



Walk the Walk USA Efficacy Review (2020-2022)

Walk the Walk USA (WtW) moves strategic grant funding to local grassroots organizations ***run by people from the communities they serve***. Our partners work in the most competitive political geographies, engaging low-propensity voters in historically disenfranchised communities of color, where our support is most likely to make an essential marginal difference for Democratic gains up and down the ballot.

At our strategic core is ***relational organizing***. Our partners leverage the power of interpersonal relationships via “trusted messenger” tactics to mobilize voters of color and help overcome persistent inequalities in voter turnout. They work ***year-round, engaging potential voters through outreach, conversation, recognition, and support from within their community***. According to the Union of Concerned Scientists, with voter engagement through relational organizing:

- 42% of committed voters are more likely to turn out to vote
- Young voters are nearly 2x more likely to vote
- Turnout increases by 20 points when outreach comes from a friend vs. text, especially for Black, Latine, Native, low-information, young, and immigrant voters

Democratic margins of victory were 3% percent or less in the six swing states deciding the 2020 election. Our partners have consistently surpassed expectations, often turning out enough new and low propensity voters to more than equal the Democratic margin of victory in their states. In each of these targeted geographies, ***WtW’s support for our partners made a difference for Dem wins in close races up and down the ballot***.

2020 Margins of Victory, by WtW Partner state

AZ Biden won by 10,457 votes; 0.3% margin of victory	
GA 12,670 votes; 0.2%	MI 154,188 votes; 2.8%
NV 33,596 votes; 2.4%	PA 81,660 votes; 1.2%
WI 20,682 votes; 0.6%	

Just 44,000 votes in Georgia, Arizona and Wisconsin separated Biden and Trump from a tie in the Electoral College

Evidence of Efficacy (2020-2022)

- Supported hundreds of thousands of low-propensity voters to vote
- Protected the vote, citizen voice, election integrity, and civil rights
- Built the Democratic base
- Won Dem victories up/down the ballot

WI – Voters de la Frontera Action

In 2020, VDLFA ran the largest Latine and multiracial youth voter relational organizing program in Wisconsin, achieving an historic 74% turnout rate among the 183,000 eligible Latine voters and -- tapping personal networks -- reached more than 28,000 Latine and youth voters, many of them first time voters. With margins of one percent or less in WI, VDLFA's relational organizing was a critical contributing factor to the momentous turnout of early voting for Latine and young voters.

***WI Biden margin of victory:
0.6%, by 20,682 votes***

2022 legislative wins:

- Held Gov Evers, AG, Secretary of State
- Blocked WI GOP Supermajority, by 2 seats
- Won SD-31 by 1%

OH –Ohio Organizing Coalition

In 2022, OOC's relational organizing program ran the largest independent voter engagement program in the state. OCC identified tens of thousands of potential voters who were not listed in the voter file – nearly 74% of whom were Black – and who could otherwise not be reached using traditional voter file-targeting. In 2023, voter turnout in key African American precincts was 70% to 95% (2 x 2022), supporting the passage of reproductive rights with 83% of the Black vote.

2022 legislative wins:

- Flipped a US House seat
- Held both competitive Dem-held seats
- Every congressional race WtW supported in OH went blue

GA – Black Male Voter Project

In 2020, BMVP targeted 460,000 registered but non-voting Black male voters, presenting civic engagement as a powerful tool for change. "When the connection is made between good jobs, cash bail, police conduct, sentencing guidelines, and the Mayoral/DA elections, Black men begin to see the value in voting."

Black precincts in GA saw 93% turnout in the general election. Of non-voters targeted by BMVP, 144,000 voted in the 2020 primaries; 104,000 came back out for the general election, including 96,000 Black men who had not voted in the previous six elections, including for Obama and Abrams.

In 2020, Dems won the GA Black vote by 1.2 million votes and the youth vote by 126,000 votes, later propelling Dem control of the US Senate with pivotal wins by Ossoff (50.6%) and Warnock (51.4%).

***GA Biden margin of victory:
0.2%, by 12,670 votes***

2022 legislative wins:

- Held the only competitive U.S. House seat
- Held Warnock's tightly contested U.S. Senate seat, enabling Democrats to expand majority in the Senate

PA – New Pennsylvania Project

In 2022, NPP's first full year on the ground focused on year-round voter registration, civic engagement and community education, registering 20,000 voters. Historic wins are credited, in part, to NPP's expanded electorate including historically disenfranchised communities of color, immigrant communities, and young potential voters.

***PA Biden margin of victory:
1.2%, by 81,660 votes***

2022 legislative wins:

- Held Gov, AG, and Secretary of State
- Flipped US Senate seat
- Flipped State House (by 63 votes)
- Held all four competitive Dem-held U.S. House seats
- Elected the most diverse legislature in PA history, with people of color in US Congress, PA Lt Gov, PA House and Speaker

NV – Make the Road Nevada

In 2020, MRNV engaged 150,000 Latine voters, helped over 8,000 voters make Covid-safe voting plans, and trained 30 Latine and BIPOC participants to conduct successful campaigns in their own communities. In the general election, 70% of Latine voters and 84% of Black voters backed Biden.

***NV Biden margin of victory:
2.4%, by 33,596 votes***

2022 legislative wins:

- Held U.S. Senate seat by less than 1%, Secretary of State, and AG
- Held all three contested Dem U.S. House seats
- Held State House and State Senate
- Gained supermajority in NV Assembly
- Added an Equal Rights Amendment to the NV constitution.

AZ – Our Voice Our Vote

In 2020, OVOV ran the largest Black turnout program in Arizona history and produced the state's largest Black voter turnout ever, increasing from 49% in 2016 to 60% in 2020. Black voters were critical in winning AZ's electoral college votes for Biden and the Senate seat for Mark Kelly, as well as significant down ballot wins in the state legislature.

***AZ Biden margin of victory:
0.3%, by 10,457 votes***

2022 legislative wins:

- Flipped Governorship
- Held US Senate seat, AG, and Secretary of State
- Held a competitive U.S. House seat
- Rejected stricter voter ID requirements, protecting access for tribal members, immigrants, and elderly voters

Walk the Walk USA 2024 Partner Investment Strategy

Democracy in the U.S. is on a knife edge. To meet this historical moment – to literally protect Democracy in this country – *Walk the Walk USA is setting a bold goal in 2024 to move at least \$3.25 million dollars -- \$250,000 to each of our 13 partner organizations* – to empower historically disenfranchised voters of color and galvanize a Democratic win in the November 2024 election.

Walk the Walk USA 2024 C4 Partner Organizations



Support our Partner Organizations in 2024

Walk the Walk USA will be prioritizing non-tax-deductible 501(c)(4) donations in 2024 via [ActBlue](#) to enable our partners to endorse candidates and take important partisan positions during this election year. In addition, tax-deductible contributions can be made through our fund at the [Tides Foundation](#). This is the vehicle for people writing checks or with DAFs, family foundations, Required Minimum Distributions, QCDs, stock transfers, etc. Act Blue will issue a receipt for donations. Tides will issue a receipt and verify the tax-deductible status of donations.

Every dollar today yields more votes than a dollar closer to Election Day. Donate early so our partners can staff up, scale up and level up for robust operations leading into November.