

U.S. SENATE
RUNOFF!

ELECTION JAN.5

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CASA
IN ACTION

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IN ACTION

VICTORY REPORT

GEORGIA US SENATE RUNOFF ELECTION

CASA in Action Victory Toplines

Taking it to the streets! CASA in Action teams knocked on the doors of

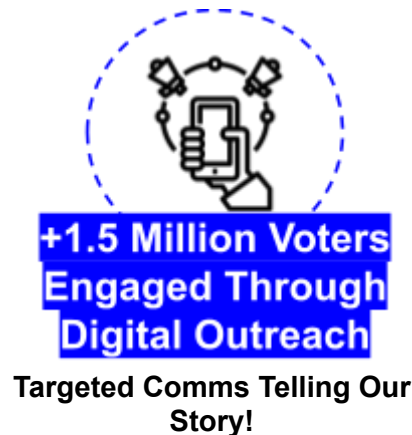


Get Out the Vote!
Those conversations moved voters to action!



This does not include the 17% of contacts who reported having already voted at time of engagement

Persuade, Mobilize, Win!
Our canvass teams engaged voters in



Targeted Comms Telling Our Story!



The Reason: Completing the Victory

CASA in Action evicted Donald Trump from the White House thanks of the tireless work of our electoral teams in Pennsylvania and Virginia. But only days into our victory celebration, it became clear that we had more work to do. At CASA in Action, our goal is not simply to win elections, it is to secure the rights and dignity of our community.

To achieve that goal at the Federal level, we knew we had to reclaim the US Senate from Mitch McConnell. Our members' largest priorities - from an equitable, immigrant-inclusive COVID-19 stimulus and recovery package, to comprehensive immigration reform, to climate justice and a Green New Deal -- are all rendered unrealistic at best without control of the Senate. Our work

is always, always, always centered on supporting our members in their fight for justice and liberation - our commitment to that fight demanded that we seize this chance in Georgia to win the Senate.

The Theory: Black and Brown Voting Power is the Key to Victory

We said in February of 2020 that Latino voters would determine the outcome of the 2020 election, and they did. In Georgia, when this Latino voting power was coupled with Black-led grassroots organizations like New Georgia Project in registering and mobilizing voters in the state, we knew a historic victory was possible if we could mobilize that same enthusiasm for the runoff election. We also approached this project with humility and appreciation with the knowledge that in many ways, our canvassers would be standing on the shoulders of giants like Stacey Abrams and Nse Ufot and hundreds of other organizers who have built such an incredible foundation in the state. From a messaging perspective, we knew that the issues that matter most Black and brown voters in Georgia at the Federal level were only possible if the Democrats had control of the Senate, and moreover, we knew Black and brown voters knew that too. From a tactical point of view, we knew we had a winning strategy that had increased voter turnout among Latino and immigrant voters in Pennsylvania and Virginia, so we were able to leverage those same tactics, often by the same amazing canvass team, to maintain voter support and turnout from November to January's Senate runoff.

The Work: Our Georgia Program

Fresh off our historic victories in Pennsylvania and Virginia, both fueled by immigrant power and Black and brown voters, CASA in Action immediately assembled an all-star team of our canvassers (some of whom have been on turf speaking with voters since January of 2020) to run a robust, express advocacy door knocking campaign targeting immigrant, Latino, and working-class voters in Henry and Fulton Counties. This team hit the ground running in Georgia to start knocking doors immediately, but also got to work



recruiting - we tripled the size of our team by hiring local community activists in Georgia to fill out our 62 member canvasser team. We were pleased to do this work at the invitation of and in coordination with our friends who have been on the ground in Georgia doing this critical work for years - in particular **New Georgia Project, Mijente, CWA, SEIU, UNITE HERE, and the Georgia America Votes table.**

Victory by the Numbers

Voter Contact Rates by County

	Total Attempts	Total Canvassed	Contact Rate
Fulton County	37,488	7,862	21.0%
Henry County	10,424	2,247	21.6%
Total	47,912	10,109	21.3%

Voter Contact Rates by Demographic Group

	# of Attempts	% of voters in Universe	# of Voters Engaged	Contact Rate	# New Pledge to Vote	# Already Voted
All	45,878	100%	9,550	20.82%	7373	1671
Black	2,925	6.38%	628	21.47%	485	119
Latinx	34,510	75.22%	7,011	20.32%	5476	1108
API	177	0.39%	48	27.12%	37	10
White	6,565	14.31%	1,499	22.83%	1085	360

Voting Behavior by Demographic

Our push for early voting was particularly successful among our Latinx voter contacts, who had the highest rates of early in-person voting of any demographic group

	Vote by Mail	Early In-Person	Election Day	Undecided on Voting	Not Voting	Voted
All	8.90%	21.80%	43.50%	6.00%	0.60%	20.60%
Black	8.50%	19.40%	44.60%	4.50%	0.60%	23.00%
Latinx	8.60%	22.00%	44.90%	6.70%	0.70%	18.80%
API	19.50%	17.10%	39.00%	2.40%	0.00%	22.00%
White	9.10%	21.50%	38.70%	4.20%	0.30%	27.20%

Impact - our Results by County vs. Nov. 2020 General election results

County	% Dem Votes (Runoff)	% Dem Votes (Nov General, Senate only)	CASA in Action-influenced change
Total (Avg)	67.05%	64.30%	+2.75%
Fulton	71.70%	69.80%	+1.90%
Henry	62.40%	58.80%	+3.60%



What's Next for CASA in Action?

Virginia! 2021 provides an opportunity to expand, defend, and deepen the progressive wave that saw the Democrats seize both houses of the legislature and the Governor's office for the first time in a generation. As always, our work was not just to win key elections but also to transform the electorate. Our investments in shifting voter propensity among the Black and brown voters so frequently ignored by mainstream campaigns will matter in upcoming key elections for decades to come, including the upcoming race for Governor and Lieutenant Governor. CASA in Action is committed to investing heavily in both the primary and general elections in 2021. CASA in Action's long term organizing and power building strategy has seen us expand and extend our membership in Virginia into new regions beyond our traditional core turf of Northern Virginia. Our work in the Hampton Roads region has opened up new opportunities for decisive victories. Full details of our election plan including targets, program design, and budget will be available in early February.



Thank you.

We went to Georgia on the heels of an exhaustive campaign season because we knew that the political goals of our 110,000 immigrant, Latino, and working class members would be impossible without winning the Senate. It was a risk, but a risk we could not afford not to take. The dual cruelties of Republican rule and a global pandemic only strengthened the resolve of our members to fight, and in the end, it was only a question of letting our talented, passionate canvass teams go to work.

Without your incredible support, we couldn't have done any of it, but together, we won the White House, and then we won the US Senate. Together we'll turn those electoral victories into justice for the immigrant community. Together, we'll keep on fighting and we'll keep on winning - our members, our values, our Democracy depend on it.

In Solidarity,

A handwritten signature in black ink, appearing to read 'Alonzo Washington'.

Alonzo Washington
Executive Director, CASA in Action

A handwritten signature in black ink, appearing to read 'Gustavo Torres'.

Gustavo Torres
President, CASA in Action

For questions or more information about our work, please contact CASA in Action Director of Development Jesse Steele, jsteele@casainaction.org