

*WITH THE PEOPLE IS*

# Where the **POWER** Resides

2020 ANNUAL REPORT



November 2020

Total Voter Turnout

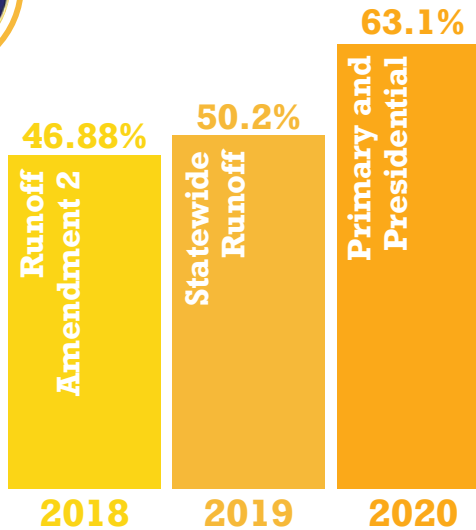
70.14%  
2,169,401

63.09%  
of registered  
Black Voters  
**VOTED**

30%  
of All Early  
Voters Were  
Black

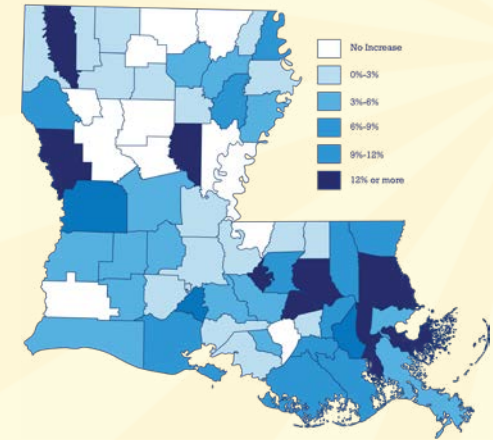


Black Voter Growth



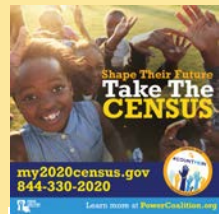
VOTE

Increase in Voters of Color in Louisiana 2016-2020



Voters of Color Represented 70.1% of All New Voter Registrations

## 2020 Timeline



**MARCH 12**  
Census begins  
being collected

**APRIL 14**

Release of Policy  
Demand Document



**JUNE 1**

End of Regular  
Legislative  
Session and  
the First  
Extraordinary  
Session  
convened

**JULY 11**  
Election



VOTE

**SEPTEMBER**

Redistricting  
Academy



**SEPT. 28**

Second  
Extraordinary  
Session convened

**OCTOBER**  
GOTV Kickoff



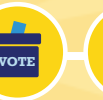
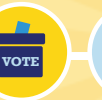
VOTE

**NOV 3**

Presidential  
Election



VOTE



**MARCH 9**

The 2020  
Regular  
Legislative  
Session  
convened

**MARCH 22**

Gov. Edwards  
issued a  
**Stay at Home  
Order**

**MAY 7**

2020 First  
Lawsuit Filed

**JUNE 30**

2020 Final  
Adjournment  
of the first  
extraordinary  
session

**AUGUST 15**

Election



VOTE

**SEPT. 16**

Hardings  
v. Edwards  
Decision



**OCTOBER 15**

Census Ends

**OCTOBER 23**

Second  
Extraordinary  
Session Final  
Adjournment

**DEC 5**

Runoff  
Election



VOTE

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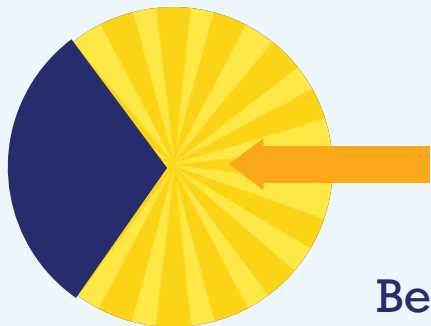


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# Building POWER

**2020 has been one of the most challenging years for communities locally and globally.** We have battled a pandemic that has taken countless lives, and shuttered our businesses and schools. Louisiana has experienced five hurricanes. Our nation continued to grapple with large-scale racism and police violence, and a presidential election that saw both the highest voter turnout, and some of the most volatile events leading up to it.

**Through all of this, YOU have continued to show up and remind us what we love about our communities, about Louisiana, and why we don't stop fighting for people.** It is with deep gratitude that we release this end of the year executive summary. This summary highlights the passion and dedication of communities to stand up time and time again to push for the kind of leadership that is responsive and accountable to them. **Power Coalition and Voice of the Experienced (VOTE) worked in deep partnership throughout the fall GOTV season to expand our reach and build capacity throughout the state.** This is a manifestation of how hard work and commitment to standing in one's power is changing our state for the better.

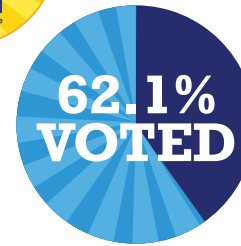


**People of Color  
Represented  
70.1%  
of All New  
Registered Voters  
Between 2016 and 2020\***

\*per data available on the Secretary of State website



## Get Out The Vote



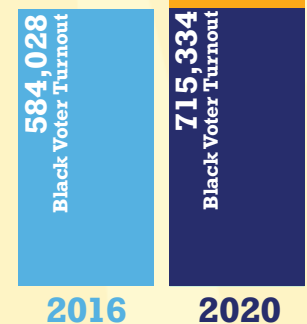
In **November**, we made 1,807,785 total contact attempts to infrequent and semi-frequent voters of color and **62.1% of contacts in our universe voted.**

In the **December** runoff election, we made 893,473 contact attempts and **29.6% of contacts in our universe voted.**

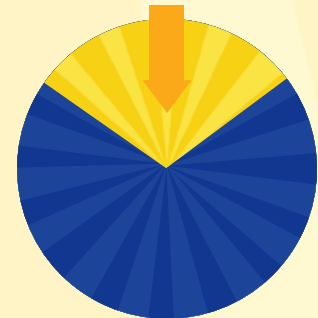
Overall, 5.6% more people turned out to vote in 2020 than in the 2016 Presidential election. That amounted to 120,000 more total votes across the state, including 25,000 more ballots cast by Black voters. **The sustained increase in turnout, particularly among Black voters, proves that our work over the last three years has grown democracy, and deepened justice and equity in our state.** This base building and foundational work led to the highest early voter turnout in Louisiana history, thanks to the successful lawsuit that extended early voting. **Nearly 1 million people early voted, and 30% of all Black voters early voted in November.**

Since 2015, Power Coalition has been engaging with infrequent and semi-frequent voters of color, unregistered and newly registered voters, and others who have often been on the outside of the political process, as part of our campaign to build a movement for a more expansive and effective democracy in Louisiana.

**25,000  
More  
Black Voters**



**30%  
of Black Voters  
Early Voted**



## EXECUTIVE SUMMARY

# Building POWER

### Other Campaigns

We led and supported 10 issue based campaigns including paid sick leave, eviction moratorium, early childhood, stopping corporate welfare, and supporting workers striking for safety measures during COVID. We worked collectively with our partners to advocate at the federal level for needed relief as the \$600 unemployment insurance ended. We worked at the state level to address our depleted unemployment insurance fund and highlighted the fact that Louisiana has the lowest payouts in the country.

We will continue our work in 2021 to increase the voices of BIPOC communities, civic engagement, and to address the humanitarian crisis to raise the unemployment benefit and shore up the funding mechanism as Louisianans face growing eviction and foreclosure crises, and jobs that will not return in the hospitality industry.

We will build off of our GOTV work where we asked candidates to pledge to a fair and equitable redistricting process, given the newly elected legislative body will oversee the process. More than 100 candidates took the redistricting pledge and we hope the Governor adopts the principles of our pledge as a criteria for maps that won't be vetoed. We have been working with Southern Coalition for Social Justice (SCSJ) to CROWD Academies to train more than 100 residents statewide, hiring organizers statewide and working with a demographer to support the overall process.

