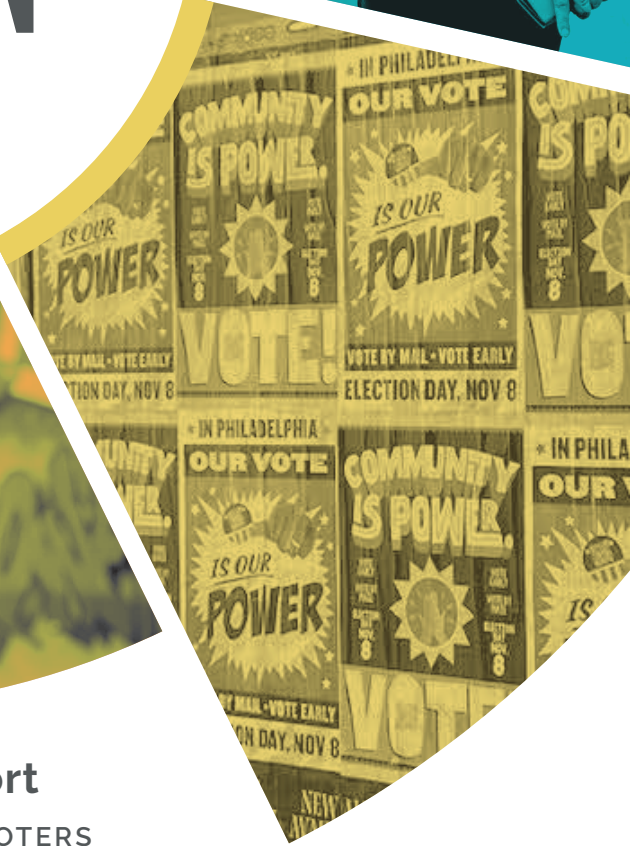




# DEMOCRACY IN ACTION



**2022 Election Report**  
LEAGUE OF CONSERVATION VOTERS  
AND LCV EDUCATION FUND

# A Message from the President

## THE STAKES FOR OUR DEMOCRACY HAVE NEVER BEEN HIGHER.

This year, voters faced relentless attempts to increase barriers to the ballot box, deliberate efforts to suppress their vote, partisan gerrymandering, threats of violence from election deniers, and rampant disinformation. The League of Conservation Voters (LCV) and LCV Education Fund's (LCVEF) commitment to protect our democracy has only grown stronger in the wake of the violent insurrection of the Capitol — we know the threats to our democracy are especially detrimental to the same communities who face the greatest threats from the climate crisis and pollution.

Democracy For All (DFA) is one of the largest and most innovative civic engagement programs in the country, and we are fighting to build power in historically excluded communities to ensure that every voice is included in the electoral process. Through LCVEF and LCV's Democracy For All program, we partner with 30+ state affiliates in the Conservation Voter Movement (CVM) to leverage lasting infrastructure and develop deep-rooted relationships in communities that engage historically excluded voices across the country.

Over multiple election cycles, Democracy For All has worked to change the culture of democracy and combat systemically racist barriers to the electoral process through a multi-faceted civic engagement program. We help register people to vote, support people in making voting plans, encourage voters to utilize mail-in voting and early voting, recruit election workers to ensure free and fair elections, and advocate for increased access to the ballot and expanded voting rights for all communities.

In 2022, our teams on the ground knocked on doors, met voters in their neighborhoods and community spaces, spoke with students on high school and college campuses, engaged with communities at every opportunity in innovative and creative ways, and bridged gaps to provide resources to communities in Spanish and Navajo language. From farmer's markets to community gardens, trail rides to movie screenings, or even bonding with community members through adding color to an interactive mural cube or putting a wish in the branches of a wishing tree — we worked with our state partners to ensure we reached community members in their own neighborhoods.

**AND IT WORKED.**

By meeting people where they were, through the mediums they prefer, and in partnership with the voices they trust, we energized them to become civically engaged and to elevate their voices at every step of the electoral process.

We can't have a healthy environment without a healthy democracy. We must ensure that voters who historically and systemically face the greatest barriers to the ballot box can engage at every level of our democracy — especially communities of color, communities with low wealth, immigrants, youth and elderly communities, and people with disabilities.

