



**2022**

# **ELECTORAL REPORT**



**OHIO ORGANIZING  
COLLABORATIVE**

# ABOUT OOC

Formed in 2007, the Ohio Organizing Collaborative (OOC) builds transformative relational power with everyday Ohioans for statewide social, racial, and economic justice. We unite base-building community organizing groups, student associations and faith organizations, with labor unions, and policy institutes throughout Ohio. Our vision is to build a democratic multi-racial populist governing coalition in Ohio.

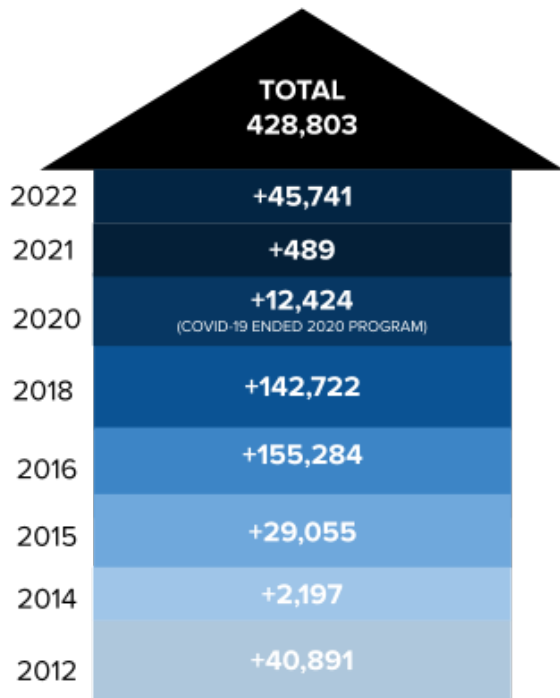
At the local and state levels, our priorities are centered around economic justice, criminal justice, and structural democracy reform. We do this through grassroots organizing and powerbuilding, large-scale civic engagement, and narrative change and strategic communications.

The OOC is made up of grassroots organizing membership projects and campaigns that span a broad range of leaders, communities, and intersecting issues: students, people of faith, people directly impacted by mass incarceration, unemployed workers, child care providers and the families they serve, and people working in the care economy. Our organizing centers people of color, women, and young people in a multiracial, intergenerational organization.



# VOTER REGISTRATION & EDUCATION: EXPANDING THE ELECTORATE

OOC VOTER REGISTRATION  
2012-2022



Over the last decade, the OOC has run large-scale voter registration programs targeting Black, young, and low-income Ohioans. **Since 2012, we've registered more than 420,000 voters statewide.**

As Ohio's largest independent voter engagement organization, we also registered a record number of Black and young voters during the midterms. This year, we registered **more than 45,700 voters** in Cleveland, Columbus, Dayton, and Cincinnati - more than any other organization in the state.

The OOC voter registration program has always focused on turning out a multiracial and multigenerational base of Ohioans. **We believe people of color and young people will lead the path to victory in Ohio.**

Through a steady drumbeat of voter education and registration events this fall, we focused on expanding the electorate, despite continuous attempts to disenfranchise and suppress the votes of Black and young Ohioans. We held **a total of 20 GOTV events** focusing on Black and youth voter turnout in the cities of Cincinnati, Dayton, Columbus, and Cleveland.

