

WTF?! Weigh The Facts!!



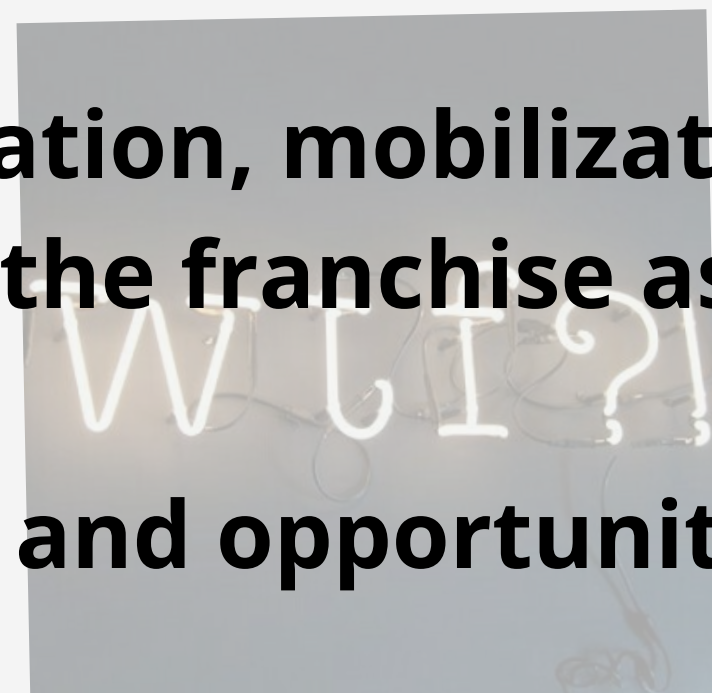
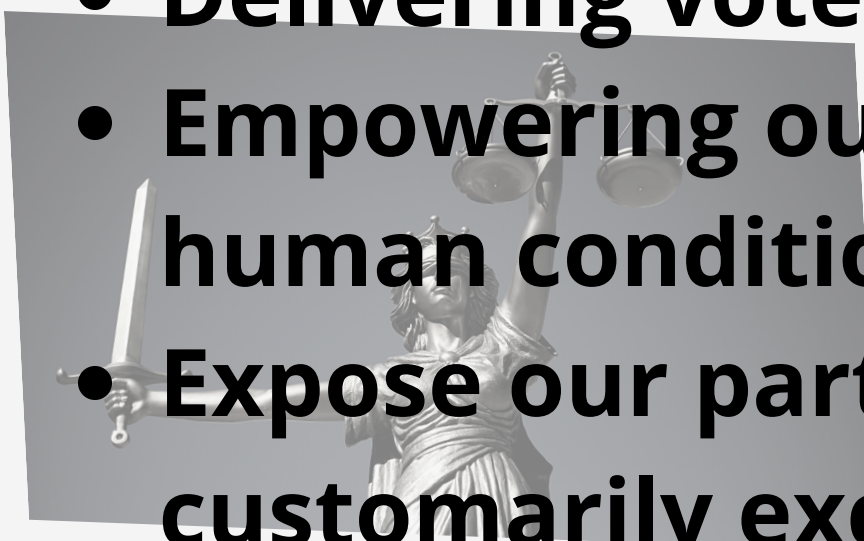
" Politics is not perfect but it's the best available nonviolent means of changing how we live."-
Maynard Jackson

Mission Statement

To **EMPOWER** the people closest to the pain to be closest to the power . Our innovative voter service programming allows our participants to increase their political acumen and proficiency, .

We achieve this goal by-

- Producing and presenting unbiased civic information in a variety of formats and channels
- Increasing the political acumen of new majority and traditionally marginalized constituencies
- Delivering voter service including education, mobilization and protection
- Empowering our participants to utilize the franchise as a tool to improve the human condition.
- Expose our participants to experiences and opportunities to which they are customarily excluded



Vision Statement

Our Voter Service programs deliver Civic Empowerment™ by increasing the political acumen of our participants.

Transforming voters from unlikely to **empowered, leaders from overwhelmed to **enthusiastic**, candidates from uncertain to **emboldened** and Electeds from battleworn to **reenergized**.**

So while we are nonpartisan, Weigh the Facts is unapologetically political.

Values

ACTIVISM

ACCOUNTABILITY

RESPECT

IMPACT

AUTHENTICITY

SYNERGY

COALITION

EMPOWERMENT

TRANSPARENCY

INNOVATION

Activist

an especially active, vigorous
advocate of a cause,
especially a political cause.

Innovator

A PERSON WHO INTRODUCES
NEW METHODS, IDEAS, OR PRODUCTS.

Founder

a person who founds or establishes.

