

Faith Organizing Strategy



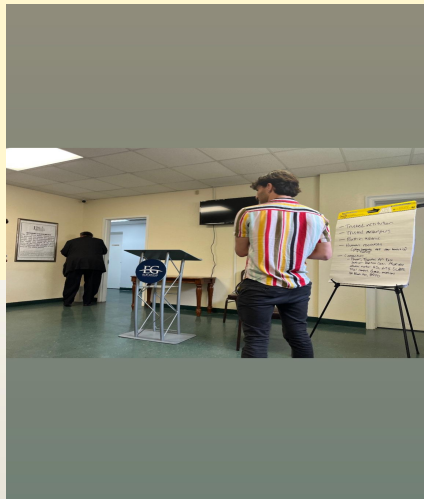
Faith Based Organizing Over The Last Year

Power Coalition took the opportunity to take a step back and get a little bit more focused on the goals of our church leaders and the work they are passionate about

Key Takeaways

- ➔ The faith based organizing over the last year has been very strategic and focused over the last year.
- ➔ Stronger Partnerships with Election (GOTV) events
- ➔ Curated plans for each of the churches and created a faith outreach plan with the help of Red Cypress Consulting that could be duplicated and serve as a blueprint for all the churches in our network
- ➔ Consistent Faith table meetings once a month- table of about 50 pastors statewide with about 100 one on ones
- ➔ Legislative session priorities: built out a rapid response team

Faith Based Organizing Over The Last Year



Oct 08th
6pm

The BLESS VOTE

REVEREND S.C. DIXON
Host Pastor

CARLA POWELL
Prayer For Education

HONORABLE JUDGE RON JOHNSON
Prayer For The Election

DR. LLOYD BENSON SR.
Prayer For The Community

CAULETTE JACKSON GUILARD
Prayer For Families

ELDER JOHNNY DUNNMOES SR.
Prayer For Peace

ISSAC HAMMOND
Closing Prayer

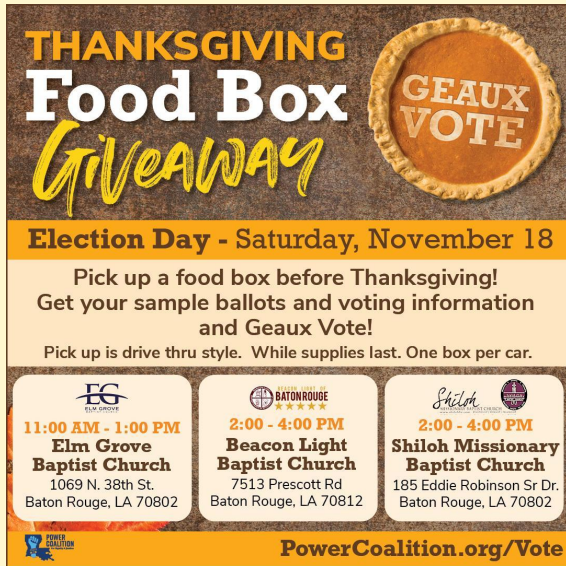
Greater Mt. Olive Missionary Baptist Church | 3155 Victoria Dr | Baton Rouge, LA 70805

Faith Based Organizing Over The Last Year



- ➔ attended faith based meetings in person at various churches throughout the month to build rapport and give folks an opportunity to plug into work with volunteer opportunities
- ➔ Expanding our reach: Made appearances at our River Parish churches in Gonzales and St. James to discuss amendments and propositions in depth.
- ➔ In the spring and fall, churches across the south asked for printed lists to be able to do phone calls to voters of color in their communities
- ➔ Souls to the Polls
- ➔ Many churches expressed interest in the Redistricting process from the years prior and we continued to hold meetings and workshops both online and in person to update folks on Packing the court and the importance of staying connected to the work
- ➔ Fair Chance in Hiring was primarily passed because of our relationships with Faith Leaders

Faith Based Organizing Over The Last Year






THANKSGIVING Food Box Giveaway

Election Day - Saturday, November 18

Pick up a food box before Thanksgiving!
Get your sample ballots and voting information and Geaux Vote!