### Executive Committee

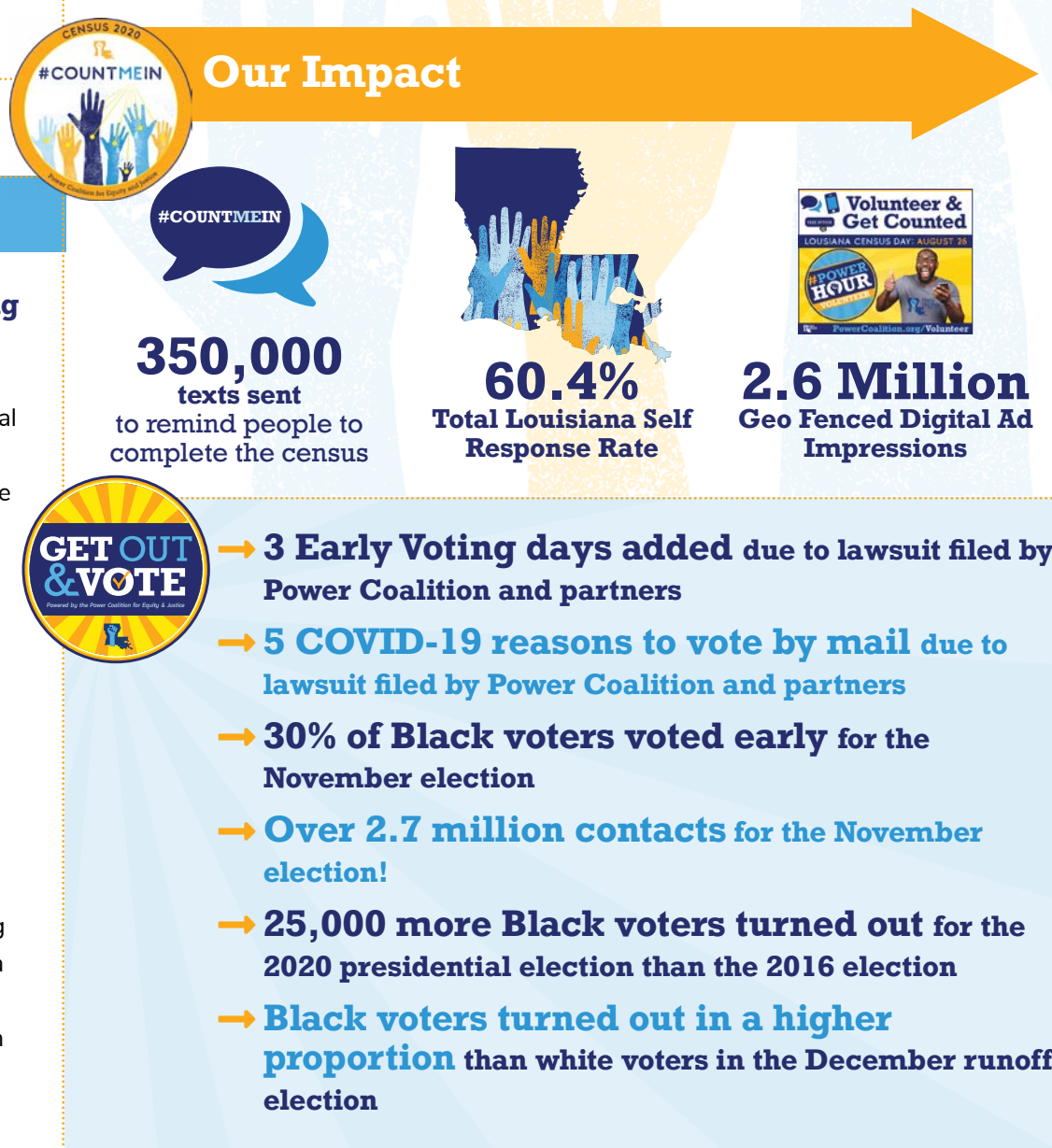
Voice of the Experienced (VOTE)  
Step Up Louisiana  
New Orleans Workers' Center for Racial Justice (NOWCRJ)  
VAYLA New Orleans  
Families and Friends of Louisiana's Incarcerated Children (FFLIC)

Jericho Road Housing Initiative  
Louisiana Budget Project (LBP)  
Women with a Vision (WWAV)  
Housing NOLA  
Louisiana Partnership for Children and Families (LPCF)

### Partners

Louisiana Policy Institute for Children (LPIC)  
Black Voters Matter (BVM)  
Together Louisiana  
Lawyers' Committee  
Louisiana Pan-Hellenic Council

Ready Louisiana Early Childhood Coalition  
NAACP Legal Defense Fund  
Churches and religious institutions  
Neighborhood Associations



This work is made possible through deep partnerships with organizations across the state and a coalition of dedicated people that believe a more equitable and just Louisiana is possible.

# Get Out The Vote 2020



**The 2020 election season was one of the most important elections we will see in our lifetime**, from the top of the ballot presidential election, to down ballot races that included new District Attorneys, Judges, Mayors, and City Council members that will set the stage for the next decade in Louisiana.

Louisiana has no shortage of elections. The presidential primary was moved from the spring at the outbreak of COVID-19 to the summer months. In addition to the presidential primaries, there were a number of local elections that were on the ballot. **Power Coalition worked to make sure that people showed up for these elections, and voters of color accounted for 41% of all votes cast in the July election!**



**Power Coalition and Voice of the Experienced (VOTE) worked in deep partnership throughout the fall GOTV season to expand our reach and build capacity throughout the state.** We began the GOTV season while still working to get people to complete the census due to the extended dates. This provided unique challenges and opportunities to spread awareness of these two very important civic duties.

**We had a team of over 150 canvassers in 4 different cities—New Orleans, Baton Rouge, Shreveport, and Lafayette— that spoke to over 14,000 people in phone banks and dropped election literature at over 142,000 homes.** Many of these canvassers have worked with us in previous election and many are formerly incarcerated people who have expertise in regaining voting rights.

## Field Strategy

VOTE



**224,383**  
Doors Knocked

Over  
**208,496**  
Calls Made



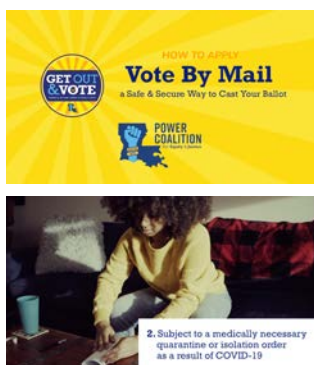
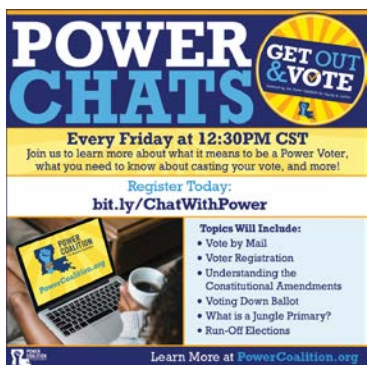
Over  
**311,643**  
Texts Sent

Over  
**150**  
Canvassers across  
the state making  
\$15 an hour



# Get Out The Vote 2020

Due to the pandemic and our lawsuit, election rules changed multiple times. We knew we needed to do everything possible to demystify the process and help people understand what was on their ballot. To help with those education pieces, we created a series of videos and hosted webinars and virtual coffee chats with partner organizations and the community.



Across the country, the November election saw unprecedented voter turnout and Louisiana was no different. **70.14% of registered voters turned out for the presidential election, a 5.6% increase in voters from the 2016 election.**

**In Louisiana, over 1/3 of all voters in November were voters of color.**

Because of Louisiana's jungle primary, we had a runoff election for state and local seats in December. **In December, proportionately, there were more Black voters than white voters.** This is a testament to the successful ground game and outreach program that Power Coalition and our partners have built for voters of color.



