

How do we grow our power?

APPLYING LESSONS LEARNED FROM 2020

Cuban

Dominican

Hispanic

Latino

MEXICAN-AMERICAN

Latinx

Tejano

Puerto Rican

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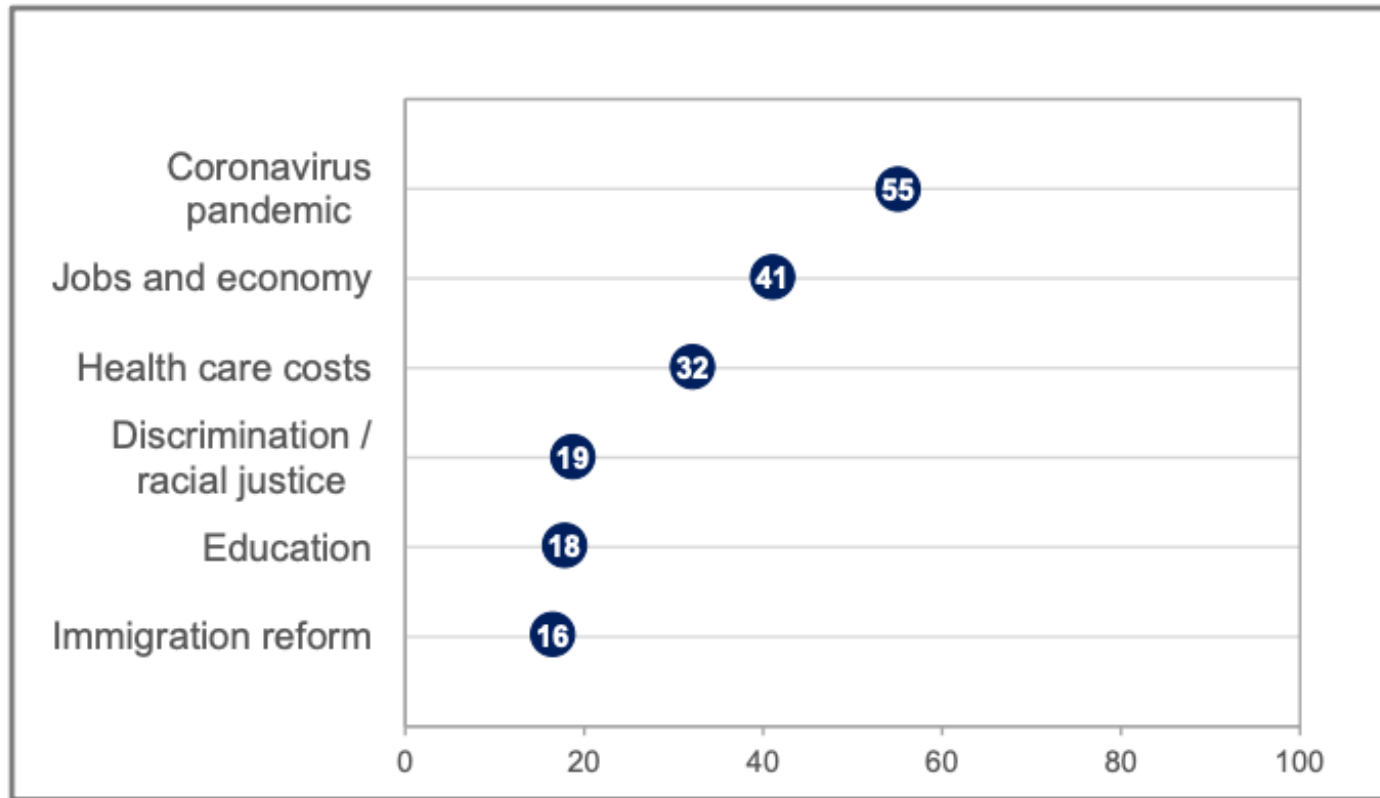


Top Issue Priorities

COVID is the top priority issue for Latinos.

