build momentum, enthusiasm, and urgency around voting. It amplified key messages, calls to action, and relevant voting information, maximizing our reach to our target audience of volunteers as well as mid- to low-propensity voters in this critical election.

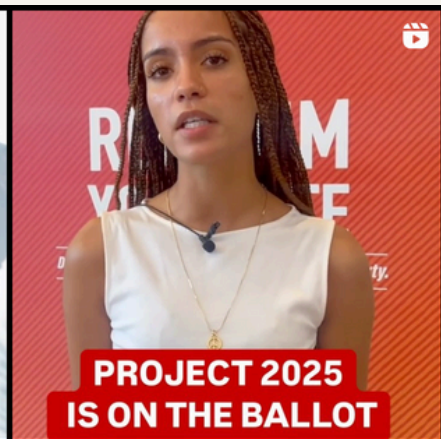
### Social Media Reach

6,300,000



### Social Media Interactions

25,600

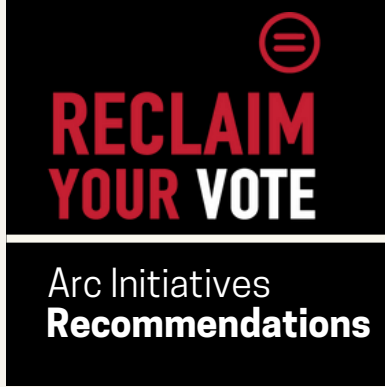


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## Recommendations:

**Building on the strong foundation of this and past Reclaim Your Vote Campaigns, below are recommendations for future campaigns.**

- **Create a Reclaim Your Vote 'Commit to Vote Program'** to collect data in non-targeted states. Given the limitations on purchasing voter file access for all states; creating a 'Commit to Vote' pledge card drive (using physical and virtual cards) would provide additional voter data collection opportunities during tabling and voter outreach activities. This would assist states in building their own databases to conduct voter contact phone banking, canvassing and peer to peer texting.
- **Forge stronger collaboration between YPs, Guild, and affiliates** for on the ground activities. While this can be a goal for year-around civic engagement work; future Reclaim Your Vote Campaigns should better integrate the efforts of affiliates, YPs and guild members for on the ground activations- especially related to publicity and outreach/event builds.
- **More national Reclaim Your Vote national engagement opportunities-** While the Reclaim Your Vote Virtual Kickoff event and the National Conference in New Orleans provided great opportunities for in-person trainings on peer-to-peer texting, phone banking and voter registration for both targeted and non-targeted states; creating additional moments for movement-wide convenings- i.e.- messaging briefings, GOTV trainings etc. may have increased the overall campaign engagement amongst YPs, affiliate and guild members



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## RYV Gallery







## RYV Gallery







## RYV Gallery







## RYV Gallery







## RYV Gallery







## RYV Gallery







## RYV Gallery







## RYV Gallery







## Appendix A

This **appendix(A)** presents detailed information regarding the Reclaim Your Vote Campaign, encapsulating the NUL's initiatives focused on civic engagement throughout the 2024 electoral cycle. The materials included offer a comprehensive overview of the various programs implemented, along with detailed analyses of figures, charts, and definitions that contextualize the report and elucidate the strategic objectives of the RYV team. Any logos presented or photographs captured are indicative of their original creators. **Appendix(B)** highlights the necessary research gathered and utilized to develop the campaign strategy approach to building the Reclaim Your Vote Campaign. **Appendix(B1)** covers the Voting in Jails report exclusively.

### Appendix A: General Information & Terms:

#### Section One - Charts, Map & Data

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#### Overall Campaign Impact Breakdown & Terms

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#### Direct Voter Contact Breakdowns & Terms

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#### Section Two - Language & Terms Explained

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### Appendix B: RYV Research Hyperlinks:

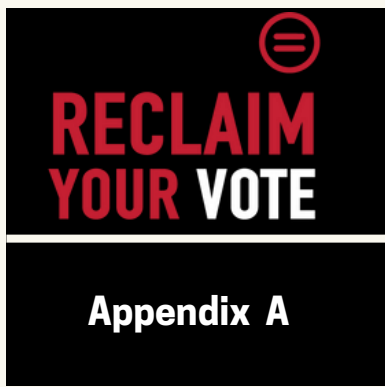
#### Research on African Americans & RYV Strategy

