

2023 From The Block To The Ballot Campaign Field Report

This year was the second round of our multi-week volunteer program focused on encouraging justice-impacted voters to participate in upcoming elections! Last year's efforts were all through clunky text and phone banking software; this year we used a combination of phone banking and door knocking.

We also had a targeted phone and walk list of around 7,000 black and brown justice-impacted community members in the Minneapolis and Saint Paul area. That combined with new and very user-friendly software from our F.R.R.C (Florida Rights Restoration Coalition) comrades allowed our field program to have a higher impact in a shorter amount of time.

This non-partisan, get-out-the vote initiative is different because we center empathy and prioritize safety & privacy. We understand/understand that this is larger than casting a ballot. It takes courage and strength to re-engage with the political process after being removed from it. But it also takes having access needs met and some barriers eliminated.

The script/rap we use doesn't lead with a political check-in or ask. Every person we engaged on the streets, at their doors or on the phones we first let them know about the services we provide and asked them if they needed any of those resources. We then let them know about the new law and encouraged them to use their vote.

Our approach ensures that the newly re-enfranchised population feels valued, heard, and empowered in their journey towards civic engagement. From the Block to the Ballot works to strengthen our democracy, make it more relational with its people and to create a more inclusive just society for all.

Phone Bank:

This year we used a software called ***Our Voice*** to do phone banking. Unlike CallHub (which we used last year), this software works best ***without*** a computer so we were able to make it a lot more accessible to folks wanting to volunteer. The new software also allowed us to have our own phone number which showed up as T.O.N.E U.P and not spam! Overall, Our Voice made phone banking this year much more efficient and impactful for the B2B program.

From October 27th-November 7th (12 Days):

- 3,656 Total calls made
- 70 Total Phone Bankers
- 61 Volunteers! (9 different organizations and 40 Youth!!)
- 9 Paid Organizers (All Justice Impacted T.O.N.E. U.P. staff)

Breakdown of Calls:

- Not Home/Not Available: 2,076- **56%**
- Disconnected:702- **19%**
- **Contacted: 404**
- Wrong Number: 231
- Left Message: 164
- Do not contact: 46

Interpretation:

If we look at the total number of calls and the completed calls it tells us that we reached about **11.05%** of the call list on the first pass!! Or, we reached 13 people for every 100 calls. Not sure I need to say this...But I will: that is an amazing contact rate! And if we remove the 702 disconnected numbers our contact rate jumps to **13.68%**.

- **Voting:** From the 404 people we reached
 - 106 said Yes to voting-**26%**
 - 45 were undecided-11%
 - 24 said No to voting-5%
 - 17 already voted-4%
- **Actions:** 57(**14%**) want to stay connected with us
 - **7 follow-ups**
 - 1 volunteer Recruited (she made 119 calls!)
 - 40 Call backs with 9 follow ups resulting from them

Door Knocking:

Door knocking this year was much different than we were used to...In a good way! Like every year and with every project we want to make an impact and we want to be effective but up till now we have not been able to do that in a healthy way. We mean a way that recognizes and honors the fact that canvassing and organizing people you've never met before, listening to their stories and constantly sharing your own is not easy for anyone, especially black and brown people who have been impacted by incarceration. This year we weren't speed walking, fearing we would be questioned about why it took us minutes to get to the next door...a very real thing in many canvassing programs!

Despite having a late start to this years' voter engagement initiative, our contact rate was amazing and the follow ups with community members reassured us that we were doing relational work.

Our 2022 initiative was statewide and this year's iteration of B2B was a more concentrated effort. Our long-term goal was to have a powerful, state-wide program by 2024 that incorporates the new voting bloc from RTV. However, we needed to first implement our learning lessons from the pilot. The best way forward was to integrate the programmatic changes on a smaller population before scaling it state-wide. With this goal in mind, our 2023 initiative had a focus on the Twin Cities municipal elections. This year's efforts garnered 9 paid justice impacted organizers and 60 volunteers who made over 3,000 phone calls and knocked over 500 doors. When election data becomes available in the spring, the MNJRC will evaluate our most recent iteration.

Breakdown of Knocks

- **518** Total Knocked Doors
- **117** Total Completed Conversations
 - **22%** Contact Rate on doors
- **9** Paid Canvassers
- **25** Youth volunteers!!
- **45** Door knocks made by volunteers!
- **473** Door knocks made by T.O.N.E U.P Team!
- **127** Hotspot Attempts (Site canvassing)
 - **23** Completed
 - **18%** Meaningful Contact Rate
 - **8** Follow Ups

We acknowledge these numbers but we celebrate the connections we made and the lives we were able to positively impact even more. We connected justice impacted folks in the Twin Cities with resources and political awareness that leads to political power. We learned from our work and our lived experience that elections and campaigns don't foster expansion and empowerment by themselves, we all need to be out here year-round.

Expanded access to our democracy happens when there are multiple touches, this means we need to go beyond encouraging our community to participate when there's an election. This then creates a dynamic where our democracy has to be in relationship with its people on a continuous basis. Our strategy to engage this population rests on our Shared Democracy Outreach Plan, a comprehensive and thoughtful approach to mobilizing justice-impacted individuals in Minnesota and being in relationship with them.

It must be noted that this kind of engagement isn't effective or as impactful without collaboration and synergy. We did this work in partnership with an amazing team of

partner orgs: Wanton Injustice Legal Detail (WILD), The Minnesota Justice Research Center (MNJRC) and Until We Are All Free (UWAAF)!! We thank our partners deeply for their support and hardwork and we look forward to continuing this work together.

Lastly, If you have read this report and you believe this type of engagement is important to empower our community in ways that contribute to the overall safety and wellbeing of the most impacted communities, then please support us and call on elected officials, funders and philanthropy to support it!

You can [Donate Here](#)

Sincerely,



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