We're grateful for all of your generous investments to make this work a reality. With your continued support, we are determined to continue progress towards a more fair, free, and just democracy for all.

**Our Earth is Worth Mobilizing For,**

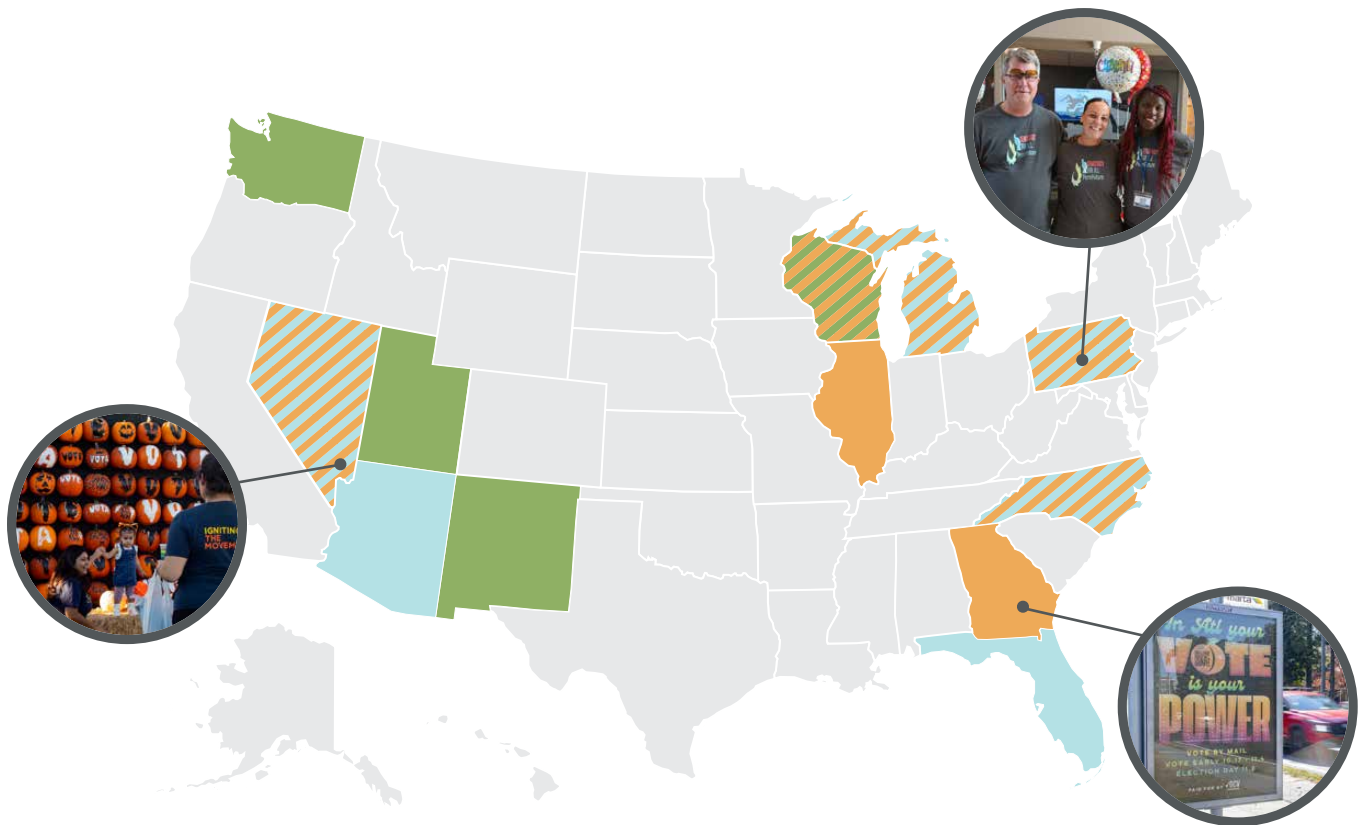


**GENE KARPINSKI**  
LCVEF & LCV President

We can't have  
a healthy  
environment  
without a healthy  
democracy.

