



INDIANA VOTES

2022 ELECTORAL REPORT



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THIS IS WHAT HAPPENED.

SUMMARY

Community organizing is the engine that drove millions to vote this midterm to protect our families and our futures. As we turn our attention to the run-off in Georgia, the strength of grassroots leaders and organizers will, once again, determine the fate of our nation.

This is even more true in Indiana, where the power of year-long community organizing was the linchpin in every winning race and many near misses. While egregious gerrymandering and the nation's strictest voter suppression laws allowed the GOP to hold onto power in both chambers of the Indiana state legislature, Indiana Votes members delivered victory in the places we organized.

Over four election cycles, Indiana Votes has perfected a formula to win elections. This year, our state's new data hub ran its first ever coordinated campaign across fourteen unions, community-organizing entities, and membership organizations. We've begun to put the infrastructure in place to grow a multiracial governing coalition of **1.5 million people by 2030** to take back our state and return power to the people.

Now is the time to invest in scaling up what we've proven already works.

Here's the impact we had this election.

2022 MIDTERM BY THE NUMBERS:

399,353
VOTERS REACHED
ACROSS THE STATE

14 ORGANIZATIONS
PARTICIPATED IN OUR COORDINATED VOTER PROGRAM, MANY ENCOURAGING THEIR MEMBERS TO VOTE FOR THE FIRST TIME!

42,023
CONVERSATIONS WITH VOTERS

1,247 TRAINED VOLUNTEERS

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RESULTS IN OUR TARGETED RACES

Our work in 2022 protected our voice in Congress and sent a mental health champion to the Statehouse who is ready to fight for crisis response legislation during the upcoming 2023 session. In each of these races, Indiana Votes volunteers were on the doors week in and week out, having deep conversations about what matters to voters and helping them make plans to cast their ballots.

There is no question that when we organize and build grassroots political power, **we win elections.**

CD 1: WIN!

Republican gerrymander turned this Democrat stronghold into a toss-up for the first time in over a century. With Congress in the balance, U.S. Representative Frank Mrvan (D) held his seat against challenger Jennifer-Ruth Green (R). Indiana Votes members engaged **95,362 Black voters**, who make up 29% of registered voters in the district, to close the turnout gap. In the end, Congressman Mrvan triumphed by 12,098 votes. **The time is now** to invest in year-round organizing to make sure this victory margin only grows wider in 2024 and beyond.

HD 32: WIN!

Newly redrawn House District 32 was won by Victoria Garcia Wilburn, who bested Republican candidate Fred Glynn. Garcia Wilburn is a champion for mental health (and a health professional herself) who we are proud to send to the Indiana Statehouse.

Indiana Votes volunteers talked to **14,254 voters** in HD32, and in the end, Representative-Elect Garcia Wilburn won by just 232 votes.

HD 62: LOSS.

But barely. Hoosier Action's grassroots army talked to over 12,000 voters, closing the victory margin by an incredible 20 points for the first time in a decade! Because of our work, Monroe County delivered the highest voter turnout in Indiana.

Ultimately, a mere **37 votes** gave Republican Incumbent Dave Hall the seat over Democrat Penny Githens. The results make it clear that with the right investment, **we are primed to win in 2024.**

HD 5: LOSS.

Act Indiana leader Heidi Beidinger ran a fierce door to door campaign, backed up by Act Indiana volunteers who talked to **12,191 voters** in her district. The Republican incumbent ran unopposed for over a decade when Democrats made their first swing for the seat in 2018. That year, they missed by 2 points, and by 1.4 in the following cycle. This year's loss of a whopping 2,733 votes demonstrates the impact of gerrymandering and points to the power we will need to build to overcome this challenge across the state.



THIS IS WHAT WE DID.

OUR PROGRAM

Indiana Votes doesn't exist to win elections. We exist to take back our state and return power to the people. We're building a multiracial governing coalition of 1.5 million to turn Indiana blue by 2030- an ambitious but achievable goal. In order to make sure our vision becomes reality, we're building and exercising several critical capacities: aligned voter contact grounded in shared data; a collaborative communications program; improved organizing and grassroots base-building; and a candidate pipeline. The 2022 midterms offered us our first real test as a coalition, and we passed with flying colors.

SHAPING THE NARRATIVE (DIGITAL & EARNED MEDIA)

Across our targeted districts, we field tested our "Safe & Caring Community" message, which will become our statewide rallying cry as we move into the 2023 legislative session. Hoosiers in House Districts 32, 5, 62 and in Congressional District 1 heard our research-backed message that no matter if we are Black, white, Asian, or Latino, we all deserve communities that are safe and caring—especially in times of crisis. We are coming together to ensure every person in Indiana can get the care they need, and that all people in our communities have a place to turn to when encountering a friend, neighbor, or loved one suffering from a mental health crisis. A whopping 84% of voters we talked to said they support our Safe & Caring Communities Agenda.