While immigration is not as salient in previous years, Latinos have taken note of the rise in racism and discrimination toward immigrant and POC communities, which emerges as 4th top issue.

Addressing discrimination and racial justice is especially important for young Latinos 18-29 (24%)



N=15,200 +/-0.8% (Oct 23-Nov 2, 2020)

COVID RELIEF AND IMMIGRATION IN 2021

Poll of 1,124 likely voters conducted by Vox and Data for Progress (DFP) released Feb. 4, 2021

COVID:

64% of likely voters and 83% of Democrats either “strongly” or “somewhat” support giving COVID relief checks to mixed status households. (16.7 million families would be impacted.)

IMMIGRATION:

69% of likely voters and 86% of Democrats “strongly” or “somewhat” supported offering an earned path to citizenship for undocumented immigrants. **Support among Latinos is 85%.**

“DREAMers”:

72% percent of likely voters, 87% of Democrats and 87% of Latinos support passing the DREAM Act, immigrants who entered the U.S. as children the ability to earn citizenship.



GROWING OUR VOTE AND OUR POWER IN LATINO/HISPANIC COMMUNITIES

1. Do NOT ignore Latino community issues

2. Organize early in the states

3. Organize WITH grassroots orgs

4. FOLLOW THEIR MESSAGING GUIDANCE

5. Remember that IMMIGRATION is not the only issue

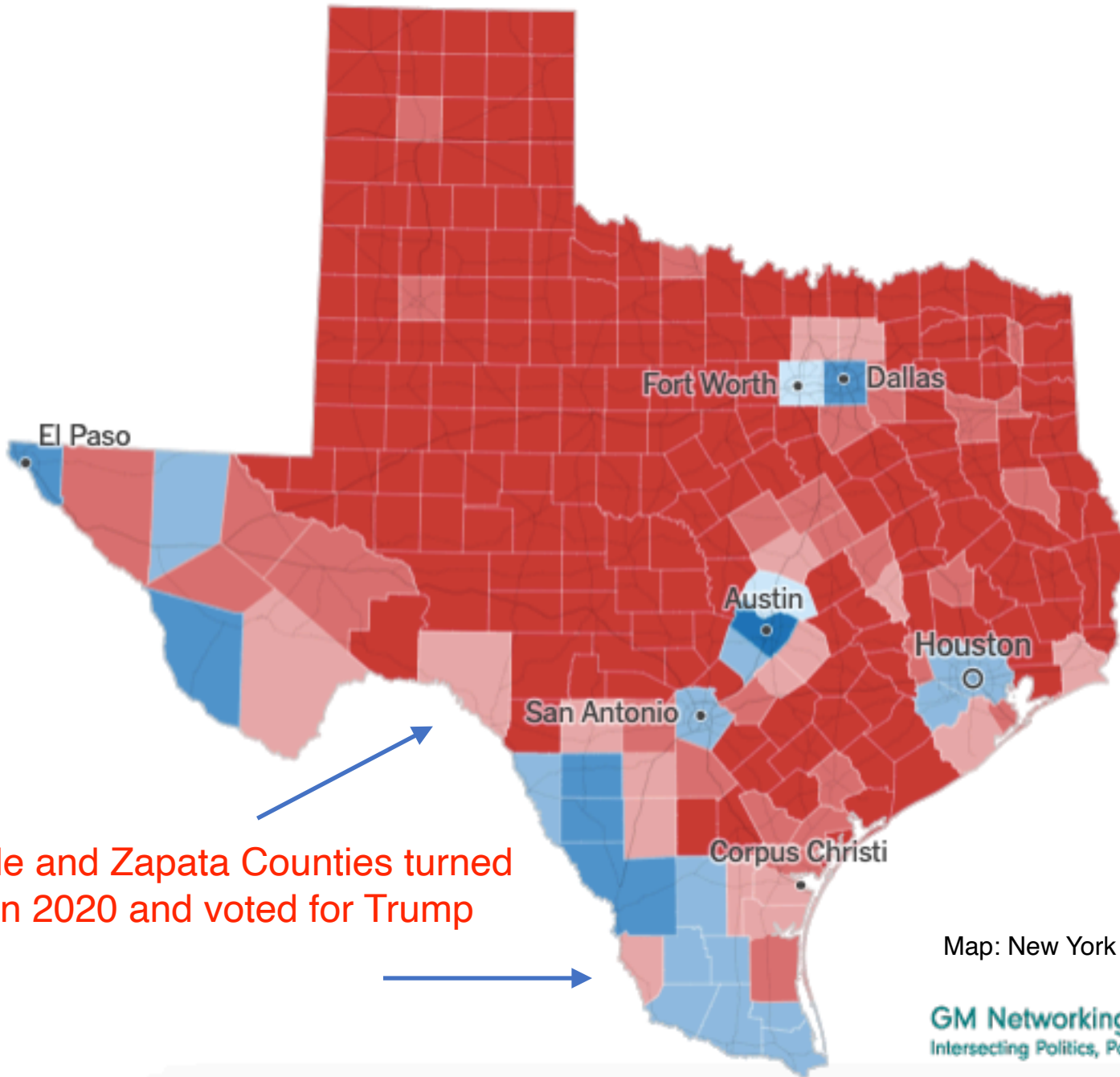
FLORIDA

NEGATIVES:

- Hispanic Vote taken for granted
- Biden campaign ignored threats from Republicans in South FL regarding Cuban-American vote, including on Spanish language radio
- Weeks-long messaging by Rs was not answered

POSITIVES:

- EX: In final weeks before Nov. 3 general election, Votar Es Poder PAC, with \$500K infusion from Bloomberg, did specific messaging for Puerto Rican community, and generic Hispanic messaging in **Central FL**. (Poder Latinx softened the ground for months; worked with other FL groups in final run-up to Nov. 3)
- Biden won Central FL with help of Hispanic voters there and reduced the statewide damage. (It could have been worse.)