# Democracy For All Program Map

In 2022, Democracy For All and our state partners reached voters in their communities across the country. Through our site-based voter registration programs, Indigenous voter turnout programs, and artist-driven get-out-the-vote (GOTV) campaigns, we engaged voters to elevate their voices at key points of the electoral process.



- SITE-BASED VOTER REGISTRATION PROGRAMS
- INDIGENOUS VOTER TURNOUT PROGRAMS
- ARTIST-DRIVEN GOTV MOBILIZATION CAMPAIGNS

## What We Accomplished



OVER  
**125,500**  
VOTERS REGISTERED



**300**  
POLL WORKERS  
RECRUITED



**89,000**  
PLEDGES TO VOTE



**2,000,000**  
COMMUNITY MEMBERS  
ENGAGED



**1.7 Million**  
VOTER REGISTRATIONS  
SINCE 2012

# How We Did It

 **NEARLY 1.8 Million**  
CALLS MADE TO VOTERS

**1.7 Million**  
GENERAL ELECTION GOTV CALLS

**NEARLY 204,000**  
PRIMARY ELECTION GOTV CALLS

**80,000**  
POLL WORKER  
RECRUITMENT CALLS


 **995,000**  
DOORS KNOCKED

**989,000**  
FOR GENERAL ELECTION

**6,000**  
FOR PRIMARY ELECTION

 **317**  
EVENTS

 **220,000**  
TEXTS MADE  
TO VOTERS

 **23 Million**  
IMPRESSIONS OF  
EARLY VOTE & GOTV ADS

 **90+** INFLUENCER & ARTIST COLLABORATIONS

**18.4 Billion** VIEWS OF OPEN SOURCE  
DISTRIBUTED CONTENT

**400+** GOTV ARTIST-DRIVEN  
BUS SHELTER ADS

**4,000** GOTV ARTIST-DRIVEN  
POSTERS DISTRIBUTED

**14,000** ARTIST-DRIVEN YARD  
SIGNS DISTRIBUTED

# VOTER REGISTRATION & MOBILIZATION

LCVEF and state affiliates' Democracy For All program runs one of the largest and most dynamic nonpartisan civic engagement efforts in the nation, and the largest, most impactful program within the environmental movement. This year, LCVEF launched a multi-state site-based voter registration program focused on engaging communities of color in urban and rural communities ahead of the 2022 elections.





Potential voters in communities of color and immigrant communities often face obstacles and systemically racist barriers that result in low voter turnout, including restrictive voting laws, partisan gerrymandering, language differences, and delays in receiving accurate information.

LCVEF and state affiliate's 2022 work spanned many states, including Arizona, Florida, Georgia, Illinois, Michigan, Nevada, New Mexico, North Carolina, Pennsylvania, Utah, Washington, and Wisconsin. We focused particularly on registering Black, Latinx, Indigenous, and Asian Pacific Islander eligible voters, in addition to eligible voters in immigrant communities. Across the country, we hosted community events and reached people in creative, innovative ways, ensuring that they knew how to get involved in the electoral process and had a plan to vote. The work builds on a 10-year history of efforts that has led to more than 1.7 million registrants across the country.



## Civic Engagement Week of Action



Communities of color and young people are among the first and worst affected by climate change — and have been too often left out of mainstream environmental organizations. Yet these same communities are also among the most committed to supporting strong government action to curb pollution and confront climate change.

In September, Democracy For All launched a Civic Engagement Week of Action packed full of opportunities for people to learn about and take action around voter registration and voting rights. We worked to ensure that everyone had the tools they needed to make their community's voices heard on Election Day.

Highlights included a social media digital toolkit in collaboration with artist Carmen Pizarra to create shareable graphics for National Voter Registration Day, resources on making a plan to vote, a webinar where environmental leaders discussed how voting and the environment are intertwined, resources on how to become a poll worker, and a chalk art toolkit with stencils for people to use in their communities.

