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Context

2018-2019 Electoral Landscape

Florida’s electoral landscape post 2018 Midterm was one that made movement organizations like ours very optimistic about possible 2020 outcomes. We had a Black Progressive Candidate come within 1% of winning a statewide race, which foreshadowed the possibility of a win for our immigrant rights agenda. Black and LatinX voters had record turnout and even passed a re-enfranchisement amendment (Florida Rights Restoration Amendment).

In order to gain on those advances, organizations like ours knew that we had to run up the score on Voter Registration.

At the beginning of 2019, FLIC Votes as well as our brother organization Florida Immigrant Coalition set to register an ambitious 75,000 voters by the 2020 voter registration deadline.

Federal Electoral Focus
Coupled with a strong voter registration effort, we knew we had to defend immigrant rights champions on the federal level. Considering the competitive nature of CD-26, we threw down to defend Debbie Mucarsel-Powell against anti-immigrant Carlos Gimenez.

State Electoral Focus

We saw an important moment to take down some anti-immigrant villains, and implant progressive champions that would fight for our movement. We targeted SD-9, SD-39, the Miami Mayoral Race, and the Pinellas Sheriff’s Race as priority for our movement.

Aside from candidates we also endorsed Amendment 2, which would change Florida’s minimum wage from $8.05 to $15 over the course of 6 years.
Voter Registration
Voter Registration

2019
By December 31st, 2019 the FLIC / FLIC Votes had surpassed it previous cycle's voter registration tally in just four months. We built a statewide, high-energy, and strategic voter registration machine that was registering a diverse coalition of voters that would be needed for the 2020 election. The early signs were great but we knew there was more work to do in order to see the results we wanted to see.

2020
In 2020 with renewed spirits after an arduous 4 months of Voter Registration, we set our sights on hitting our goal. Within the first two months of 2020 we were able to register over 13,000 voters, on pace to reach our cycle goal.

COVID-19
As the news was coming in FLIC’s Voter Registration Program was registering 1654 voters per week. As a team handling paperwork, pens, and high tactile use material, we thought it was best to temporarily shut down our program as we learned more about the virus. As we soon found out, returning to the field was not a possibility that we could explore.

FLIC’s digital voter registration transition was successful and running full operation by March 22nd. FLIC employed Phone Banking, Relational Organizing, and Text Banking as mediums for voter contact. This strategy, coupled with a rigorous Quality Control process designed by our staff, led us to register 4196 voters in the month of March.

We very quickly understood the qualms of a fully digital voter registration effort. It was a relentless period of adapting and adopting of new methods which would result in our ultimate success. By Voter Registration Deadline Day 2020, FLIC / FLIC Votes registered 50,233 voters.
FLIC Voter Registration

Voter Registration Timeline
2020 Campaign
Field

FLIC Votes partnered with Crooked Media to bring in 2,054 volunteers through their adopt-a-state program. FLIC Votes held 10 events that would result in 7,004 filled shifts. The focus of courting this set of volunteers was to bring in national spotlight to the electoral and political landscape of Florida.

Statewide, our organizers contributed to 4,534,395 call attempts and 4,313,636 texts made into our Candidate and Amendment universes. Aside from calls, texts, and events held, our team hosting weekly literature drops during the last weeks of GOTV.

Our work to engage with Floridians resulted in $15 minimum wage for Floridians, a progressive Miami-Dade Mayor, and movement champions like Angie Nixon making it to Tallahassee as a legislator.

Leveraging Volunteer Energy Beyond 2020

Volunteer energy was unprecedented for our organization. We made sure that we had a plan in place to ensure that we could increase our reach and capacity. Volunteers are being engaged with fundraisers such as Give Miami Day and Legislative Session with FLIC Votes. It is important to us as an organization that we keep folks engaged and active ahead of our challenges in 2021 and 2022.
Amendment 2

Paid Media
FLIC Votes launched a tri-lingual (English, Spanish, and Haitian Creole) paid media campaign revolving Amendment 2. Amendment 2 was important to FLIC Votes’ mission because Florida’s starving wages are not sufficient. As we continue to work to make Florida a state for all, including immigrants, we knew that this meant throwing down hard for Amendment 2. We launched Facebook and Instagram ads that reached more than 30 million impressions while educating voters about Amendment 2 (minimum wage raise), and about the importance of voting or to honoring our communities (essential.community campaign).

Organizing Strategy
In partnership with our paid digital strategy, we also courted volunteers to prioritize Amendment 2 in addition to candidate calls. For half of our shifts volunteers would call into an Amendment 2 Universe and the other half, volunteers would call into candidate universes. Through high capacity volunteer management, our FLIC Votes team was able to contribute to 762,666 calls to Floridians specifically talking about Amendment 2.

Results
Although Florida experienced a significant swing towards Trump and the GOP, Floridians overwhelmingly supported Amendment 2. More than 6,000,000 voters supported the measure, certifying our belief that progressive policy is popular in Florida, but the right messengers need to carry the messaging.

