



2022

ELECTION

IMPACT

REPORT



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OUR STORY SO FAR

OUR PURPOSE

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.

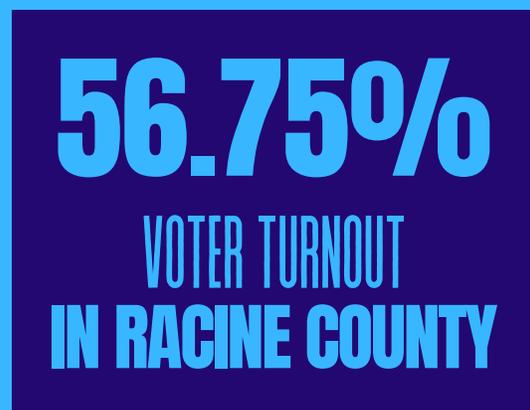
This partnership has been maintained for the last six years. The community has come to trust that we will always tell them the truth and that we are only trying to serve them, not support any particular candidate.

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.



Based on votes cast for Governor divided by voting age population. Votes are unofficial and have not yet been canvassed by Racine County.

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.



MAIL

Using this technique, 8–10 separate works 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 2022 FIELD STRATEGY

We collaborated with these organizations:

- Jewish Coalition
- Unitarian Church from Illinois
- Common Ground from Seattle, WA
- Wisconsin Interfaith Voter Engagement Campaign
- Gamaliel

