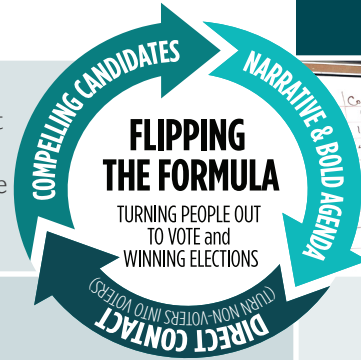


# There is a New Formula to Win Policy Victories and Electoral Majorities

While Building Independent Political Power to Advance Racial and Economic Justice in Solidly Red Indiana



**THE RECIPE** Organize year-round to engage people on the issues that matter to them. Equip them with **RESEARCH-TESTED NARRATIVES** and a **BOLD ISSUE AGENDA**. Reach out to **YOUNG PEOPLE, WOMEN AND PEOPLE OF COLOR**, the new electorate who can tip the scales — if we talk to them.

**THE IMPACT** Our conversations **INCREASED** **VOTER TURNOUT**:

- African-Americans by **21%**
- Latinos by **14%**
- Women by **21%**
- Youth by **7%**

*(Act Indiana universe compared with control group)*

**THE VICTORY** We ousted Indiana's most notorious white supremacist and sent **INDIANA'S FIRST OPENLY GAY MAN** (J.D. Ford) and **FIRST ASIAN AND YOUNGEST LEGISLATOR** ever (Chris Chyung) to the General Assembly.

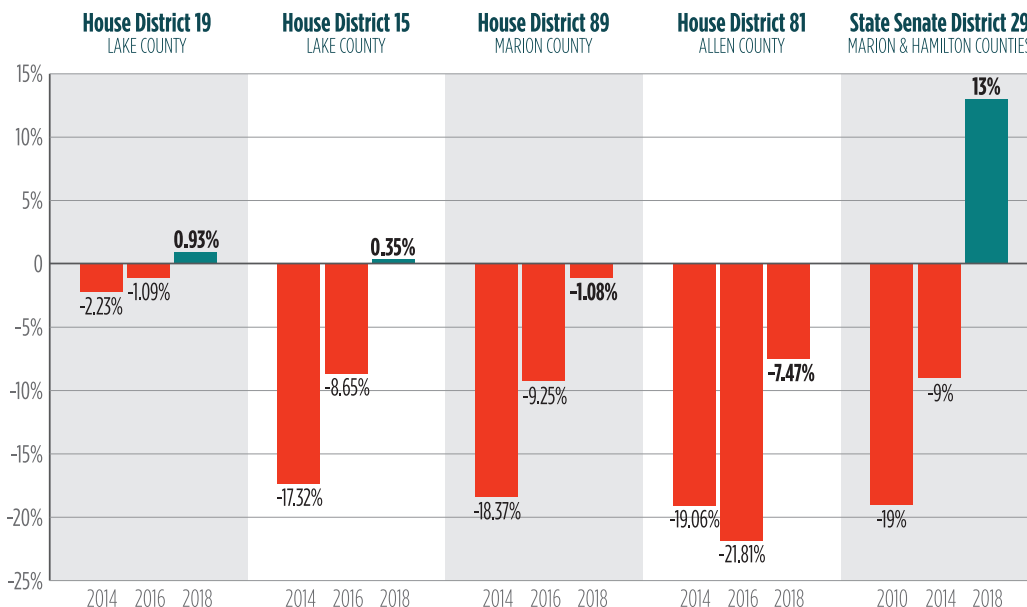
### WHAT WE DID

- Trained **1,325** volunteers
- Canvassed **445,198** Hoosiers
- Held **29,913** live conversations

### 2018 ELECTORAL PROGRAM RESULTS HIGHLIGHT

## In Five Targeted Districts, Act Indiana Dramatically Closes Margin of Victory Within Two Voting Cycles

MARGIN OF VICTORY ■ NEGATIVE NUMBERS = # OF PERCENTAGE POINTS BY WHICH TARGETED CANDIDATE LOST ■ POSITIVE NUMBERS = # OF PERCENTAGE POINTS BY WHICH TARGETED CANDIDATE WON



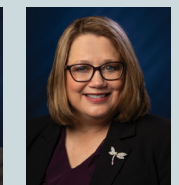
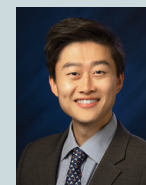
### THE FAMILIES FIRST VOTING BLOCK

**52,438** people of color, women and youth  
**2%** of Indiana's vote share  
**1/3** of the victory margin of any statewide race

