

Dear Friends and Partners,

We are days away from the most consequential election in our lifetime and the NAACP is set to kick-off an unprecedented 96-hour GOTV effort in 9 critical battleground states. Beginning this political cycle, the NAACP, and partner, GSSA, a Colorado-based data and election strategy group, launched their most robust electoral program ever. In these final hours, using a combination of direct voter contact, mass communication, targeted digital mobilization, and SMS texting, the partnership will continue to build on its already historic 2024 civic engagement efforts to turnout Black voters. Our greatest allocation of resources for the 96-hour program will be directed to GOTV efforts in MI, PA, and WI, in particular:

- **96-Hour GOTV Program – From November 1st to November 5th**
 - » The 96-Hour GOTV program will support [Black Leadership Pennsylvania](#), the [NAACP Michigan State Conference](#), and [Wisconsin Voices](#), to expand ongoing canvasses in areas with large concentrations of Black voters in PA, MI and WI.
 - » We’re mobilizing NAACP members for virtual phone banks and will launch a massive statewide GOTV phone program with the [phone vendor AMM](#) to call all progressive Black voters who have not yet voted in AZ, GA, MI, NE, NC, NV, PA, TX and WI. Robocalls will also be delivered to all landlines in those universes.
 - » Our digital program with [Priorities USA](#) will substantially increase targeting frequency and impressions in our ongoing joint digital program in MI, PA, and WI, and we are adding comparable buys in NC and GA. The final week of programming will focus on premium video, social and CTV inventory, where we expect to reach the highest number of Black voters in the critical final few days of voting.

The 96-hour GOTV program completes the comprehensive suite of research and voter contact programs developed over the past seven years following the creation of the NAACP/GSSA partnership and the launching of an ambitious plan to increase the political voice of the Black community by implementing innovative, state-of-the-art electoral programs and initiatives. Over this time, our direct and indirect voter contact programs have been experimentally proven to increase the turnout and mobilization of Black voters.

The NAACP, and its GSSA partnership, has been particularly crucial during this election cycle where our responsibility as the Black community’s most trusted messenger and the country’s largest civil rights organization has been especially critical to cutting through the political noise and distractions. To date, we have built the infrastructure and core capabilities to lead one of the nation’s most comprehensive Black civic engagement programs. When our democracy is on the line, having the necessary resources, breadth and geographical reach like no other has never been more imperative.

As we ramp up our efforts for the final GOTV push before Election Day, we’re excited to share highlights of our work:

- **Early Volunteer Program (EVP) – From June to October, we:**
 - » [Recruited over 100,000 volunteers in the 12 battleground states and across the country](#), including volunteers in 15 competitive congressional districts in six states (CA, IL, IN, NE, NJ, NY), where data indicated that Black voters play a pivotal role in determining election outcomes.
 - » [Optimized communications](#) for recruited volunteers, with the applied behavioral science firm [ideas42](#), to increase volunteer engagement and retention. We maintained frequent communications with volunteers, by hiring, training, and managing paid texters.
 - » Trained and assigned volunteers to serve in complementary supporting volunteer roles, designating ‘[Volunteer Captains](#)’ to support and motivate other volunteers and designating ‘[GOTV Leaders](#)’ to contact and motivate low- and moderate-propensity GOTV targets.
- **Building Community Voice Fund (BCVF) – From June to November, we:**
 - » Refined the granting criteria for [the 2024 NAACP Building Community Voice Fund \(BCVF\) program](#) and implemented a more rigorous applications and communications process based on the experience of 2022.
 - ◇ The 2024 program consists of 38 grantees, whose programs span 14 states (AL, FL, GA, IL, LA, MI, MS, NC, NV, OH, PA, LA, SC, and TX).
 - ◇ These programs have the potential to impact nearly 2.2 million voters in 50 jurisdictions, who will be voting in 109 different local elections.

- ◇ The Application Review Committee was composed of leaders from: AFT, AFSCME, Committee on States, Democracy Alliance, State Voices and the States Project. Recommendations from this committee, which included scores for recommended applications, were presented to the Administrative Council, which is the approving body for all grantees.

Our 38 2024 grantees, including central down ballot efforts and administrative support, will receive a total of \$6.4 million in granted and pending funding. Grantees are required to submit final reports on activities and community impact. These reports will be summarized and made available to the Administrative Council.