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



PROJECTS

TUTV Kickoff- 5/28

TUTV Event - 9/29

People & Politics - 6/16

TUTV Event - 10/15

Juneteenth - 6/18

TUTV Event - 10/22

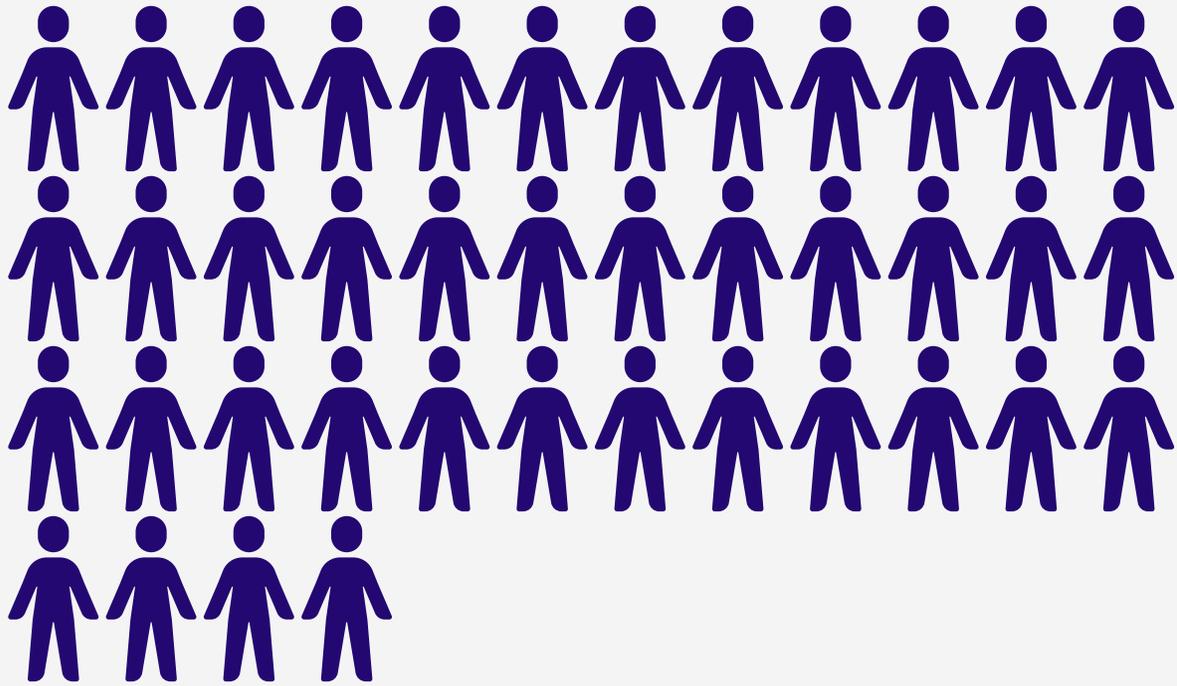
TUTV Event - 08/27

TUTV Event - 11/3

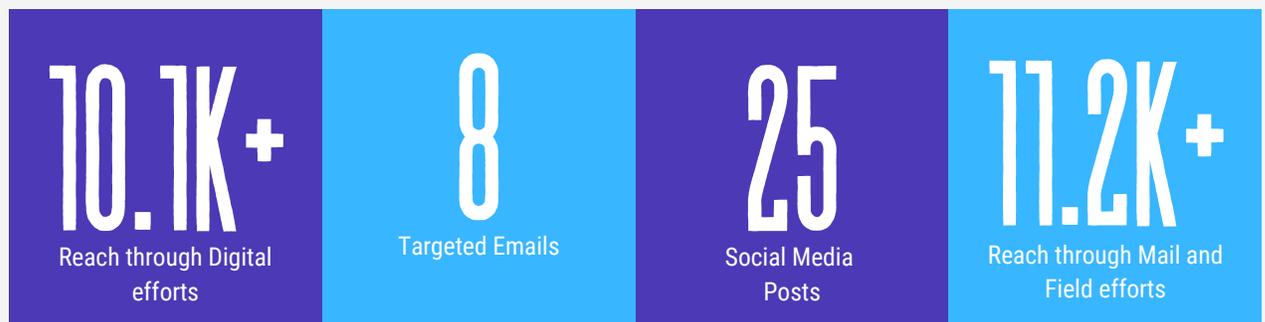
TUTV Event - 9/17

TUTV Event - 11/5

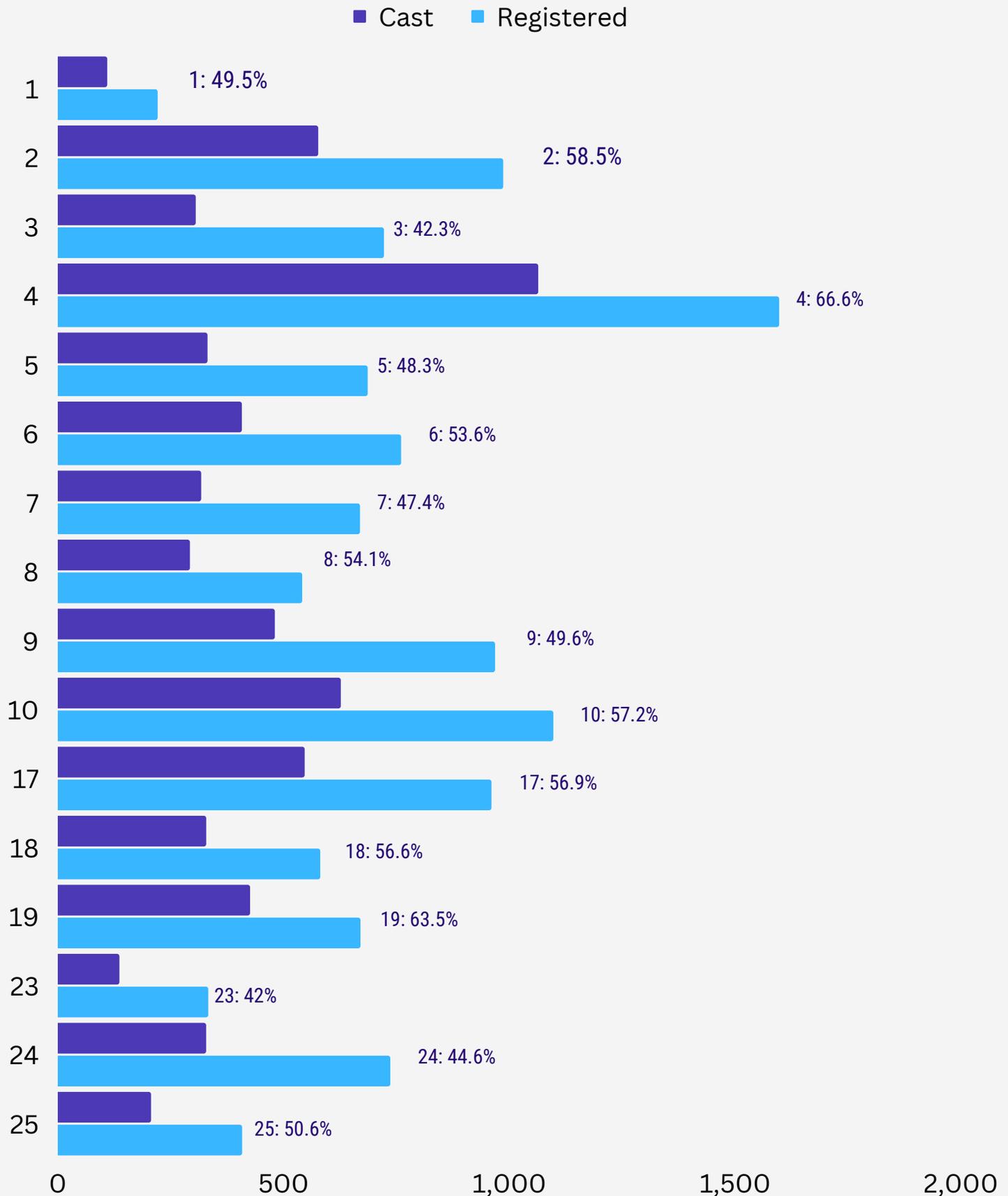
FOLLOW THE NUMBERS



KEY VOLUNTEERS



UNOFFICIAL VOTER STATISTICS BY WARD



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

Thank you to the RIC Staff, TUTV Team and volunteers that supported our efforts.

TUTV TEAM

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



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RESOURCES

Statement of Votes Cast as of Nov. 8

<https://www.racinecounty.com/home/showpublisheddocument/43240/638035446986700000>

Voter Registration Statistics as of Nov. 1

<https://elections.wi.gov/resources/statistics/november-1-2022-voter-registration-statistics>

More than 70% of registered voters in Racine County voted in the midterms

https://journaltimes.com/news/local/govt-and-politics/elections/more-than-70-of-registered-voters-in-racine-county-voted-in-the-midterms/article_f7221ca8-6450-11ed-86b2-538f6fe53043.html