Val Verde and Zapata Counties turned RED in 2020 and voted for Trump

Map: New York Times



One Size Messaging Does Not Fit All

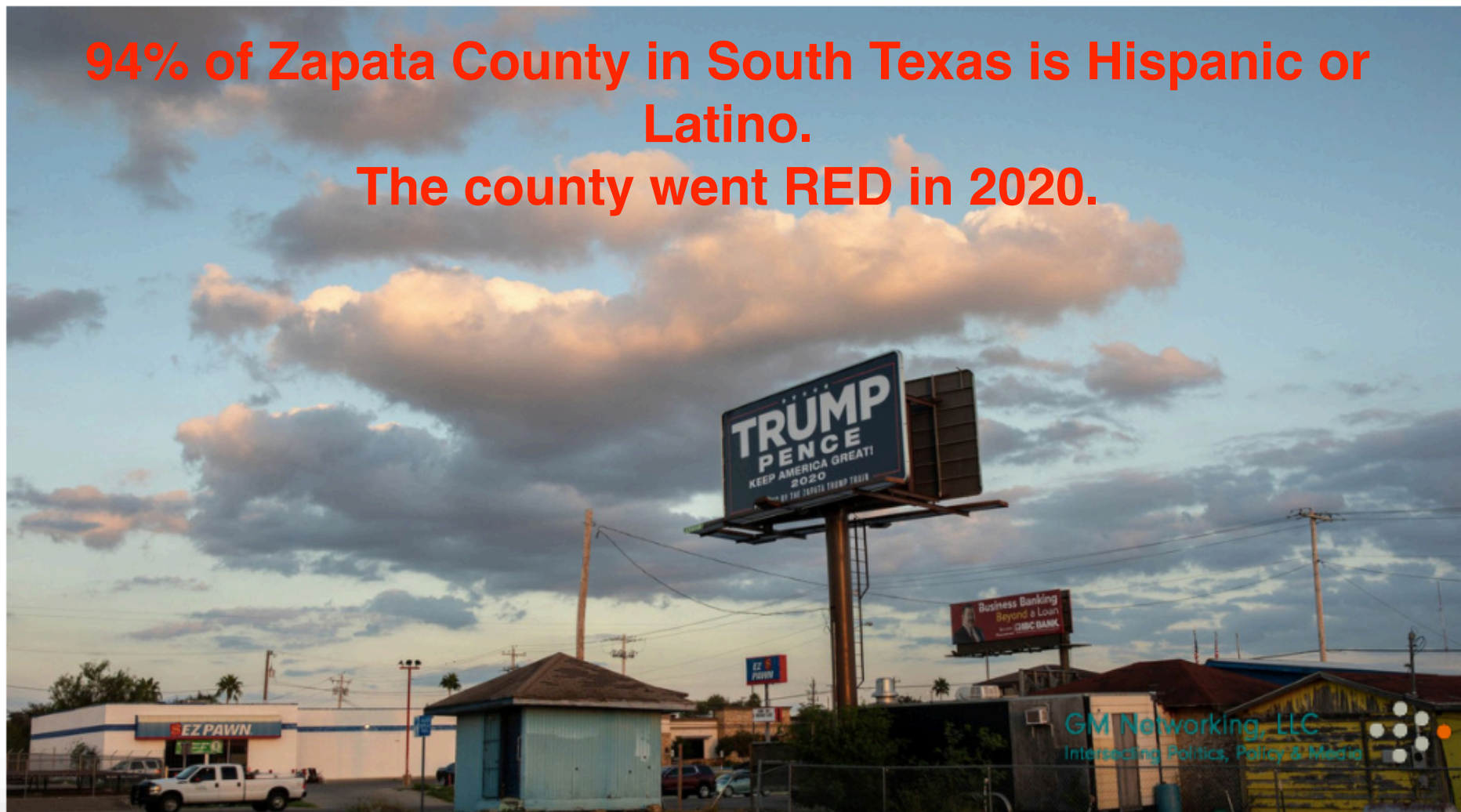
MAGAZINE

LETTER FROM TEXAS

Trump Didn't Win the Latino Vote in Texas. He Won the Tejano Vote.

Understanding the difference will be key to Democrats moving past their faltering, one-size-fits-all approach to Hispanics.

