



Digital-First Civic Media

# **Building the Next Generation of Latinx Voters**







# The New York Times

ELECTION 2016

## TRUMP TRIUMPHS

*Shocking Upset as Outsider Harnesses Voters' Discontent*

President »

**228**

Clinton

Full Results

270 to win

**279**

Trump ✓

1:25 PM ET

Senate »

**47**

Dem.

**51**

Rep. ✓

House »

**193**

Dem.

**239**

Rep. ✓

### Campaign Took Relentless Aim at Institutions and Ideals

By MATT FLEGENHEIMER and  
MICHAEL BARBARO

- Donald J. Trump was elected in a stunning culmination of an explosive, populist and polarizing campaign.
- The outcome defied late polls that showed Hillary Clinton with a modest lead.

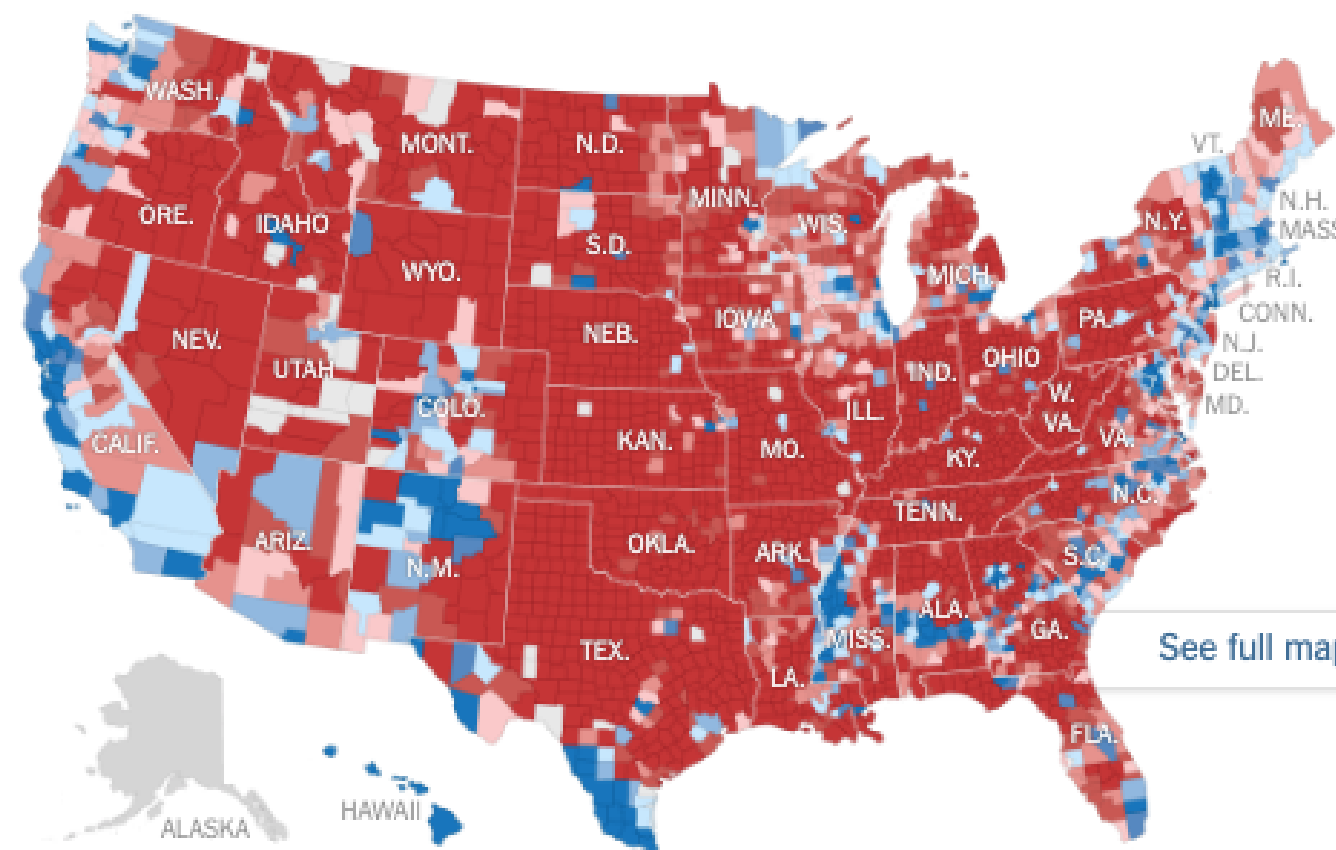
Comments

• The Night's Highlights  
9:13 AM ET

### Updates: Clinton and Obama Call for Americans to Unite

By ALAN RAPPEPORT and  
ALEXANDER BURNS 12:40 PM ET

Mr. Trump dominated in counties across the rural midsection of the country.



