



IMPACT REPORT

April ————— 2023

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OUR STORY SO FAR

The RIC sponsor for Turn Up the Vote is the Immigration Task Force. This happened as a result of a group of people approaching our task force and requesting our assistance because Sheriff Deputies were focusing on particular parts of the city and issuing nuisance fines. Members of our task force visited these three places and protested alongside locals to draw attention to unfair treatment. Later, we went back to those three locations to see if anyone had any further concerns or questions. We learned from this conversation that the majority did not vote and were unaware of which arm of government dealt with which issues. In order to inform people where to vote, how to register to vote, and which branch may assist them, we developed various documents in English and Spanish. Rich Glassenapp has recently become the TUTV task force chair.

OUR MISSION

We educate community members about the electoral process, increasing their willingness to participate, by effectively connecting them to voter information.

OUR VISION

We focus on regions in Racine every year where there is low voter turnout districts and increase voter turnout.



PRIORITY TECHNIQUES



DIGITAL

Using this technique, social media graphics were created and posted on Facebook. Targeted email marketing techniques were also used. We also had a voter hotline number and this year we created a new vote center on our website!



MAIL

Using this technique, various pieces of literature were produced and sent out in both English and Spanish.



FIELD

This strategy included techniques including canvassing door to door, setting up tables at neighborhood events, and tabling in local stores throughout the city.

OUR 2023 FIELD STRATEGY

We collaborated with these organizations:

- LULAC 339
- LULAC 320
- Amigos de Cesar Chavez Community Center
- NAACP
- Hispanic Roundtable of Racine
- Racine Educators United

We also did canvassing every Tuesday and Thursday in the community.



EVENTS

Mayoral Candidate Forum - 03/02

Mayoral Candidate Forum - 02/02

THE IMPACT

10K+

Reach through Digital efforts

11

Targeted Emails

44

Social Media Posts

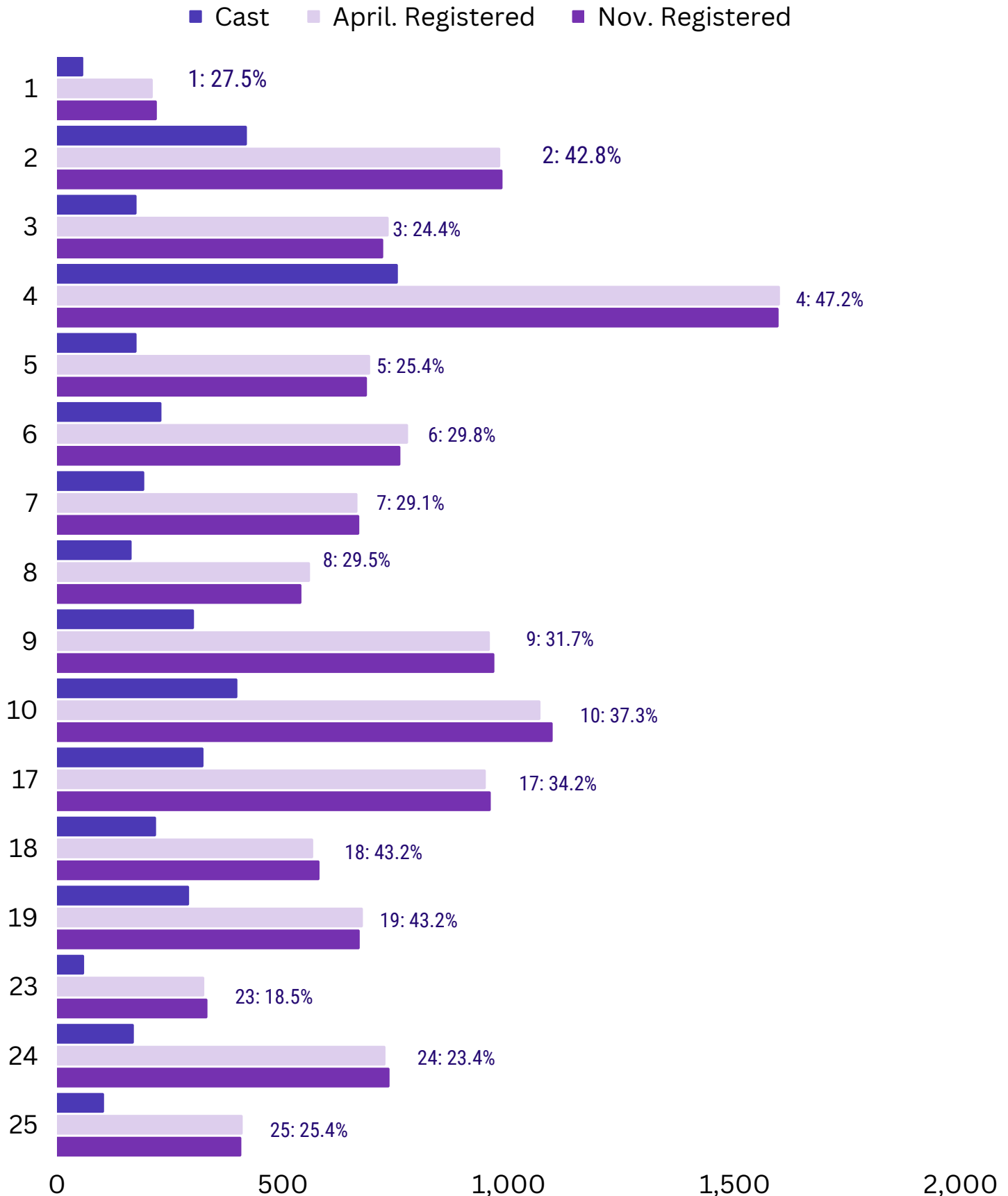
1.5K+

Reach through Mail and Field efforts

10

Ride to the Polls

UNOFFICIAL VOTER STATISTICS BY WARD - GENERAL



Note: Percentages shown indicate voter turnout the wards in Racine County Districts 1, 2, 3, 4, 7, and 8
 Formula: Votes cast/registered voters

ACKNOWLEDGEMENTS

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TUTV TEAM

- Joe Cushing
- Linda Boyle
- Rich Glasenapp
- Tammy Hayward
- Kathy Laru
- John Scott
- Ri' Witer
- Amanda Ali
- Sue Spicer
- Shanae Farrell
- Laura Ostrowski



CONTACT

WEBSITE: www.ricracine.org

EMAIL: office@ricracine.org

PHONE: 262-635-9532

FB: [racineinterfaithcoalition](https://www.facebook.com/racineinterfaithcoalition)

IG: [ricracine](https://www.instagram.com/ricracine)

RESOURCES

Statement of Votes Cast as of April 4

<https://www.racinecounty.com/home/showpublisheddocument/44572/638162393871400000>

Voter Registration Statistics as of April 1

<https://elections.wi.gov/resources/statistics/april-1-2023-voter-registration-statistics>