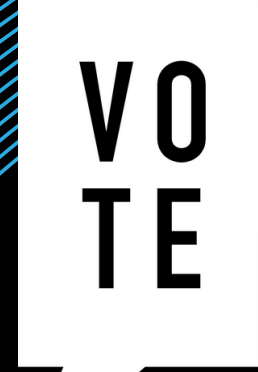
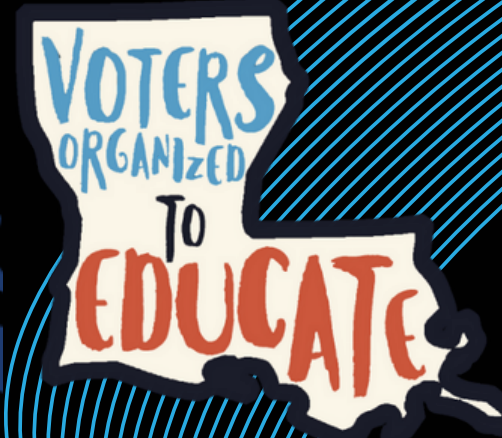


You've Registered Them, Now What?

A Strategic Action Table

JULY 2024





Our Organization

VOTE is a grassroots organization founded and run by formerly incarcerated people (FIP), our families and our allies.

We build power through community organizing, policy advocacy, and civic engagement.

We are dedicated to restoring the full human and civil rights of those most impacted by the criminal (in)justice system.

Together we have the experiences, expertise and power to improve public safety in Louisiana and beyond without relying on mass incarceration.



Overview of the SOAR model at VOTE



S

Strengths

Identifying unique abilities and past successes.

O

Opportunities

Exploring external factors for growth, like partnerships or policy changes.

A

Aspirations

Setting ambitious goals, such as community impact or legal reform.

R

Results

Measuring success through specific goals, like membership growth or legislative achievements.

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Strengths



**IDENTIFY UNIQUE
ABILITIES AND
PAST SUCCESSES**



**ACCESS CURRENT
STRENGTHS IN VOTER
REGISTRATION**



**CAPITALIZE ON
EXPERTISE AND
RESOURCES FOR
SUSTAINED IMPACT**

SOAR

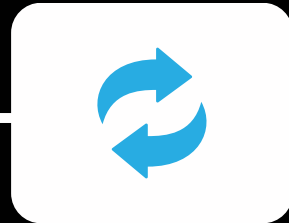


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Opportunities for Growth and Impact



PARTNERSHIPS



**POLITICAL AND
POLICY
CHANGES**



**PERCEIVED
THREATS**



**ECONOMIC
CONDITIONS &
SOCIOECONOMIC
FACTORS**



**IDENTIFY NEW
OPPORTUNITIES
FOR EXPANDING
VOTER
OUTREACH AND
INFLUENCE**

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Aspirations



**ESTABLISH AMBITIOUS
ELECTORAL GOALS BASED
ON COMMUNITY IMPACT
AND LEGAL REFORM**



**ALIGN ASPIRATIONS
WITH LONG-TERM
STRATEGIC OBJECTIVES**

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Results



METRICS

Metrics such as the number of newly reached and activated people, retention and growth of members, and media mentions that positively portray our narrative indicate whether we're on track with our goals.



IMPLEMENTATION

Implementing our vision involves setting clear, measurable goals, planning effectively, allocating resources, monitoring progress, and adapting strategies to achieve tangible outcomes reflecting our desired success.



BENCHMARK

We know we've achieved our goals when our vision of an inclusive culture and proactive measures against government sanctioned-violence, poverty, political racism, voter suppression, prison gerrymandering mass incarceration are widely accepted and influential in state and federal politics.

What Is Base Building?

Building a strong, engaged community or base of supporters who are actively involved in civic activities, including voter turnout efforts





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Why Does Base Building Matter?

- **Enhances Voter Turnout:** A strong base ensures higher turnout rates during elections.
- **Sustained Advocacy:** Supports ongoing advocacy efforts beyond elections.
- **Amplifies Impact:** Increases influence in electoral outcomes and policy decisions.