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### Appendix B1: RYV Voting in Jails Hyperlinks:

#### Report on RYV Voting in Jails

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## Section One - Charts, Map, & Data

**Reclaim Your Vote 2024 Program Map Chart A1:** The map illustrates the distribution of Urban League Affiliates throughout the United States. Uncolored states (depicted with a tan background) indicate the absence of affiliates. The yellow states represent non-targeted areas in the Reclaim Your Vote Campaign. In contrast, the red states signify targeted areas under the funded initiative of the Reclaim Your Vote Campaign. Despite the paid program, all 92 affiliates were provided resources to advance the Reclaim Your Vote Campaign.

**Reclaim Your Vote 2024 Map & Cities:** Under the paid program, the Reclaim Your Vote Campaign targeted five swing states and their cities. The targeted program focused on activating African Americans within the five swing states.

### Reclaim Your Vote Campaign Terms

**Voter Contact Attempts:** Efforts made by the Reclaim Your Vote Campaign, organizations, or volunteers to reach out to voters to inform them about candidates, policies, or voting logistics. This includes phone calls, text messages, door-to-door canvassing, and activations/events.

**Poll Workers Recruited:** refers to how RYV focused on recruiting individuals to work at polling locations during the 2024 election period. Poll workers are responsible for setting up polling stations, assisting voters, and ensuring the voting process runs smoothly and securely. Figures are provided by affiliates and through the National Urban League's partnership with Power The Polls. Additional numbers reflect information reported by affiliates and partners associated with the Urban League within their respective states.

**Door Knocks:** A campaign tactic where volunteers or staff physically visit voters' homes to engage in face-to-face conversations. This personal method encourages voter turnout, discusses key issues, or distributes campaign materials. This tactic was a primary tactic employed.

**Calls Attempts:** RYV phone calls were made to voters to share information, persuade voters, and advance voter turnout. These calls were live when the RYV team and volunteers attempted to call voters across the campaign up to election day. This was a secondary tactic employed.

**SMS Text Messages:** Messages sent via Hustle to voters to share information about voting deadlines, events, or issues. This was a quick and direct method of engaging voters and encouraging participation. This was a tertiary tactic employed.

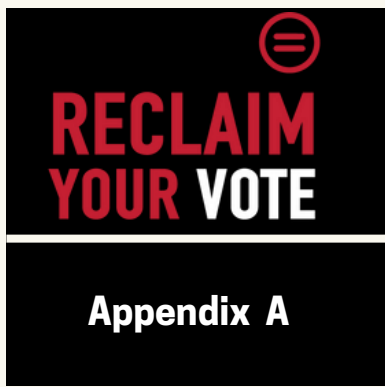
**Activations & Events:** Activities, events, or gatherings that were organized to energize and mobilize supporters and voters. Events/Activations include rallies, tabling, community gatherings, and town halls. These events aimed to increase engagement and encourage civic action.

**Rides to the Polls:** Transportation services were provided to voters who faced challenges reaching polling places. These services were organized by affiliates and partners of the RYV initiative, aiming to ensure accessibility and increase voter turnout. Through Lyft, the RYV program utilized resources to provide discounted rides while affiliates leveraged partnerships and local organizers.

**Voters registered:** The number of individuals who have successfully registered to vote via the Reclaim Your Vote Campaign or in partnership with an affiliate under the RYV initiative.

**Earned Media:** Free publicity or coverage that the RYV campaign gained through news outlets or other media channels without paying for it. Examples include news stories, interviews, and/or viral content.





**Value of Paid Ad Replacements:** The estimated monetary value of earned media coverage compared to the cost of paid advertisements.

**Reach Based on Outlets:** The estimated number of people exposed to the RYV message through various media outlets (e.g., newspapers, TV channels, radio stations, or online platforms). It measures the potential audience size.

**Viewers & Readership:** The number of people who watch or read content produced by media outlets where the campaign is featured. This includes viewers of television segments, readers of articles, or followers of digital publications.

