



## 2020 End of Year Report

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## Overview

This year, Minnesota had the highest general election voter turnout in the country for the third time. Minnesota Voice and our partners contributed to this record turnout through our advocacy efforts, field operations, and election protection program. Our priorities for the year were to 1) register voters in communities of color, 2) decrease barriers to voting for communities of color, and 3) turnout communities of color in the Presidential Primary, August Primary, and November General Elections.

## 2020 Successes:

- Our network registered 21,094 new voters and provided 24,175 voters with information about same-day voter registration.
- Our network reached more than 200,000 voters during the Presidential Primary, August Primary, and November General Election Get Out the Vote efforts.
- Re-granted \$200,353 and directed \$62,310 to 18 partner organizations for November General Election GOTV, resulting in 151,345 voter contacts.
- Contributed to statewide poll worker coverage by mid-October by connecting 4,971 poll worker candidates with local jurisdictions.

The 2020 election deepened Minnesota Voice's relationships with our partner organizations, scaled up our field programming, and moved more than \$1 million to our partners. Additionally, we grew our staff from 3 permanent staff to 7 permanent and 3 part-time staff and brought partners into our organization. In 2021, we will build upon our 2020 work by pursuing a bold pro-democracy legislative agenda, running a municipal GOTV program, and building more infrastructure to support our partners.

## Everybody Votes Campaign

Our largest year-to-year program is nonpartisan voter registration. In 2020, Minnesota Voice was the Minnesota-lead organization for the Everybody Votes Campaign - a national voter registration effort - and supported 11 partner organizations who ran voter registration programs. Prior to COVID, our program sought to register 75,000 voters. Due to the pandemic, we needed to adjust our program to be almost entirely online. Our network registered 21,094 new voters and provided 24,175 voters with information about Minnesota's same-day voter registration. Our partners included:

Partner	Constituency	Partner	Constituency
ACER - African Career Education & Resources	African immigrants	Anika Foundation	Black Americans
Asian American Organizing Project	Asian American and Pacific Islander communities	Black Civic Network	Black Americans and African Immigrants
Honor the Earth	Native and tribal communities	ISAIAH	Faith-communities, including Black American Northsiders and Muslim communities
LeadMN	Community and technical college students with an emphasis on campuses with high density of BIPOC	Minnesota Youth Collective	Students and young adults with an emphasis on BIPOC communities
Navigate	Latinx and Chicano/a communities, with a emphasis on rural communities	OutFront MN	LGBTQ+ community members with an emphasis on BIPOC communities
Take Action MN	Multi-racial focus, hubs in Twin Cities, Duluth, and St. Cloud		

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## Highlights of this program included:

- Prior to COVID, Outfront Minnesota, our state's largest LGBTQ advocacy organization, registered voters at drag brunch events in the Twin-Cities. Local drag performers partnered with them to distribute and collect voter registration forms from attendees.
- Minnesota Voice helped run a drive-through voter registration event in Fall 2020. We partnered with local churches to staff the event with volunteers and drove turnout with players from the Minnesota Timberwolves and Lynx joining and meeting fans.
- The Minnesota Youth Collective joined dozens of college Zoom lectures to inform students about how to pre-register to vote, same-day registration and how to vote safely in the pandemic.
- The Anika Foundation ran a COVID-supplies distribution drive that coupled mutual aid with voter registration. They focused on Black American communities in the Twin Cities.
- We expanded our reach in rural Minnesota, including voter registration efforts in Willmar, Marshall, Bemidji, Worthington, and tribal communities.



Photo credit:: African Career Education & Resources (ACER)

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## Voting Rights Table

MN Voice led a bi-monthly, 40 person coalition dedicated to mobilizing pro-democracy organizations to take legal, legislative, and grassroots action to make it easier for Minnesotans to vote. The goal of this space was to provide our partner organizations with access to the Minnesota's Office of the Secretary of State, provide updates on legal changes to the election (i.e. the changes to Minnesota's postmark date for mail-in ballots), and align our election protection programs.