See full maps »

### OPINION

#### What Happened

How Donald Trump's victory looks to Opinion writers.

EDITORIAL

#### Donald Trump's Revolt

A heedless desire for change puts America on a precipice.

MAUREEN DOWD

#### Absorbing the Impossible

When the Apocalypse came, I called my conservative brother to see what was going on.

J. D. VANCE

#### Outside the Liberal Bubble

I should have known better: My family voted for Trump.

WAJADAT ALI

#### Muslim in Trump's America

Our president elect wanted to bar my people from this country.



WIRED

SUBSCRIBE

ISSIE LAPOWSKY BUSINESS 08.19.16 06:56 PM

## THE MAN BEHIND TRUMP'S BID TO FINALLY TAKE DIGITAL SERIOUSLY



**Brad Parscale** ✓  
@parscale



Great meeting with our next POTUS. I have the great honor to work for @realDonaldTrump daily #TrumpTrain @DanScavino









## ABOUT VOTO LATINO

Voto Latino is a digital-first organization that disrupts the political process by civically engaging a new generation of Latinx voters in our democracy year round.

**Together, we aim to build a stronger and more inclusive America.**



# WHY IS THIS MISSION IMPORTANT?

According to a poll done by NALEO, **60% of all Latinx voters** stated they were not contacted by a campaign or candidate in the 2018 midterm elections.

