

Election Lookback Report 2020



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Letter from our Executive Director



On behalf of State Voices Florida, I am pleased to present to you the 2020 Election Lookback Report. This report will highlight our partners and provide some intel on the qualitative and quantitative work that was done throughout the state.

State Voices Florida is a 501(c)(3) that supports the powerful network of coalitions fighting for multiracial political power using data, civic participation, and grassroots organizing.

We are honored to work with over 90 partner organizations that serve historically underrepresented and marginalized populations -- including Black people, Indigenous people, and other people of color, LGBTQ+ people, low-income individuals, single women, and youth.

We're lifting the voices of marginalized groups!



Juanica Fernandes
State Voices Florida
Executive Director

SVFL Programs

The focus of our work in 2020 was holding a convening space to provide the 30,000 foot view, coordinating efforts between partners and filling in capacity gaps wherever necessary.

In coalition with our partners, we were able to accomplish tremendous work. Here are a few towlines of our accomplishments statewide:



Election Protection Program



160,000 New Voters



2.8 million Floridians contacted for GOTV

Our accomplishments were not achieved without its fair share of challenges. The COVID-19 pandemic forced SVFL to pivot to remote organizing models. Many of our partners lacked the funding to acquire the tools and training necessary to operate in a fully digital environment but we met those challenges head-on.

SVFL offered a wide variety of training programs to address our partner's needs, provided PPR for those doing field work, language assistance, and supported data infrastructure statewide.

This year was filled with with twists and turns but we are excited to take on 2022 and its challenges. We will continue to focus our main buckets of work:



Civic Education



Civic Engagement



Civic Equity

It is a privilege to work with our amazing partners ever day as we help build a stronger democracy for all Floridians.

We hope you enjoy this resource and we look forward to connecting with each of you.

Meet the Team



Civic Education

Activist Training

State Voices Florida conducted 35+ trainings with over 700 attendees in both Spanish and English. In addition to offering a core curriculum of introductory courses, SVFL tailored and developed trainings that addressed the specific needs of partners organizations. While some of these trainings were catered toward specific programs that we administered such as GetThru trainings, others were geared towards capacity building for the staff and canvassers of affiliated with our partners.



Training Curriculum of 2020:



Shifting Program



VAN 101



Script Writing



Time Management



Digital Organizing



Phone & Text
Banking



Google 101/201



Returning to the
Field



GOTV



Relational
Organizing



Ways to Vote 2020



Poll Monitoring

Amendment Education

In addition to working with partner organizations to educate our membership about the pros and cons of the six proposed amendments to the Florida Constitution, SVFL took a public stance on three ballot initiatives.



Amendment 1, or the “Citizenship Requirement to Vote in Florida Elections,” would require only eligible Florida citizens be allowed to cast a ballot in elections. Working with the ACLU-FL and the LWV-FL, we launched a social media campaign against the passage of this amendment.



Amendment 3, or the “Top-Two Open Primaries for State Offices Initiative,” proposed the establishment of a top-two open primary system for the election of the governor, cabinet, and legislators. Working in loose coalition with several of our partners, SVFL released a social media kit in opposition to Amendment 3. This measure failed in November.



Amendment 4 proposed that amendments to the Florida constitution be passed by a supermajority in **two** consecutive elections to take effect. State Voices Florida took a strong stance in opposition to this measure and worked to build out a full public education campaign on the disastrous effects that it would have on direct democracy.

Voter Registration

In 2020, State Voices Florida ran their largest statewide Voter Registration Campaign, coordinating the efforts of 14 partners. While historically VR focus in Florida has been In Field collection, 2020 necessitated innovation and a shift to remote organizing programs. By and large, in field collection dwindled to a halt in March, with some partners returning to the field for brief intervals when it was safe to do so.

When Florida's Online Voter Registration tool crashed ahead of the October 5th deadline to register, SVFL took to the media, releasing a statement calling for better, more secure infrastructure across the state and successfully called upon Governor DeSantis to extend the Voter Registration deadline.

This election year, SVFL partners added over 160,000 new voters to the voter roll in 2020 and pioneered efforts to utilize new tools to ensure quality control in a primarily digital environment.