Due to the coronavirus, the bulk of the table's work was to coordinate our advocacy efforts to ensure voters were able to safely vote during the pandemic. This table successfully achieved the following:

- Advocated for an extension to the mail-in ballot deadline and a waiving of the witness requirement, both of which were successful. Additionally, we advocated for every registered voter to be automatically sent a ballot. While this was unsuccessful, every registered voter was sent an application for an absentee ballot.
- Mobilized our partner organizations to recruit poll workers from their members bases and provide regular updates to our Voting Rights Table about ongoing needs.
- Leveraged our relationships with the Minnesota Office of the Secretary of State to get them to send two surveys about poll worker needs to the county administrators. This contributed to Minnesota hitting our poll worker recruitment goals early and being able to focus our energy on other critical election protection needs.
- Worked with the Minnesota Secretary of State to receive guidance regarding how local municipalities could implement drop boxes, resulting in 6 local jurisdictions adding drop boxes.
- Laid the groundwork for the State of Minnesota to develop an API for voter registration, allowing for easier online voter registration in future cycles.

- Distributed guidance to our partners following the reversal of the extension of the mail-in ballot deadline, ensuring voters across the state were able to return their ballot on time.

## Minnesota Uprising

Following the murder of George Floyd, Minnesota Voice paused our voting registration work to support our partners and community. Our staff provided supplies for frontline protesters, coordinated mutual aid efforts, and assisted in providing legal support to protesters. During the months of May and June, our activities were as follows:

- Launched a successful advocacy campaign to appoint Attorney General Ellison special prosecutor for George Floyd's murder. We secured 23 signatures on an open letter to the Minnesota Governor from elected officials and mobilized more than 500 members to call and/or email Governor Tim Walz to request he appoint Attorney General Ellison special prosecutor.
- Staff added capacity to mutual aid hubs across the Twin Cities - one in North Minneapolis, one in South Minneapolis, and another on the Eastside of St. Paul. These mutual aid hubs redistributed more than \$70,000 worth of supplies to community members. Our staff contributed 100+ hours to these efforts.
- Staff completed 75+ supply runs, distributing \$5,000 worth of supplies to partner organizations and community members. Additionally, Minnesota Voice raised \$100,000 to distribute to our partners for COVID-relief and re-distributed \$40,000 direct uprising-support to Black-led partner organizations.
- Built a 150+ person rapid-response network of individuals who can provide jail support for protesters in Ramsey County, the state's second largest county.



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Photo credit:Asian American Organizing Project

## **Get Out the Vote**

This year, Minnesota Voice worked to turn out voters for the Presidential Primary Election, the August Primary Election, and the November General Election. The Get Out the Vote (GOTV) programming prioritized turning out underrepresented voters - Black, Indigenous, and communities of color.

### **Presidential Primary**

Minnesota Voice used the 2020 Presidential Primary to test our scripts and engage women of color voters. We texted 2,101 members. Additionally, we supported our partner organizations with a “final push” doorknock in the lowest turnout precincts in Minnesota. This doorknock reached more than 2,000 voters on St. Paul’s Eastside.

### **August Primary**

Minnesota Voice used the August Primary Election to test tools for the November General Election and offer a dry-run for Minnesota Voice staff. Our August Primary program had three components: 1) GOTV texts 2) GOTV calls and 3) a pilot of our election protection program.

### **GOTV Texts**

Minnesota Voice piloted a GOTV texting program, focused on providing voters with information about 1) checking their voter registration, 2) changes to their polling location, 2) same-day voter registration. We texted more than 50,000 voters, resulting in 2,179 voters taking action to check their registration, find their polling location, and find information about same-day voter registration.