**Impressions:** The total number of times the campaign's content (e.g., ads, posts, or media coverage) is displayed or seen by an audience.

**Gamification Display Impressions:** The number of times game-based campaign ads or interactive content are displayed to users. Gamification in campaigns often involves interactive tools or contests to engage voters.

**Streaming TV Ad Completion:** The percentage of streaming TV ads (e.g., on platforms like Hulu, YouTube, or Roku) that viewers watch to the end. High completion rates indicate that viewers stayed engaged with the ad.

**Social Media Reach:** The total number of unique users who saw the campaign's content on social media platforms. It measures how far the message spreads across social networks but does not represent the overall impact of the campaign reach via social media.

**Social Media Interactions:** The engagement the campaign receives on social media, including likes, shares, comments, retweets, or reactions. This metric shows how actively users engage with social media content.

### Reclaim Your Vote Direct Voter Contact Breakdowns & Terms:

**GOTV Events:** These were strategically designed initiatives focused on mobilizing voter participation through targeted activations and unique engagement strategies. The primary objectives of these events under the RYV brand were to increase voter turnout by employing data-driven approaches and innovative tactics tailored to specific demographics and geographic areas. The team leveraged various methods to encourage citizens to exercise their right to vote, aiming to enhance civic participation.

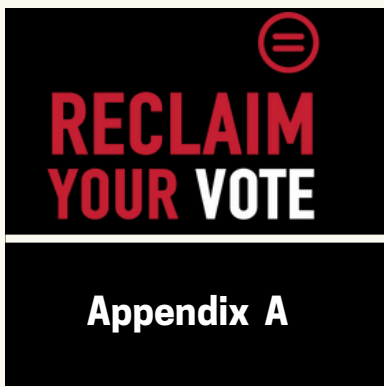
**Direct Voter Contacts:** Contacts made with voters directly through the Reclaim Your Vote Campaign; includes paid canvassing and soft reporting, which are referred to as direct voter contacts.

**Voter Contacts:** Overarching contacts the RYV team made throughout the campaign.

### Reclaim Your Vote Campaign Glossary:

**Reclaim Your Vote (RYV):** This initiative is a comprehensive, nationwide grassroots movement aimed at enhancing voter engagement through strategic efforts in registration, educational outreach, and mobilization activation. The RYV brand embodies the movement-wide focus on its D3 campaign: Reclaim Your Vote: Defend Democracy. Demand Diversity. Defeat Poverty.

**Mid- to low-propensity:** Voters who have a lower likelihood or tendency of participating in an election, as indicated by their voting history, demographic characteristics, or behavioral patterns. These voters are typically identified through data such as voter registration records, past election turnout rates, and predictive modeling. "Mid-low" implies a position between occasional or sporadic participation and regular, highly engaged participation.



**Digital Organizing** within the Reclaim Your Vote Campaign framework this term refers to the strategic use of digital tools, tactics, and technologies to enhance initiatives across the campaign. The Reclaim Your Vote Campaign and the National Urban League have identified and employed various advanced digital solutions to facilitate and optimize these efforts, ensuring effective engagement and outreach in supporting the campaign's objectives. Tools included within our tool kit:

### **VAN (NGP VAN)**

**Voter Databases:** NGP VAN offered comprehensive voter data management tools, enabling the Reclaim Your Vote team to track voter files and strategize voter outreach effectively across our target states. This allowed RYV to build voter databases.

**MiniVAN:** A mobile application that allowed the campaign to contact voters, collect data, and sync the information to the Reclaim Your Vote Campaign database in real time, streamlining canvassing efforts across the targeted states.

**Hustle's Peer-to-Peer (P2P) Texting:** Hustle's P2P texting is a strategic communication tool that allowed the campaign to engage voters through personalized SMS or MMS messages across all 92 affiliates. Unlike automated mass messaging, RYV volunteers and affiliates crafted and delivered messages via a human agent, creating an authentic and conversational 1-1 tone during the election cycle. P2P texting was incredibly impactful for engaging voters through a three-step contact method, aiming to increase engagement rates significantly in the 2024 election.