OUR DIGITAL PROGRAM:

1,566,833

VOTERS SAW OUR MESSAGE

377,289

INDIVIDUAL ENGAGEMENTS WITH OUR DIGITAL ADS, VIDEOS WATCHED, CLICK THROUGHs, SHARING, AND TRAFFIC TO OUR WEBSITE

228 PEOPLE WERE TRAINED IN RACE-CLASS NARRATIVE

2,849

UNIQUE MEDIA STORIES WITH 80+ MILLION IMPRESSIONS VIA T.V., RADIO, AND PRINT MEDIA

CO-GOVERNANCE PIPELINE

A key part of our plan to turn Indiana blue is putting trusted leaders in office from the Statehouse on down, **in every corner of the state**. Indiana Votes is building a co-governance pipeline to recruit, train, and support champions accountable to the communities they serve.

We started with the most accessible rung of the political ladder: precinct committee-persons.

WE MAKE INDIANA CAMPAIGN

In spring 2022, we trained **210 grassroots leaders** from across the state to run for public office – specifically, precinct committeeperson, the most accessible rung of the political ladder.

Over the course of eight weeks, our team of ordinary people from outside the party establishment knocked on 8,221 doors, made 3,963 phone calls and held conversations with 6,178 so-called “base voters” who typically go ignored by party-run campaigns outside of the primary.

On May 3, 153 of our candidates won their seats and now represent the largest organized voting bloc in the state’s Democratic Party apparatus. Today, over one third of the precinct captains in Indianapolis, the nation’s 12th largest city, are grassroots leaders with Indiana Votes. So are 40% of precinct captains in St. Joseph County and more than half in Tippecanoe. None of them have held elected office before. 75% of them are people of color.

For the next four years, these precinct captains are poised to decide party endorsements from mayor to state senators. And they’re growing an army of ground troops to propel our grassroots leaders to the highest rungs of power.

2023 MUNICIPAL ELECTIONS

Our voter muscle is primed to grow even stronger in 2023’s municipal elections. We will train 15 people from Black, white, Muslim, and Latinx communities who are considering bids for city council in Indianapolis, Fishers, Carmel, South Bend, Gary, Fort Wayne, Columbus, Bloomington, and New Albany. Future candidates will build campaign skills, advance our co-governance model, and deliver progressive policies that improve all our lives.

POLICY VICTORIES

Indiana Votes members organize twelve months out of the year; you won’t see us popping in for GOTV in October and popping back out again after the first Tuesday in November. Because of our model of disciplined, year-round, relational organizing, **we win critical reforms that improve people’s lives.**



PUBLIC SAFETY

Thanks to Act Indiana’s Black Church Coalition in Indianapolis, gun violence is down an astonishing 20% in the capital city, bucking national trends. It’s the first time we’ve seen a decrease of this size in over a decade. This is a direct result of a \$150 million ARP allocation Act Indiana secured in the 2023 city budget to fully fund Indianapolis’s Group Violence Intervention program.



ADDICTION CARE

Hoosier Action secured bipartisan support among our representatives for the Mainstreaming Addiction Treatment (MAT) Act, which passed in the House.

SOLAR POWER

Solar United Neighbors (SUN) won passage of HEA 1196, which protects the rights of Hoosiers who want to go solar by providing a clear path for homeowners in restrictive homeowner associations to get approval from neighbors to install solar panels.



CRISIS RESPONSE

Act Indiana chapters won a total of \$11.5 million for mobile mental health teams and crisis response in St. Joseph County, Hamilton County, Gary, and Indianapolis.

POLICE REFORM

Leveraging the power of the community-led General Order Board in Indianapolis, Act Indiana leaders helped to pass a progressive discipline policy, update Indianapolis’s use-of-force policy, and finalize IMPD’s first racial data transparency policy.



HIGHLIGHTS FROM THE FRONTLINES

Indiana Votes draws its strength from its members and the unique contributions each one makes to our overall goal of building a multi-racial governing coalition of 1.5 million people by 2030.

LATINX LEADERSHIP

[Indiana Task FORCE](#) organized a “Solidarity Brigade” to support Victoria Garcia Wilburn in HD 32 and turn out progressive voters. IN Task FORCE’s Latinx members are especially energized by Victoria’s candidacy because she is “a leader who looks and thinks like us.” Their leaders also endorsed two Township Trustee candidates, who won their races to become the first Latinx elected officials in Tippecanoe County’s history. They contacted 3,179 voters over their 12-week canvass.