## Digital Footprint



**18**  
Candidate  
Forums  
Hosted

**2**  
Twitter  
Storms for  
Early Voting

**Over  
2**  
Million  
Digital Ad  
Impressions

**92**  
Radio Ads  
for the  
December  
Runoff

**Over 105,000 more people voted by mail in 2020, many of them due to expanded reasons due to the lawsuit!**

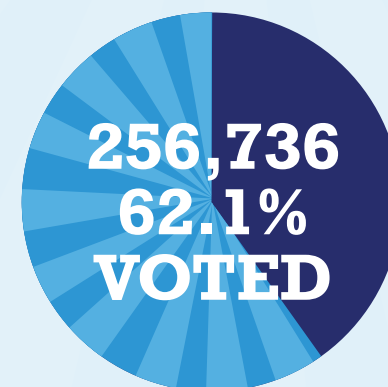
## Our Universe

### 2020 Presidential Election

We made 1,807,785 total contact attempts to reach 413,338 infrequent and semi-frequent voters of color. **256,736 (62.1%) of those people voted.**

### 2020 Runoff Election

We made 893,473 contact attempts to reach 196,276 voters of color. **58,014 (29.6%) of those people voted.**



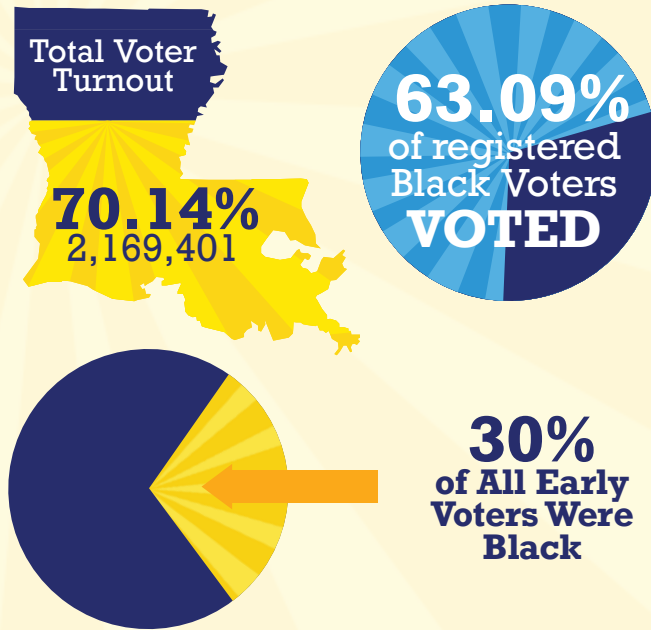
# Get Out The Vote 2020



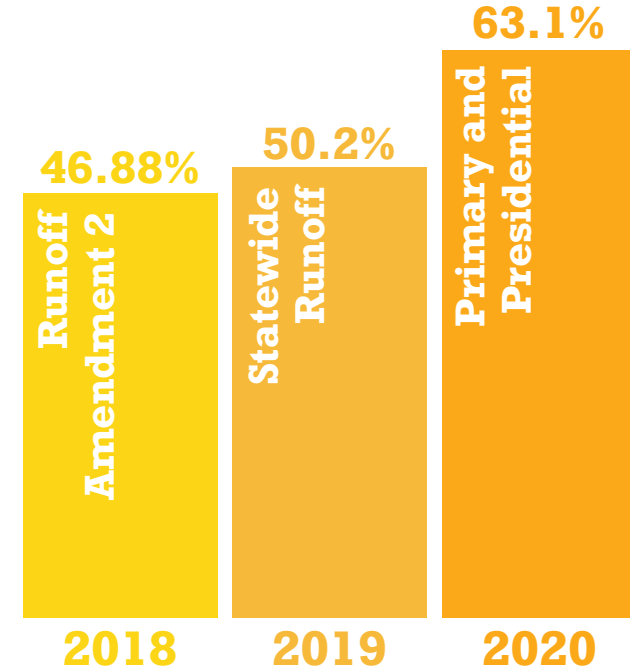
## By the Numbers

VO  
TE

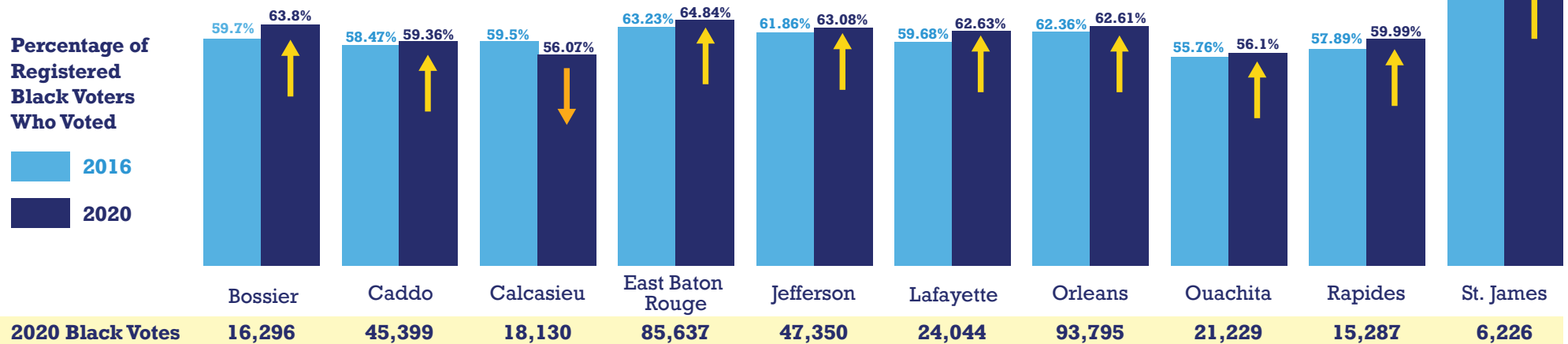
November 2020



### Black Voter Growth



### 2020 November Election By the Numbers



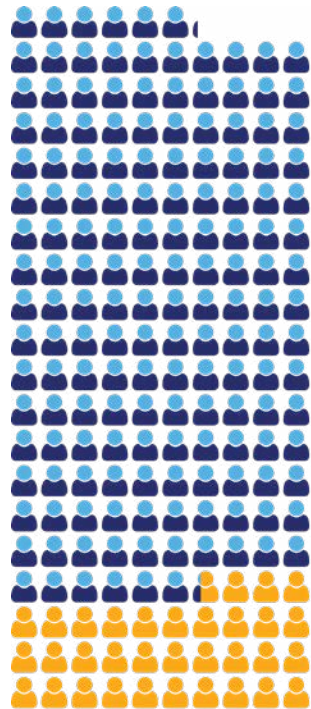
# Get Out The Vote 2020



## By the Numbers

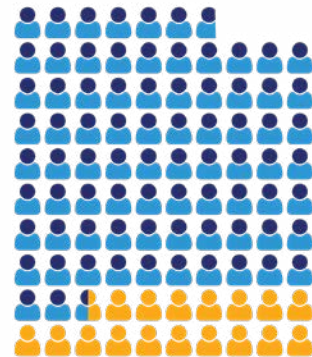
VO  
TE

*In December 2020, Black voters turned out at a higher proportion than White voters*



= 10,000 People

= People Who Voted



Out Of  
**1,960,031**  
Registered  
White Voters

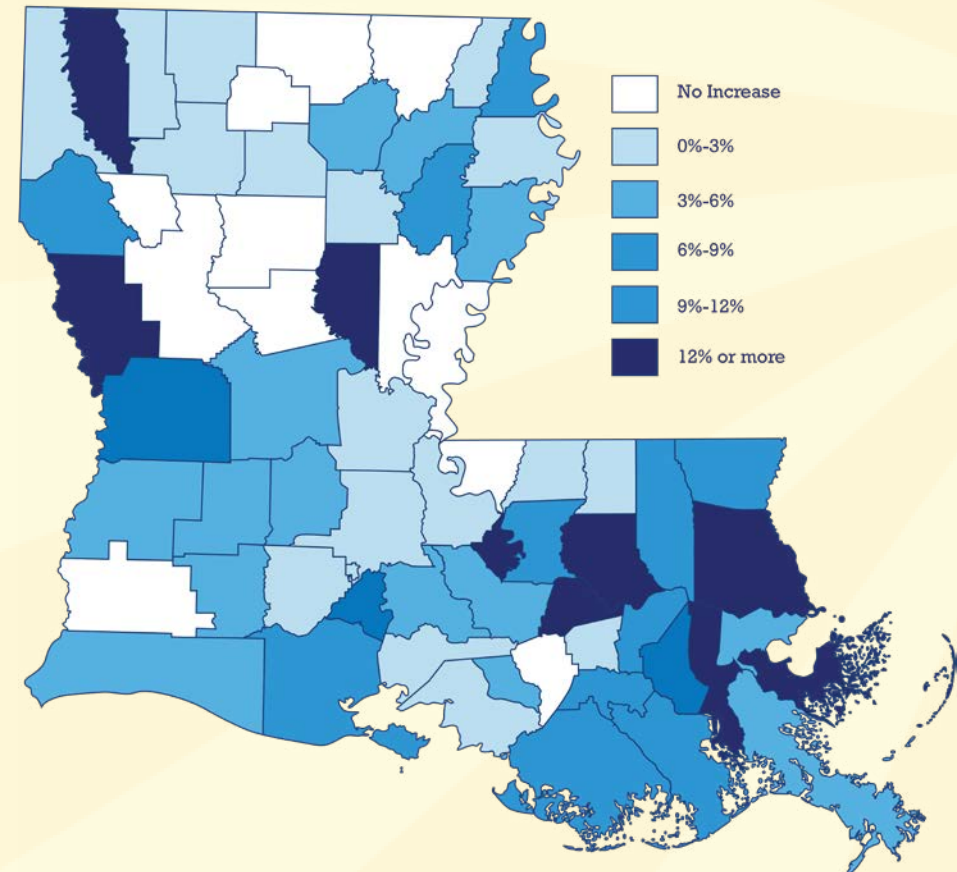
**337,562**  
**(17.2%)**  
**Voted**

Out Of  
**969,584**  
Registered  
Black Voters

**172,455**  
**(17.8%)**  
**Voted**

**December 2020 Runoff Election Proportionally:**  
**17.8% of Black Voters Voted**  
**17.2% of White Voters Voted**

*Increase in Voters of Color in Louisiana 2016-2020*



**Voters of Color Represented 70.1% of All New Voter Registrations**

The Louisiana Secretary of State only releases election data with the following ethnic breakdowns: White, Black, Other. We know that there are numerous ethnicities that are put into the "Other" category and we are committed to reaching Latinx, API, and other communities of color and engaging them in the political process. We strive to make resources available in different languages and do outreach in a variety of communities. When we reference "Voters of Color" in this report, we have combined Secretary of State data from the Black and Other categories and are working to have more specific data in the future.