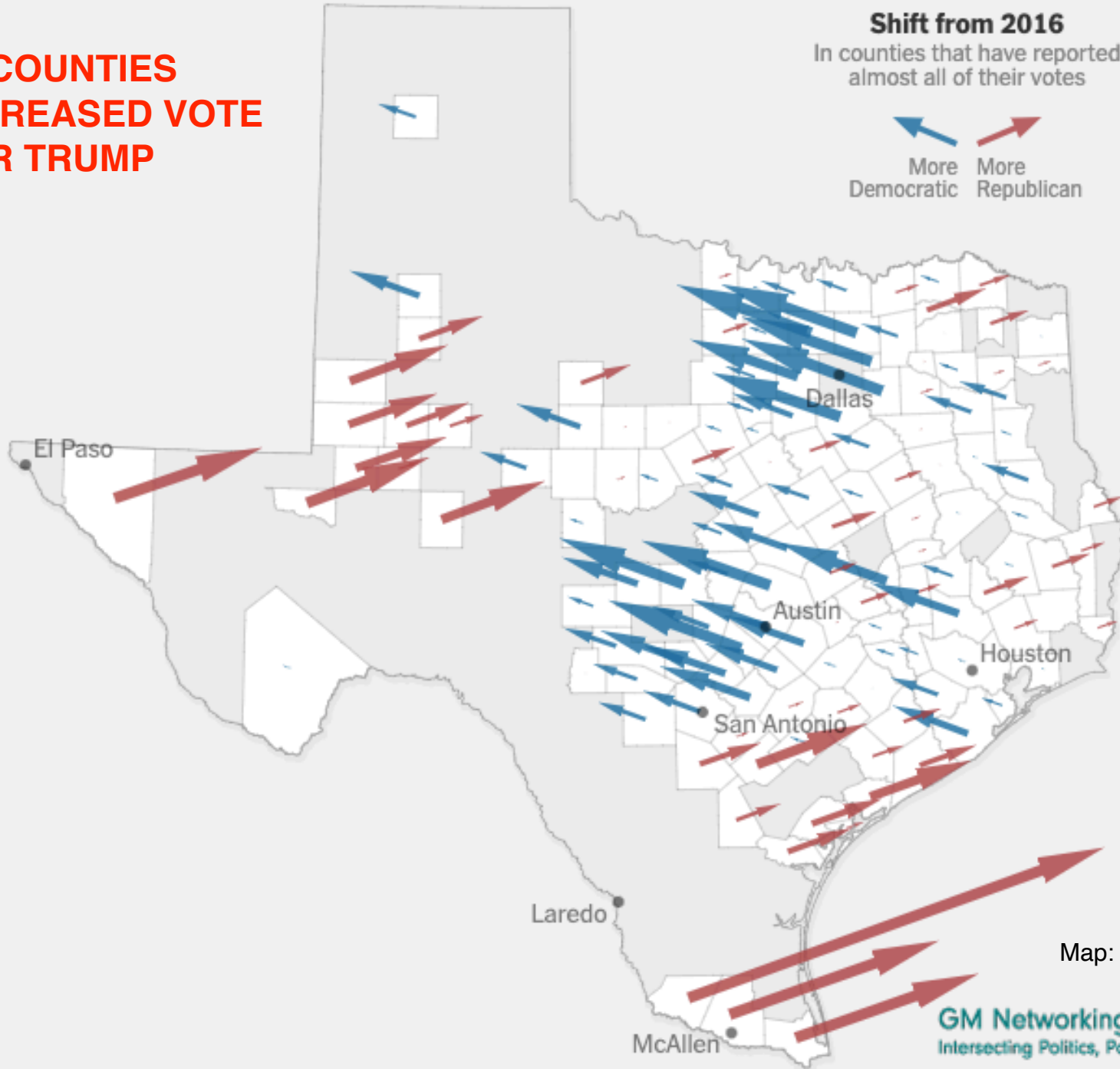
94% of Zapata County in South Texas is Hispanic or Latino.
The county went RED in 2020.



33 COUNTIES INCREASED VOTE FOR TRUMP

Shift from 2016
In counties that have reported
almost all of their votes

 
More Democratic More Republican



Map: New York Times

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Why did the landscape worsen for Democrats in Texas?

1. Biden campaign failed to reach out to Latino community and news media
2. Texas Democrats rely on the same in-state vendors year after year, and didn't accept offers for help with targeted messaging in exurbs and rural areas
3. No one seemed to notice last-minute messaging by Republicans:
 - **Abortion** — There was a regional South Texas sign campaign the night before the election with an arrow pointing at Biden signs calling him a baby killer;
 - Biden's second debate comment that he would “**transition from the oil industry**” to combat climate change;
 - Austin City Council's campaign to “**defund the police**” that went viral statewide and was spread by Republicans in South Texas as a Democratic Party platform to get rid of entire police budgets.

AND ONE MORE:

- **COVID focus should have been about ECONOMIC IMPACT AND HEALTH**

TEXAS - Lessons Finally Learned?

1. Do NOT ignore Latino communities - (too little too late in 2020)
2. Organize early in the states - (nope)
3. Organize WITH grassroots orgs - (not really)
4. FOLLOW THEIR MESSAGING GUIDANCE - no solid coordination
5. Remember: immigration is not the only issue (even in S. TX where guns and pro-life issues are priorities)

GEORGIA - A model to follow

1. Did NOT ignore Latino communities - ✓✓✓
2. Organized early in the state - ✓✓✓
3. Accepted support from out-of-state groups to work WITH GA grassroots orgs EARLY IN CYCLE - ✓✓✓
4. FOLLOWED IN-STATE LEAD & MESSAGING GUIDANCE - ✓✓✓
5. Remembered that IMMIGRATION was not the only issue - ✓✓✓ (Power of the vote was key message!)