



OUR EARTH IS WORTH
MOBILIZING FOR

2019-2020 CIVIC ENGAGEMENT
PLAN OF ACTION



2019-2020 CIVIC ENGAGEMENT PLAN OF ACTION

The last two years have seen growing threats to our environment and health as well as to core values of U.S. democracy, including attacks on the fundamental right to vote.

At LCVEF, we understand that threats to our environment and democracy are deeply linked. Moreover, we understand that the people most affected by climate change, pollution, and environmental injustice — **low-income communities, communities of color, and young people** — are the same people who have been historically underrepresented and marginalized in the political process. We must work to increase their civic participation in a substantive way because our democracy fails when any voices are excluded.



OUR APPROACH

LCVEF operates at the nexus of large-scale voter mobilization, transformational community organizing, and structural democracy reform. We are committed to working in collaboration with the communities that climate change impacts most by investing our time, our resources, and leveraging our access to institutional power to strive for a just democratic system.

Through our nonpartisan civic engagement programs, LCVEF helps to increase participation in the political process and advance a democracy rooted in racial justice, equity, and local agency. We invest in long-term infrastructure and community-driven campaigns that move people to collective action. We mobilize the communities of color and young people who have been systematically underrepresented, excluded, and marginalized in the political process and address structural barriers to civic participation.

In 2017, LCVEF devised a four-year strategic plan to increase participation in the democratic process by expanding nonpartisan voter registration and turnout and advancing voting rights. Our civic engagement programs serve this goal, as well as the goals of promoting long-term community organizing and building a larger, more active, and more racially diverse environmental movement.

Our core strategies are to:



Mobilize young people and people of color to participate in elections through large-scale nonpartisan voter registration and nonpartisan voter turnout.



Engage in campaigns that build long-term community leadership and power and result in environmental justice and democracy reform.



Build authentic and mutually beneficial partnerships with organizations led by and serving people of color.

There has never been a more urgent moment to ensure that communities across the country have a full and equal voice in our democracy. [Join us.](#)



WHY LCVEF

LCVEF is the leading environmental group working to encourage people, in a nonpartisan way, to participate in elections. We operate at a scale that is unparalleled nationally, filling a critical niche in the civic engagement ecosystem. Our partnership with 30 state affiliates in the Conservation Voter Movement gives us a substantial capacity and geographic reach.

In the last decade LCVEF has achieved success in non-partisan mobilization, advocacy, organizing, and experimentation — including the testing and refining of voter participation tactics — lending us a unique expertise and ability to affect change across the country.

Our work enhances the long-term power of the broader Conservation Voter Movement by helping to ensure that we operate in a political system that is fair, just, and represents the voice of all communities. It keeps our movement rooted in racial justice and fighting for the communities most impacted by environmental degradation.

Our accomplishments

Over the last four election cycles, LCVEF and our state league affiliates have established a track record of success running highly cost-effective and efficient nonpartisan mobilization efforts. Since 2012, we have:

- **Collected 1.3 million voter registration forms**, with tactics including mail, site-based, and online voter registration.
- **Mobilized millions of voters** to turn out to the polls with door-knocks, phone calls, and text messages.
- With our sister organizations LCV and state LCVs, we **helped win voting reforms** and fought voter suppression through ballot measures and state legislative fights.

LCVEF's commitment to evaluation and best practices is a cornerstone of our civic engagement programs. The Independent Voter Registration Report has ranked LCVEF the **most efficient large registration program in the nation** for the last three election cycles. Furthermore, more than 75 percent of individuals registered through our programs are people of color.

OUR PLAN

1

Nonpartisan Voter Registration and Mobilization

Through our voter registration and turnout programs, we help to break down barriers to participation and help people exercise their fundamental right to vote. Our work focuses exclusively on people of color and young people who have been historically underrepresented in the electorate.

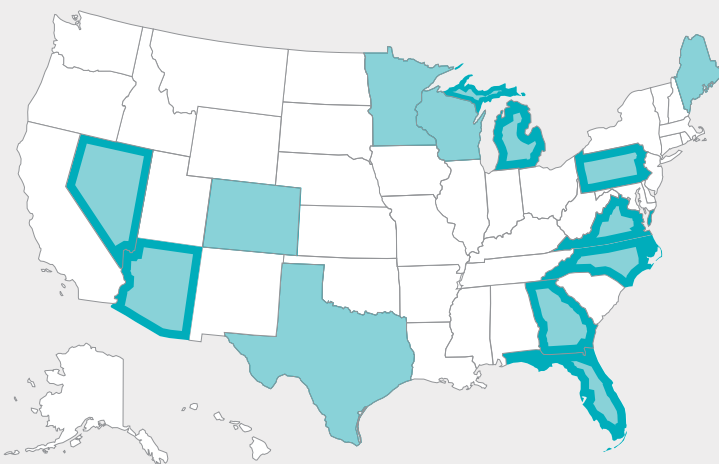
We will:

- **Register voters by mail.** Our nonpartisan mail registration programs, which we implement in partnership with the Voter Participation Center, are highly efficient and allow us to reach voters in every corner of a state.

From September 2019 through September 2020, we will send over **8 million** registration forms to women, young people, and people of color in at least **12 states**, helping register at least **150,000 citizens**.

- **Register voters in their communities.** We work in some of the most challenging and under-resourced areas that have traditionally been overlooked by large-scale civic engagement programs. We staff our operations with people from communities where we work, giving us a unique advantage to tap into local networks.

In 2019-2020, LCVEF and our state partners will run community-based nonpartisan voter registration efforts in at least eight states and help register over 250,000 citizens.