Pick up is drive thru style. While supplies last. One box per car.

 11:00 AM - 1:00 PM Elm Grove Baptist Church 1069 N. 38th St. Baton Rouge, LA 70802	 2:00 - 4:00 PM Beacon Light Baptist Church 7513 Prescott Rd Baton Rouge, LA 70812	 2:00 - 4:00 PM Shiloh Missionary Baptist Church 185 Eddie Robinson Sr Dr. Baton Rouge, LA 70802
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PowerCoalition.org/Vote

- ➔ We were able to have each council persons faith leader connect with them on the need for the measure to pass and ultimately that type of grassroots lobbying led to a win in May of last year
- ➔ Governor's Prayer Breakfast (Legislative Black Caucus)
- ➔ Candidate Forums took place in partnership with faith based organizations across south louisiana (8 in Baton Rouge alone)
 - We held a couple in person at Shiloh in partnership with Prophetic Voices
- ➔ Continued to meet the needs of community by marrying the priority of mobilizing voters
- ➔ Thanksgiving Food Box Giveaways
 - Elm Grove Baptist Church
 - Beacon Light Baptist Church
 - Shiloh Missionary Baptist Church
- ➔ Bless the Vote and Friday Night Lights



Stand In Your POWER!

Meet Us At

FRIDAY NIGHT LIGHTS!

 7:00 PM McKinley High v. St. Augustine McKinley High School 800 E McKinley St Baton Rouge, LA 70802	 7:00 PM Madison Prep v. Scotlandville Madison Prep Academy 1855 Madison Ave Baton Rouge, LA 70802	 7:00 PM Zachary v. Barbe Zachary High School 4100 School St. Zachary, LA 70791
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Look for the **Power Coalition T-Shirts**
Get Ready to **VOTE!**

TOMORROW IS THE LAST DAY OF EARLY VOTING!
Get Your Sample Ballot and **Get Out The Vote Gear!**

EARLY VOTING FRIDAY-SATURDAY **ELECTION DAY** SATURDAY
VOTING November 3-11 **November 18**

Faith Based Organizing Over The Last Year



Faith in Action at Work

Participated in a National Faith in Action
faith table conference



Made hard commitments on numbers and goals
for Faith leader organizing from this training we
created a cohort that meets regularly to check in
on the work

3 pastors were present within our
delegation from across the state

Faith in Action at Work



Lastly, summer of 2022 into late fall 2022 we convened a smaller group of pastors from 10 churches throughout East Baton Rouge parish to develop a robust plan to Get Out the Vote. The plan moves through the importance of early outreach and touching communities of color in unique ways that meets folks where they are, then talks through the target audiences and who we know to be the groups we most need to insight, then ends with a concrete plan with NUMBERS for East Baton Rouge parish that we could hold each congregation accountable for.

This is a living document and can be found here: [Campaign Plan 2023](#)

While the document was not used in the last election, it gives us an opportunity to utilize this blueprint as part of our framework for the upcoming presidential election.

Growth and Expansion Within the Faith Community

What was the growth or expansion of our relationships with FBOs in the last two years? Give the geographic representation?

The growth and expansion of our FBOs has been steady.

What has been our biggest success in FBO organizing? What activities have we hosted in or with FBOs in the past year?

I will admit in 2022, we were much more public with our work and you can see this even on our websites and social media, the amount of events, functions, and partnerships we had during 2022 were pretty consistent and public facing. I would estimate over 35-40 events alone with faith based organizations and faith leaders alone took place in 2022. Additionally, about 20 statewide meetings (once a month the general faith meeting, and 8 voter turnout, electoral conversations and targeting in addition to that.

12

Shreveport

2

Monroe

Total of 106 active leaders

Last year, in 2023, we certainly shifted focus and spent more time hand holding and trying to build our relationships in terms of the areas in which we work in South Louisiana and less events with the same pastors over and over. I was intentional about trying to Power Build by adding more faces into the space. Here is a depiction of where we have faith leader following and engagement.