# Defending Democracy

## Lawsuits

In May, the **NAACP Legal Defense and Educational Fund, Inc. (LDF)** represented Power Coalition for Equity and Justice, the Louisiana State Conference of the NAACP, and four individual voters in a lawsuit against the state to extend voting options in light of the COVID-19 pandemic. **This lawsuit challenged the need for a reason to vote by mail and aimed to provide expansion of vote by mail options for voters due to COVID-19 related reasons.**

In September, a federal court heard a **second lawsuit** filed by NAACP Legal Defense and Educational Fund, Inc. on behalf of Power Coalition for Equity and Justice, the Louisiana State Conference of the NAACP, and four individual voters. **This time, WE WON.**

**The result of this lawsuit was a BIG win for Louisiana. It resulted in an additional 3 days of early voting over a second weekend, and 5 COVID-19 related reasons to vote by mail in the midst of a pandemic.**

**These two additional options to vote not only created more pathways to participating in the democratic process, but also extended the acceptable reasons to vote by mail.** This was an integral part of expanding the vote in a COVID-19 reality because there are many in our community who have not been able to go into public due to the real fear of contracting the virus.



## 5 COVID-19 Reasons to Vote by Mail

- **At higher risk of severe illness from COVID-19** as identified by the Centers for Disease Control.
- **Subject to a medically necessary quarantine or isolation** as a result of COVID-19
- **Advised by a health care provider to self-quarantine** due to COVID-19 concerns
- **Experiencing symptoms of COVID-19** and seeking a medical diagnosis
- **Caring for an individual** who is subject to a medically necessary quarantine or isolation order as a result of COVID-19 or who has been advised by a health care provider to self-quarantine due to COVID-19 concerns

We brought a lawsuit against the Secretary of State to ensure they **provided safe options for voting** in the November and December elections.\*

# WE WON!

Voter protection & expanded voting access for everyone #PoweredbyPowerCoalition

**What This Means For You:**

- **Early Voting Extended for 10 Days**  
New Dates: October 16 - 27  
(except Sunday, Oct. 18 and Sunday, Oct. 25)
- **5 COVID-19 Excuses to Vote by Mail will be available** for the November and December Elections

\*Plaintiffs: Jennifer Harding, Jasmine Pogue, the Louisiana State Conference of the NAACP and Power Coalition for Equity and Justice



**PowerCoalition.org**

# Defending Democracy

## Early Voting/ Vote By Mail

Due to the decision in the **Hardings vs. Edwards** case, early voting was extended to include a second weekend for the **November 3 elections**, and there were extended reasons to **vote by mail for COVID-19 related reasons**. Power Coalition and our partners won this lawsuit with less than a month before early voting began.

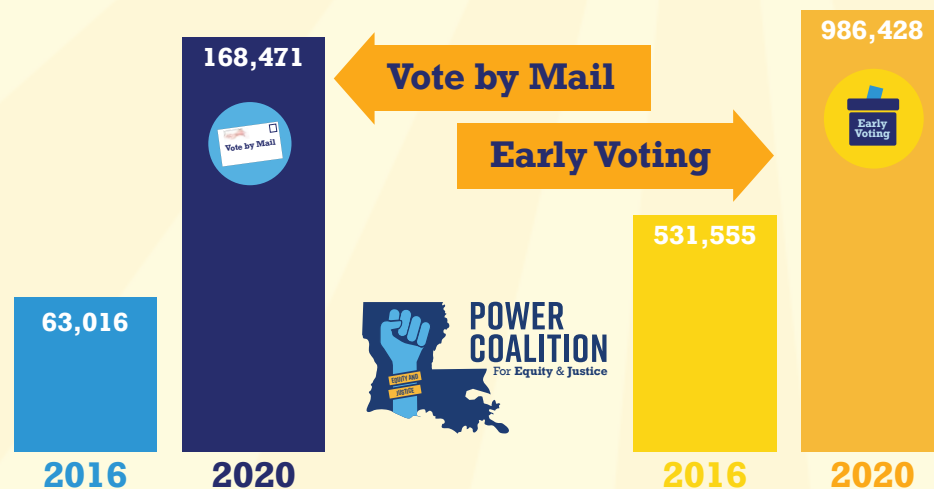
**We quickly mobilized a virtual campaign to share the extended early voting dates as well as working with press to ensure that the new dates were circulated widely.**

The effect of these changes in the lawsuit was clear. **Additional early voting days allowed for more opportunities to vote in person.** In parishes like Caddo where the population sits at just under 200,000 but currently only has one early voting location, the increased number of days and expanded voting hours allowed the northern Democratic anchor of the state multiple weekends and evenings for people to vote. **Removing the hurdles of transportation and standing in long lines gave voters vote by mail access that was commonly only granted to those who met stringent criteria.**



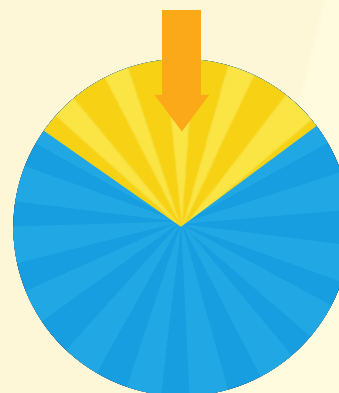
## We **WON!** BY THE NUMBERS

Power Coalition and our partners at NAACP LDF worked this summer to ensure the people of Louisiana had safe options to vote. **When we fight we win!**

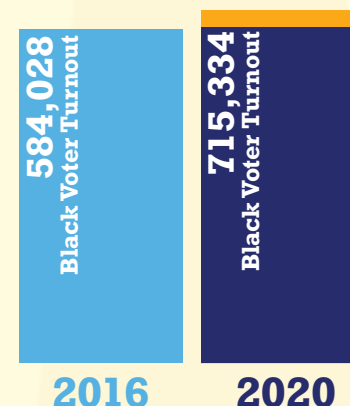


**Over 105,000 more people voted by mail in 2020, many because of reasons created by the lawsuit!**

**30%**  
of All Early  
Voters Were  
Black



**25,000**  
More  
Black Voters



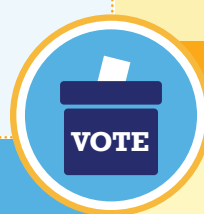
# Defending Democracy

## Election Protection

One of the foundations of democracy is the ability to vote freely in all elections. Though the Constitution ensures all Americans this right, far too often there are barriers to casting one's vote. This includes mis and dis information, polling stations being moved or having equipment that is not working, being removed from voter lists, or not having transportation to the polls.

**To combat these barriers, Power Coalition has built a comprehensive election protection plan that involved filling poll monitor roles, deploying volunteers to check in at polling locations, manning a call center answering voter calls on election days, giving rides to the polls, and monitoring social media chatter to preemptively address problems that were emerging.**

We have built relationships with the local Registrar of Voters and Clerk of Courts offices so that when challenges or problems arise we are able to fix them quickly to ensure pathways to vote for all people.