STATE BY STATE

# Community Engagement

## ARIZONA

Chispa Arizona partnered with LCVEF to register voters and make voter education more widespread in communities of color and low-income communities. Chispa Arizona organizers focused primarily on engaging young people in Arizona's Maricopa, Pima and Yuma counties, and helped voters update their registration status, find their polling location, and ensure they knew voting dates and deadlines. They also answered questions about voting, especially in communities where voting resources were not available in their primary language.

To meet people where they were, the Arizona team visited hotspots like local high schools, businesses, and community centers, and went door to door to shift the culture of voting in their communities.



It gave me a lot of pride that after elections, people would reach out to me and say 'I voted and I was thinking of you.'"

**NICOLE MORALES**  
*Chispa Arizona Civic Engagement Director*

Nicole, a DACA recipient who cannot herself vote in elections, puts her energy into ensuring that eligible voters in her community have the resources they need to cast their ballot.

### FLORIDA

Florida Conservation Voters Education Fund engaged young voters through their Democracy For All Florida program and Democracy For Youth DeFY Curriculum.

Among many activities, our Florida partners hosted a GOTV event to “Dance to the Polls,” where community members, especially younger voters, made a plan to vote with music and dancing, a photo booth, and an interactive art installation. The event was a part of DFA-Florida’s broader aim to provide youth exposure and education on the democratic process, especially in historically disenfranchised communities, in order to increase their civic engagement when they are eligible to vote.



### MICHIGAN

This year, Democracy For All Michigan focused on increasing youth voter turnout by working with high schools and colleges to educate students on the electoral process and encourage them to be civic leaders within their communities. During Civic Engagement Week of Action, they hosted education events at schools to register students. They also partnered with the faith community to host a community event with a bounce house, art, and music, encouraging people of all ages to participate in the civic engagement process.

DFA-Michigan hosted three community voter registration and voter plan-making events, and, as the official voter registration partner of Detroit Public Schools, they spoke at eight high schools, giving over 30 presentations about voting.



## NEVADA

Chispa Nevada worked to close the voter registration gap by helping remove barriers like language inaccessibility and limited information. Chispa Nevada ran public education campaigns and made voter registration and civic engagement resources available to the community in Spanish.

Over this election cycle, Chispa Nevada hosted a variety of civic education bilingual events and four community parties, including an art activation, music, and screening of the short film “Mi Voto, Mi Comunidad.”



I'm not just voting for me, I'm voting to build power for my communities. It brings a whole new meaning for the vote."

**ARIA FLORES**

*Chispa Nevada organizer who worked to engage the Latinx community in Southern Nevada*



### NORTH CAROLINA

Power The Vote NC — a project of North Carolina League of Conservation Voters Foundation (NCLCV Foundation) — engaged Black voters and voters of color in communities historically excluded from voter engagement efforts.

In the lead up to the midterm elections, Power The Vote NC and NCLCV Foundation hosted three events, including a block party featuring the Winston-Salem State University Marching Band and an interactive mural that community members colored. Four days before the elections, they also hosted a GOTV event with performers, another interactive art installation, and a wishing tree, where community members added their hopes for democracy.



### PENNSYLVANIA

In Allentown, Pennsylvania, DFA-PennFuture, was the largest voter registration organization in the Lehigh Valley. DFA-PennFuture focused on improving access to and trust in our democracy, so communities traditionally left out of the decision making process could reclaim their rightful influence.

DFA-PennFuture hosted many events, including a GOTV event with the Latinx community that highlighted “The Art of Community Action,” with food trucks, family activities, an interactive art installation, as well as face painters.



## Chispa Gets Out the Vote!



Chispa leveraged digital strategies to fight disinformation, inform voters, and encourage communities to make a plan to vote. Chispa ran GOTV ads to reach Latinx voters, which included Spanish-language radio and social media ads in Arizona, Colorado, Florida, Maryland, Nevada, and Texas. Additionally, Chispa shared a Spanish-language voter tool so voters knew where to go, what to do, and how to combat election disinformation.