Community Organizer

a person whose job is to coordinate
cooperative efforts and campaigning
carried out by local residents to
promote the interests of their
community



*Lisa Freeman-
Williamson*

- **3 Decades of Political Activism**
- **Secured 1st Field Position- 2004**
- **Acquired funding and directed a 4 county GOTV initiative-2008**
- **Statewide Field Manager for Successful Statewide Referendum-2011**
- **Exemplary Grant writer- I have never written and not been funded**
- **Founded WTF?! Weigh The Facts-2012**

WTF?! Weigh The Facts

wants to be YOUR source of nonpartisan electoral information. We will provide Voter Service to your program participants, residents and at your events.

contact us- 614.423.9831

wtfweighthefacts@gmail.com



*Voter Registration
& Absentee Ballot Drives*

REGISTER 2



I Elect Early

Candidate Meet and Greet

TRUMBULL COUNTY I ELECT EARLY

WHEN: Saturday, February 25, 2012

8am-3:30pm

WHERE: Trumbull County Board of Elections

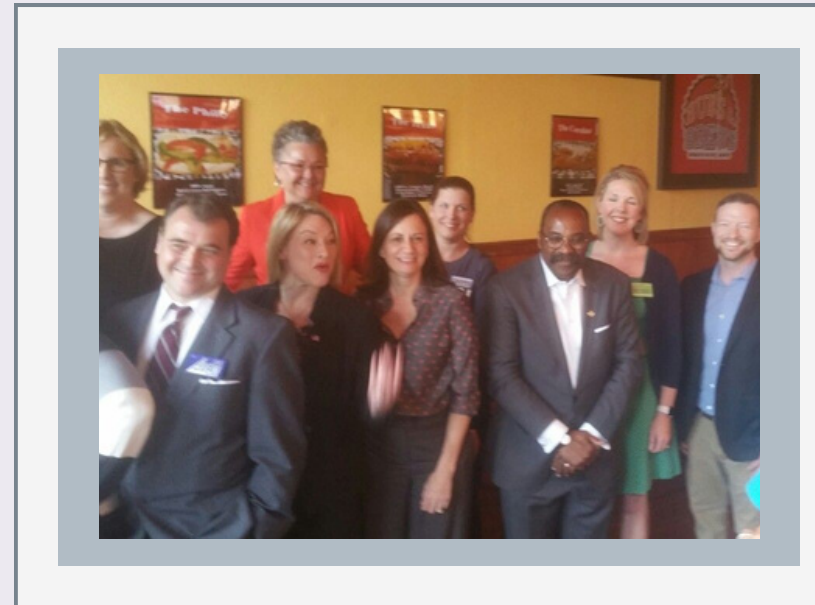
2947 Youngstown-Warren Rd.

Warren, OH 44484



I SUPPORT I ELECT EARLY

- Early vote initiative
- Broad coalition created
- Achieved a 25% increase in voter turnout



- Media driven Voter Service activity 'stump speeches were recorded and available for voters' consumption
- African American Small Business was highlighted
- Multi Partisan event 3 Political Parties represented

Voter Forum Series

Primary and General Election

Meet The CANDIDATES NIGHTS

JULY 19TH
OHIO GENERAL ASSEMBLY
• State Representatives
• State Senators

August 16th
STATE OFFICES
• Governor & Lt. Governor
• Attorney General/Treasurer
• Secretary of State/State Auditor

FRANKLIN COUNTY
• County Commissioners/Auditor/Engineer

September 20th
JUDICIAL
• Supreme Court/Court of Appeals/Court of Common Pleas

The HUB Community Development Corporation
1336 E. Main St
Columbus, Ohio 43205
6:30pm to 8:30pm
Sponsored By:

WTF?
Weigh The Facts

wtf@weighthefacts.org
Contact: Lisa 614-423-9851

2018

WTF?! WEIGH THE FACTS

What's The Four-1-1?!
VOTER FORUM SERIES

AUGUST 15 | SEPTEMBER 19 | OCTOBER 17

6:30-8:30 PM

• 3RD •
THURSDAY
PM

"VENUE GRACIOUSLY PROVIDED BY"

DESTINY CENTER

1561 OLD LEONARD AVENUE
COLUMBUS, OH

WTF?! Weigh The Facts

2019

Franklin County CANDIDATES NIGHT
Non-Partisan Forum

MAR 4 2020
6:30 - 8:30 PM

A Collaborative Effort:

OHIO COALITION of CONCERNED BLACK CITIZENS (CCBC) | LEAGUE of WOMEN VOTERS' OF METROPOLITAN COLUMBUS (LWV)

franklincountycandidatesnight.com

2020

2021 PRIMARY ELECTION

VOTER FORUM SERIES

Thursday
April 8th
April 15th
April 29th
6:00 PM

MATRIOTS

This year we are excited to announce that The Matriots PAC will partner with us for The Voter Forum Series.

2021

2022

SPECIAL

ELECTION NIGHT

COVERAGE

The image shows a YouTube video player interface. On the left, there is a black overlay with white and orange text. At the top left of the overlay is the 'UNBOSSSED!' logo with the tagline 'OUR PRIORITY IS YOUR VOICES'. To its right is the 'NM NEWSINMOTION' logo. Below these is a 'WTF?' icon and the text 'WEIGH THE FACTS'. Further down, it says 'LIVE IN' followed by a large '0:07' timer. At the bottom of the overlay, there are three stars and a checkmark icon. The main video area shows four people smiling: three women and one man. The woman on the far left is wearing a dark blue blazer over a white top and a pearl necklace. The woman next to her is wearing a red sleeveless top. The woman on the far right is wearing a patterned top. The man on the far right is wearing a colorful patterned shirt. The video title at the bottom is 'BlackVotesMatter2022' in large, bold, orange letters. The video player controls at the bottom include a play/pause button, a progress bar showing 4:38 / 1:52:40, a volume icon, a closed captions icon, a settings gear icon, a share icon, and a full screen icon.

