

2018 ANNUAL REPORT





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OUR MISSION

African Americans believe in America, a country they helped build, and have sacrificed much to preserve and protect it. African Americans believe in the American dream for themselves, their families and their communities. African Americans believe that health care, education, housing and all of America's greatness should be accessible and affordable to all Americans.

Protecting Our Vote's mission is to ensure that African Americans use their powerful voices in the political process to further the promise of America. Those voices gave Democrats the majority in Congress in 2006. And in 2008, those voices helped make Barack Obama America's first African American President—and re-elected him in 2012.

POV fights to organize, mobilize, pursue and persuade every African American to participate. We believe that when African Americans vote at or near their full potential, Democrats win and the country is better off.

POV has built a state-of-the-art research, digital, and communications infrastructure to engage voters and potential voters early and often—not just on the Sunday before an election.

POV endorses and raises money for Democrats running for federal offices who have demonstrated their commitment or have pledged to help make America's promise of life, liberty and the pursuit of happiness a reality for all Americans.

Former Vice President Joe Biden speaks at a POV fundraiser in Washington in 2018.





Rep. Lisa Blunt Rochester (D-DE) addresses the crowd at a POV event in Massachusetts.

“Put money into GOTV efforts and reach the African-American community where they live...and Democrats will win elections...Make no mistake!”

- House Majority Whip James Clyburn (D-SC)

POV works to educate African Americans about voters' rights, voter registration, early and absentee voting, the use of provisional ballots and voting while serving overseas.

POV also monitors the activities of states and raises awareness about efforts and tactics being employed across the country to undermine voters' rights. We are tracking voter intimidation efforts, voter registration and identification challenges, and disinformation campaigns.

POV mobilizes and encourages African American voters to cast their ballots as soon as voting begins. Our goal is to win as many elections as we can before the polls open on Election Day.

We want to elect candidates who are committed to fighting for policies and legislation that will close the education, health care, housing and wealth gaps that are destroying African American families and communities.

OUR STORY

Founded following the midterm losses in 2010, Protecting Our Vote was born from a “sermon” often preached by House Majority Whip Jim Clyburn (SC): “Investing resources and engaging local canvassers in our GOTV efforts will reach voters where they live, work and worship, and Democrats will win elections ... Make no mistake!”

POV’s first engagement was the 2012 election. Working with an African American-owned firm, POV purchased voter files in three key Congressional districts and initiated nearly 100,000 contacts.

POV used experienced, local African American canvassers in north and south Florida to conduct a series of paid canvass programs, targeting three Congressional districts. POV reached nearly 13,000 voters, helping to defeat GOP incumbent Allen West and elect two Democrats to the U.S. House.

In 2016, building on these successes and using lessons learned in 2012, POV refined its approach to provide critical support in Florida’s 12th Congressional district leading up to the Souls to the Polls, Early Voting and GOTV phases of the primary campaign in South Florida.

POV SUCCESS STORY

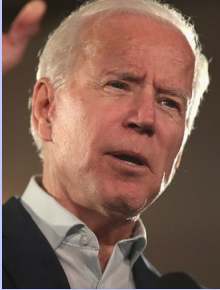


In Nevada’s 4th Congressional district in 2012, candidate Steven Horsford was underperforming President Obama by as much as 16 points among African-American women.

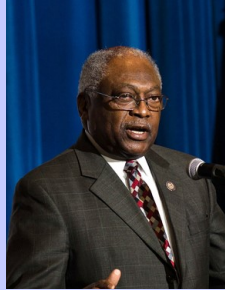
POV worked with Rep. Maxine Waters to place two rounds of early voting and GOTV calls, helping Horsford close the gap and win his race by eight points against a well-funded challenger.

POV's VOICES

Some of the most prominent figures in national politics have lent their time and energy to help POV get out the vote and deliver on Election Day. POV thanks these leaders for recording robocalls, joining fundraising events and standing up for African-Americans' right to vote.



Vice President
Joe Biden



House Majority Whip
Jim Clyburn



Rep. Cedric Richmond



Rep. Karen Bass



Sen. Cory Booker



Rep. Maxine Waters



Rep. Marcia Fudge



Rep. Bennie Thompson



Rep. GK Butterfield



Rep. Greg Meeks



Rep. Lisa Blunt
Rochester



Rep. Barbara Lee



Ambassador Ron Kirk



Rep. Kendrick Meek (Ret.)



Angela Rye



Symone Sanders

OUR 2018

The 2018 midterm election was one of the most consequential in modern history. Control of both chambers of Congress hung in the balance. The fate of policies that affect millions of Americans was at stake.

POV's mission in 2018 was simple: mobilize African American voters in every part of the country to secure a Democratic House majority by protecting vulnerable incumbents and turning at least 20 red districts blue.

POV targeted African American voters in nearly three dozen House races and six overlapping Senate races, using social media, direct mail and voter-to-voter contacts to get out the vote.

POV helped secure wins in more than 50% of the House races in which we were involved and had success in two-thirds of the overlapping Senate races. We are proud of our team's efforts, which contributed to electing the first Democratic majority in the House in eight years.

POV's success was validated when the new Democratic majority unveiled its very first piece of legislation in January 2019: the "For the People Act" (H.R. 1).

The centerpiece of this landmark bill is language that expands voting access, restores Section Four of the 1965 Voting Rights Act and targets corruption and the influence of "dark" money in politics.

Sen. Cory Booker (D-NJ), Rep. Lisa Blunt Rochester (D-DE) and Ambassador Ron Kirk show their support for POV.