## Voter Turnout for the Georgia Runoff Election

LCVEF supported Georgia Conservation Voters Education Fund (GCV Education Fund) with a \$90,000 grant to support non-partisan voter turnout. This work started immediately after Thanksgiving 2022 and ran through December 5, and it focused on turning out Black, Indigenous and youth of color in Georgia's "Black Belt" counties. GCV Education Fund sent nearly 155,000 texts in three rounds to an initial universe of 64,250 voters. We also did two rounds of calls to a universe of 80,053 voters. The combined cost of the text and phone efforts was \$40,000. We spent another \$50,000 on mail to the same audience in Georgia's Black Belt.

STATE BY STATE

# Indigenous Voter Turnout

Indigenous communities are undoubtedly facing some of the greatest threats from the climate crisis and are far too often systematically excluded from widespread voter registration efforts. Our state affiliates are working within these communities to tackle barriers to the electoral process, ranging from helping voters make a plan, to ensuring addresses on Indigenous lands are mapped, to providing resources in Indigenous languages.

Our state partners worked within Indigenous communities to engage eligible voters and increase turnout, particularly in Utah and Wisconsin, in addition to New Mexico and Washington.



### NEW MEXICO

Conservation Voters New Mexico Education Fund built on their previous work with Indigenous communities in Northwestern New Mexico by airing GOTV radio ads in both English and Navajo language, reaching more than 34,000 people. The ads informed communities about their voting rights and pushed back against rampant disinformation that prevents Indigenous people from having their voices heard.

Additionally, the Monday before Election Day, Conservation Voters New Mexico Education Fund joined McKinley County and Navajo Nation partners to deliver [a letter to the McKinley County Clerk](#) outlining strategies to increase access to the ballot box for Indigenous voters. The letter was informed by several months of public engagement with Eastern Navajo Agency Council Chapters and Zuni Pueblo community leaders, during which they identified commonly experienced obstacles to voting, and offered locally-identified solutions aimed at increasing voting access.



With decision-making roles being decided by voters statewide, the challenges Native American communities uniquely face present urgent opportunities to expand voting access and participation. It is absolutely critical that Indigenous voters have full access to the polls to ensure that their voices and values are fully part of the democratic process.”

Conservation Voters New Mexico Education Fund, Navajo Nation and McKinley County partners wrote a letter to the the McKinley County Clerk calling for expanded voter access in Western New Mexico



### UTAH

Rural Utah Project's efforts to map Navajo Nation addresses helped Navajo Nation residents in San Juan County increase access to critical services and rights, including voting. The Project also provided civic engagement resources in Navajo language so community members had more equitable access to their right to vote, and organizers worked within their own communities to help voters make a plan to vote. They led voter education trail rides and registered voters by engaging community members at local events like powwows and outdoor movie screenings.



### WASHINGTON

Indigenous communities are unregistered at higher rates than other communities. Since 2008, Native Vote Washington has worked to increase the political empowerment, education, and engagement of Indigenous voters in Washington. Washington Environmental Council and Washington Conservation Voters continue to support Native Vote Washington's growing organization to serve as partners in helping to mobilize and assist Indigenous voters with the elections. This year, Native Vote Washington registered tribal community members to vote during local powwows with Native candidates, and they provided toolkits, public education, and hosted telephone conferences, webinars, and trainings to encourage all tribes to mobilize to vote early.



## WISCONSIN

Wisconsin Conservation Voices increased voter turnout in Indigenous communities through Wisconsin Native Vote, which engaged voters through creative and visual methods. For example, they hosted an event unveiling a public mural by Ho-Chunk and Ojibwe artist Christopher Sweet, where speakers encouraged community members to “Sko Vote Den!” and discussed how to make a plan to vote. This same messaging was amplified on thousands of yard signs, posters, and bus shelters.

And online, the team commissioned native artists to create digital content that was distributed through a [sharable hub](#), artist’s social channels like [Ojibwe artist Caitlin Newago](#), and open source platforms like GIPHY, which provided content that voters could use to influence and mobilize their peers. In the three weeks leading up to the election, the Wisconsin Native Vote program drove 3.4 million impressions through open source platforms.

Organizers with Wisconsin Native Vote also canvassed their own communities and asked voters to pledge to vote at local powwows and other community events to make sure their voices were heard.