- **Mass and Continuous Communications (M&CC) – From September to November, we:**
 - » Developed a radio buy with [SKDK](#), which aired or will air over 7,500 [radio spots in the final 5 weeks of the election via terrestrial radio](#) on stations with significant Black audiences in the major media markets of seven priority battleground states (AZ, GA, MI, NC, NV, PA and WI) and congressional targets in CA and NY, yielding nearly 5 million impressions per week.
 - » Sponsored nearly 2 million streaming spots in the final five weeks of the election via streaming audio platforms with significant Black audiences in the 7 priority battleground states (AZ, GA, MI, NC, NV, PA and WI), yielding nearly 2 million impressions per week.
 - » Developed and launched [static](#), [flip](#), and [instream/CTV](#) GOTV creative with [Pendulum](#) to mobilize Black voters to vote by mail, early, and on Election Day, generating over 40 million impressions and 1.5 million engagements to date.
 - » [Collaborated with Priorities USA](#) to mobilize Black voters digitally, with streaming audio/CTV, search, display, and other types of digital ads generating over 20 million impressions to date and driving 4.9M video completions.
- **Indirect Relational Voter Turnout (IRVT) - In October, we:**
 - » Sent GOTV Leaders and Captains lists of targets to contact in 2 rounds of messages, giving approximately 100,000 GOTV Leader volunteers [lists of almost 2,000,000 GOTV targets to mobilize](#).
 - » Gave nearly 5,000 Captains lists of GOTV Leaders for them to support and nudge to action.
 - » Developed a centrally-managed gap-coverage program, designed to cover all remaining GOTV targets, that sent over 2 million text messages to GOTV targets via [echo19's](#) SMS platform, in a first round of two rounds of messages, from Oct 15 to 18, paralleling the volunteer-led IRVT timeline and, in effect, taking on the workload of over 100,000 GOTV Leader volunteers.
 - » [Set up randomized controlled trial experiments \(RCTs\) with the Analyst Institute](#) to evaluate both the volunteer-led and centrally-managed IRVT programs.
- **Traditional GOTV (TGOTV) – From October to November, we:**
 - » Sent [voter education mail](#) to over 1 million households in seven states (AZ, GA, MI, NC, NV, PA and WI) in mid-October, and nearly 1.8 million households in those states were sent two rounds of [social pressure mail in late-October](#), the creative of which was co-developed with [Deliver Strategies](#).
 - » Sent or scheduled three rounds of informational GOTV texts to nearly 5 million GOTV targets, using the peer-to-peer SMS platforms [echo19](#) and [Hustle](#). The first-round informed voters of absentee/mail voting options, the second round of messages provides information about early in-person voting, and a final round will provide Election Day voting information.

In addition to direct voter contact, the NAACP has engaged in voter protection efforts. The suppression tactics may be different this year, but the intent remains the same--silencing Black, and other vulnerable voices. We are proud to advocate on behalf of voters across the country to ensure the law is followed, and the right to vote protected. Every vote is a voice and should not be silenced. Highlights of our work in 2024 include:

- Litigating about a dozen cases, and successfully ending Georgia's Hand Count rule, preventing the disenfranchisement of thousands of WA voters, and halting Alabama's "Purge Program" through coordinated litigation.
- Running our Voter Protection Hub through Election Day and sharing Voter Guides with eligible voters and volunteers.
- Hosting dozens of lawyers & law students who will be fielding calls at our 1-800-VOTE hotline and responding to incidents of voter suppression in real-time, filing cases, and arguing in emergency cases on behalf of voters in MI, PA, MD, NC, and GA as well as other states, and staffing Election Protection Command Centers.

- Building teams and systems to monitor county and state canvassing boards to ensure that every vote is accurately counted through state certification.
- **Data Analysis - Year-round, we:**
 - » Performed a 50 State Analysis, primarily using Catalist and Census data, identifying [12 state targets](#) and [35 congressional targets](#) across 15 states (including 6 non-battleground states).
 - » Identified competitive and critical down-ballot targets for the BCVF program across 26 states, including a total of 91 counties, 30 state legislative districts, and 247 down-ballot races.
 - » Enhanced commissioned public opinion research and test data, by providing additional analyses and technical support where applicable.
 - » Monitored and assessed polling and AVEV data to help guide late-cycle resource allocations and strategic decisions in the final weeks of voting.
- **Messaging and Research - Year-round, we:**
 - » Commissioned a volunteer recruitment survey with [Sojourn Strategies](#) to better understand how to mobilize the prospective volunteer universe and develop volunteer recruitment messaging.
 - » Conducted [internal A/B field testing of volunteer recruitment messages to increase volunteer recruitment rates](#).
 - » Surveyed the Black electorate in 12 battleground states by [Hart Research](#) to guide programming and messaging.
 - » Monitored and assessed Black voter sentiments and voting preferences through nationwide monthly tracking polls with [HIT Strategies](#).
 - » Tested radio ad scripts and recorded spots with [Grow Progress](#) to evaluate and rank radio messages and optimize ad buys.

All of this has garnered a significant amount of coverage throughout our campaign, including:

- [NBC News: Spending \\$20M to mobilize and educate Black voters](#) across 12 key states in the 2024 campaign.
- [The Hill: Launching a \\$3.75M radio and streaming ad-buy campaign in seven key states](#) with a large population of eligible Black voters, [including AZ, GA, MI, NA, PA, WI, and NV](#), and Congressional districts in CA and NY, including ads featuring [Michelle Obama](#); a woman [asking her Dad to vote](#) because her life depends on it; [men at a barbershop](#) discussing voting; and voters [uniting for justice](#) this election cycle.
- [NPR: Highlighting our efforts to mobilize Black men](#), in particular, through [our expansive ad campaign](#) and efforts across the U.S.
- [Politico: Releasing poll research](#) conducted in partnership with [HIT Strategies](#) of 1,000 eligible voters on Black voter trends leading up to election day, including [candidate gains among Black men](#) And finally, [sharing](#) an op-ed for BET.com [on the importance of listening to and not discounting the contribution of Black voters](#) and Black men.

All of this would not have been possible without the generous support of our partners, donors, our NAACP members and leaders, volunteers, and supporters who have given their time, effort, and dedication to this cause. As we prepare for the last stage of our 2024 GOTV program, we cannot thank you all enough for your support and contribution, and for your shared commitment to doing everything we can to win the most important election of our lifetime.

And lastly, we continue to ask for and seek out your advice and counsel. Please let us know if you feel that we have missed opportunities or would like to combine our efforts in the interest of synergy and success.

Thank you,

Derrick Johnson

President and CEO, NAACP

Albert C. Yates

Founder and Managing Director, GSSA