**Broadcast Texting:** Hustle's Broadcast Texting service is a messaging platform that allowed the Reclaim Your Vote Campaign to scale outreach efforts by efficiently sending mass text messages to large groups of recipients.

These tools exemplify how the campaign leveraged technology to blend scale and personalization, maximizing voter outreach and engagement impact.

### **The tools were amplified around the following campaign objectives:**

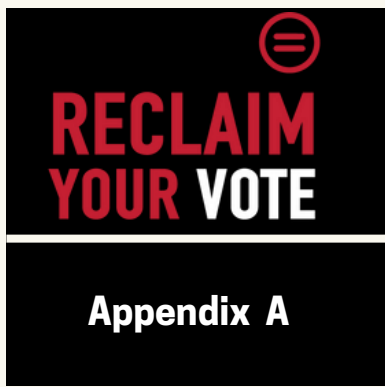
**Voter Registration**—We targeted the unregistered population in these states and those who need to update their registration. We focused the early phases of the campaign on expanding the electorate.

**Voter Education**—Voting laws have changed in many of these states, which will require robust education programs to ensure that voters know how, when, and where to cast their ballots.

**Voter Mobilization**—Maximizing turnout in key states required a robust GOTV plan, including canvassing, phone banking, and live (paid) calls.

**Surrogates** are individuals or groups that acted on behalf of the campaign to communicate messages, advocate for policies, or mobilize support surrounding the campaign goals. Surrogates were often trusted allies, such as elected officials, community leaders, influencers, or local citizens, who leveraged their credibility, experiences, and voice to amplify the campaign's outreach efforts.





### Key Characteristics (Surrogates Cont.):

- **Representation:** Surrogates represented the interests, values, and messaging of the RYV campaign and amplified the importance of voting in the 2024 election.
- **Communication Role:** Surrogates engaged with various audiences through speeches, media appearances, and grassroots efforts to promote the campaign's goals and encourage civic participation during the 2024 election cycle.
- **Credibility and Reach:** Surrogates leveraged their reputations, networks, or expertise to strengthen the campaign's standing within communities.

**Usage Across Reclaim Your Vote:** Via RYV, surrogates appeared at events, participated in town halls and rallies, or spoke to voters, ensuring consistent messaging and broader coverage.

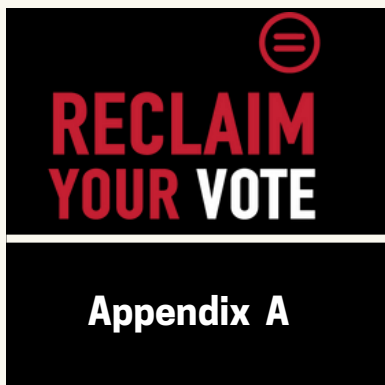
**Young Professionals** YP is a network of young professionals aged 21-40 committed to supporting the National Urban League's mission through volunteerism, philanthropy, and membership development. It is a national auxiliary organization under the National Urban League. YP operates through local chapters across the United States, which partner with their corresponding National Urban League affiliates. These chapters host events, programs, and networking opportunities tailored to the needs of their communities. Through the Reclaim Your Vote Campaign, the team engaged young professionals across the Urban League to advance civic participation and host events elevating their unique voices across America.

**Reclaim Your Vote Toolkit:** This resource spreads the message among the 92 affiliates' digital communities and networks. The live document, which was updated until Election Day, provides a detailed RYV list of events, key communication tips and techniques, movement-wide activations details, and various supportive tools.

**Paid Media:** The term paid media for the RYV initiative focused on advancing paid advertising in a competitive election market surrounding communications. Through the election cycle, the RYV Marketing & Communications team strategizes ways to speak to voters through traditional and non-traditional means.

**Paid Canvassing:** Under RYV, paid canvassing refers to the paid team of canvassing project directors, state directors, and canvassers organized across our targeted states. This program was run through the Outreach Team. In partnership with the NUL Leadership team, we will select paid canvass vendors (partners) in each key city to execute voter registration, voter education, and voter mobilization (GOTV) efforts via canvassing. For each city- the RYV team identified targeted universes and priority precincts based on voter propensity (low) and high numbers of likely unregistered voters and communicated those targets to paid canvass partners.