## In 2020 We Had:

Over **600** Polling Locations Checked

Over **100** Roving Poll Monitors

Over **480** calls responded to on voter protection hotline

**20** Social Media Monitors

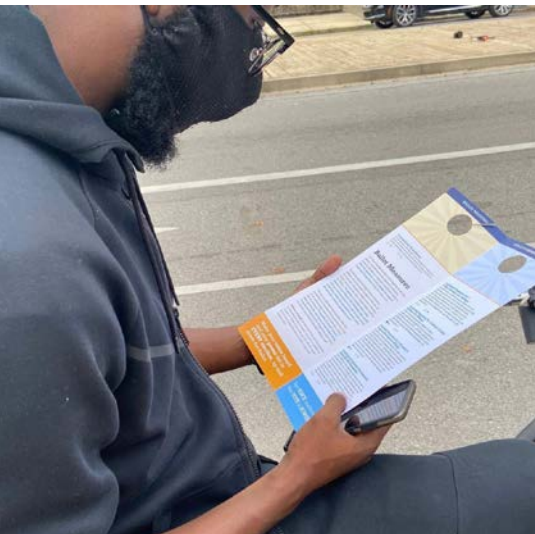
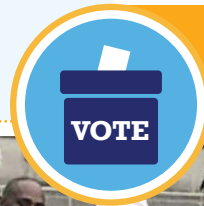
Over **271** social media instances of mis or dis information reported online

Over **200** Election Workers Recruited

Over **75** Rides to Polling Stations



# Defending Democracy



This is a  
foundational piece  
of our democracy.  
My right to  
vote, anybody's  
constitutional  
right to vote.

*-Ashley Shelton*



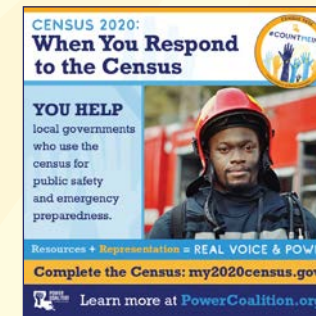
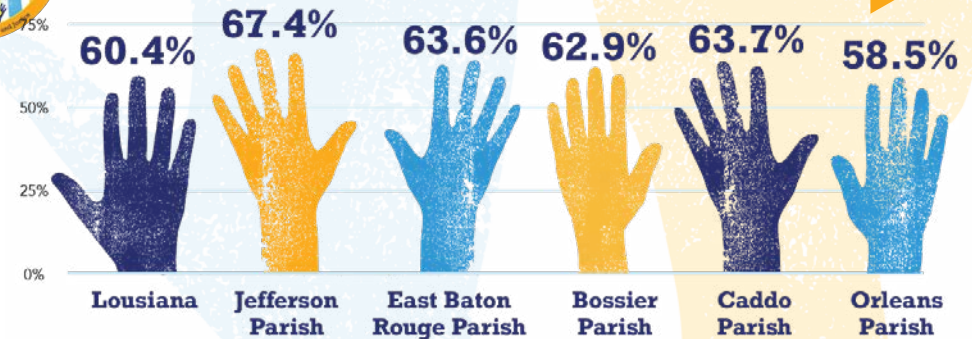
# Census 2020

**Power Coalition for Equity and Justice ran a year long Count Me In campaign to ensure that people across the state were counted in the 2020 Census.**

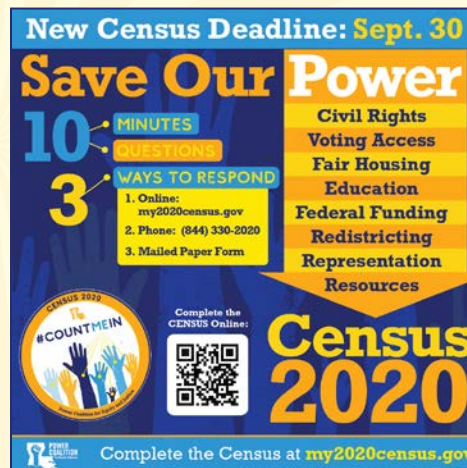
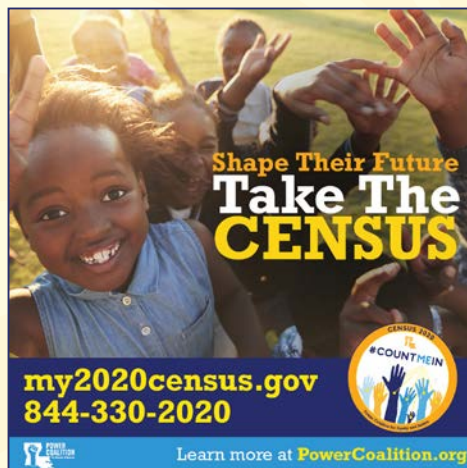
The census is a foundational and pivotal component of ensuring power, representation, and equitable distribution of resources in the state. When communities are fully counted they are able to gain access to funding needed to run schools, build roads, and equip hospitals. The census determines political representation and a full count can ensure that communities interests are put at the forefront of policy. Louisiana, and particularly the areas most affected by Hurricane Katrina, was undercounted in 2010 and we could not let that happen again.



## Total Census Self Response Rates



**In addition to the challenges presented by COVID-19, we battled deep mistrust of the government, unprecedented politicization, massive natural disasters, widespread civil unrest, and unemployment.** In addition to the environmental and social factors that made the 2020 Census more complicated than we had originally anticipated, bureaucratic changes repeatedly changed the goal posts for completing the Census. This included funding shortfalls, ever-shifting deadlines for when folks needed to complete the census, and nearly ceaseless litigation, to name a few. These were all of the waters the Power Coalition and our partners were navigating while doing statewide outreach to hard to count populations in effort to fair and accurate count.



# Census 2020

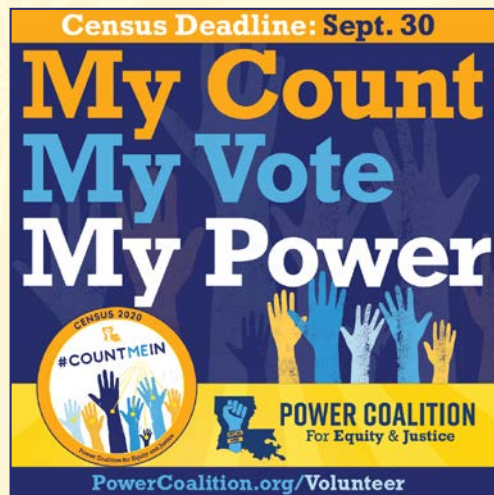
The Count Me In campaign began in early 2020 before the COVID-19 pandemic related shutdowns and changes.

The original campaign integrated in person events, in person canvassing, phone and text banking, as well as a robust digital campaign. With the stay-at-home order beginning in March, we quickly moved to a virtual campaign.

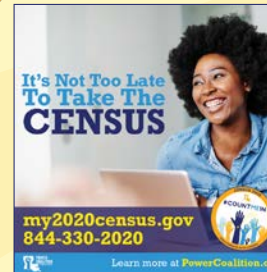
**We used targeted ads, text messages, phone banking, mailers, and a robust social media campaign to provide accurate, reliable, and easy to understand information about the census.**

This became even more important as the Census dates changed, and there was misinformation circulating online about completing the census.