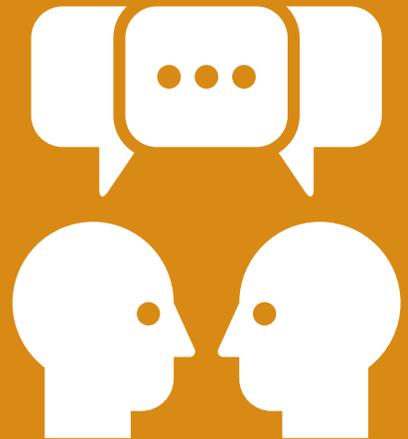
VR By the Numbers



161,983
Total Vote Registrations



135,401
In Field Collection



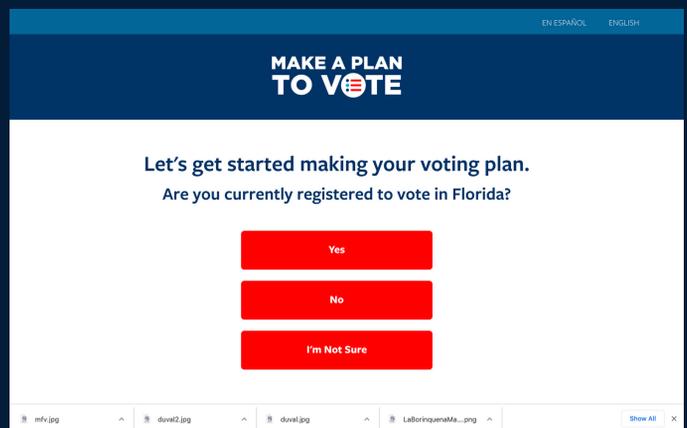
Online Voter Registration Tool



16,762
Progress Florida



9,820
Rock the Vote



Get out the Vote (GOTV)

Table Partners held 120+ events across the state, spreading its spanse from the panhandle to the First Coast and down to the Keys. In recentering public discourse, these events took place digitally so all vested parties could participate. Physical events took place in geographically diverse locations, when safe, to ensure that our brothers and sisters in rural communities had an opportunity to be heard as well. Whenever possible, these events incorporated mutual aid and implemented integrated civic engagement approaches.

The Table operated a successful digital video and display campaign designed to Get Out The Vote among historically underrepresented communities which generated over 10 million impressions across the state. Mindful of the “digital divide,” SVFL also conducted a mailer to over 260k Floridians, encouraging them to register to vote and request their ballot which included reminders of key deadlines to keep in mind.



Voter Outreach

12.7 million	Total number of contacts
27 million	Outreach attempts
10 million	Social media impressions