### **GOTV Calls**

In addition to texts, Minnesota Voice used the August Primary Election to transition from manual dials to an automated dialer. We tested our automated

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dialer over the course of four August Primary GOTV shifts. This transition allowed us to reach ten times as many voters in the November General Election.

### **Election Protection Pilot Program**

During the August Primary Election, Minnesota Voice assisted in piloting the 866-OUR-VOTE hotline. We participated in the. Additionally, we convened a debrief of more than 30 partner organizations to provide the Minnesota Secretary of State with suggested improvements for the November General Election.

## **November General Election**

### **We Vote MN**

Each general election, Minnesota Voice anchors a coordinated c(3) Get Out the Vote program. This year, our We Vote MN program was entirely remote and focused on empowering low-propensity voters to make a vote plan and, if necessary, register same-day. The program included GOTV texts, calls, and digital ads. Minnesota Voice maintained and promoted [www.wevotemnguide.org](http://www.wevotemnguide.org) with up to date voter information as polling sites were changed and added late in the election season.

### **GOTV Texts**

We Vote Minnesota was part of a national texting program run by State Voices. As part of this program, 165,000 Minnesotans received GOTV texts. These vast majority were BIPOC with a low propensity turnout score. Additionally, more than 10,000 voters in low-turnout precincts received text updates about the addition of early voting locations in their neighborhood.

### **GOTV Calls**

The We Vote Minnesota campaign mobilized 119 volunteers to make 55,924 GOTV calls to voters of color. These calls resulted in 1,947 conversations with voters. Anecdotally, we heard many voters say they would not have been aware of Minnesota's same-day voter registration law if we had not called them.

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## **GOTV Digital Ads**

The We Vote Minnesota campaign invested nearly \$50,000 in digital ads, focused on providing individuals with information about early voting and same-day voter registration, resulting in:

- **789,081 individuals, majority low propensity voters, reached**
- **3,339,615 digital impressions**
- **23,459 people informed about same-day voter registration**

## **Early Vote Grants**

In partnership with the Everybody Votes Campaign, Minnesota Voice supported 5 partner organizations hosting early vote events. These COVID-safe events focused on reaching voters in marginalized communities with information about early voting and same-day voter registration. The events contributed to Minnesota's record high early vote turnout.

## **GOTV Outreach Grants**

This year, Minnesota Voice regranted \$240,353 (and secured external support for others) to help 18 partner organizations do Get Out the Vote work. These partner organizations used these resources to launch statewide street art campaigns, mobilize voters in their communities, train de-escalators, and more. MN Voice staff supported grantees with training, script-writing, and data support. In total, these grants contributed to:

- **22,347 doors knocked**
- **69,016 calls made**
- **44,002 texts sent**
- **376 volunteers activated**
- **94 leaders trained**
- **27 GOTV trainings**
- **81 GOTV events**
- **800 rides to the polls**
- **20,775 pledges to vote**
- **151,345 total voters reached**

We supported the following organizations with a GOTV grant:

<b>Partner</b>	<b>Constituency</b>	<b>Partner</b>	<b>Constituency</b>
SEIU Local 26	BIPOC union-members	Love Vote Rise	Prioritized BIPOC communities with art pop-ups
Somali Community Resettlement Services	East African immigrants	Kasmo Consultancy	East African immigrants
New Justice Project	Black residents in Minneapolis	Jewish Community Action	Predominantly BIPOC renters in Twin-Cities suburbs
MUUSJA	Faith-based communities, focused on BIPOC turnout in Greater MN	Honor the Earth	Tribal communities / Native voters
MN NORML	Focused on young BIPOC voters who support legalizing marijuana	Greater MN Workers Center	East African workers in Greater Minnesota, specifically St. Cloud
Communities Organizing Latinx Power and Action (COPAL)	Latinx and Spanish-speaking communities statewide	Council on American Islamic Relations Minnesota (CAIR-MN)	Muslims and East African immigrants
Black Civic	Black Americans	Ayada Leads	East African