**\$58,000**  
Regranted  
Through Census  
Mini Grants to  
**29**  
Community Based  
Organizations and  
Churches

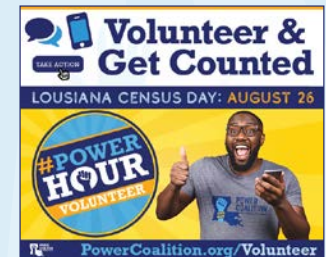


## Outreach



Over  
**529,000**  
individual impressions  
on Facebook Ads

Over  
**2.6 Million**  
Geo Fenced Digital Ad  
Impressions

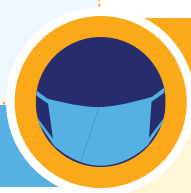


**450** Radio Ads

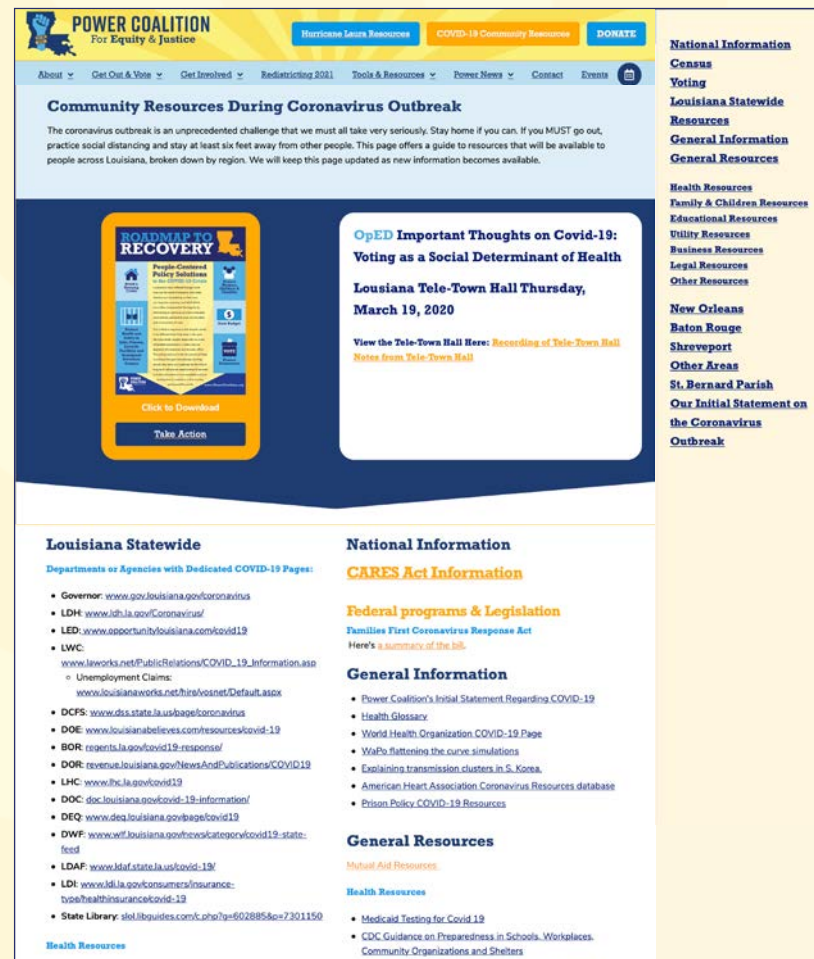
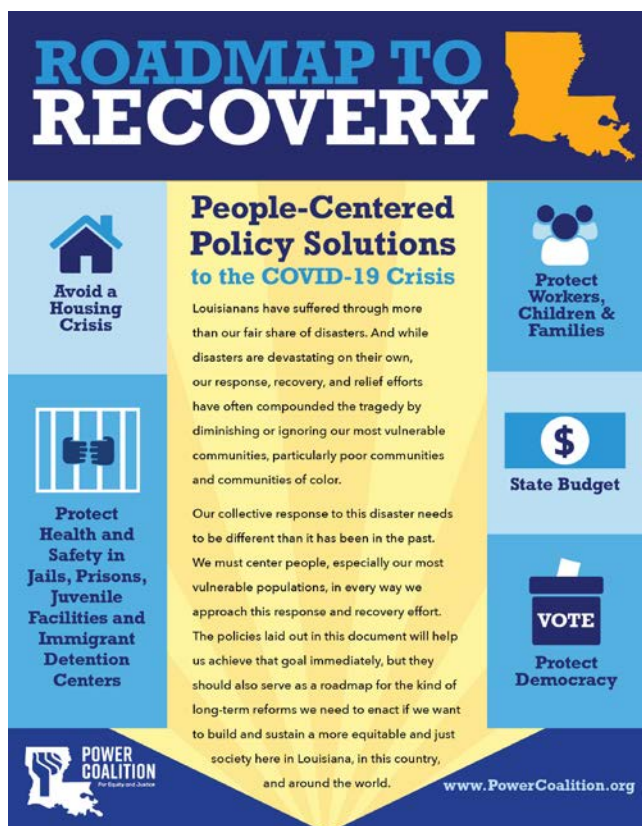
There were over  
**350,000**  
contacts made via text  
to ensure that community members  
had completed the census and provide  
information about completing the census.



**50,000**  
Census Mailers Sent



In response to the pandemic, Power Coalition released the **“Roadmap to Recovery: Powerful Policy Demands to Respond to COVID-19,”** a list of specific policies and ideas for local and state lawmakers that could ensure a racially and economically equitable response and recovery after the pandemic. Built in coordination with our partners across the state, this guide serves as a foundation for equitable and just policies that could provide relief for people during the pandemic and create a better future for Louisiana, even when COVID-19 is not ravaging our communities.

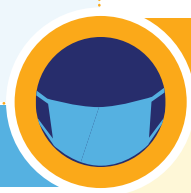


At the outset of the pandemic and the resulting shutdown, Power Coalition turned the homepage of our website into a resource hub for people throughout Louisiana. It included information about unemployment, tenant rights during the pandemic, where to access COVID-19 testing, food pick up locations, and more.

# COVID-19 Response

## Jail Bailouts

COVID-19 hit Louisiana hard. In particular, group living situations were particularly susceptible to the virus, jails and prisons becoming hotspots. **In honor of Juneteenth, a celebration of freedom, Power Coalition paid bail for people in East Baton Rouge jail who were awaiting trial.** Cash bail disproportionately impacts low income people, and Power Coalition is dedicated to creating a more equitable system and ensuring people are protected now.



## City Waste Union

The Struggle of Memphis and Dr. Martin Luther King Continues:

### NEW ORLEANS SANITATION WORKERS STRIKE FOR SAFETY, DIGNITY, HIGHER WAGES

2020 New Orleans Sanitation Strike

1968 Memphis Sanitation Strike


New Orleans Sanitation Workers each lift **250,000 lbs** of waste per week.

These workers are making **\$10.25 per hour with no benefits.**

For every **500 lbs** a worker lifts, he gets paid only **\$1.**

These workers are asking for **BASIC RIGHTS THAT EVERY WORKER DESERVES.**

City Waste UNION **SUPPORT CITY WASTE UNION'S DEMANDS!**



City Waste UNION **NEW ORLEANS SANITATION WORKER STRIKE**



And you gotta work 5 days just to get \$11 an hour.



Power Coalition's Journey to Equity and Justice

### Week of Juneteenth Events

WEDNESDAY 17 11:00 AM & 6:00 PM

### STAND IN SOLIDARITY WITH SANITATION WORKERS

Walk Along & Lit Drop 11:00 AM-1:00 PM City Park

Virtual Listening Session 6:00 PM

Video Link: [vimeo.com/48929438495](https://vimeo.com/48929438495)

Call in Number: 1-313-636-0799 855-343-0456

City Waste UNION **SUPPORT CITY WASTE UNION'S DEMANDS!**

For more details go to [PowerCoalition.org](https://PowerCoalition.org)

When COVID-19 started spreading in New Orleans, Hoppers, the people who work on garbage collection trucks, asked for PPE and hazard pay because they were likely interacting with infected waste. **When their demands were refused, they went on strike and formed the City Waste Union, a union of hoppers dedicated to ensuring workplace protections.** Power Coalition began supporting them to get their message out, build capacity, and advocate for worker's rights during a pandemic.

# Legislative SESSIONS

Louisiana had 3 legislative sessions in 2020, one regularly scheduled session and two special sessions to respond to the COVID-19 pandemic.

**Power Coalition and partners advocated at each of these legislative sessions for people centered policy that would help people through the pandemic.**

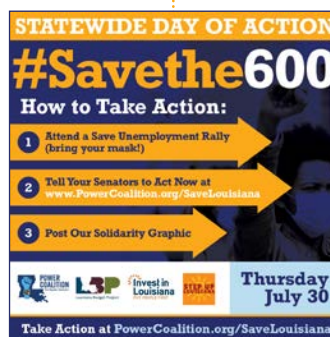
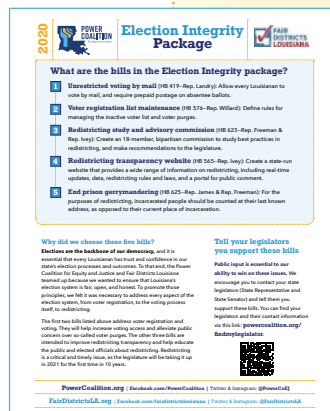
Before the pandemic, Power Coalition was advocating at the state legislature for **unrestricted vote by mail**, a practice that is in place in other states and makes it easier to engage with the voting process. This bill did not pass, despite the outbreak of COVID-19 which underlined the need for alternative voting methods that do not put people at risk.

In anticipation of the Redistricting Session that will happen in 2021, Power Coalition advocated this year for a Redistricting transparency website, a redistricting study and advisory commission to ensure equity when redrawing the districts, and ending the practice of prison gerrymandering. Unfortunately, these bills did not become law and we are currently working this year to ensure that there is an equitable redistricting process.