### ELECTION VICTORIES



(At left) State Senator J.D. Ford, District 29

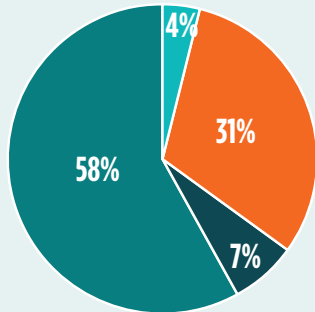


(Below, from left) House Representatives Chris Chyung, District 15  
 Lisa Beck, District 19

**Relational Organizing Works!** The Analyst Institute field-tested our relational organizing program in 2016. Our method outperformed every tactic they tested that year — by large margins.

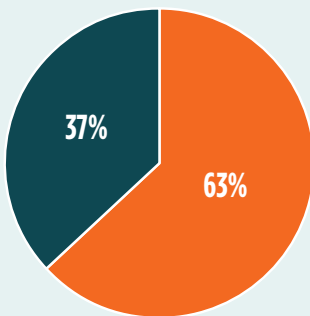
## FAMILIES FIRST VOTER UNIVERSE

### RACE/ETHNICITY CONTACTED ON DOORSTEPS



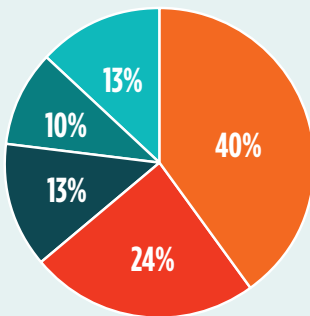
■ AFRICAN-AMERICAN    ■ WHITE  
■ HISPANIC                ■ UNCODED

### GENDER CONTACTED TOTAL



■ WOMEN  
■ MEN

### VOTE PROPENSITY CONTACTED TOTAL



■ 0 - 19.99    ■ 40 - 59.99    ■ 80+  
■ 20 - 39.99    ■ 60 - 79.99

## ELECTORAL MUSCLE = VICTORIES

Between elections, we used our growing clout to win policy victories, like:

- The **NATION'S MOST PROGRESSIVE TRANSIT TAX**, which triumphed at the ballot box by an astounding 19 percentage points
- A **CRIMINAL JUSTICE REFORM PLAN** that diverted \$580 million from jail to treatment and reduced recidivism by more than 10 percent.



### GOALS FOR 2020

The path to progressive governance starts in 2020.

- Flip six to eight seats in Indiana's House of Representatives to end the GOP super-majority and disrupt redistricting in 2021.
- Increase turnout of voters of color in Lake and Marion counties by 15 percent.

## OUR STRATEGY: TURN NON-VOTERS INTO VOTERS

Our approach is unique — and successful! While most will focus on those who have voted before, we focus on non-voters.

- **INDEPENDENT POLITICAL POWER.** Refine our power map, and design campaigns to target the structural foundations of racial and economic inequalities:



The corporate control of both parties.

- **ADVANCE POLICIES THAT UNIFY INDIANA RESIDENTS:** Restorative Justice, Caring Economy, Fair Democracy, Healthcare for All — No Exceptions
- **CHANGE THE CONVERSATION.** Deploy empirically tested race-class narrative to build cross-racial solidarity. Equip our partners to articulate this worldview whenever they participate in public discourse.
- **GRASSROOTS LEADERSHIP.** Year-round organizing to build lasting relationships across race, faith and place in six tipping-point counties.
- **INTEGRATED VOTER ENGAGEMENT.** Targeted and coordinated large-scale, face-to-face contact all year.
- **CANDIDATE PIPELINE.** Train and support compelling candidates to win elections, then drive progressive policy and structural change once in office.

## PARTNERS

Act Indiana provides a table for convening the state's 501(c)(4) organizations. Our growing network of organizations is aligned around a long-term road map to build governing power for racial and economic justice over the next 10 years. Act Indiana anchors national movement leadership with partners:

COMMUNITY CHANGE ACTION • DEMOS ACTION • FAITH IN ACTION FUND • HEALTH CARE FOR AMERICA NOW! • LABOR FOR OUR REVOLUTION • MOVEMENT VOTER PROJECT • MUSLIM ALLIANCE INDIANA • SEIU LOCAL 1 • SEIU: INDIANA AND ILLINOIS • STUDENT POWER • UNITE HERE! LOCAL 23 • WOMEN 4 CHANGE • WORKING FAMILIES PARTY