Network	and African Immigrants		voters in the Twin-Cities
ACER	African immigrants	A Mother's Love	Black voters in the Twin-Cities

These grantees used innovative tactics to GOTV in their communities. A few examples include:

- Honor the Earth, an Indigenous organization, rented busses to provide COVID-safe rides to early vote. Additionally, they ran a relational program between elders and youth in the community. Elders identified youth they were in relationship to register them and have them pledge to vote.
- Love Vote Rise launched a series of pop-up art projects, including projections and posters, encouraging people to vote. Their social media coverage totaled 110,000 engagements over 3-weeks. They partnered with the Cities of Red Wing, Saint Paul, the library systems of Saint Paul, Hennepin County, Science Museum of MN, Weisman Museum, etc. supported and distributed our art/messaging. Their projections and posters reached many areas of the state, from Mankato/St.Peter to Brainerd and the North Shore.
- Council on American-Islamic Relations Minnesota (CAIR-MN) reached more than 50,000 Muslim voters as part of their phone calling program. This program was volunteer-run and also resulted in 800 rides to the polls.

### **Election Protection Program**

MN Voice was one of four organizations anchoring nonpartisan election protection in Minnesota. Our main role was coordinating a Slack to centralize communication about election protection resources on Election Day. We partnered with more than 50 grassroots organizations to distribute these resources. Additionally, our staff were part of the election protection command center convened by Common Cause MN. In this capacity, we helped support poll monitors and alerted local election administrators to issues at polling locations.

An overview of the Election Day election protection program can be found in appendix-b.

## 2020 Fellows Program

The We Vote MN Community Organizer Leadership (COL) Program trains organizers of color on executing effective voter engagement efforts focused on increasing voter turnout from communities of color. This innovative approach provides leadership development for emerging leaders, with the organizers (Fellows) serving as the foundation for the We Vote MN Coalition's coordinated integrated voter engagement programs.

This year we had a cohort of 15 individuals embedded in partner organizations to help grow their constituencies. In the midst of the pandemic they were able to register 1,200 new voters in the state of Minnesota, pledge over 3,000 folks to vote by mail, made over 5,000 calls, and sent over 20,000 texts to ensure every eligible voter had a safe plan to vote. Many of these Fellows also lead a lot of the mutual aid work happening in the Twin Cities, by setting up distribution sites in North and South Minneapolis, offering legal/bond support, or creating funds to redistribute wealth to members of our community suffering the most due to poor government response.

<b>Organizations with 6 month fellowship:</b>	<b>Organizations with 12 month fellowship:</b>
<ul style="list-style-type: none"> <li>● A Mothers Love, LLC</li> <li>● CAIR-MN</li> <li>● MN NORML</li> <li>● MN People of Color Pride</li> <li>● NAACP MPLS</li> <li>● New American Development Center</li> </ul>	<ul style="list-style-type: none"> <li>● ACLU-MN</li> <li>● Ayada Leads</li> <li>● COPAL</li> <li>● Gender Justice</li> <li>● Jewish Community Action</li> <li>● Main Street Alliance</li> <li>● Women for Political Change</li> </ul>

- Somali Community Resettlement Services
- TakeAction Minnesota

## Native Organizing Table

While building out the 2020 vision for Minnesota Voice, one evident community of historic underinvestment is the Indigenous community. This underinvestment results in the lack of voter registration and voter participation gap between Indigenous communities and white communities. Thousands of Indigenous community members live across the most rural part of Minnesota and are left out of our electoral systems. Minnesota Voice wanted to help change that and help strengthen the civic infrastructure. We partnered with local funders to help build out a full program that centers and is led by the Indigenous community.

We are currently funding two organizations, Native American Community Development Institute and American Indian OIC, who are organizing other Indigenous-led organizations to do long-term civic engagement work in the Indigenous communities. Their Make Voting a Tradition campaign gained national attention, giving quotes to national news outlets such as the New York Times and USA Today. They engaged 23,000 voters, registered 500 new voters in-person, and held 15 socially-distanced voter education events.