## 8 Bills Advocated

- **Unleash Local**
- **Unrestricted Vote by Mail**
- **Voter List Maintenance**
- **Redistricting Study and Advisory Commission**
- **Redistricting Transparency Website**
- **End Prison Gerrymandering**
- **Institute New Ability to Pay Framework for Criminal Fines and Fees**
- **Repeal the 10% collection fee for people on probation and parole**



On the side of workers rights, Power Coalition continued to work on our “Unleash Local” campaign, filing a bill to allow local jurisdictions to set their own minimum wage. **With the onset of the pandemic, and the resulting job losses that were felt around the country, but particularly in Louisiana, we began a statewide extend unemployment campaign**, using both our One Click capabilities, and advocating in person at the capital. **Power Coalition helped to pass HR 46** which instructed the Louisiana Workforce Commission to improve wait times for people who filed for unemployment insurance so people could get much needed relief faster.



**Over 1300 emails sent to legislators via OneClick**

# Legislative SESSIONS



## Redistricting Preparedness

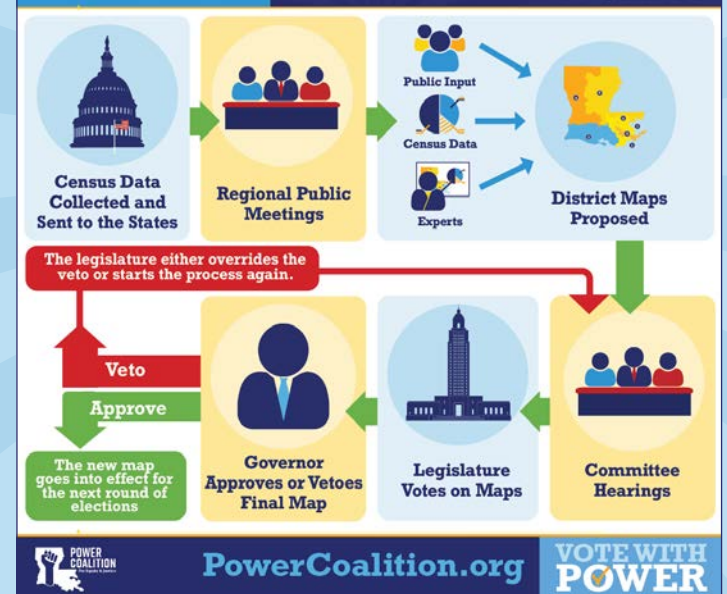
### Power Coalition hosted 2 different Redistricting Academies in 2020.

The goal of these academies is to train people in equitable redistricting practices which will take place in a special redistricting legislative session in 2021.

**Redistricting is when state legislative and congressional district boundaries are redrawn every 10 years following the U.S. Census.**

Districts should have equitable population distributions and allow for appropriate representation. There are methods to limit political representation, often referred to as cracking—when you split up a population into districts so they can not elect leaders that represent them, or packing—when you put an entire population into one district so that they only have one representative instead of multiple. Power Coalition is working around the state to train legislators and our communities on fair and equitable redistricting and representation so that we can hold our elected officials accountable in the 2021 Redistricting Session.

## How Does REDISTRICTING Work?



## Over 100 people trained in Redistricting Academies in 2020.

## Redistricting 2021 Timeline



**September 30, 2020:**  
Census Data Collection Ends

The US Census Bureau collects population data once every decade.



**December 31, 2020:**  
Census Data Sent to the White House



**Spring 2021:** Public Meetings are Held

The Louisiana legislature holds public meetings on redistricting.



**July 31, 2021:**  
Census Data Sent to the States



**Summer/Early Fall 2021:**  
Special Legislative Session

The state legislature relies on Census data, public input, and experts to draft district maps. Hearings are held on proposed district maps. The legislature votes on maps.



**After Vote:**  
Governor Approves or Vetoes Map



### Voter Registration

**Voter registration is a cornerstone of Power Coalition's broader base building and voter expansion strategy.** In 2020 Power Coalition hosted over 30 voter registration drives across the state.

As of March 1, 2019 formerly incarcerated people in Louisiana who meet certain conditions had their voting rights reinstated. A concentrated public relations and education effort alongside probation and parole offices throughout the state and communities and nonprofit organizations who focus on re-entry efforts lead to a substantial increase in registering these potential voters this year and provides an opportunity to extend the vote further in the future.

**69,763**  
more people  
registered to vote  
in 2020 than 2016

**25,327**  
more "other" people  
registered to vote  
in 2020 than 2016

**24,012**  
more Black people  
registered to vote  
in 2020 than 2016

**People of Color  
Represented  
70.1%  
of All New  
Registered Voters  
Between 2016 and 2020\***

\*per data available on the Secretary of State website

**Register to VOTE**

Oct 5 Last day to register to vote in person  
Oct 13 Last day to register to vote online  
Oct 16-27 Early Voting  
Oct 30 Last day to request a Vote By Mail ballot  
Nov 2 Last day to vote by Mail ballot can be received  
Nov 3 Election Day  
Nov 5 Runoff Election Day

**Do You Have a Voting Plan?**

Register to Vote: Find your voter information and get your voter ID card. If you are a first-time voter, you will need to bring your voter ID card to the polls on Election Day.

Find Your Polling Place: Find out what you need to bring on Voting Day.

Know Your Dates: Know Your Dates

**YOUR VOTE IS YOUR POWER**

POWER COALITION For Equity & Justice

PowerCoalition.org

**BECOME A POWER VOTER**

- Vote in every election
- Hold your elected officials accountable
- Advocate for key policy issues in 2021



**We are asking you to help us build out a network of volunteers who will take part in Power Hours and Power Clusters so we can turn out the vote in 2020!**

Power Coalition for Equity and Justice partners will be reaching out to more than 400,000 voters across Louisiana.

**80%** Power Coalition Partner Outreach

**20%** Volunteer Outreach

Power Coalition volunteers (including you!) can help us reach the other 100,000 voters.

**Call 504-321-1486 or email [info@powercoalition.org](mailto:info@powercoalition.org)**

**[PowerCoalition.org/Volunteer](https://PowerCoalition.org/Volunteer)**

**Power Coalition created a new way for groups of people to engage with the work this year: Power Clusters.** Power Clusters are groups of people that are a range in sizes, from a family to a large sorority. Power Clusters are opportunities for a group of people to volunteer together to reach out to their communities by calling, texting, or posting across social media to get out the vote, encourage people to take the census, or advocate for new policies in their communities.

**This election season, Power Clusters logged over 800 Power Hours texting their communities to make sure they voted!**



# Community Engagement

## Faith Leaders

**Power Coalition has engaged with the large faith community and expanded our outreach and campaigns.** Beginning in August, Power Coalition engaged congregations across the state on census and GOTV work to build relationships with trusted community leaders and provide people with accurate and up to date information about civic engagement.

This work goes beyond turning out the vote. Power Coalition hosts “Red Bean Monday” every week at Shiloh Missionary Baptist Church in Baton Rouge, LA. The event was designed to serve those less fortunate and homeless. We started off by serving 250 meals, now we are doing over 700 meals every Monday!

**SOULS to the POLLS**  
Early Voting Rally  
November 25 • 9:00 AM CST  
Meet Pastor René Brown at Louisiana State Archives  
3851 Essen Lane • Baton Rouge  
Free Breakfast Will Be Served.

**Your Vote Matters.**  
Every Day of Early Voting is Election Day!

**Early Voting: Nov. 20-28**  
Polls are open 8:30 AM - 6:00 PM  
(including Sunday, Nov. 22, Thursday, Nov. 26 and Friday, Nov. 27)

**Runoff Election Day: December 5**  
Polls are open 7:00 AM - 8:00 PM

Having Problems Voting? Call 1-866-OUR-VOTE  
Find Your Polling Place & District: [www.PowerCoalition.org](http://www.PowerCoalition.org)

**SPREAD THE WORD:**  
**Red Bean Mondays at Shiloh**  
More Than 400 FREE Meals Each Monday!  
12:00 - 2:00 PM CST  
185 Eddie Robinson Sr. Drive • Baton Rouge, LA  
PICK UP ONLY • We practice safe social distancing

**Get Registered to Vote!**

The event is designed to serve the community at large, and fill-in the gaps for those who may not be able to afford meals right now during the covid-19 pandemic and widespread unemployment.

**Shiloh**  
POWER COALITION  
For Equity & Justice

Learn more at [PowerCoalition.org](http://PowerCoalition.org)

**NORTHERN LOUISIANA COVID-19 FAITH LEADERS CALL**  
Tuesday, April 7, 2020 • 6:30 P.M. CST

Presented by: [www.PowerCoalition.org](http://www.PowerCoalition.org)

Presented in Partnership With:

Registration: [bit.ly/InterfaithHealing2020](http://bit.ly/InterfaithHealing2020)  
Visit [PowerCoalition.org](http://PowerCoalition.org) for more details.