# Artists Get Out the Vote

Artists have a unique way of distilling complex issues down in ways that resonate with people. LCVEF's Democracy For All program has continued to change the culture of democracy by energizing communities to get involved in the civic engagement process through innovative and engaging art.

Ahead of the midterm elections, Democracy For All made a nearly million dollar investment in artist- and community-driven GOTV events and “out-of-home” visibility efforts that reminded people to vote and connected them to trusted local and state election information. Our creative tactics were designed to authentically reach voters through locally-informed creative content that was strategically distributed throughout communities who most often face barriers to voting. We met communities on their preferred channels and in the places they frequent, while ensuring the voices they trust — like influencers, peers, and creatives — amplified the content.

By reaching people through a creative lens, our state partners added another layer of engagement to their traditional field tactics in Georgia, Illinois, Michigan, Nevada, North Carolina, Pennsylvania, and Wisconsin. Together, we created community-based art that was strategically placed on billboards, bus stops, lawn signs, posters, and more.



This visibility campaign created an echo chamber within the community, which reminded voters of the power of their vote and built a celebratory culture around voting.

To best facilitate peer-to-peer outreach, all GOTV events were led by community members, organizers, and local businesses. Our tactics ranged from art stations for people to create voting-inspired art together, to digital content shared through frequently visited platforms and mediums, such as GIFs. Providing people the tools to advocate for their beliefs within their communities is key for ongoing community action.

Democracy For All has continued to change the culture of democracy by energizing communities to get involved

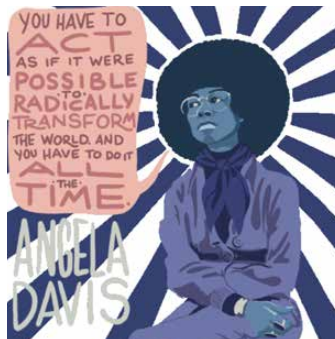


## Most Viewed Peer-to-Peer GIFs

Community members are the most effective messengers, so we created content that people could easily share with their friends, family, and community to encourage voting. These were the most viewed GIFs.

10.6 Billion  
SHARE VIEWS

28.7 Billion  
TOTAL VIEWS



# Art in Historically Excluded Communities Across the Country

LCVEF worked with our state partners and local artists to create art, inspiring community voting power by placing posters in neighborhoods at bus stops, on billboards, and on yard signs distributed in areas historically excluded from voter registration efforts in Atlanta, Georgia; Chicago, Illinois; Las Vegas, Nevada; Detroit, Michigan; Philadelphia, Pennsylvania, and Milwaukee, Wisconsin.



Voting and participating in civic engagement is something every citizen should prioritize, and I couldn't think of a better way to contribute to the cause than inspiring people of all ages to vote with my art."

**CERISSA LOPEZ**

*Las Vegas artist who partnered with Chispa Nevada to create an interactive community mural celebrating democracy*



# Interactive Community Murals Celebrate Democracy

LCVEF worked with artists to commission interactive murals that were placed at our community events across the country.

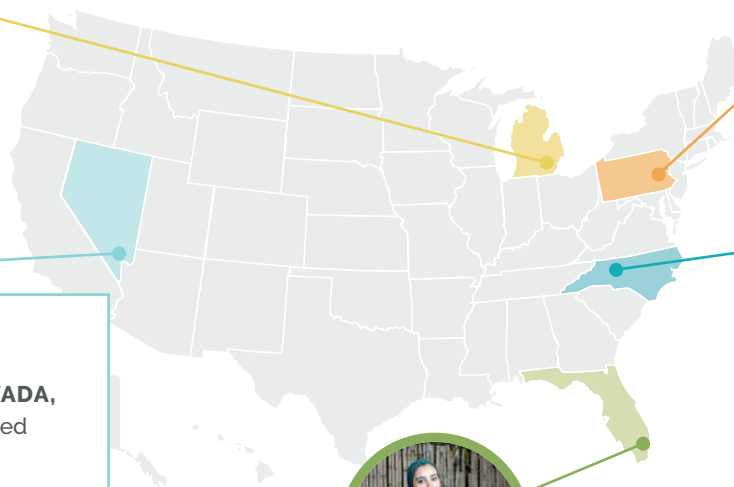
In **DETROIT, MICHIGAN**, DFA-Michigan hosted a family-oriented GOTV event at a community center with music, face painting, games like potato sack races, and even a martial arts demonstration (where community members could take out some of their pre-election stress!), in addition to their interactive art installation.