5

Alexandria

35-40

5

5

Baton Rouge

5

Hammond

15

5

Lake Charles

Lafayette

5

River Parishes

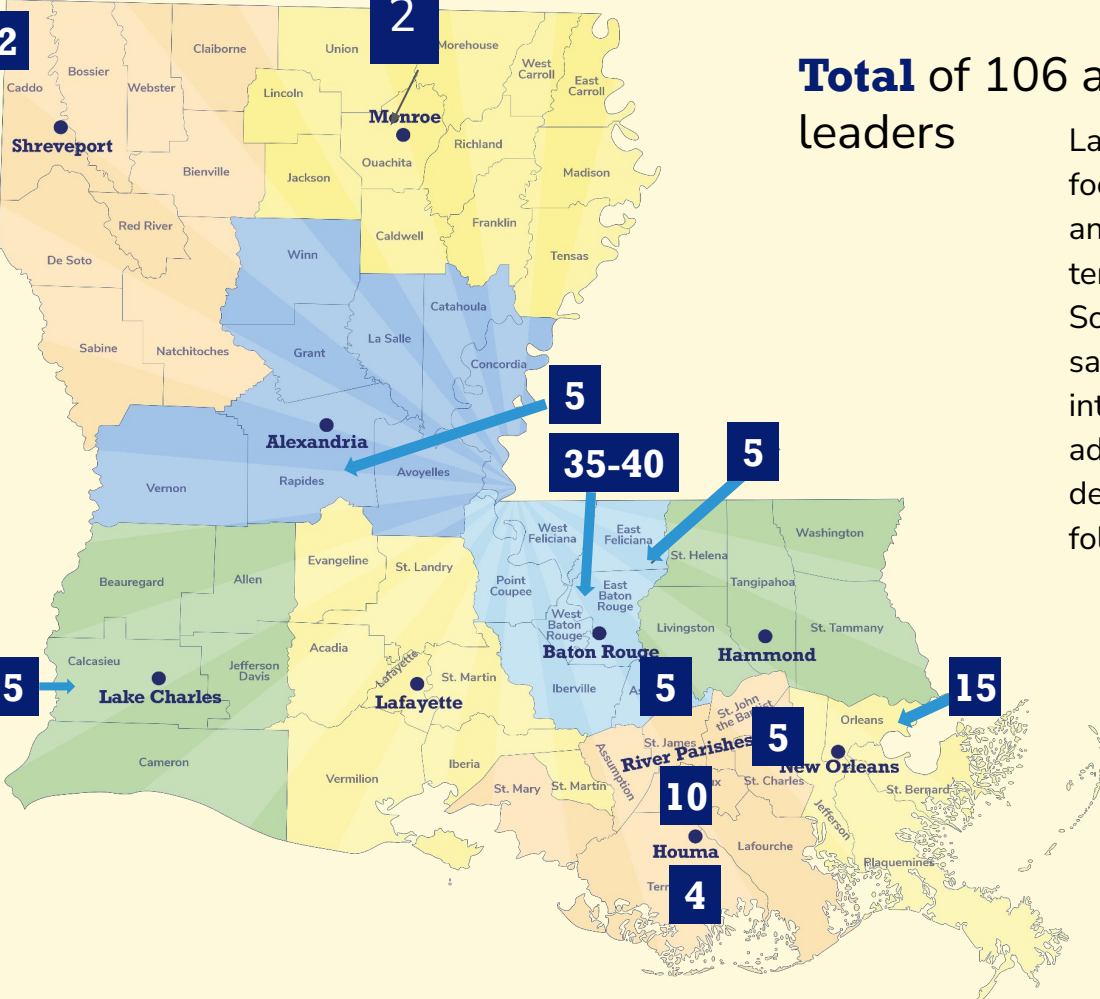
5

New Orleans

10

Houma

4



Growth and Expansion Within the Faith Community

What has been our biggest success in FBO organizing?

