

## Forward Together's Civic Engagement during the 2018 Elections

During the 2018 election, Forward Together led a large-scale deep canvass component to the No on Measures 105 & 106 campaigns. We utilized strategies to engage and empower our constituencies on the voting process – including women of color, LGBTQ and gender non-conforming people of color, indigenous people, and immigrants. We were the first women of color-led organization to join the executive committee of No Cuts to Care, and we supported the partners around the table for the No on 105 campaign.

Non-white voters in N & NE Portland	
Voters of Color	Location
8,535	NE Portland: King, Alameda, Alberta, Vernon
5,823	North Portland: Portsmouth, Arbor Lodge, St. Johns



### OUR PLAN. OUR POWER.

We planned to reach 15,000 voters of color in 6 key neighborhoods of N & NE Portland. We hired a canvass team of 8-10 individuals, hosted 2 POC-to-POC volunteers canvasses and used our deep-canvass model to reach our goal of having 2000 conversations with low-propensity voters and voters of color. Once we reached Get Out The Vote, we worked to turnout at least 900 voters from those conversations in September and October. We used non-polarizing language to ask voters about their opinions on abortion and on immigration, and found that a vast majority (68%) of voters we spoke to were with us. This allowed our canvass team to have deeper conversations with voters that were unsure by sharing stories and building rapport.

#### BY THE NUMBERS:

- 16,000** Doors knocked
- 1,612** People who signed the no on M106 pledge
- 75%** Voters we spoke with who self-identified as people of color
- 10,000** Number of voter guides distributed
- 9,117** Get-out-the-vote calls, text messages and postcards sent