In **ALLENTOWN, PENNSYLVANIA**, DFA-PennFuture hosted a GOTV event to highlight "The Art of Community Action," with family activities, including face painting and the mural installation where children and community members of all ages gathered to color.



In **LAS VEGAS, NEVADA**, Chispa Nevada worked with Las Vegas artist [Cerissa Lopez](#) to commission an interactive community mural celebrating democracy, which allowed family members of all ages to participate in filling the mural with color.



In **WINSTON-SALEM, NORTH CAROLINA**, NCLCV Foundation's Power The Vote NC hosted a GOTV event with the interactive mural, featuring live music and performances from young musicians who encouraged their peers to take part in the electoral process.



In **MIAMI, FLORIDA**, DFA-Florida hosted a GOTV event to "Dance to the Polls" and help community members make a plan to vote with music and dancing, where people of all ages participated in coloring in a mural to celebrate democracy.

# POLL WORKER RECRUITMENT

Poll workers play a critical role in safeguarding our elections and ensuring the right to secure, fair, and accurate voting in all communities. From explaining how voting equipment works to counting ballots, poll workers smoothly guide voters through the process of casting their ballot.





In 2022, LCVEF and our state partners were committed to recruiting tech savvy, multilingual, and culturally fluent community members to serve as poll workers. In partnership with Power to the Polls, and through social media blasts, community events, and phone banking, we helped sign up over 300 poll workers this cycle. And, through our targeted influencer campaign, we worked with 70 creators to drive interest and educate their online communities on the importance of poll workers.

## Two Poll Workers Share Their Experience



We were able to help voters as they came in and to work to ensure that they had a good experience."

**ANJALI BHASIN**  
*Civic Engagement Director at Wisconsin Conservation Voters, who has served as a poll worker in Madison*



Serving as a poll worker is important to our democracy, but it's also really fulfilling."

**BROOKE HARRIS**  
*Voting Rights Manager at Michigan League of Conservation Voters, who has served as a poll worker in Detroit*

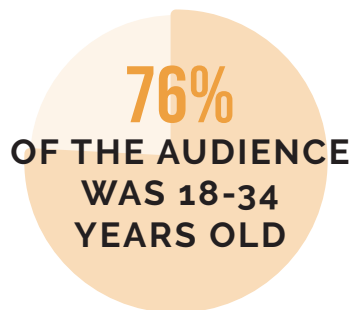
## Poll Worker Recruitment in Florida

Due to a concerning shortage of election workers in South Florida, the Florida Democracy For All team hosted a September poll worker recruitment campaign. Over the course of four days, the DFA-Florida team made 60,925 total calls to Miami-Dade and Palm Beach County community members. Through their work, they identified 290 Floridians who had an interest in poll working, helping to close the recruitment gap in the final weeks before the election.

## Influencers Recruit and Become Poll Workers

To recruit poll workers in communities historically excluded from voting, we ran a multipronged influencer campaign on heavily used social media platforms — TikTok and Instagram — that primarily targeted communities of color in Georgia and Pennsylvania. Apart from recruitment, we also partnered with five creators who signed up as poll workers, and we followed them on their journey through Election Day, further educating their followers on the process.

Through this targeted creator outreach, 76% of influencers' audiences were in the 18-34 age range, 20% posted Spanish-language content, and 10% identified as LGBTQ+. Working with influencers who have already built trust and community with their followers meant that this content was welcomed, well-received, and reached targeted communities.



# BALLOT INITIATIVES

State ballot initiatives to protect voting rights were major priorities for our state affiliates. In three states — Connecticut, Michigan, and Oregon — voters made their desires to improve the democratic processes in their states a reality. From expanding in person or absentee voting to holding elected officials accountable, people decisively chose a more fair and equitable democracy.