- ➔ Helping stand up a faith leader grant program that helped a lot of churches do advocacy work for elections. This gave us real buy in from community churches.
- ➔ Working with churches/ FBOs to develop plans that directly impact marginalized communities positively:

Example: developed a plan with Elm Grove Baptist church to address the root causes of violence by working with national partners to help create a summer program plan that would serve as wrap around support for the underserved youth that would most likely be a victim of the juvenile justice system.

Growth and Expansion Within the Faith Community

How has our FBO organizing impacted voter registration and turnout?

Faith Based Organizing did one thing and one thing only in 2023: whether fall or spring elections, the Power Coalition took the time to train the trainer (train church leaders) on how to do real turnout and understanding everything from the van system- demographics, target audiences, universes and most importantly: how to identify frequent and infrequent voters. We also helped them best understand how to assemble a robust team of volunteers that are locked and loaded and ready to engage the community not just during election season, but year around. It was a true education year!

Now what I am looking to do this year, with the help of Billy is turn this into a Action year. Taking all the feedback we received in the field regarding messaging and narratives and applying that to the upcoming presidential election!

Growth and Expansion Within the Faith Community

What is the strategy to expand our faith based relationships?

- ➔ Cold calling using my current and existing faith based relationships to pinpoint more faith leaders and increase the amount of leaders at the table
- ➔ I will do this by cold calling
- ➔ Deeper organizing trainings
- ➔ Delivering packets to the churches and setting up meetings about our work
- ➔ Asking for one on ones
- ➔ Attending more faith based events and then asking leaders to join the space
- ➔ Also get more consistent again with the statewide faith leader meetings
- ➔ Work with colleagues within the power coalition to determine the goals and trajectory of the work so I can identify the need and the asks ahead of time and folks can understand our mission and goals before they enter the space

Growth and Expansion Within the Faith Community

What specific churches are we targeting in 2024 based on where we see the opportunities are for increasing voter turnout?

- ➔ In 2024, we are targeting larger congregations this year, which includes but not limited to the following churches based on the areas of opportunity:
 - Living Faith Christian Center in Baton Rouge
 - Oasis Church (we have done events here in the past, but not have a pastor from the church sit on our meetings or invited to the space)
 - Rose Hill Church (Baton Rouge and Baker location in EBR Parish)
 - Beacon Light Baptist Church (Baton Rouge, LA EBR Parish)
 - Starhill Baptist Church (Baton Rouge, LA EBR Parish)
 - St. Paul Baptist Church (Gonzales, LA- Ascension Parish)
 - Great Mt Olive Baptist Church (Baton Rouge)
 - New Hope Baptist Church New Orleans
 - First Baptist New Orleans

Growth and Expansion Within the Faith Community

What is the role of faith based organizing as it relates to the new district lines?

- ➔ Role is simple here:
 - helping us educate the community on what the new lines mean, how folks can pinpoint if they are in the district and the importance of using a few minutes on sunday morning to make space for this information and leaving space for discussion.

What is needed to support successful implementation of strategy?

- ➔ Consistent debriefs once a month with a quick check in on the trajectory of the work and the deliverables for each month.
- ➔ Creating a living document that spells out the plan for 2024 and the expectations.
- ➔ Metrics designed in part by ED and Deputy Director !

Growth and Expansion Within the Faith Community

Taking a step back

- ➔ I do wanna acknowledge like many of our staff at Power Coalition, faith organizing has not been my only role and expectation
 - We have conquered a lot:
 - FIP space
 - Redistricting
 - Gun Violence -roots causes that drive poverty
 - Elections
 - Election Protection
 - Hyper focused projects within the boundaries of where I work
 - Food insecurity
 - Early childhood education
 - Whole Health conversations
 - 1619 Projects
- ➔ But looking AHEAD, I want to help us organize and bringing faith leaders along with us in that work

List of faith leaders we currently organize with, have had meetings with or have engaged with at some point are listed here:

[Faith Leaders Updated 2024](#)

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Please Fill Out An Evaluation!



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