Photo credit: Native American Community Development Institute

## Democracy Defense

Minnesota Voice contributed significant staff capacity to the Minnesota Democracy Defense Coalition. This work was led by our People's Action and Center for Popular Democracy affiliate, TakeAction Minnesota. As part of this coalition, our staff led two lanes of work: elected official engagement and election administration. The elected official engagement lane focused on briefing elected officials about various post-Election Day scenarios. The election administration lane focused on tracking election-related litigation (i.e. the postmark change) and providing election protection resources. These lanes of work contributed to the overall objective of the coalition which was to ensure Minnesota counted every vote and certified the election results, which they did.

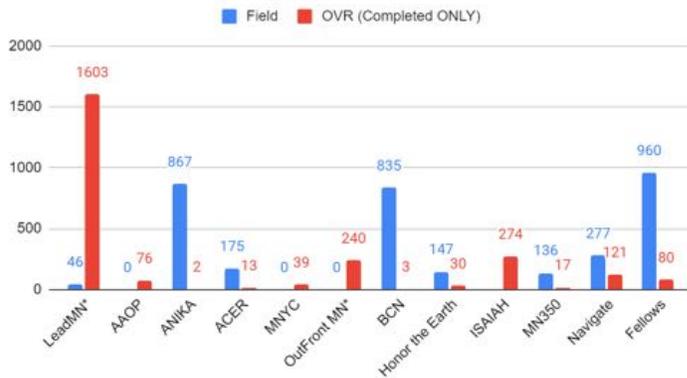


Photo credit:Asian American Organizing Project

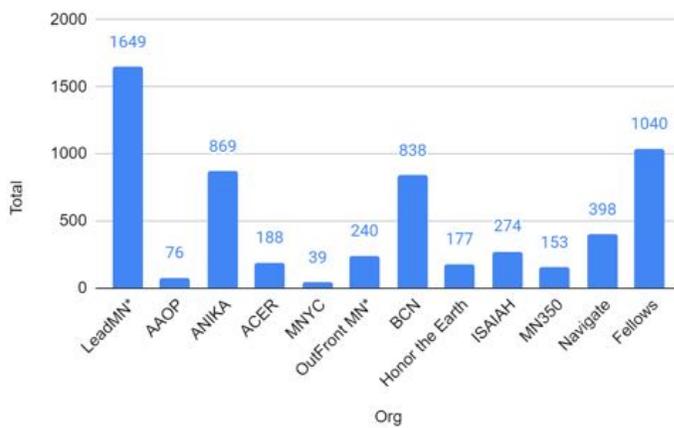
# Appendix- A

## 2020 Voter Registration number breakdown

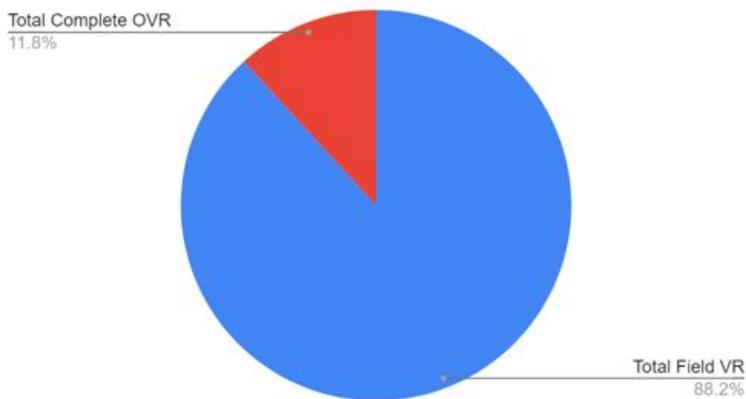
Breakdown of VR by Organization



Total VR (combined OVR and Field) by Organization



OVR vs Field



<b>Total Field VR</b>	18,603
<b>Total Complete Online VR</b>	2,498
<b>Grand Total</b>	21,101