STATE BY STATE

# Ballot Initiatives

## CONNECTICUT

Connecticut House Democrats and Republicans endorsed a bipartisan constitutional amendment to permanently expand in-person early voting in the state, and it was on the ballot in November. As lead partners in the Safe Vote CT Coalition, Connecticut League of Conservation Voters built voter support for the state's constitutional amendment — and voters approved it, expanding in-person voting in Connecticut.

## MICHIGAN

Electoral reform was on the ballot and Michigan LCV worked with partners as a part of Promote the Vote 2022 to successfully approve the Right to Voting Policies Amendment, Proposal 2. The constitutional amendment will significantly reform voting policies to be more equitable for Michigan voters.

### THE RIGHT TO VOTING POLICIES AMENDMENT, PROPOSAL 2

- Provides nine days for early, in-person voting
- Implements state-funded absentee-ballot drop boxes and postage for absentee applications and ballots
- Recognizes the fundamental right to vote safely without harassing conduct
- Counts military or overseas ballots if postmarked by Election Day
- Ensures voters' right to verify identity with a signed statement, instead of requiring photo ID
- Ensures voters' right to a single application to vote absentee in all elections
- Requires post-election audits to be conducted by election officials only
- Requires disclosure of donations to fund elections
- Directs election result certification by election boards to be based only on the official records of votes cast

## OREGON

Oregon voters overwhelmingly approved Measure 113, which will hold politicians accountable for unexcused absences from the Capitol. Over the last several legislative sessions, Republican lawmakers left the Capitol to prevent a caucus, which meant no votes could take place. This tactic disrupted the civic process, as it was used to delay votes on legislation they opposed — including major climate legislation. The Oregon League of Conservation Voters served on the steering committee of advocates who were fighting to hold elected officials accountable through Measure 113.

# REDISTRICTING

In 2021, a dozen of our state partners across the country mobilized communities in order to advocate for equitable district maps that accurately reflect our diverse country. In 2022, that work continued as two of our states fought racist and partisan redistricting efforts in court that purposefully silence voters, overwhelmingly in the communities most impacted by environmental injustices, pollution and other devastation of the climate crisis. Voters should have an equitable opportunity to choose who represents them at every level of government — not the other way around.

Elections matter, which is why our state partners in North Carolina and Ohio fought blatant, partisan attempts to manipulate election maps.



## STATE BY STATE

# Redistricting Efforts

## NORTH CAROLINA

This year, the North Carolina League of Conservation Voters filed a lawsuit and successfully won their case against unconstitutional gerrymandered maps in *NCLCV v Hall*. The North Carolina Supreme Court decision to overturn the state's partisan redistricting maps guaranteed North Carolinians the right to elect their leaders in free and fair elections. Thanks to NCLCV's work, new constitutional maps were drawn.

Unfortunately, the U.S. Supreme Court has accepted North Carolina Republican state legislators' petition to review the state Supreme Court's redistricting ruling. At the SCOTUS level, this case is known as *Moore v Harper*, and justices heard arguments in December.

## OHIO

In response to the 2021 Ohio map that violated a state constitutional amendment prohibiting gerrymandering, the Ohio Environmental Council (OEC) served as co-plaintiffs in *Ohio Organizing Collaborative v. Ohio Redistricting Commission*, a successful lawsuit against the Ohio Redistricting Committee. In response to this legal victory, over the course of the next six months, the Ohio Redistricting Commission had three different versions of maps redrawn and subsequently rejected by the courts. Eventually, one of the previously rejected maps was temporarily approved for only the 2022 election as the filing deadline for the primary date could not be avoided. While not perfect, the temporary 2022 map was a stark improvement over what was originally passed, and OEC will once again be front and center for the ensuing battle for equitable maps in 2023.

## Redistricting Event

LCV held a virtual press briefing with key players in the Ohio and North Carolina redistricting fights, North Carolina League of Conservation Voters (NCLCV) and Ohio Environmental Council (OEC), who both challenged unjust district maps and won their respective state Supreme Court cases earlier this year.



For more information or to get involved,  
visit [lcvef.org/democracy-for-all](http://lcvef.org/democracy-for-all)

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LCV Education Fund**

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