Components of Effective Base Building

- Establishing relationships and trust within communities.
- Empowering individuals to participate in civic activities.





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Building Trust and Relationships

- **Grassroots Organizing:** Door-to-door canvassing, community meetings.
- **Cultivating Partnerships:** Collaborating with local organizations and leaders.
- **Utilizing Social Networks:** Leveraging digital platforms for outreach and engagement.





Mobilizing The Base For Voter Turnout

- Informing the base about electoral processes and importance of voting.
- Providing resources, voter registration assistance, absentee ballot information.



Motivating Voter Turnout

Peer-to-Peer Outreach:

Encouraging community members to mobilize each other



Highlighting Community Issues:

Connecting voting to local concerns and issues





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Impact of Base Building on Electoral Outcomes

Jason Williams elected as District Attorney of New Orleans



Susan Hudson defeats 17-year incumbent to become the first Black woman sheriff in New Orleans





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Impact of Base Building on Electoral Outcomes

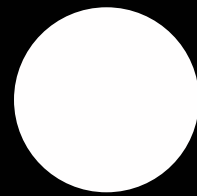
Davante Lewis defeats 17-year incumbent for Public Service Commission



Henry Whitehorn sworn in as the first African American Sheriff in Caddo Parish history

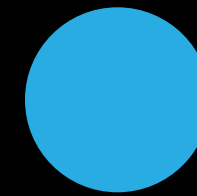


Our Greatest Accomplishments



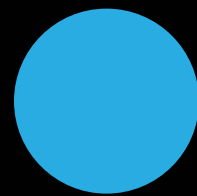
VOTING RIGHTS

Championing voting rights for people on probation and long-term parole, elevating and sustaining awareness of the issue



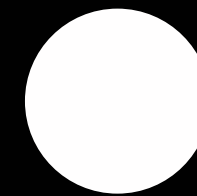
BALLOT INITIATIVE

Securing a statewide ballot amendment with a 64% majority to abolish Jim Crow Juries.



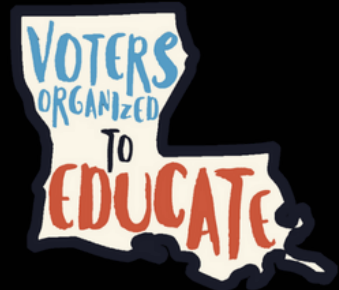
POLICY REFORMS

Creating and reinstating the 20/45 Law, enhancing legal protections and opportunities. Advocating successfully against harsh sentences like JLWOP, achieving 25-year parole eligibility.



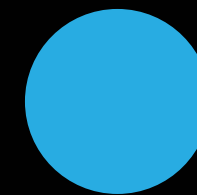
ORGANIZATIONAL STRUCTURES

Establishing organizational C3 hubs and maintaining two consistent chapters beyond New Orleans.