#POWEREDBYPOWERCOALITION

**Week of Juneteenth Events**  
MONDAY 15 12:00 PM  
**Interfaith Day of HEALING and ACTION**

Registration: [bit.ly/InterfaithHealing2020](http://bit.ly/InterfaithHealing2020)  
Visit [PowerCoalition.org](http://PowerCoalition.org) for more details.

#POWEREDBYPOWERCOALITION

**POP-UP EVENT! Breakfast & VOTE**  
Tuesday, Nov. 3 • 8:00 AM - 10:30 AM CST  
St. Paul Baptist Church  
10438 Boudreaux Road • Gonzales, LA 70737

Pick Up FREE Breakfast and a Sample Ballot Then Go Vote!!!  
Contact Kaitlyn Joshua at 225-4545321 for more details!

**POWER COALITION**  
For Equity & Justice

Having Problems Voting? Call 1-866-OUR-VOTE  
Make a Voting Plan at [PowerCoalition.org/Vote](http://PowerCoalition.org/Vote)



## One Click Campaigns

One Click is a platform for community led email campaigns that allow people to respond to their elected officials at every level of government.

- **Policy Demands for COVID-19**
- **Sanitation Workers**
- **Shreveport Early Voting Location**
- **Emergency Election Plan**
- **Veto SB 189**
- **Census Deadline Extension**
- **#Savethe600 (Unemployment Benefits for COVID-19)**
- **Public Service Commission**
- **Special Session October 2020**
- **Stop the evictions!**
- **ITEP tax exemptions**

**Tell Our Senators the People Need Their HELP!**  
**SAVE OUR PEOPLE**  
Direct Assistance is Needed for Every Louisianian!  
POWER COALITION  
Invest in Louisiana  
Senator Kennedy: 202-224-5824 | Senator Kennedy: 202-224-4613  
Take Action at [PowerCoalition.org/SaveLouisiana](http://PowerCoalition.org/SaveLouisiana)

**We Need YOUR Voice! Protect the Vote!**  
Louisiana legislators will be voting on Secretary of State Rye Akins's Emergency Election Plan through September 8. We need to tell our Elected Officials to VOTE NO!  
We need a plan that includes:  
1. No-Emergency Vote-By-Mail  
2. Expand Early Voting  
3. Keep Law Enforcement Officers OUT of Polling Places

**How to Take Action:**

1. Send an email to your elected officials
2. Register to Vote
3. Become an Election Worker

Take Action at [PowerCoalition.org/SaveLouisiana](http://PowerCoalition.org/SaveLouisiana)

**STATEWIDE DAY OF ACTION #Savethe600**  
How to Take Action:

1. Attend a Save Unemployment Rally (bring your mask) - [www.PowerCoalition.org/SaveLouisiana](http://www.PowerCoalition.org/SaveLouisiana)
2. Tell Your Senators to Act Now at [www.PowerCoalition.org/SaveLouisiana](http://www.PowerCoalition.org/SaveLouisiana)
3. Post Our Solidarity Graphic

Thursday July 30  
Take Action at [PowerCoalition.org/SaveLouisiana](http://PowerCoalition.org/SaveLouisiana)

**TAKE ACTION NOW! Caddo Parish Deserves Safe and Accessible Early Voting**  
Tell Caddo Parish Commissioners to vote YES for a second early voting location for the November and December 2020 Elections. We have to act fast!  
Deadline to E-mail Commissioners: 3:30PM CST on Tuesday August 25  
[PowerCoalition.org/CaddoVotes](http://PowerCoalition.org/CaddoVotes)

**New Census Deadline: Sept. 30 Save Our Power**  
10-30-2020  
3 WAYS TO RESPOND:  
1. Sign the Petition  
2. Phone: 202-224-5824  
3. Mail: Paper Petition

**TAKE ACTION!**  
Tell Your Senators to Act Now at [www.PowerCoalition.org/SaveLouisiana](http://www.PowerCoalition.org/SaveLouisiana)

**Census 2020**  
Take Action at [PowerCoalition.org](http://PowerCoalition.org)

**Put People First. Make Corporations Pay Their Fair Share.**  
Tell Our City Council and School Board to Vote NO on the Folgers Tax Exemption  
Take Action at [PowerCoalition.org/TakeAction](http://PowerCoalition.org/TakeAction)

**Power Coalition provided over 80 rides to the polls with the help of our volunteers!**

**Need a Ride to the POLLS?**  
Available Statewide On Election Day  
To Reserve a Ride Call: (504) 881-3614  
**Election Day: December 5**  
Polls are open 7:00 AM - 8:00 PM CST  
Having Problems Voting? Call 1-866-OUR-VOTE  
Make a Voting Plan: [PowerCoalition.org/Vote](http://PowerCoalition.org/Vote)

# Looking Ahead



**Power Coalition does not just turn out voters and engage community members around election season.**

**We are building a network of community members who have often been left out of decision making processes and giving them the tools, confidence, and ability to make decisions for their communities.**

One of our central tenants is that those closest to the problem are closest to the solution. Our work this year has not only allowed people to cast their vote, be counted in the census, and engage in the political process, but is building a base of knowledge and access built on trust, communication, and opportunity.

*As Power Coalition looks to the future, these are the areas that we see as opportunities to build stronger, more powerful communities.*

## **Redistricting**

In 2021, new lines will be drawn for political districts. These lines will shape political power for the next decade. We will be training hundreds of people throughout the state in equitable redistricting principles so that they can hold their elected officials accountable. Power Coalition will be hiring 3 Redistricting Fellows to ensure that Louisiana has districts that provide accurate and fair representation to our people.

## **Workers Rights**

Power Coalition is going to continue to fight to raise the minimum wage and for unemployment insurance that can support people during an economic downturn. We will be advocating for these changes in the legislative session this year and working with our partners to support working Louisianians.

## **Environmental Justice**

Power Coalition is building out capacity in 2021 to support environmental justice work in Louisiana. As one of the nation's leading petrochemical exporters we must fight for clean air and water and make corporations pay their fair share. As a disaster prone state, the stakes are too high to not work to curb climate change.

## **Expanding Early Voting Options**

In 2020, Power Coalition fought for unrestricted vote by mail in the legislature. The pandemic exacerbated the need for safe voting options, and in 2021 we will be bringing forward legislation to expand early voting while we work to create more pathways to vote for all.

## **Municipal elections**

In Louisiana, every year is an election year. In 2021 we have 5 different election days with municipal and state elections. We will run statewide GOTV campaigns for each of these elections. With an evolving digital strategy and the possibility of safely getting canvassers back on the ground for fall elections, we will turn out large numbers of voters for all elections.

**She Leads** Power Coalition will be expanding our She Leads program in 2021, with an emphasis on data and building power for Black women in Louisiana.

# Acknowledgements

We are deeply appreciative of our partners across the state who helped us build power in 2020. These partners worked, volunteered, and built community throughout Louisiana in 2020. Our success in 2020 is due in large part to the work of our partners across the state. **Our work is anchored by our Executive Committee which is comprised of some of the most powerful organizing groups in the South.**

**Our GOTV success was only possible because of our deep partnership with VOTE**, one of Power Coalition's founding members. We have worked for 3 years on statewide campaigns with their team and are able to reach more people and build community across the state to create deep systemic change.

**Our successful lawsuit to expand voting access** was won in partnership with the NAACP Legal Defense Fund who worked with us throughout 2020 on election protection projects

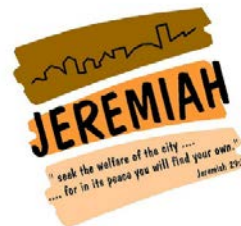
**In addition to our Executive Committee, other non-profit organizations, faith institutions, churches, greek organizations, and national partners** helped to provide election protection resources, provide rides to the polls, text, call, and canvass the communities to GOTV, host events, and more. We are thankful to all of these groups for their help.

**Our appreciation also goes out to all of the individual donors and foundations who provided support for our work in 2020.**

None of what we accomplished would have been possible without your generosity and belief that Louisiana matters.



## Executive Committee





# **POWER COALITION**

**For Equity & Justice**

**PowerCoalition.org • (504) 612-1513**

Social Media: **Facebook.com/PowerCoalition** • Twitter & Instagram: **@PowerCoEJ**