Civic Empowerment Tools

APRIL 5, 2021

OHIO

VOTER REGISTRATION DEADLINE

#get your S.E.X.Y. on




WTF?! WEIGH THE FACTS

Ohio General Election Newsletter



WTF?! Weigh The Facts

MISSION

WTF?! Weigh The Facts is building a tribe. One S.E.X.Y. (regiStered, empowERed, no eXcuses, early) voter at a time, we are committed to ensuring that the voices of everyday people are heard again in our government at the courthouse, the schoolhouse and the statehouse. Please join us!!!

THANK YOU


WTF?! Weigh The Facts would like to thank our collaborators, 100 Black Women of Central Ohio and Urban Trendsetters Media for helping empower Franklin County voters in our 2020 General Election Voter Forum Series.

During our 3 virtual forums voters were able to gain important insights to help inform their vote. Thank you to ALL candidates who attended because being available to standing before the electorate is the **FIRST** indication of being a responsive public servant. We also garnered commitments from our participants to stay connected to our audience keeping us informed about progress being made on the issues that are important to us.

SAVE THE DATE!

Thursday August 20
September 17
October 15
6-8:30 P.M.

2020 General Election
Virtual Voter Forum Series



WAS IT GOOD FOR YOU?

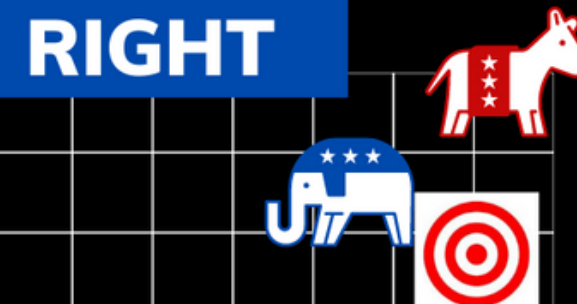
WTF wants to know how Covid -19 affected your 2020 General Election voting experience. Please give your feedback here.

MAY 4, 2021
6:30 A.M.- 7:30 P.M.

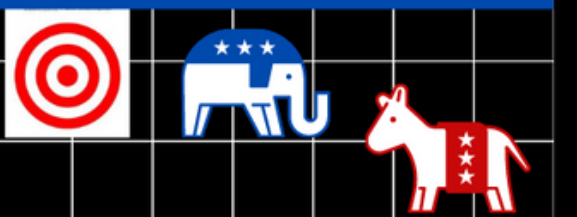


ELECTION DAY!!

RIGHT



CENTER



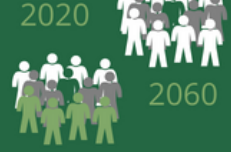
LEFT

A MEDIA GUIDE FOR
S.E.X.Y. VOTERS

WTF?! Weigh The Facts


RACE

In 2020 the number of Americans who identified as Non-Hispanic White was 199 M. In 2060 it is projected to be 179 M. The fastest growing demographic will be Americans belonging to 2 or more races, followed by Asians and Hispanics.




AGE

1 in 5 Americans will be of retirement age in 2030, in 2034 elderly Americans will be a larger segment of our population than children. This will be a first in American demographics. Add a subheading.



FAITH


In 2018 46.5 percent of Americans classified themselves as Christian, the next highest faith groups are those Americans identifying as Unaffiliated - 22.8 percent followed by Catholic - 20.8 percent. In keeping with the overall shift in America's population the growth of our population will make followers of Islam a higher percentage of the population than those practicing the Jewish faith by 2050.



ENGAGEMENT

The Georgia Miracle teaches us that relational organizing is THE way to affect voter behavior. When operating within their

VALUES | 2020



Digital Dialogues

**RUN
THE
WORLD**

Stay Home Save Lives
#QUARANTEAM

?

**WTF?!
WEIGH THE
FACTS**

goes
1 ON 1 with

Ashley Miner **Lisa Freeman-Williamson**

5th Ward Warren
City Council
Candidate

Founder
Weigh The Facts



WTF?! Weigh The Facts

WTF?! WEIGH THE FACTS IS BUILDING A TRIBE. ONE S.E.X.Y. (REGISTERED, EMPOWERED, NO EXCUSES, EARLY) VOTER AT A TIME WE ARE COMMITTED TO ENSURING THAT THE VOICES OF EVERYDAY PEOPLE ARE HEARD AGAIN IN OUR GOVERNMENT AT THE COURTHOUSE, THE SCHOOLHOUSE AND THE STATEHOUSE.

PLEASE JOIN US!

