The ACLU of Colorado launched *We Are the Vote*, a multi-year effort to remove barriers to voter participation for historically disenfranchised voters, justice-impacted voters, and young voters in Colorado because the state has a fundamental problem — some voices are being heard much louder than others.

**WE ARE THE VOTE 2022 MIDTERMS TOP 3 GOALS**

1. Building partner relationships
2. Educating voters on key ACLU issues
3. Increasing turnout of disenfranchised, justice-impacted, and young voters

**WE ARE THE VOTE 2022 BY THE NUMBERS**

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Voter Contacts</td>
<td>5,209,153</td>
</tr>
<tr>
<td>Digital Ad Reach</td>
<td>479,232</td>
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<tr>
<td>Texts Sent</td>
<td>106,884</td>
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<tr>
<td>Radio Ad Reach</td>
<td>165,600</td>
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<tr>
<td>Grants to Partners</td>
<td>$30,950</td>
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<tr>
<td>Emails Sent</td>
<td>180,473</td>
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<tr>
<td>Voter Guide Views</td>
<td>15,695</td>
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<td>ACLU Volunteers &amp; Trainees</td>
<td>251</td>
</tr>
<tr>
<td>Partner Organizations</td>
<td>13</td>
</tr>
<tr>
<td>Events &amp; Trainings</td>
<td>8</td>
</tr>
<tr>
<td>Op-Eds</td>
<td>4</td>
</tr>
</tbody>
</table>
House District 17 in Southeast Colorado Springs is a majority Black and Latine district that has one of the lowest voter turnout rates among 18- to 34-year-olds in Colorado.

Our initial work alongside Citizens Project in HD-17 this year was the start of a multi-year effort to increase voter participation in this part of Southeastern Colorado Springs.

The ACLU hosted a “Turn Up the Vote” event in Colorado Springs on October 29, 2022 to help encourage Black, Latine, and young voters to vote in the 2022 midterm election.

Our success is owed to our campaign partners, half based in Colorado Springs where we focused our on-the-ground voter engagement efforts:

- Rocky Mountain NAACP
- Citizens Project
- Community Works Colorado Springs
- Young Invincibles
- Colorado Crime Survivors Network
- Colorado Latinos Vote
- Relevant Word Ministries
- Inside Out Youth Services
- Lady Justice Brewing
- Greater Metro Denver Ministerial Alliance
- Auraria Higher Education Center: Community College of Denver
- Metropolitan State University of Denver
- University of Colorado Denver

Citizens Project is a longstanding Colorado Springs organization dedicated to equal rights, racial justice, and economic equity. This election, the organization focused on addressing inequity by engaging with voters in House District 17, the state’s lowest-turnout county. Their strategic leadership and partnership with the ACLU of Colorado was the foundation to We Are the Vote’s success.
We engaged a variety of strategies to ensure that the media, candidates, and voters understood the essential issues in this election, including:

1. Commissioned a **statewide poll** on civil rights issues.
2. Used **data** to **inform** our voter education work.
3. Developed a **ballot guide** that included information on seven ballot measures that addressed key ACLU issues.

As part of **We Are the Vote**, ACLU of Colorado asked local artists to create **artworks** that would **promote open discussion around the importance of voting**. “Art the Vote” encourages Colorado creatives to express their voting-related emotions through their artistic practice.
Denver is experiencing an **access to housing crisis** that disproportionately impacts communities of color and causes a cascade of civil rights and civil liberties abuses for unhoused people.

The ACLU was proud to **support NEWR Denver**, an initiative that would have **reduced unjust evictions** and **kept Denver’s families in their homes** with a major paid digital ad campaign, door-to-door canvassing, and opinion columns.

Although the initiative fell short this year, the ACLU and partners will **not stop fighting** for equitable access to housing.

**LOOKING AHEAD TO UPCOMING ELECTIONS**

ACLU of Colorado’s **We Are the Vote** is only getting started.

In future years, we plan to build upon and deepen our work with partners all over the state **committed to removing barriers to participation for historically disenfranchised voters**. We will expand our education on critical civil rights and civil liberties issues in candidate races and ballot initiatives.