**It's up to the Latinx community to self-organize.**











## DIGITAL FIRST APPROACH

**“Majority of Latinx didn’t transition to digital, they were raised with it.”**

*– Nielsen, The Online Lives of Latinx Consumers*





# ORGANIZING MODEL

SOCIAL  
MEDIA

SMS

EMAIL

WEB

PAID ADS

MOBILE  
APP

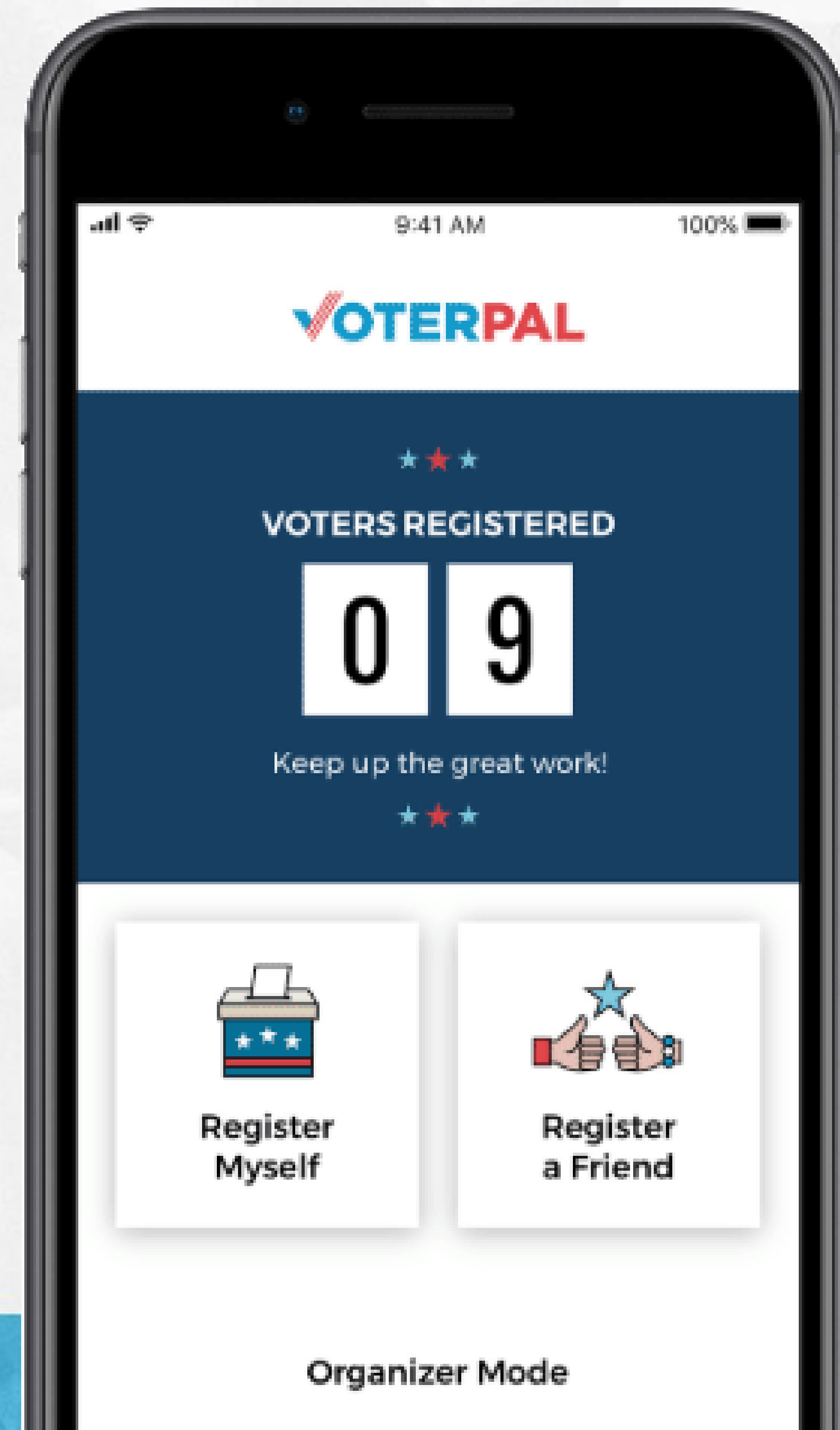
LOCAL  
CHAPTERS





# VoterPal: MOBILE MEETS PEER-TO-PEER VOTER REGISTRATION

- **Featured in the Apple Store** and named one of **top election apps** in 2018
- **20,228** voters registered
- **2,030** people used register-a-friend mode





Organizer Mode



# CONNECTING WITH CULTURE



votolatino

Voto Latino

@votolatino

10/31 - Halloween 🎃




11/2 - Dia De Los Muertos 💀

11/4- Set Your Clocks Back 🕒

11/6- Take your Country Back 🇺🇸


View Insights


Promote



Liked by votolatoinoosu and 4,474 others




votolatino Mark your calendars, y'all!  
Also check out bio for relevant links. 🎃🇺🇸💀🕒🗳️📅🗳️  
#halloween #diadelosmuertos #fallback #registertovote  
#vote #somosmas #votolatino

votolatino




View Insights

Promote




Liked by okay\_karla and 1,201 others

votolatino This is what happens when #DiaDeLosMuertos and #ElectionDay are so close together! 💀🌻🗳️🌻💀  
There is no better way to honor our loved ones and ancestors than by exercising our hard earned right to VOTE on Nov 6th! 🇺🇸 Make your plan at the link in our bio! 🗳️

votolatino

Texas Proud




HOLD MY HOOPS.  
I GOT A WORLD TO SAVE.



@THELUZCOLLECTIVE

View Insights

Promote



Liked by 1jessicaramirez and 2,510 others

votolatino Hold my hoops Mija. We got this! 🇺🇸❤️💪🗳️  
This moment of #BrownGirlMagic brought to you by @theluzcollective.  
🇺🇸🇺🇸🇺🇸  
#LatinasLead #LuzCollective #FLBL #Latinas #latinasvote  
#vote #somosmas