Call, Text, and Mail



12.7 million

Call attempts



7.8 million

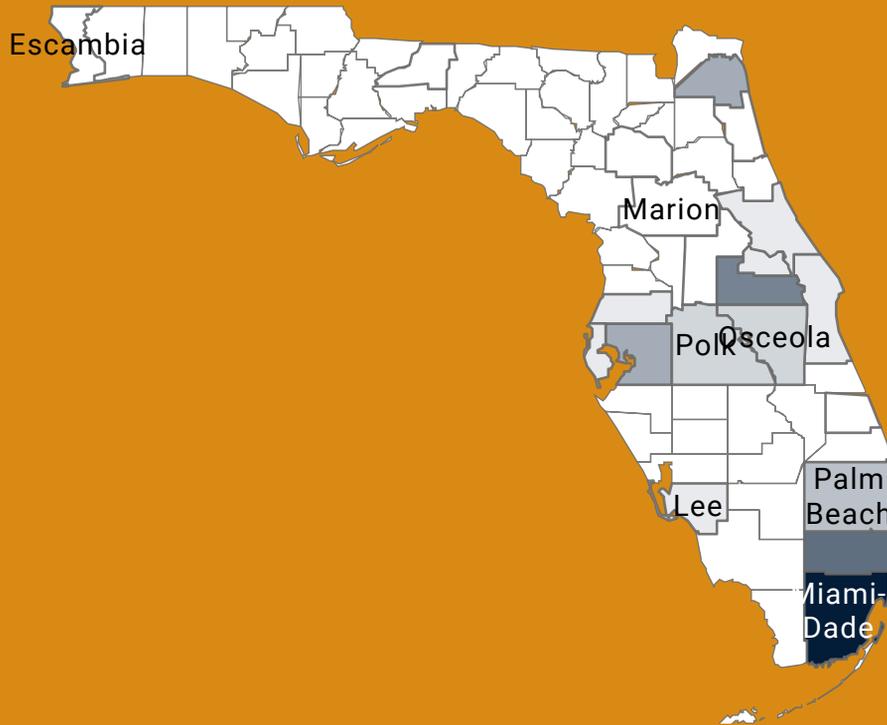
Text messages sent



3 million

Mail pieces delivered

Top 20 Voter Contacts



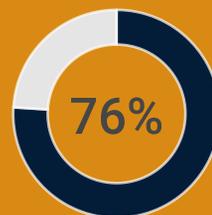
Voter Contacts by County



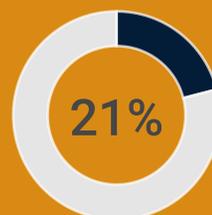
Voter outreach has been a central pillar of the SVFL get out the vote effort. During the 2020 cycle, these key voter demographics were identified and contacted as a part of the voter turnout strategy.



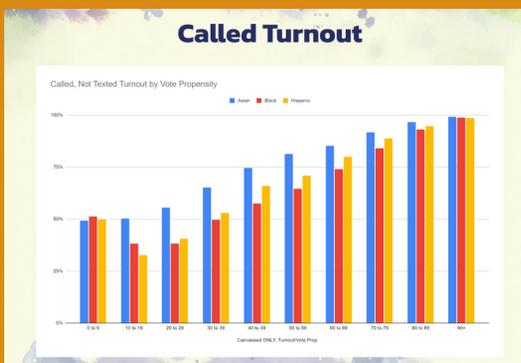
Women
registered voters



BIPOC
registered voters



First-time
registered voters



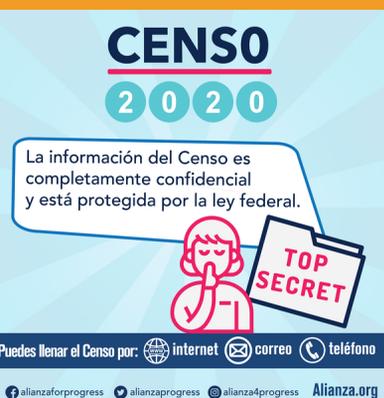
Civic Equity: Census

State Voices Florida was heavily involved in the decennial census process, leveraging our partnerships to ensure every individual was counted for apportionment purposes. Working with four grantees, SVFL worked diligently in hard-to-count (HTC) communities in our efforts to get a complete count across the state of Florida. To this end, we invested early in forming coalitions, focused heavily on digital advertising, and implemented several layers of grassroots organizing tactics and strategies leading to an overall increase in our Self-Response Rate as compared to 2010.

Our efforts focused on BIPOC communities in Florida zip codes with sub-50% Self-Response Rates at the time of our outreach.

These communities are routinely and systematically undercounted, and thus underserved, by the census which leads to fewer funds and resources coming into the communities that we serve.

We engaged our target communities by a variety of means including digital messaging, peer-to-peer text and phone banks, and partnered with other organizations to conduct general outreach and education to dispel misconceptions about the census. In South Florida, partners ran Haitian Creole and Spanish-language radio ads targeting the LatinX and Haitian-American Community urging them to mobilize, get counted, and encourage neighbors to do the same.



Election Protection

Election Administration

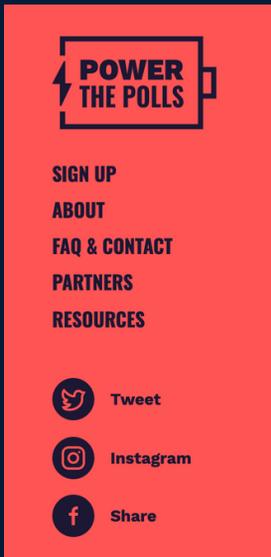
In addition to statewide efforts to more fairly and equitably administer Florida's elections, State Voices Florida engaged in a year-long effort to effect change specifically in Duval County. SVFL facilitated weekly local coalition meetings, organizing a pressure campaign against the Duval County Supervisor of Elections.