INFLUENCING ELECTIONS

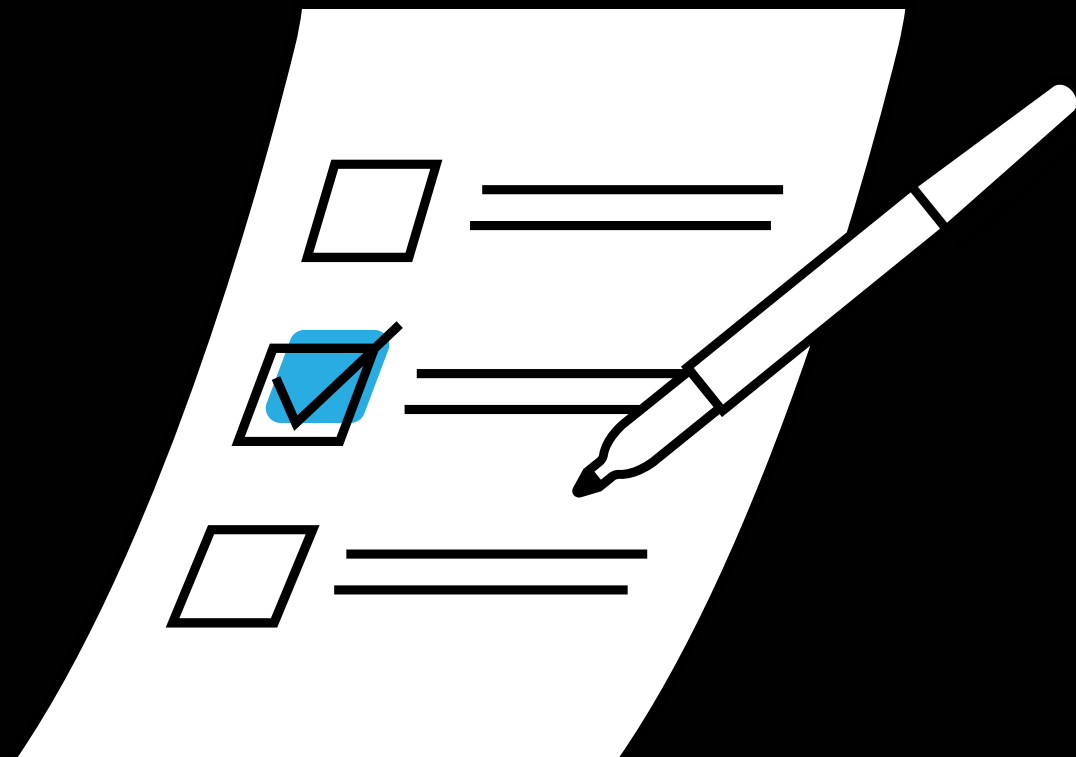
Expanding a C4 organization's political influence, resulting in the release of hundreds from prison.



LAUNCHING INITIATIVES

Launching initiatives like First 72+, FIT Clinic, and the Parole Project, fostering a wave of similar organizations over the last decade.

2024 Voter Registration Challenges



- **Act 701:** Mandates the BIGGER WE to register with the Secretary of State before conducting voter registration drives.
- **Act 317:** Requires individuals assisting voters to provide specific information and complete a voter assistance form, attesting to their relationship to the voter and whether they were paid.
- **Act 321:** Makes it easier to challenge absentee by mail ballots. Absentee ballots with incomplete certificates are automatically challenged.
- **Act 500:** Proof of citizenship to vote; upload birth certificate or passport
- **Act 521:** Requires Secretary of State to record the reason for rejecting an absentee by mail or early voting ballot in the state voter registration system
- **SB 134:** Sought to rollback voting rights for people with conviction histories

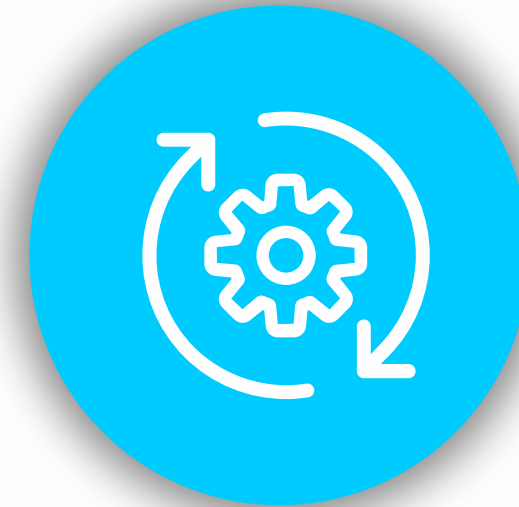


Moving Forward Together



SOAR

The SOAR model is a strategic planning framework that focuses on an organization's Strengths, Opportunities, Aspirations, and Results to foster a positive approach to achieving its goals.



CALL TO ACTION

Join us in leveraging our strengths, seizing opportunities, realizing our aspirations, and achieving impactful results by actively participating in our action table initiative within the SOAR model.



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QUESTIONS & DISCUSSION





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**THANK YOU FOR LISTENING AND
FOR YOUR ENGAGEMENT!!**



**No Surrender,
No Retreat.**



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