



Activating Working Class Voting Bloc in 2024

United for Respect (UFR), a national grassroots organization, is building a movement rooted in the innovation, power, and leadership of working people in retail, particularly women and BIPOC people. Spread across urban, rural, and suburban areas, retail workplaces employ 16 million people. Organizing and activating this multiracial, multi-generational workforce is critical to transforming workplaces, our economy, and democracy as our communities face increased polarization, the impact of a devastating global health pandemic, and economic recession.

UFR is uniquely positioned to reach, agitate, and mobilize this critical low wage worker base of dropoff voters, moving them to take action in their workplace to fight for better wages, access to healthcare and paid leave, safe and healthy working conditions, and ultimately a voice in workplace solutions and their communities. This key constituency's fight for workplace democracy is the first step to a pathway in civic engagement and participation where they become trusted messengers and influencers among their peers, local communities, and elected officials. Their personal stories and testimony shape the narrative around public policy and legislation, delineating the bright line for politicians to choose between big corporations driving economic and democratic inequalities or working people. Combined, people working in retail low-wage jobs could transform our democracy by using the power of their 16,000,000 voices to decide elections in their local communities, statewide, and across the country.

Our Civic Engagement Core Strategies

Our vision is to advance a distributed civic engagement organizing program that integrates actions to boost voter participation from a primarily low-wage, majority women and BIPOC voting bloc across urban, rural, and suburban geographies. We move our base through deep relationship building into action, and leverage our poll tested persuasion messaging to turn out this bloc of low-propensity voters.

UFR's civic engagement work is grounded in three core strategies:

- 1) building and activating our membership;
- 2) a state-focused program that builds a base of low-wage workers to vote; and
- 3) sharing our tactics and learnings with others.

For 2024, we will contact 2.1 million voters across our targeted states of Michigan, Georgia, Texas, North Carolina, and California.

Universe description with percentages based on demographic and rural vs urban

State	Total Voter Universe	Total Contact Attempts (Texts & Dials)	Total Door Knocks	Total Direct Voter Contacts
Michigan	600,000	1,800,000	50,000	1,850,000
Georgia	600,000	1,800,000	25,000	1,825,000



North Carolina	300,000	900,000	-	900,000
Texas	300,000	900,000	-	900,000
California	300,000	900,000	-	900,000
Total	2,100,000	6,300,000	75,000	6,375,000

State	Male	Female	White	Black	Latinx	Rural	Urban	Suburban	Dropoff Voters	Infrequent Voters
Georgia	31.7%	68.3%	12.5%	70.7%	3.0%	16.6%	27.2%	56.2%	25.7%	20.3%
Michigan	26.7%	73.3%	42.3%	49.5%	3.3%	16%	57.5%	26.5%	31.5%	11.9%
North Carolina	19.6%	80.1%	14.1%	74.9%	6.3%	23.6%	21.8%	54.6%	31.6%	11.7%
Texas	25.8%	74.1%	27.2%	35.1%	35.2%	18.5%	53.3%	28.3%	26.9%	18.7%

2020 & 2022 Civic Engagement Program

Our 2020 civic engagement program, Vote for Respect, reached over 1 million general election voters with 1.6 million texts and dials in Georgia, Michigan, North Carolina, and Texas. Our distributed relational organizing program built a volunteer base of 600 people through our online volunteer hub, who completed over 5,500 shifts, securing at least 10,000 pledges to vote. The results showed turnout increases of at least 10% in every one of our targeted states, and two of them, Michigan and Georgia, flipped to Biden by narrow margins after voting for Trump in 2016.

Our work continued in the Georgia Senate Runoff election in early 2021, where we sent an additional 3.1 million texts and dials to low-wage voters from 250 volunteers. We joined our partners in the state to win the majority in the U.S. Senate, electing Reverend Raphael Warnock as the first Black senator from the state and Jon Ossoff, the first millennial Senator.

We built on this infrastructure for the 2022 program, contacting over 700,000 voters in the same targeted states by sending over 1.1 million texts and dials from 400 volunteers completing 3,000 shifts, and an additional 300,000 texts and dials from 125 volunteers for the 2022 Georgia Senate runoff. Our online program of ads on social media platforms reached 1,275,151 people and had 9,703,986 impressions. Overall, our voter universe had a 50% turnout rate where thousands of sporadic voters voted, impacting close elections like Senator Warnock's.