In pursuit of this effort, our organization held three press conferences identifying issues with the SOE. Our pressure campaign was a resounding success, and it resulted in:

- One in-person meeting with the Duval County Supervisor of Elections
- 264,000 pieces of vote-by-mail literature being distributed to Duval County residents to inform them of their rights surrounding VBM
- An increase in ballot drop box availability as they were moved from inside polling locations to outdoor locations, permitting a higher concentration of voters to utilize them



Election Protection

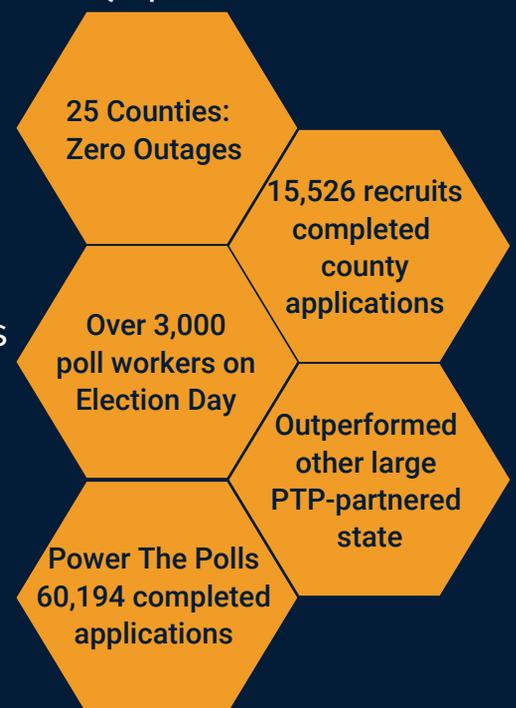


State Voices Florida functioned as one of the primary Florida contacts for Power the Polls, a national poll worker recruitment effort which operated in a number of battleground states this cycle. The goal of our partnership was to promote poll worker recruitment opportunities throughout our 25 priority counties in Florida.

Since SVFL only had August and September to link our poll worker recruitment pipeline into the

appropriate Supervisors of Elections Offices, our efforts focused on five large counties and aimed to establish a positive and productive working relationship with county SOEs to them reach poll worker recruitment and training goals; recruit poll workers to show up for the November 3, 2020 General Election; and ensure poll workers had appropriate personal protective equipment.

As poll worker needs and SOE interest varied from county to county, we focused on the five most populous counties in Florida. Our efforts were successful, and we were able to expand the program to the 25 most populous counties in Florida to ensure they had sufficient poll worker coverage during Early Voting as well as Election Day. Our work produced over 15,000 verified poll worker applicants, and over 1,000 of those applicants were selected, trained, and deployed for work on Election Day this past November.



Election Protection

Poll Monitors

As part of our efforts to protect the voting rights of every Floridian during the 2020 cycle, State Voices Florida undertook a robust Poll Monitor Program with the intention of protecting as many counties in Florida as possible. In coordination with the Florida Election Protection Coalition, we coordinated with over 20+ partners statewide, funded 9 partners, and worked in 12 counties across all regions of FL, training around 400 volunteers, to ensure that Election Day went smoothly for all voters.



Swag and PPE

SVFL undertook a PPE and swag distribution project ahead of the November election to distribute gear to Election Protection Volunteers throughout the state. In the second iteration of this distribution program, SVFL distributed the following provisions and swag:



Hand Sanitizers
1,900 distributed



Masks
1,250 distributed



Buttons
1,500 distributed



Lanyards
1,500 distributed



Yard Signs
160 distributed



Car Magnets
350 distributed



T-shirts
1,716 distributed

Poll Monitoring Program

9

Poll Monitor Regrants

12

Targeted counties

339

Trained Poll Monitors

67

Counties covered

The State Voices Florida Poll Monitor Program focused on statewide election protection efforts. Through grant and other funding opportunities, we worked with partner organization to provide support and security in all 67 Florida counties.

During the 2020 election, SVFL and its 90+ partners assisted thousands of voters throughout early voting and Election Day voting periods.

Partner Funding

Regrants

With our 30,000 foot view of the state, State Voices Florida is able to assess the efficacy of programs and determine where gaps in coverage exist. In doing so, we are able to maximize our direct voter contact and civic engagement programs to ensure that we are reaching the most Floridians possible with our messaging. As part of these efforts, our operations department oversees

grant administration programs designed to extend our reach and make sure that undersaturated regions of the state are engaged in the political process.

In 2020, we administered a variety of grants which fell under our three pillars work: Civic Education, Civic Engagement, and Civic Equity.

Regrants: 2020 Snapshot

In total, SVFL regranted more than \$600k over 40 regrants to 23 separate partners during the 2020 election cycle.