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# RESULTS

EVLPWERSUMMIT





**202,399**  
**VOTERS REGISTERED**  
**IN 2018**



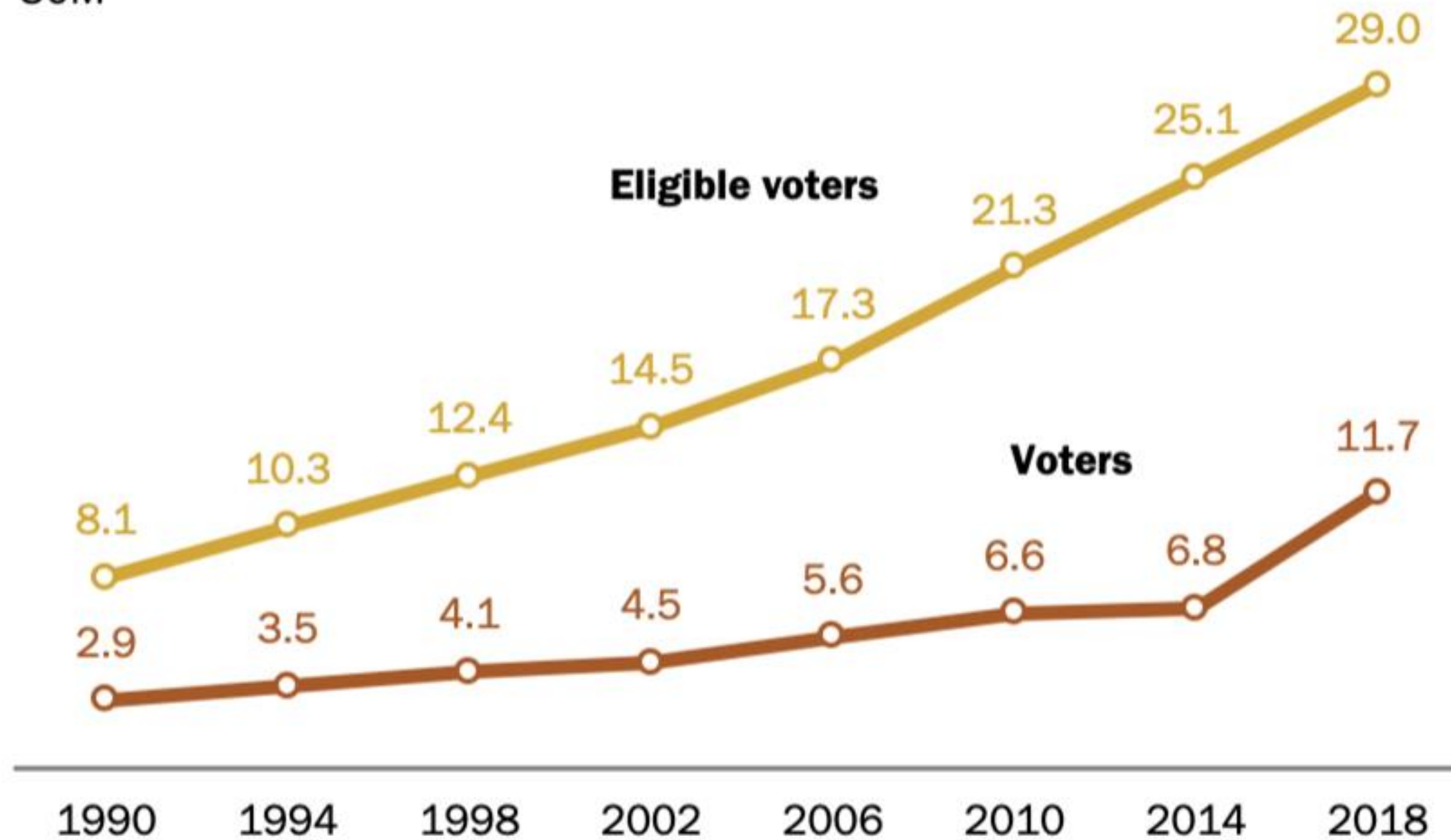


# LATINO VOTER TURNOUT IN 2018 REACHED A RECORD HIGH FOR A MIDTERM ELECTION YEAR

Latino voter turnout reached 11.7 million in 2018 up from 6.8 million in 2014, **nearing presidential election year levels**

*In millions*

30M



Note: Eligible voters are U.S. citizens ages 18 and older. Voters are eligible voters who say they voted. Latinos are of any race.

Source: Pew Research Center tabulations of the Current Population Survey, November Supplements for 1990-2018.

**PEW RESEARCH CENTER**





Rosa Del Angel | Voto Latino VP of Digital Strategy & Engagement <info@votolatin...