SOULS TO THE POLLS

On October 31st, a grandfather took his grandson to vote for the first time, joining hundreds gathered at the Black Church Coalition of [Faith in Indiana](#)’s Souls to the Polls Event in Indianapolis.

EARTH CHARTER

[Earth Charter](#), Indiana’s youth-led campaign reached 5,244 young voters on social media.



CONNECTING WITH WHITE RURAL VOTERS

[Hoosier Action](#) held five town halls in Brown, Floyd, Morgan, Bartholomew, and Monroe Counties that helped to mobilize hundreds of rural voters around solutions to the opioid crisis, the need for crisis response, and raising the habitability standards for renters. Their Mom’s Chapter reached out to nearly 75,000 rural women voters to talk about access to reproductive rights.



ENGAGING CLIMATE AND YOUTH VOTERS.

[Solar United Neighbors \(SUN\)](#) ran their first ever volunteer-led voter engagement program to speak with climate voters across Indiana.



MUSLIM-TO-MUSLIM VOTER ENGAGEMENT.

“When my friend texted back, ‘What election?’, I quickly helped him make a plan to vote,” said Sayed Ali Saeed, Board Member of the [Indiana Muslim Advocacy Network](#), as he engaged IMAN’s network of 12,000 Muslim voters, including his own friends and family.

LOOKING AHEAD

The bright stars in the 2022 midterm election light the way. Some mainstream political analysts have written off Indiana, a state where Republicans control every position of statewide power and Democrats have not won statewide in almost a decade. But Indiana's recent political history is littered with close calls, from Senator Donnelly's defeat in 2018 to this year's race for Congressional District 1. And the fact is, grassroots groups like Act Indiana have been involved in almost every major state legislative win for the last four election cycles.

By launching Indiana Votes, Indiana's most prominent labor unions, community organizing entities, and membership organizations are doubling down on a proven strategy that the 2022 midterm wins and near-misses affirm, yet again.

We aim to build a durable, multi-racial governing coalition of **1.5 million voters** who are in a co-governing relationship with the Indiana legislature by 2030, and it starts with growing Indiana's grassroots organizing organizations.

Specifically, we need to:

- Invest in organizing Black, Muslim and immigrant voters.
- Organize conflicted white voters.
- Establish a Race Class Narrative in Indiana.
- Strengthen Indiana's independent electoral ecosystem.

The 2022 midterm election was a key milestone for Indiana Votes. Leading up to Election Day, we built systems that will allow us to scale our impact for years to come. Most significantly, we launched a Data Hub, a **first-of-its-kind system** that allows for coordinated voter data and digital programs all in one place. We supercharged organizations with sophisticated voter engagement and advocacy tools previously unavailable in the state. We built an army of more than **250 #WeMakeIN Precinct committee persons** who drove our electoral program and secured Indiana's top wins this cycle. And we're just getting started.

In the near term, we're setting up for the 2023 legislative budget session, where our goals are to win on narrative and bring home key victories across the state: \$90 million in crisis response funds; real progress on mitigating the causes and impacts of climate change; and the power and scale to shape the issue environment for the 2024 gubernatorial race.

We'll flex our political muscle in the municipal elections in May 2023 and **support a cohort of 15-20 Black people, women, and Muslims to run for city-councils in Indianapolis, Fishers, Carmel, South Bend, Gary, Fort Wayne, Columbus, Bloomington, and New Albany.**

Everything we built in 2022 and everything we do in 2023 will develop our muscle towards the 2024 gubernatorial and presidential election, when **Indiana Votes aims to run the largest coordinated voter engagement campaign in state history.**

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Indiana Votes is the new backbone of our state's growing social movement ecosystem. We equip our member organizations to organize people who have been left out of public decision-making, develop voters in critical districts, advance progressive policy, and advance racial and economic justice policies to benefit ordinary people, not the wealthy few.

Our North Star is to build a durable, multi-racial governing coalition of 1.5 million voters who are in a co-governing relationship with the Indiana legislature by 2030.

WHAT IF ELECTED OFFICIALS IN INDIANA FUNDED OUR FUTURES INSTEAD OF HELPING THE RICH GET EVEN RICHER?

From South Bend to Evansville and everywhere between, Hoosiers all want pretty much the same things: healthcare we can afford, schools where every student thrives, and safe communities for our families.

But some politicians in Indiana have made it clear that they'll put the interests of wealthy campaign donors and big corporations over the needs of our communities every. single. time.

That's why we are joining together with people from all walks of life to make a better future for all Hoosiers. Together, we make Indiana, and we will rewrite the rules to make Indiana a state where all of us can prosper, no exceptions.

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