\$600,000

Worth of regrants awarded



40

Programs funded through regrants



23

Partner organizations received regrant awards

Operations

Personal Protective Equipment

2020 was an unprecedented year for a variety of reasons, COVID-19 notwithstanding. In March, our in-field voter registration programs were suspended indefinitely in order that funders and partners could assess the feasibility of continuing these programs in light of the worsening public health conditions.



In addition to disseminating information about best practices for health and linking a variety of mutual aid organizations throughout the state, our Operations Department oversaw the distribution of PPE to all of our Voter Registration partners. Through three central hubs, one in North Florida, another in Central Florida, and a third in South Florida, we coordinated efforts with partners to ensure that all canvassers had ample provisions should any partner organization engaging in Voter Registration decide to return to the field for in-field collection.

When it was determined that it likely would not be possible to return to the field in 2020, State Voices Florida helped partners distribute PPE throughout the communities that they served and donated extra provisions to community centers and schools.

SVFL helped administer the following amounts of PPE:



Thermometers
40 distributed



Hand Sanitizer
1,296 distributed



Gloves
72K distributed



Pen boxes
273 distributed



Masks
340K distributed



Disinfectant wipes
582 distributed

Communications

State Voices Florida has made important contributions to the (c)(3) space in facilitating a space for communications and providing much needed centralization between partner organizations to coordinate rapid response efforts. While this effort was localized to Election Protection efforts, the coordination among partners was pivotal to all earned media hits for the Table. In addition to earned media, the Table engaged in paid media campaigns primarily across digital mediums to elevate several concurrent programs.

We are pleased to report that we met all three of our stated goals in our Election Protection Communications Plan:

- Lift up SVFL's Election Protection efforts;
- Help recruit poll monitors;
- Respond quickly to violations of Florida's election law and reaffirm public confidence that their vote is protected.

SVFL sent approximately 225,000 pieces of direct mail to voters in 2020. We are still awaiting final results on the efficacy of our mail campaign.

The image shows a screenshot of a Facebook post from the 'Florida 501c3 Civic Engagement Table' dated October 31, 2020. The post includes a video of John Legend speaking, a quote by Alicia Garza, and a promotional poster for State Voices Florida. The poster features the text 'THE TIME IS NOW. A NEW FUTURE IS POSSIBLE. THE 2020 ELECTION WILL HELP US TO TRANSFORM THIS WORLD INTO A BETTER ONE.' and 'CHANGE IS HERE.' along with the State Voices Florida logo. Below the poster is a flyer titled 'YOUR VOTE IS YOUR VOICE' with a QR code and the text 'AMPLIFY YOUR VOICE, AND CAST YOUR BALLOT BEFORE NOVEMBER 3!' and '¡SU VOTO ES SU VOZ! ¡AMPLIFIQUE SU VOZ Y VOTA ANTES DEL 3 DE NOVIEMBRE!'.

Florida 501c3 Civic Engagement Table
October 31, 2020 ·

Early voting ends tomorrow. Polls are open today and tomorrow from 7am to 7pm. Go out and vote.
<http://makeaplantovote.com/early> #EveryVoteCounts
#BlackVotersMatter #BlackVotesMatter #FreeTheVote #GOTV #Election2020

John Legend
0:06 / 0:59

"I think voting is one step in getting us there—a nation where Black lives matter, women are respected, trans people live full and dignified lives, and where people have what they need to live well"
- Alicia Garza

Florida 501c3 Civic Engagement Table
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We share a vision of achieving full participation & representation in our

THE TIME IS NOW.
A NEW FUTURE IS POSSIBLE. THE 2020 ELECTION WILL HELP US TO TRANSFORM THIS WORLD INTO A BETTER ONE.
CHANGE IS HERE.
STATE VOICES

YOUR VOTE IS YOUR VOICE
AMPLIFY YOUR VOICE, AND CAST YOUR BALLOT BEFORE NOVEMBER 3!
¡SU VOTO ES SU VOZ! ¡AMPLIFIQUE SU VOZ Y VOTA ANTES DEL 3 DE NOVIEMBRE!
Visit: <https://makeaplantovote.com/flcst/> or scan the QR code to request your ballot.
BE SURE YOUR VOTE COUNTS. We recommend you receive your ballot by October 20th or use a dropbox. Sign and track your ballot status!
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Communications

SVFL in the Media

Over the course of the Election Cycle, our media presence steadily increased. We were quoted directly in eight articles across the state and featured as a participating civic engagement organization in another in another two articles.