Rosa Del Angel

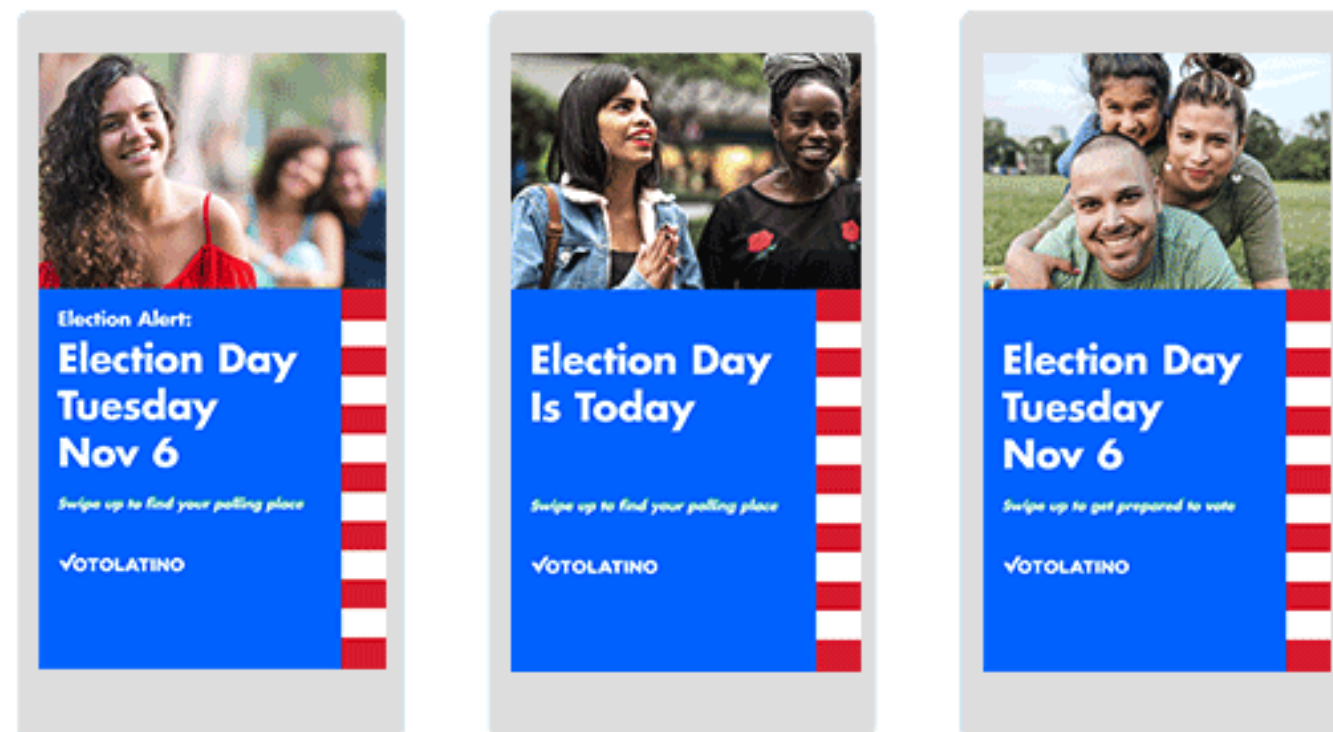
Wednesday, October 31, 2018 at 12:47 PM

[Show Details](#)

[It's your country. Represent!](#)

**Rosa, I'll be brief: I need you to donate to help keep our voter mobilization and GOTV ads live.** But first, let me explain why your donation will be so impactful.

These ads are the MOST effective way of reaching young voters and turning them out to the ballot box:



But unless I raise \$15,000 by midnight, I am going to have to take them offline. **Taking these ads offline will TANK our ability to mobilize voters in the last 6 days before the election.**

That's why I am coming directly to you, Rosa. Can you please rush a donation of even just \$5 or more to keep the ads live?