<b>Online Voter Registration</b>	
<b>JEA/Collective</b>	1882
<b>Fellows</b>	80
<b>Everyone else lol</b>	536
<b>Total</b>	<b>2498</b>

<b>Field</b>	
<b>JEA</b>	46
<b>Collective</b>	2437
<b>Vendor</b>	15144
<b>Fellows</b>	976
<b>Total</b>	<b>18603</b>

<b>Org</b>	<b>Field</b>	<b>OVR (Completed ONLY)</b>	<b>Total</b>
<b>LeadMN*</b>	46	1603	1649
<b>AAOP</b>	0	76	76
<b>ANIKA</b>	867	2	869
<b>ACER</b>	175	13	188
<b>MNYC</b>	0	39	39
<b>OutFront MN*</b>	0	240	240
<b>BCN</b>	835	3	838
<b>Honor the Earth</b>	147	30	177
<b>ISAIAH</b>		274	274
<b>MN350</b>	136	17	153
<b>Navigate</b>	277	121	398
<b>Fellows</b>	960	80	1040
<b>Total</b>	3443	2498	5941

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# Appendix- B

## Election Protection Overview - Updated 1pm, 11/1

- **866-OUR-VOTE Hotline:** Voters and volunteers can call or text the hotline number or chat with the hotline at 866ourvote.org. Voters can get answers to their questions about voting (i.e. What should I do if I haven't sent back my mail-in ballot?). Volunteers can report issues they see at the polls. These reports will be triaged by a trained legal team to determine if election protection volunteers, de-escalators, or lawyers need to be deployed to remedy the situation. **A summary of reports to the hotline will be provided in the 2020 Election Protection Slack channel AND the #election-protection-lane channel every half hour on Election Day.**
- **Social Media Monitors:** Common Cause MN has a social media monitor program. Individuals monitor platforms like Facebook, Twitter, Instagram, Next Door, and TikTok to help assist voters who post questions about voting and elections online and to flag misinformation and disinformation. **These volunteers work with the national Common Cause team and are not directly connected to the MN Election Protection Command Center.**
- **Legal Rapid Response Network:** The Legal Rapid Response Team will, in collaboration with Lawyers' Committee staff attorneys and EP partners, prepare for potential litigation to protect citizens' fundamental right to vote immediately before, on, and immediately after Election Day on November 3, 2020. For example, if a polling location opens late, they would work to get the hours extended by a judge order.
- **2020 Election Protection Slack:** This Slack will include the nonpartisan election protection command center aka "boiler room" and legal team, including the rapid response legal network. **If your organization has individuals providing rides to the polls, serving as election protection volunteers (checking to make sure polling locations are open, monitoring long lines, etc), or serving as trained, non-violent de-escalators, they should be in this Slack in case they need legal advice.** To request to join this Slack workspace contact Joelle Stangler, [joelle@minnesotavoice.org](mailto:joelle@minnesotavoice.org).
- **Democracy Defense Slack:** In addition to the election protection Slack, there will be a channel in the Democracy Defense slack titled #election-protection-lane, led by Joelle from MN Voice. Updates and resources will be cross-posted

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between these two Slack channels. The 2020 Election Protection Slack was set up before the MNDD Slack, so we will be using both to provide folks with updates. **If you do not have individuals on the ground doing election protection work, being part of this channel will be sufficient.** To request to join this Slack workspace contact Marissa Luna, [marissa@abetterminnesota.org](mailto:marissa@abetterminnesota.org).

