WANT MASS MOVEMENT? THE MESSENGER MATTERS!

COMMUNITY ORGANIZING + RELATIONSHIPS = VOTER ENGAGEMENT

Lessons learned from the largest volunteer-led, non-partisan, direct voter engagement program in Indiana in 2016.

THE RESULTS ARE IN! The Analyst Institute studied* Faith in Indiana’s Integrated Voter Engagement Program, and the results proved that infrequent voters can take action across ideological lines, shape the issue environment and change the electorate to build governing power. The key? RELATIONSHIPS!

THE STUdy ASKED:
1 Are voters more likely to vote if someone they know through organizing calls them versus a cold call from a paid phone bank?

THE RESULTS SHOWN:
TURNOUT↑4.2%
when we focus on relationships.

Voter Turnout By Contact Type

- 46.9%
- 48.9% +2 pp
- 51.1% +4.2 pp

This was the highest return on investment of any tactic studied in the field in 2016!

Compare turnout when contacted by someone we know (4.2 pp higher than control group) with the average turnout outcome from all 2016 studies.

THE STUdy ASKED:
2 If voters are engaged prior to the election by someone they know, are they more likely to take action on issues post-election?

THE RESULTS SHOWN:
When we activate our personal networks before the election, THEY REMAIN ACTIVE after it.

Post-Election Civic Participation by Contact Type

- 21.6%
- 22.1% +0.5 pp
- 25.6% +4.0 pp

There was a 4 pp-increase in civic action after the election among people who were talked to by someone they know before the election — regardless of whether they were asked to participate by someone they know.

THE STUdy ASKED:
3 Can non-partisan voter engagement increase voter turnout, even in a contentious presidential election year?

THE RESULTS SHOWN:
Even in a conservative environment, WE CAN WIN when we fight for racial equity and inclusion over division.

WE WON TRANSIT!

IndyCAN put racial equity at the center, activating voters to win the most progressive tax on public transit in the nation by 19 points! The referendum will pump $56 million each year to expand public transit and generate 45,000 jobs for low-income communities of color — and proves that, even in a toxic political environment, when trusted messengers talk to families about the issues they care about, they will act with us.

COMMUNITY ORGANIZING WORKS!

WE ACTIVATED VOTERS
- Neighbor-to-neighbor
- 1,304 volunteers trained
- 164,794 calls to marginalized voters
- 49,208 conversations

WE ENGAGED YOUTH
- Hired 10 Dignity Fellows
- Organized on 15 college campuses
- Sent 15,000 text messages

WE SHAPED NARRATIVE
- 54 media hits, including: local television affiliates (ABC, CBS, NBC, FOX), WISH TV 8, WFYI 90.1 FM (NPR), Indianapolis Star, Indianapolis Business Journal, Nuvo, Fort Wayne Sentinel, Fort Wayne Journal-Gazette

WHAT WE DID

* Analyst Institute conducted three research tests on Faith in Indiana’s integrated voter engagement program, which focused on infrequent voters. Research tests were randomized, controlled trials in partnership with Dr. Hahrie Han from University of California–Santa Barbara and PICO National Network.
**VOTER-PROGRAM RESEARCH PROVES:**
SUSTAINED RELATIONAL ORGANIZING INCREASES TURNOUT

**In Marion County, voter turnout increased 13%** among people IndyCAN contacted, compared with the control group.

<table>
<thead>
<tr>
<th>Women</th>
<th>11% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-Americans</td>
<td>10% increase</td>
</tr>
<tr>
<td>Under age 35</td>
<td>7% increase</td>
</tr>
</tbody>
</table>

**In the five-county pilot in northeastern Indiana, voter turnout increased 8.4%** among people contacted.

<table>
<thead>
<tr>
<th>Latinos</th>
<th>24% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-Americans</td>
<td>6% increase</td>
</tr>
<tr>
<td>Women</td>
<td>10% increase</td>
</tr>
<tr>
<td>Under age 35</td>
<td>7% increase</td>
</tr>
</tbody>
</table>

For cross-tabulations, detailed analysis and data, contact the PICO National Network or the Analyst Institute.

**MORAL VISION + POLITICAL MUSCLE:**
2018–2020...AND BEYOND

**AT STAKE**  Indiana is one of nine states that will determine the balance of power in the U.S. Senate in 2018. Indiana’s G.O.P. veto-proof supermajority hangs in the balance of four Statehouse races and could be decided by fewer than 318 voters.

**HIGH-PRIORITY COUNTIES**

1st PRIORITY
Includes counties (From top, L to R):
Lake, Porter, St. Joseph, Elkhart, Allen, Hamilton, Marion

2nd PRIORITY
Tippecanoe, Howard, Madison, Delaware, Vigo, Monroe, Floyd, Vanderburg

3rd PRIORITY
Grant, Randolph, Hendricks, Johnson, Clark

**LEVERAGING RELATIONAL POWER**

to advance racial and economic justice will require us to:

1. **PUT FAMILIES FIRST.** We will fight for policies that divest from mass incarceration and deportation, and dismantle the social safety net — and invest in paid family leave, universal pre-K, elder care and policies that help families thrive.

2. **ORGANIZE THE PROPHETIC VOICE.** We will align the voice of clergy to amplify core values and lift up stories of real people.

3. **CHANGE THE RACE AND CLASS NARRATIVE.** We will shape a new, persuasive, research-tested, multi-racial, economic-populist narrative that moves people to advance our policy agenda.

4. **UNITE URBAN & RURAL.** We will bridge post-industrial towns, exurbs and urban centers and rebuild social movement in eight counties that make up 40% of Indiana’s vote share.

5. **ORGANIZE NEW LEADERS.** We will experiment in grassroots, democratic membership models that provide multiple avenues for people to engage in public life. We will invest in the voices of youth, immigrants, returning citizens and people in poverty.

6. **INTEGRATE VOTER ENGAGEMENT.** We will engage targeted voters multiple times a year, moving people up the leadership ladder and expanding the electorate.

**PROFILE OF THE FAITH IN INDIANA VOTER UNIVERSE**

**RACE/ETHNICITY**

- **82%** Black
- **14%** Caucasian
- **4%** Latino/A
- **UNKNOWN (<1%)**

**GENDER**

- **41%** Male
- **59%** Female

**VOTE PROPENSITY**

- **46%** 80+
- **24%** 60-79.99
- **17%** 0-19.99
- **9%** 20-39.99
- **4%** 40-59.99
- **UNKNOWN (<1%)**

More than half (54%) of the universe was comprised of unlikely voters (vote propensity of less than 80).