

2022 WE ARE THE VOTE

Every voice needs to be heard for our democracy to thrive and for civil rights and civil liberties to be **protected** and **expanded**.

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

Total Voter Contacts	5,209,153
Digital Ad Reach	479,232
Texts Sent	106,884
Radio Ad Reach	165,600
Grants to Partners	\$30,950
Emails Sent	180,473

Voter Guide Views	15,695
ACLU Volunteers & Trainees	251
Partner Organizations	13
Events & Trainings	8
Op-Eds	4

INCREASING VOTER PARTICIPATION IN LOW TURNOUT DISTRICT

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.

FORGING NEW STATE AND LOCAL PARTNERSHIPS

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

PARTNER SPOTLIGHT

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.



Citizens Project



◀ Denver artist, Chloé Duplessis, speaks at ACLU's first-ever "Art the Vote" event on November 3, 2022 with our partner Lady Justice Brewing which included powerful testimonials and local art.

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.



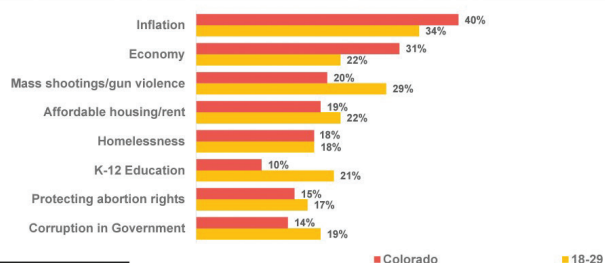
RAISING AWARENESS OF KEY CIVIL RIGHTS ISSUES ON THE BALLOT

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.

Young voters: Concerned about guns, rent, housing, education

Q: Thinking about the upcoming 2022 election in November, what are the most important issues facing your community that elected officials and candidates should address? Select up to three issues.



2022 VOTER GUIDE

COLORADO — YES ON:

Amendment E
Proposition FF
Proposition GG
Proposition 122
Proposition 123

COLORADO — NO ON:

Proposition 121

BOULDER — YES ON:

Boulder Ballot Question 2E

COLORADO SPRINGS — YES ON:

Colorado Springs Ballot Question 300

DENVER — YES ON:

Denver Initiated Ordinance 305

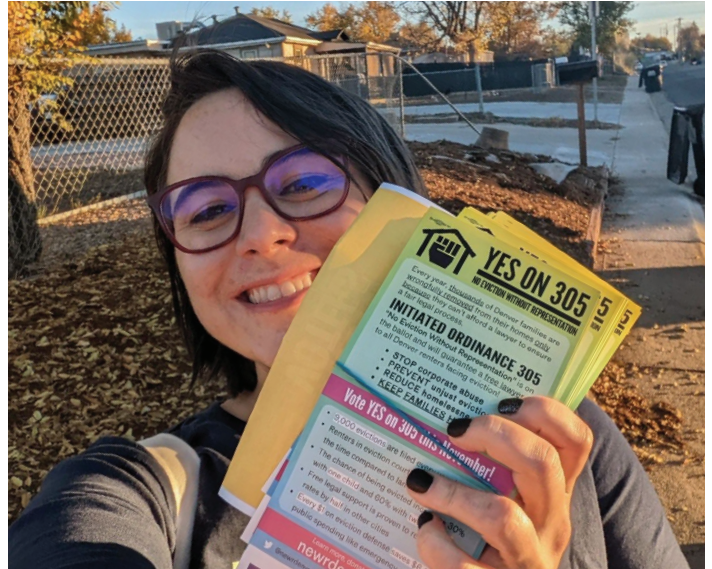
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3. Developed a **ballot guide** that included information on seven ballot measures that addressed key ACLU issues.

SUPPORTING SOLUTIONS TO DENVER'S HOUSING CRISIS

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.

JOIN US IN THE FIGHT
BY **VOLUNTEERING**
OR **DONATING** TO THE
ACLU OF COLORADO.

ACLU
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