\$5 →	\$35 →
\$50 →	\$100 →

# RECORD FUNDRAISING

- Authenticity, donors excited to support voter registration
- Partnership with Lyft was also appealing to donors
- Rapid response to news, family separation
- Donors tired of responding to Trump





# **VISION FOR 2020**







# LATINOS WILL BE THE SECOND LARGEST VOTING BLOC IN 2020

- **60% of Latinos** are 34 and under
- **Majority of Latinos are 19 years old** compared to whites who are 54 years old
- **Nearly 32 million** Latinos are eligible to vote
- An estimated **13 million are UNREGISTERED**

**When registered, Latinos vote**





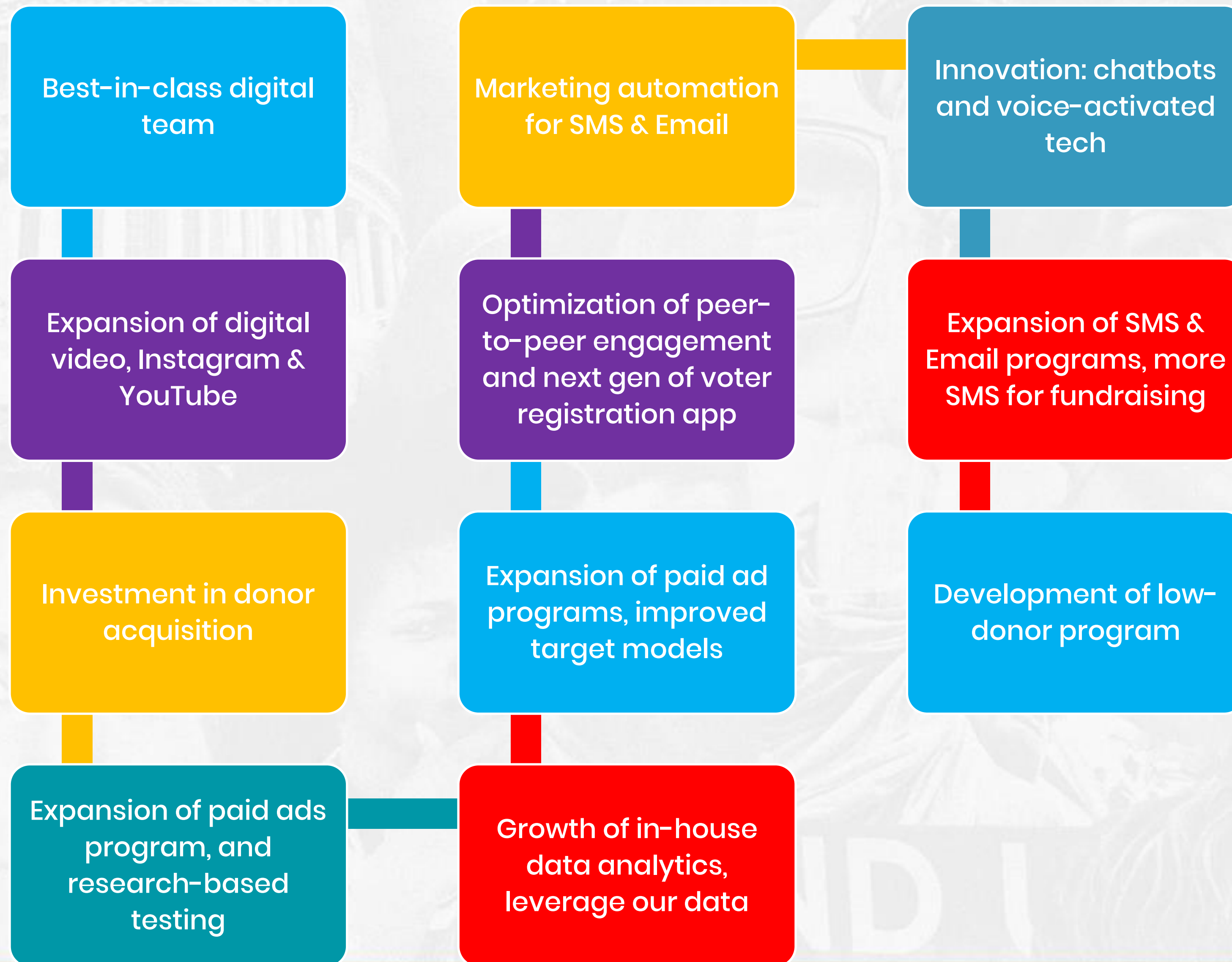
## **2020 Goal: 500,000 new voters**

- Virginia Elections – 2019
- Primaries in Key States – 2020
- Presidential Election – 2020





# Key Digital Initiatives







# GRACIAS!

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