

Clean & Prosperous America

Summary of 2022 PA Grantee Accomplishments

In 2022, Clean & Prosperous America (CaPA), in partnership with Rural Democracy Initiative (RDI) and Movement Voter Project (MVP), awarded six organizations a total of \$171,706 to engage voters of color in Dauphin and Lancaster county, two non-metropolis counties in Pennsylvania. This report provides a summary of the grantees' reported accomplishments towards getting more young voters of color registered and voting in these two counties.

New Pennsylvania Project engages and empowers young residents and those living in underrepresented and often neglected communities of color and immigrant communities to vote. With support from CaPA, MVP and RDI, they engaged voters of color under 35 in Dauphin and Lancaster counties through conversations on the doors and at site-based events, focusing on issues including economic and racial justice, voting rights, fair education funding and the climate crisis. They found job centers, DMVs, laundromats and beauty salons to be successful engagement sites; less successful sites included supermarkets, large festivals and concerts. Additionally, NPP established partnerships with other advocacy organizations, local businesses, and educational and public institutions; they also consistently engaged constituents on social media.

CASA With CaPA's support, CASA extended its voter registration drive in Pennsylvania with an experiment in youth voter registration, and did GOTV work targeting 18-35 year old Latino voters in Dauphin and Lancaster County. This work included subdividing the 5,523 Latinx youth between the ages of 18-35 in our target universe by propensity to vote. CASA then tracked members of this cohort who live in households with at least one other voter in order to track the multiplier-effect of our youth engagement.

1 Vote Counts educates and empowers youth and other underserved communities, including citizens returning from incarceration, primarily in Dauphin County. Through voter registration pop up events, door-to-door canvassing and phone and text banking, they registered BIPOC residents, Dauphin County prison detainees, and citizens in pre-release and juvenile centers. Their Get Out The Vote program included doors, phones and texts, and "GOTV Party Pop Ups."

Black Wall USA creates executable plans that are designed to eradicate injustice and racism and aim to tear down the systems of oppression within our nation. With support from CaPA, RDI and MVP, they hired a Regional Director from Lancaster who was able to tap into her network of young adults to onboard organizers that successfully engaged voters in Lancaster and York.

Rise builds student-led advocacy campaigns and programs focused on increasing access to higher education. With the support from funding partners, Rise hired and trained 9 student fellows and 19 student ambassadors across central PA and collected over 11,000 plans to vote in the region. Across

Pennsylvania, Rise organized across 16 campuses, hosted 57 events, and organized 260 tabling and canvassing shifts.

Environmental Voter Project uses data analytics and cutting-edge behavior science to mobilize low propensity environmental voters. In Pennsylvania, EVP built proprietary predictive models to identify registered voters who listed climate change or the environment as their single, top issue priority; they then narrowed it down to find those who (a) never voted in a midterm election, (b) were registered to vote in Dauphin or Lancaster counties, and (c) were BIPOC 18-35 year-olds. EVP targeted these voters with their behavioral-science-informed messaging to nudge them into being more consistent voters; interventions included social pressure, direct mail, digital advertisements and “plan making” phone calls.

CASA also received funding from CaPA, RDI and MVP for their work in Dauphin and Lancaster counties. We will share their updates in the near future.

Highlights & Quotes from our Grantees

New Pennsylvania Project **“exceeded the voter registration goal** of 685 voters by 27%, as 867 voters were registered during the grant period. Of the 16% of voters who shared their race, 70% self identified as belonging to a community of color. Of the 867 newly registered voters, 57% were between the ages of 18-35 years old.”

“According to TargetSmart, **Rise led one of the nation's most effective voter turnout programs.** Using Georgia data, we found that youth reached by Rise were 12 percentage points--or 38%--more likely to vote! This is with an audience of mostly youth and 70% voters of color (2/3 Black) in Georgia.”

In the words of Rise PA Fall 2022 Fellow Gabriel Karl, Elizabethtown College:

“Before Rise, I did not have the confidence or knowledge about what it looked like to truly advocate for others. All we can do is organize, organize, organize, and make sure that we register people to vote and get them to the polls. I aspire to keep advocating for more rural parts of PA to ensure that students here are not forgotten in the democratic process.”

Black Wall USA **“can now better serve similar cities and towns with the models we have created.”**

Environmental Voter Project’s “voter targets — none of whom had voted in the 2018 midterms — cast their midterm ballots at 38.8% in Dauphin County and 28.3% in Lancaster County.”

Nathaniel Stinnett, Executive Director, Environmental Voter Project

“With funding from Clean & Prosperous America, we were able to deliver behavioral-science informed messages to these non-voters to nudge them into becoming new voters...We helped move this group of young, BIPOC environmentalists from zero percent turnout in 2018 to 32% turnout in 2022.”

Michelle Mardenbrough, Executive Director, 1 Vote Counts

With support from CaPA, RDI and MVP, “we were able to go above and beyond what we normally do. We were able to extend our reach from just Dauphin County to the outskirts and the suburbs and the additional boroughs around Harrisburg. We were able to knock on 5,780 additional doors *on top of* the doors that we normally knock on. We were able to extend our reach via our calls and our texts by 60%. We were able - because of CaPA - to have 12 pop-up political parties, where every weekend we go to different areas within the community and we have these pop up parties where we talk about the importance of becoming engaged and active citizens.”

Pastor Early Harris, Founder, Black Wall USA

“We hired all of our staff who fit into the category of 17-35 years old; as a matter of fact, we didn’t have anyone on staff who was over 27, maybe 30 at the most. They were exceedingly good - interested, engaged, completely capable of handling the apps, they did a fantastic job. They recorded the data well; you could see what happened within our telephone applications. All the work that was done was exceedingly well done and done timely...We had a successful time in reaching out to so many people.”

New Pennsylvania Project

“We’ve been going to shopping malls, laundromats, DMVs, county assistance offices, we’re going anywhere where people of color - where disenfranchised, anywhere where we think we can get new registered voters - that’s where we’re going.”

Max Lubin, CEO, Rise

“There are three things that stand out to me about CaPA’s work that are so important. First is that you all invest early; you understand the importance of building these programs and how long that takes. You are always committed to investing resources in youth early and I so appreciate that. Two is that you understand the importance of investing in young people. So at a time when so many funders are moving out of the youth space and so many of the larger organizations in this space have lost funding since 2020, you all remain committed to this work and to investing in youth - and especially youth of color - in some of these key states. Third and finally, you all are dedicated to building a community of aligned organizations and funders. You all helped foster an introduction with the Movement Voter Project through this work that has been catalytic to Rise’s work and with respect to on the ground organizing, you all have connected us with so many amazing organizations to share our relational organizing work with and to build organizing infrastructure that we need to protect democracy.”