Election Year & Runoffs	Voter Contacted	Voter Contact (Texts & Dials)	Volunteers	Shifts Completed
2020	1.1 Million	4.7 Million	600	5,500



2022	700,000	1.4 Million	400	3,300
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Michigan Ballot Initiatives: UFR also leveraged our program infrastructure to support turnout for local ballot initiatives:

- 1) We spearheaded a voter contact program in coalition with local advocacy groups to pass transit millages (a tax on property to expand public transit) in Oakland and Macomb Counties, the result of which would be the creation of an improved transit network connecting Detroit and its suburbs. This program contacted 130,000 voters through door-to-door canvassing by volunteers in Metro Detroit, and SMS and phone contact. The transit ballot initiatives passed in both counties, leveraging a win for the future of transit and mobility in the greater Detroit region.
- 2) We also supported the Michigan Reproductive Freedom Constitutional Amendment with our partners at Reproductive Justice for All to pass Ballot Proposal 3 which amends the state constitution to establish a new individual right to reproductive freedom, including the right to make all decisions about pregnancy and abortion; allowing the state to regulate abortion in some cases; and forbidding prosecution of individuals exercising that right. Working together to lead a voter contact program, we contacted 120,000 voters through 200,000 texts and door knocked. The proposal passed with more than 55% support.

Our 2024 Civic Engagement Program

Building on our highly successful 2020 and 2022 civic engagement programs, United for Respect is targeting 5 states to deepen our voter engagement, volunteer recruitment and voter turnout campaigns for the 2024 election cycle. Our program will focus on low-wage workers who have been left behind by traditional political outreach, reaching urban and rural voters. Going into 2024, we are focused on the presidential campaign in battleground states as well U.S. Senate races, competitive House of Representatives races, and potentially ballot measures around issues that affect our members. Our target states also align with places where UFR is advancing our policy and corporate accountability objectives so that our civic engagement program builds our power and visibility in strategic locations. These states are: **Georgia, Michigan, California, North Carolina, and Texas**. Below are the federal opportunities we see in each state.

Key Opportunities

State	Federal Races
NC	Presidential, NC-1, NC-6, NC-13
GA	Presidential
MI	Presidential, US Senate, MI-3, MI-7, MI-8, MI-10
TX	Presidential, US Senate, TX-15, TX-28, TX-34
CA	Presidential, US Senate, CA-13, CA-22, CA-27, CA-41, CA-47



Our Relational Organizing Model

Anchored in a strategy led and driven by our leaders, voter education, outreach, and turnout will be pursued through a dedicated relational organizing program that leverages the stories and experiences of our member leaders to move low-wage voters to the polls.

- **Volunteer Recruitment:** Volunteers will be recruited in four ways: our current membership base; an expanded base we will create of recently unemployed retail workers and digital ads; through a low-wage voter universe using Targetsmart data; and through recruitment by leaders of their own personal networks.
- **Relational Leader Recruitment:** Leaders in our program will commit to setting a personal goal of the total number of coworkers, family, and friends they will commit to turning out, being held responsible for their outreach through regular check-ins with electoral organizers, and meeting that goal (actually mapping them).
- **Digital Ads:** We will build on the work we did using [digital ads last cycle](#), refining our corporate target agitational messaging as a tool for volunteer recruitment and voter ID. Last cycle we created a range of voter education ads on Facebook, Instagram, and Reddit. This cycle, we will continue refining our corporate target agitational messaging as a tool for volunteer recruitment and voter ID.
- **Message Testing:** Use poll tested messages to motivate voters with a working class issue agenda. We will build on our successful [2022 message testing project](#), which proved that low wage voters were motivated by a message that tied inflation to Wall Street and corporate greed and increased turnout using our trusted messenger strategy by 0.1% over a generic GOTV message. We will test the effectiveness of agitational messaging around the influence Walmart, Amazon and Wall Street - and corporate executives specifically - wield in elections as motivators for voting for/against candidates. We are further interested in testing the mobilizing effect of a billionaires vs working families frame in our voter outreach and education.

Program Timeline

Our voter contact and relational outreach timeline will be refined in coordination with our table partners in each state as appropriate. This is modeled on the America Votes “Spread Out the Vote” voter contact calendar.

Voter outreach will be conducted in 5 phases for the 2024 General Election:

- **First Phase - Endorsement Process & Voter Registration (Jan.- June):** Our endorsement process to select general election candidates will begin in January, along with the beginning of our field program, centered around voter reg among our base of big box store workers.
- **Second Phase - Voter Education (June-Aug.):** Voter contact will begin by June and will focus on ballot education.
- **Third Phase - Candidate ID and Persuasion (Aug.-Oct.):** This phase of the program will begin in early August, and DVC will focus on voter and candidate identification and persuasion.
- **Fourth Phase - Early and/or Absentee Voting:** This phase of the program will focus on turning out absentee and early voters - when we begin this phase varies by state law
- **Fifth Phase (Final Four) - GOTV:** Our Get Out the Vote efforts will focus on the last 4 days of the election.



Staffing Structure

The program will be anchored by our national political team with the support of our national digital and organizing team. We also work closely with our multi-cycle data scientist and voter file coordinator who has worked with us since 2020. In addition to our full time staff who will act as volunteer and field coordinators, we will hire two field organizers in both Michigan and Georgia and one field organizer each in North Carolina, Texas, and California (based anywhere in each state) who will recruit, train, and support relational and direct voter outreach.