”

"21,000 Florida mail-in ballots flagged due to signature issues. Advocates caution time has run out to trust the post office with your ballot."

News4 Jax- Jacksonville

”

"At this point, we are suggesting that you still go and drop off your ballot. We no longer encourage the mailing in of your ballot, said Juanica Fernandes with State Voices."

WCTV- Tallahassee

”

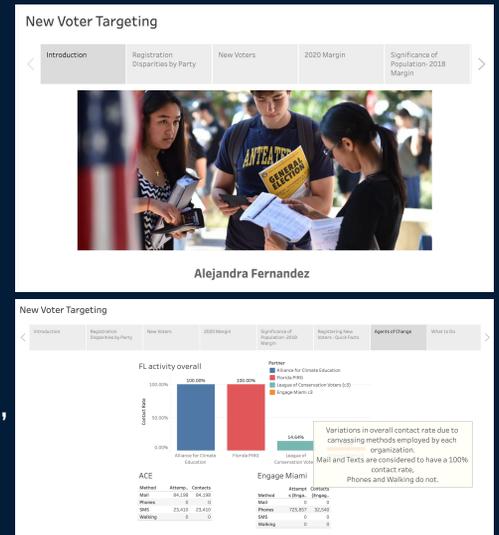
Rights advocates warn of potential roadblocks as early voting continues in Florida- *Florida Phoenix*

"Juanica Fernandes, executive director of State Voices Florida, urged supervisors to post notices of changes to voting facilities prominently on their websites. She also asked that they not completely reject ballots cast by voters whose change-of address forms weren't entered before supervisors sent out their vote-by-mail ballots. She suggested officials at least could count votes for federal or state offices not affected by a voter's mailing address. "I don't believe this is such a complex or hard issue that can't be solved," she said. And she pointed to disparities in the rate of ballot cures —that is, steps taken by voters to repair flawed ballots by, for example, signing an affidavit attesting that they cast the ballot if their signatures don't seem to match."

Fellows Program

Data Fellows

In Fall 2020, State Voices Florida initiated its first class of Data Fellows. The 2020 program aimed to train and develop new and first-time data associates on running comprehensive data-driven programs that rely on facts and hard numbers. In addition to providing support to partner organizations, we aimed to increase voter registration and civic engagement through a variety of programs. The data fellowship program was pivotal to accomplishing our organizational goals. Our Data Fellow goals included “graduating” our Data Fellows to be in a position where they would be eligible for and capable of serving as Data staff for partner organizations around the state. Due to the election cycle ending, we have not as of yet been able to assess complete success on this goal.



Civic Engagement Fellows

This year State Voices Florida welcomed a selected few individuals to be part of the inaugural class of the SVFL Civic Engagement Fellows Program. The Civic Engagement Fellows have had the opportunity to develop valuable professional and educational lessons, tools, and experiences that will help them throughout their future in becoming young civic leaders within the communities we serve. The Fellows assisted with our Communications, Digital, and Program Departments and received baseline training on how to become community activists and organizers.

In Closing

Over the course of 2020, an unprecedented year in and of itself, the SVFL managed to grow its partnership base while simultaneously expanding its scope of work and the services provided to our members.

In 2021, our first order of business has been to meet with as many partner organizations as possible on a fact-finding and fact-facing mission. It is our hope that these conversations will lay the groundwork for greater cooperation and accountability in the (c)(3) space throughout the year. Already, these conversations have yielded positive results. One of the key takeaways is the need to spend the off-cycle investing in and rebuilding critical organizing infrastructure throughout the state.

The role of State Voices Florida is to facilitate conversations between likeminded organizations; to hold partners accountable to the standards and goals that we collectively set; and to oversee the grand strategy of Florida's developing progressive ecosystem. With the benefit of our initial takeaways from the state's performance last year, we look forward to taking SVFL in a new direction this year, building on the successes that we had and constructively assessing the shortcomings we experienced.

With our 30,000 foot view of the state, State Voices Florida is in the unique position to develop the state's progressive infrastructure, coordinate civic engagement and education efforts, and fill in capacity gaps as they become apparent. Already, the SVFL team is hard at work developing a more collaborative communications strategy to streamline efforts to combat dis- and mis-information, finalizing the curriculum for our 2021 Fellows Programs to develop the next generation of progressive leaders, and identifying unique and innovative ways to engage data. With your continued support, we look forward to a productive year!