Each paid canvass partner received a toolkit of materials, including training materials for canvassers (scripts, one-page guides) and literature. In addition, each team was informed that they were representing the National Urban League in a nonpartisan manner. We built a voter contact database to make as many contacts as possible for maximum universe engagement.



**Target State Survey Results & Questions Asked:** The Reclaim Your Vote team developed questions surrounding its goal of making a plan to vote. The goal of the conversation with voters focused on activating voters, and the goal remained the same through canvassing, texting, or phone calls. **Key questions asked to voters included:**

- Are you planning to vote this election cycle?
- Do you plan to vote by mail early or on Election Day?
- Will you vote on election day or before the election?
- Will you return your ballot to a secure drop box, the local registrar, or by mail?

Voting questions developed were adopted based on the state's laws regarding voting within the 2024 election.

**Doughnut Chart on Voting Plans:** The doughnut chart illustrating target states captures the responses of individuals based on their reported voting plans, categorizing them into those who have a voting plan and those who do not. The data presented is not representative of the state's African American population. It reflects only the responses from voters contacted via the Reclaim Your Vote Campaign. Under the campaign goals, data techniques were deployed to target specific individuals.

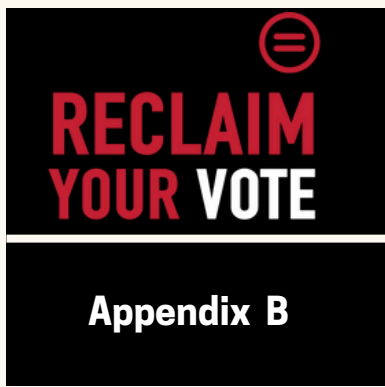
**Movement Wide Activations Explainer:** The National Urban League Days of Action were two activation-filled days that encouraged all 92 affiliates and volunteers nationwide to join the National Urban League staff to text and call voters in target states.

**Weekend of Action:** Once the election reached its 40-day mark until the election, the Reclaim Your Vote's Weekends of Action activated volunteers and affiliates across the country to participate in a Weekend of Action within the swing states that the RYV team targeted! We partnered with our local affiliates and other movement leaders and partners for on-the-ground voter contact and activations in five targeted states: Pennsylvania, North Carolina, Georgia, Michigan, and Wisconsin. Regardless of whether volunteers were local or traveling in from a neighboring state, these weekends were the perfect opportunity to get in on the action and mobilize voters. The Weekend of Action was a non-paid program.

**RYV Ambassador Program:** During the election cycle, the National Urban League reactivated its Ambassador Program, bringing its national staff to target states to support on-the-ground activations. The program was from November 1 to 3, a GOTV Weekend. It was the final ambassador volunteer opportunity before the election.

**National Voter Education Week and Vote Early Day:** These activations were part of RYV's overarching platform of making a plan to vote and participate civically in the 2024 election. Additionally, both movement-wide activations activated affiliates nationwide to participate in GOTV activations.





## Post Election Recap

### **HIT Strategies Focus Group on Men of Color who consider becoming 3rd Party Voters**

<https://hitstrat.com/watch-men-of-color-who-supported-biden-in-2020->

[contemplate-third-party-voting-in-2024-and-criticize-supreme-court-in-recent-focus-groups/](#)

### **White House Briefing in Biden Administration Accomplishments in the Black Community**

<https://www.whitehouse.gov/briefing-room/statements-releases/2023/02/27/fact-sheet-the-biden-%E2%81%A0harris-administration-advances-equity-and-opportunity-for-Black-americans-and-communities-across-the-country/>

### **Consistent Signs of Erosion in Black and Hispanic Support for Biden**

<https://www.nytimes.com/2023/09/05/upshot/biden-trump-Black-hispanic-voters.html>

<https://www.brennancenter.org/our-work/analysis-opinion/are-swing-states-ready-2024>