Voter Registration States



Site-Based Voter Registration States



- **Run nonpartisan get out the vote (GOTV) and vote-by-mail efforts.** Vote-by-mail reduces barriers to voting by allowing people to vote from home, and GOTV efforts use tactics such as social pressure mail, text messages, non-electoral door-to-door turnout, rides to the polls, mail ballot chase, and turnout parties on Election Day.

In 2020, we will send over **6 million** pieces of turnout mail and **10 million** text messages and knock on more than **200,000** doors.

- **Help election officials identify and recruit poll workers.** Election officials have brought to our attention how difficult it is to recruit culturally competent, racially diverse, and younger poll workers. These positions are critical in making polling locations welcoming to all communities and accessible to diverse language speakers.

Through thousands of conversations, our GOTV team will help connect community members with opportunities to become paid poll workers at local election offices. We will provide officials with lists of people who have shown interest in becoming poll workers in counties where we run voter registration programs.

- **Leverage voter turnout efforts into ongoing civic engagement.** While voting is critical, it is not the only way to engage community members. Integrated Voter Engagement is the process of leveraging our massive voter turnout efforts — and the thousands of interactions they produce — into ongoing civic engagement

LCVEF will create links between our vote mobilization programs and long-term grassroots community organizing programs in order to build the volunteer base of the broader Conservation Voter Movement. This could involve recruiting people to volunteer with community organizing programs such as Chispa, to become trained as Promotores (“super activists”), or to join voting rights campaigns by state leagues.



2

Democracy and Voting Rights

LCVEF advocates for open, fair, and equitable elections as a core value of a just society and essential to the policy outcomes we fight for.

The laws and structures governing voting in this country are imperfect. In many states, policies and practices inhibit people, especially youth and people of color, from exercising their right to vote. We work to make these systems more equitable and fair and to ensure that more people can participate in elections.





We will:

- **Follow through on key voting rights ballot measure wins from 2018.** We will engage in the often complicated implementation process of policies such as automatic voter registration (AVR), redistricting reform, and rights restoration. These policies were passed by the will of the voters, but state legislatures and governors' administrations must apply the new laws fairly and correctly. State leagues will engage the media and supporters to keep attention on the issues and demonstrate strong public support for full implementation.
- **Lead and participate in coalitions working to advance pro-democracy reforms in the states:**
 - Establish AVR in Arizona, Maine, New Hampshire, and New Mexico.
 - Expand early voting locations and hours in Arizona, Nevada, and Wisconsin.
 - Promote redistricting reform in New Hampshire.
 - In New Mexico, restore the right to vote for individuals previously convicted of felonies while they are incarcerated or on parole.
- **Lead or play a major role in large-scale voter turnout** for pro-democracy ballot measures in states where opportunities arise.
- **Expand capacity among our state league affiliates** for year-round voter rights education, organizing, and mobilization. We will strengthen communication and peer-to-peer learning on democracy and voting rights across the Conservation Voter Movement and bring states together to share best practices.

LCVEF and our sister organization LCV have made voting rights a cornerstone of the Conservation Voter Movement (CVM). With a cohesive national strategy that advances voting rights across the CVM, while being tailored to the needs and opportunities of each state, we've helped stop voter suppression policies and pass proactive voting reforms. In 2018, state affiliates across the country helped win **key ballot measures** and **legislative fights** relating to automatic voter registration, redistricting, and voting rights restoration.



Provided by the Virginia League of Conservation Voters Education Fund, a nonprofit, nonpartisan organization that encourages citizens to vote and does not endorse any candidate or political party.

your **Complete** **census** questions

Person 1 - continued

32 Answer the remaining questions for your main job. If not working, your last main job.

33 Your main job is the job in which you usually work (worked) the most hours.

34 In your main job, are (were) you:

39 If you had a job last week → G
If you didn't have a job last week

40 In your main job, what is the workplace?

41 If you work at or from home, installation, or have no fixed

3

2020 Census

The decennial U.S. census will shape political structures and decisions in this country for the next decade.

Among its many impacts, the census determines electoral districts, funding for services, and civil rights enforcement, making it critical that all people are accurately accounted for.

We've already seen tactics from the current presidential administration — such as defunding the census effort and threatening it with a racist citizenship question — that would distort the population count. Historically, the census has undercounted young children, people of color, indigenous communities, rural residents, and low-income households at higher rates than other population groups. Because of this reality, it is critical that nonpartisan organizations support accurate count initiatives.

To help achieve our goal of increasing voter turnout among communities of color and young people and making voting more accessible, LCVEF will launch an effort this year to help ensure a full and accurate count in the 2020 census. Our efforts will center around our involvement in Complete Count Committees, a new program created by the Census Bureau to raise community awareness across the U.S. and coordinate efforts between tribal, state, and local governments, nonprofit organizations, and the Census Bureau.

With our state leagues, we will:

- **Build relationships** with statewide census facilitators, statewide Complete Count Committees, and regional Census Bureau offices to ensure that we utilize local knowledge, influence, and resources to educate communities and promote the census through locally-based, targeted outreach efforts.
- **Conduct census education efforts** at community events, schools, and faith centers, including hosting "Census Solutions Workshops" with local organizations and leaders to coordinate and nurture cooperative efforts between communities and the Census Bureau.
- **Use earned and paid media** to dispel myths about the privacy and confidentiality of census data and push back on scare tactics that would deter all communities from participating in the census.
- **Develop and coordinate activities with local and state governments** around outreach and disseminating information to build trust and boost census participation.
- **Use social media and email to engage our supporters** in the Conservation Voter Movement about the importance of the census in the fight for climate justice.

THANK YOU

for your interest in the civic
engagement work of LCVEF.

For more information, please

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