## Resources

- **Nonpartisan Literature:** The We Vote MN campaign, a nonpartisan voter outreach initiative, created informational literature for nonpartisan outreach: [https://drive.google.com/file/d/1f6Y1DL9Qa19Z9cf9DVCs2LKsn\\_Bnt\\_Gn/view?usp=sharing](https://drive.google.com/file/d/1f6Y1DL9Qa19Z9cf9DVCs2LKsn_Bnt_Gn/view?usp=sharing). Feel free to print and use this.
- **Election Judges:** If there is a last minute poll worker shortage, election administrators can call 1-888-427-8643 starting Saturday, October 31st - Tuesday, November 3rd. Power the Polls has curated a list of individuals willing to serve as back-up election judges. Additionally, they have created a hotline for administrators to call if they are in need to back-up election judges. These lists have been sent directly to election administrators.

**If you are made aware of a polling location in need of election judges, post a message in the [#election-protection-lane](#) Slack channel of the MNDD Slack.**

- **Rides to the Polls:** Minnesota Interfaith Power and Light (MIPL) is running a rides to the polls program. A team of volunteers are available to give free rides to polling sites anywhere up to an hour away from the Twin Cities.

Rides are available every day for early voting (8am-5pm on weekdays and 10am-3pm on Saturday) to Election Day (7am-8pm). Ride slots are limited and available on a first-come, first-served basis for up to 2 people/ride. Please make reservations at least 24 hours in advance. We can't guarantee availability but will do our best. You will be contacted within 24 hours with a confirmation or alternative ride times. Covid-19 precautions will be taken, including: face masks, open car windows, hand sanitizer, and sanitizing door handles before and after each trip.

**If voters need a ride, they should fill out this form: [bit.ly/earlyvoteride](https://bit.ly/earlyvoteride). If voters are more than an hour away from the Twin Cities, have them call or text (507) 933-0584.**

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- **Food for Lines:** We are partnering with Pizza to the Polls for their Democracy is Delicious program, focused on providing food to polling locations with long lines or where the presence of a meal may increase voter turnout. There will be food trucks stationed at high priority precincts across Minneapolis. Additionally, Minnesota Voice will be in touch with their organizers on Election Day to assist in identifying long lines.

**To report a long line, fill out this form <https://polls.pizza/> AND post a note in the #general thread in the Election Protection Slack.**

## Volunteer Opportunities

**Social Media Monitoring:** Common Cause is still accepting social media monitors for Election Day. There is a training being hosted on Sunday, Nov. 1st at 4pm CST: [us02web.zoom.us/meeting/register/tZ0ocOqtpjMuHdRw1M0Hx1ee8y5ZCu9JeJ7a](https://us02web.zoom.us/j/81212000000). More info: [www.commoncause.org/what-we-do/join-common-causes-action-team/](http://www.commoncause.org/what-we-do/join-common-causes-action-team/)

**Poll Monitoring:** Common Cause MN is in charge of placing election protection volunteers at high priority polling locations. There are no more scheduled training sessions, but the previous training sessions have all been recorded. Anyone who wants to be a poll monitor needs to reach out by this Saturday, October 31st. If you are in Greater MN, reach out to Annastacia Belladonna-Carrera at [abelladonna@commoncause.org](mailto:abelladonna@commoncause.org). If you are in the Metro, reach out to Sina Black at [black.sina1977@gmail.com](mailto:black.sina1977@gmail.com).

**Peace Keeping:** SEIU Local 26 is coordinated training individuals interested in serving as non-violent de-escalators on Election Day. They have trained 85+ individuals and are open to training more. They are exploring setting up training on Sunday, November 1st if there's enough interest. The highest need areas are Brooklyn Park, St. Paul, and college campuses. Individuals can express their interest here: [https://docs.google.com/forms/d/e/1FAIpQLSfyzS-oFxJnvwq1Pg5rTbQMUSLz6\\_zbOZOjGIDC](https://docs.google.com/forms/d/e/1FAIpQLSfyzS-oFxJnvwq1Pg5rTbQMUSLz6_zbOZOjGIDC)