2018 BY THE NUMBERS

3,500,000+

drive-time radio listeners focused on early voting and GOTV

886,407

phone calls focused on early voting and GOTV

500,000+

mail pieces sent to voters

50,000+

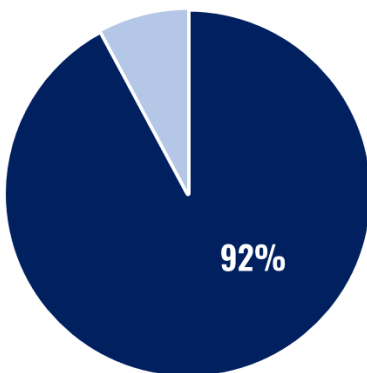
GOTV text messages

★ POV reached over 3.5 million drive-time listeners on African-American radio with advertisements in support of its endorsed candidates on nearly a dozen radio stations.

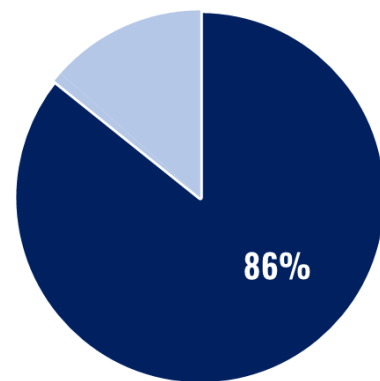
★ POV engaged in nearly three dozen House races and six overlapping Senate races in 15 states, including Senate races in Arizona and New Jersey.

★ POV made 886,407 phone calls and dropped more than a half million pieces of mail to voters.

★ POV transmitted more than 50,000 GOTV-focused text messages to three counties in the State of New Jersey.



POV's text message campaign reached 92% of its targeted audience . . .



. . . and 86% of respondents committed to voting in favor of POV-endorsed candidates.

2018 RESULTS

In 2018, POV supported House and Senate candidates committed to protecting voting rights. Congratulations to the POV-backed candidates who won their elections to Congress!

★ *Red to Blue seats*

SENATE



Kirsten Sinema (AZ)



Jacky Rosen (NV)



Bob Menendez (NJ)



Sherrod Brown (OH)



Tim Kaine (VA)

HOUSE



Josh Harder (CA-10)



Jahana Hayes (CT-5)



Abby Finkenauer (IA-1)



Steven Horsford (NV-4)



Colin Allread (TX-32)



Katie Hill (CA-25)



Debbie Mucarsel-Powell (FL-26)



Lauren Underwood (IL-14)



Antonio Delgado (NY-19)



Abigail Spanberger (VA-7)



Mike Levin (CA-49)



Lucy McBath (GA-6)



Haley Stevens (MI-11)



Joe Cunningham (SC-1)



Jennifer Wexton (VA-10)



Rep. Cedric Richmond (D-LA), the 2017-18 Chair of the Congressional Black Caucus, speaks at a POV event in Massachusetts in 2018.

OUR FUTURE

The next election doesn't start in 2020; it has already started. POV is ready with a campaign infrastructure in place to protect our gains, send more champions to Washington, and ensure that no voter is denied access to the ballot box.

Our victories in 2018 were a major step forward, but much more needs to be done. In 2020, every House member, a third of the Senate and—most importantly—the White House are up for grabs.

Efforts to suppress the African American vote have already begun. Disinformation campaigns and intimidation tactics to prevent people of color from exercising their Constitutional rights are underway.

In his Letter from the Birmingham Jail, Martin Luther King, Jr., admonished that, “We will be made to repent not just for the hateful words and deeds of bad people, but for the appalling silence of good people.”

We will not allow hateful voices and acts to drown out the words and deeds of good people. Our votes are our voices, and we will not be silenced.

POV will work to ensure that those voices are heard from City Halls to the halls of Congress and all the way to the East and West Wings of 1600 Pennsylvania Avenue. We will inform, engage, energize and empower African American voters to fight and win.

OUR TEAM

Our 2018 team was made up of seasoned political professionals and vendors, with more than 250 years of combined campaign experience.

Marcus Sebastian Mason
Co-Founder & Treasurer

Marissa Lorenzetti
Chief of Staff

Antjuan Seawright
Senior Advisor & Strategist

Christina Mason
Director, Social Media & Digital Content

Kimberly Woodard
Director, Talent Acquisition & Placement

David Youngblood
Treasurer, POV Federal PAC

Mariko Bennett
Director, Fundraising & Events

Steven Belhumeur
SB Strategies
Robo-calls & Data

Ike Spear
New South Strategies
Mail, Audio Editing

Nadia Garnett
Deliver Strategies
Mail

Laura Veazey
Focus Strategies
Mail

William "Bill" Dilday
Kerimax
Radio

Rasheedah Thomas
RC Communications
PR & Copy Editing

Ayannah Buford
B. Brilliant
Web Developer

John Jameson & Hon. Mark Schauer
Winning Connections

ABC Consulting
Compliance

Perkins Coie
Legal

A VERY SPECIAL THANKS TO ...



POV Treasurer and Co-founder Marcus Sebastian Mason addresses POV supporters in 2018.

Adjoa Asamoah
Hon. Stephen Benjamin
Reginald & Dr. Aliya Browne
Chaka Burgess
Valeisha Butterfield-Jones
Calvin Butts, Sr.

Melanie Hacker
John Jameson
Lacy Johnson
Ed Lewis
Mattie McFadden-Lawson
Hon. Michael Nutter



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