**Brookings:** New voter turnout data from 2022 shows some surprises, including lower turnout for youth, women, and Black Americans in some states  
<https://www.brookings.edu/articles/new-voter-turnout-data-from-2022-shows-some-surprises-including-lower-turnout-for-youth-women-and-Black-americans-in-some-states/>

### **Joe Biden's Support Collapses With Black Voters: Poll**

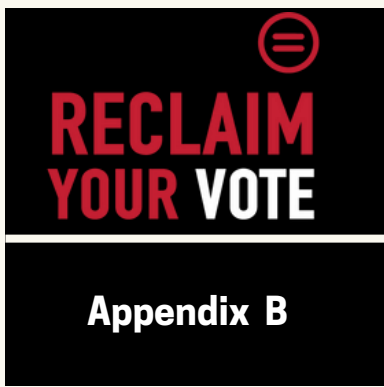
<https://www.newsweek.com/joe-biden-Black-voter-support-collapses-poll-1829810>

### **Biden grapples with concerns over young Black voter support**

<https://thehill.com/homenews/campaign/4219040-biden-grapples-with-concerns-over-young-Black-voter-support/>

### **Consistent Signs of Erosion in Black and Hispanic Support for Biden**

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## **National**

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[https://hitstrat.com/watch-men-of-color-who-supported-biden-in-2020-](https://hitstrat.com/watch-men-of-color-who-supported-biden-in-2020-contemplate-third-party-voting-in-2024-and-criticize-supreme-court-in-recent-focus-groups/)

[contemplate-third-party-voting-in-2024-and-criticize-supreme-court-in-recent-focus-groups/](https://hitstrat.com/watch-men-of-color-who-supported-biden-in-2020-contemplate-third-party-voting-in-2024-and-criticize-supreme-court-in-recent-focus-groups/)

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**Brookings:** New voter turnout data from 2022 shows some surprises, including lower turnout for youth, women, and Black Americans in some states  
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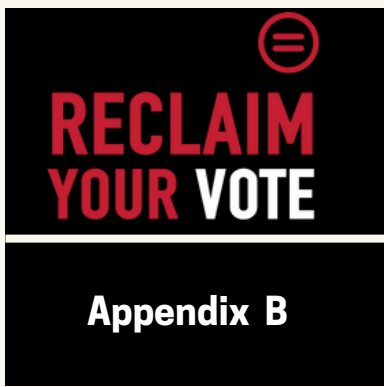
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### **Consistent Signs of Erosion in Black and Hispanic Support for Biden**

<https://www.nytimes.com/2023/09/05/upshot/biden-trump-Black-hispanic-voters.html>



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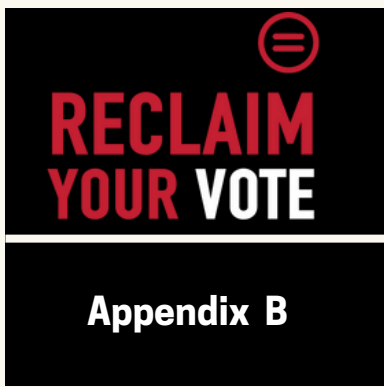
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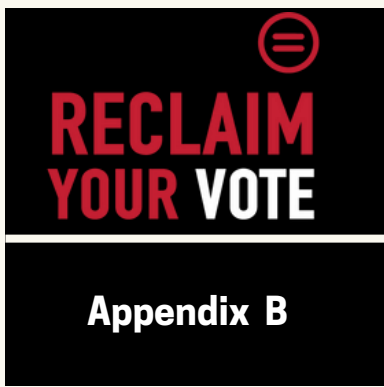
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# RECLAIM YOUR VOTE

## Appendix B

### Ohio

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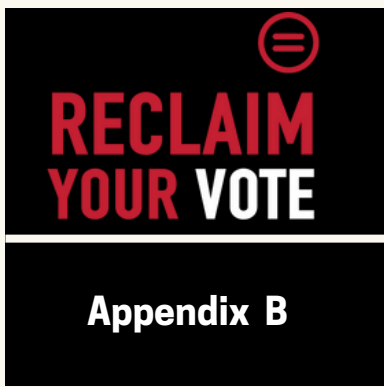
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# RECLAIM YOUR VOTE

## Appendix B1

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