<table>
<thead>
<tr>
<th>Result</th>
<th>Votes</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>6,391,753</td>
<td>60.82%</td>
</tr>
<tr>
<td>No</td>
<td>4,117,815</td>
<td>39.18%</td>
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Endorsements
FLIC Votes saw the opportunity to implant progressive champions at all levels of government. Our priority endorsements aimed to protect, advance, and shift narratives about immigrants in the State of Florida. By endorsing these candidates we solidified our commitment to transformational governance and power.

<table>
<thead>
<tr>
<th>Race</th>
<th>Candidate</th>
<th>Our Role</th>
<th>Election Results</th>
</tr>
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<tbody>
<tr>
<td>Federal: FL-26 (L)</td>
<td>[Image]</td>
<td>We registered 2,424 voters in Congressional District 26th. We knocked on 9825 doors, made 44,363 calls, and texted 192942 people ahead of the November 3rd Election.</td>
<td>Our endorsed candidate lost by 11,816 votes. Although the candidate lost by a margin higher than she had previously won the race by, she outperformed Biden by 1.2%.</td>
</tr>
<tr>
<td>State Senate District 39 (L)</td>
<td>[Image]</td>
<td>Through our Florida For All efforts we made 3,150,204 calls and texted 481460 voters.</td>
<td>Our endorsed candidate lost by 28,421 votes. Miami-Dade County saw a huge swing comparative to 2016.</td>
</tr>
<tr>
<td>Pinellas Sheriff (L)</td>
<td>[Image]</td>
<td>Created a coalition of 7 local grassroots organization that built a strong coalition of Black and LatinX voters. Through our Florida for All campaign, we made 382,881 calls and texted 271,906 people in Pinellas county.</td>
<td>Our endorsed candidate lost by 137,832 votes. President Biden picked up Pinellas county by 0.1%. Pinellas which is a overwhelmingly white county voted for Biden but did not vote down ballot for Sanatana.</td>
</tr>
<tr>
<td>Miami Dade Mayor (W)</td>
<td>[Image]</td>
<td>Mailer went out to over 200,000 Black and/or LatinX low-propensity voters. Through our Florida For All efforts we made 3,150,204 calls and texted 481460 voters.</td>
<td>Our endorsed candidate won by 87,917 votes. Mayor Levine-Cava was able to hold of the Republican swing and pick up the seat making her the first Woman Mayor of Miami-Dade.</td>
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Post-Mortem

Funding

We know this to be true, funding at the last minute, although helpful, isn’t enough. In order to win a complex state like Florida we need funding early on. We need to invest more in political education, combating misinformation, and working to gain the trust of communities that have sat out for that past couple of electoral cycles. We need more investment in messaging solutions for Black and LatinX constituencies. Without the early investment, it becomes really difficult to shape the hearts and minds of Florida voters.

COVID + Voter Contact

One of the biggest takeaways from 2020 is that we cannot abandon doors. The people we need to turn out are folks that need persuasion at the doors. The high saturation of calls and texts led us to a decrease in voter enthusiasm and ultimately was a piece in our defeat. We need to make a decisive return to the field whilst observing CDC Guidelines and regulations to keep our people and our communities safe.

Red Scare

Republicans were successful in playing off fear. They used the communist and socialist card at any point that they could. We believed that this would not play well with voters who actually lived in communist and socialist states, but ultimately the GOP built an identity around being anti-socialist and anti-communist that our movement did not have an adequate response for. We need to have more important conversations and equip ourselves with messaging that will resonate with independent and swing voters.

GOP Consolidation

The Republican Party has invested in Black and LatinX communities intentionally. By using economic and ideological messaging they are successfully bringing over voters that believe in their promise. In order to win we will need to invest earlier and more in these communities.
2021-2022 Plans

2021

In 2021, we are working diligently to push the Biden Administration towards his promise of immigration reform. This includes a multifaceted approach of deportation defense, pro-bono immigration clinics, and policy advocacy at the State and Federal level.

We are working to create synergy on an organizational level to prioritize immigration reform on the Federal level building upon local narratives. Farmworkers, Undocumented folks, and Black Immigrants are being centered in this project towards immigrant justice.

In tandem with Federal work we are doing around immigration reform, we are working towards creating messaging around climate justice and addressing root causes of migration. In Florida, immigrants have been affected by climate change on a significant level and we are looking to find messaging that will help us be effective for 2022.

Additionally, we will build on 2020 victories and push towards local solutions for undocumented folks. Our focus is around municipal ID’s (similar to NY’s NYID) and heat stress legislation which will bring us closer to our goal of making Florida a place for all, including immigrants.

2022

In 2022, we will be working towards defeating Governor Ron DeSantis which has plagued immigrants and working class families in Florida. We will also be looking to take down Marco Rubio in order to bring the U.S. Senate a voice and champion for immigrants from Florida.

Redistricting work will begin in 2021 but we will aid more concretely in redistricting work with our state partners to ensure that we receive fair districts that represent the immigrant agenda.
Stay Connected

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