## GET OUT THE VOTE: OUR IMPACT IN NUMBERS



**18,580**  
DOORS KNOCKED  
BY VOLUNTEERS



**1,498**  
DOOR  
CONVERSATIONS



**116,693**  
PHONE  
CONVERSATIONS



**77,116**  
RELATIONAL  
ATTEMPTS



**528,250**  
MAILERS SENT

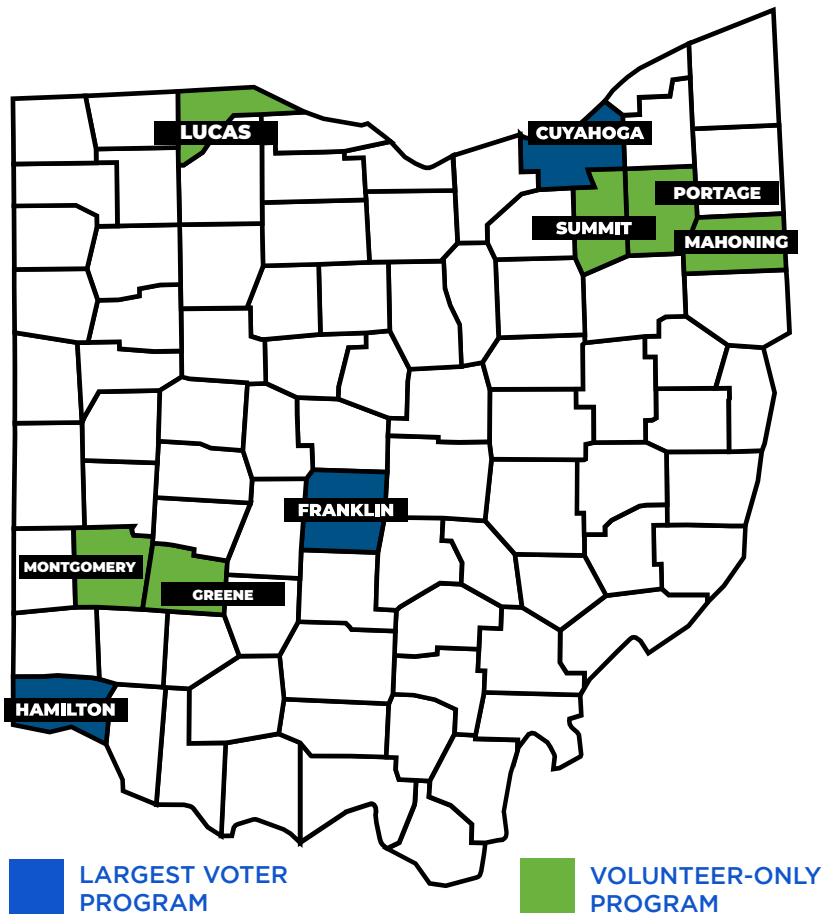


**3,360**  
VOTER PLEDGES



**22,959**  
VOTES TRIPLED

# VOTER REGISTRATION & EDUCATION: EXPANDING THE ELECTORATE



## VOTER REGISTRATION DEMOGRAPHICS

BY RACE	
Black	77%
White	22%
Latino	1%

BY AGE	
18-24	23%
25-29	20%
30-39	28%
40-49	12%
50+	17%

*Snapshot of one of OOC's 2020 voter registration demographic analyses. This will be updated once data becomes available in the spring.*



## VOTING TO PROTECT OHIO'S COURTS

In early fall, we launched a judicial grassroots education program that trained leaders on the importance of state courts. We educated clergy, students, and fellow advocates on critical issues like bodily freedom, community safety, and voting rights on the ballot.



## VOTING TO PROTECT OHIO'S CLIMATE

OOC also piloted a climate canvassing campaign in Reynoldsburg, a predominantly Black community east of Columbus. It focused on getting out the vote with Black voters around local issues of flooding and lack of infrastructure in their community. OOC canvassers had **1304 conversations with voters and knocked on 17,858 doors.**

# TURNING OUT BLACK, BROWN & YOUNG VOTERS



Columbus child care workers and parents get out the vote at our #CEOVotes Early Vote rally.

College students and first-time voters learn about the importance of voting in the midterms at an OSA GOTV event held at a historically Black college in Dayton.



Formerly incarcerated leaders with Building Freedom Ohio get out the vote in Cleveland through Vote Fest.

Clergy leaders and community members attend an AMOS Project candidate forum in Cincinnati, featuring Ohio Supreme Court, congressional, and local candidates.



## RELATIONAL ORGANIZING: TAPPING OUR NETWORKS

We are proud of our grassroots leaders for doing the daily work of building power and showing up despite immense challenges.

Over the last decade, the Ohio GOP has purged roughly 2 million voters from the rolls, disproportionately impacting Black Ohioans. Ohio has some of the most gerrymandered maps and the most restrictive voter registration deadline in the whole country. These tough political conditions have resulted in Ohio having a 10% lower voter turnout than neighboring states and a massive, untapped voter base.

Despite these challenges, OOC has been piloting innovative organizing strategies that are activating missing voters and transforming Ohioans. In our most impressive relational organizing program to date, we launched our program called **Democracy Builders**, where in just 26 days more than **3,800 leaders tapped their personal networks and followed up with their loved ones to vote.**



This year, our program made over **100,000 relational contacts**. Our Democracy Builder leaders reached out to over **77,000 of their personal contacts**, the majority of whom were Black and young voters in Franklin and Hamilton counties. Our program analysis shows 76% of our relational contacts were African-American and over 60% were under 39 years old – **the largest relational organizing program in the country targeting Black voters.**



3,360

VOTER PLEDGES FROM  
FRIENDS & FAMILY



22,959

FRIENDS AND FAMILY  
REACHED THROUGH  
VOTE TRIPLING



100,000+

RELATIONAL CONTACTS



3,800+

LEADERS TAPPED THEIR  
PERSONAL NETWORKS



77,000+

PERSONAL CONTACTS

# THE DELOACH FAMILY'S IMPACT IN SOUTHWEST OHIO

Investing in Black leaders to do the hard work of organizing our communities matters. One key example this midterm season was the DeLoach Family in Cincinnati.

Thanks to relational organizing, the DeLoaches recruited over **1,000 volunteers** and had them reach out to **over 20,000 friends and family** in Cincinnati! The majority of their contacts were **Black voters and young voters between the ages of 18-29**. Because of their work, there were **at least 500 more voters** who voted early in Hamilton County in 2022 than 2018.

The DeLoaches' work led to local and national media coverage from WCPO (Cincinnati's ABC affiliate), Roland Martin on the Black Star Network, and SiriusXM's Urban View Channel 126. We're excited about the potential of relational organizing to tap these important voting blocs in the future!

 **Prentiss J. Haney**  
@prentisshaney

No matter what happens on election night in OH know this. The DeLoach Family pictured here made the difference in black voter turnout in SW Ohio. Through relational organizing, they have recruited over 1k volunteers & had them reach out to over 20k friends & family in Cincinnati.



9:53 AM · Nov 5, 2022 from Cincinnati, OH

2,204 Retweets 208 Quote Tweets 9,560 Likes





## OOC'S INNOVATIVE DIGITAL PROGRAM ACTIVATING OHIO INFLUENCERS

During the midterms we were excited to **pilot our first ever influencer campaign – #MyVoteMyVibe** – through our narrative platform All In For Ohio! We partnered with Community Change Action to activate five Ohio influencers of color to get out the vote and make the elections relatable and informative.

The goal was to get young Ohioans and people of color to vote for pro-democracy candidates. Our influencers released a total of **24 videos on TikTok, Instagram, and Twitter**, according to strategic dates in the electoral calendar to maximize reach. They discussed key issues such as abortion rights, voting rights, community safety, and racial justice on the ballot for the midterms.



**340,000**  
VIEWS



**88,800**  
IMPRESSIONS



**36,700**  
LIKES



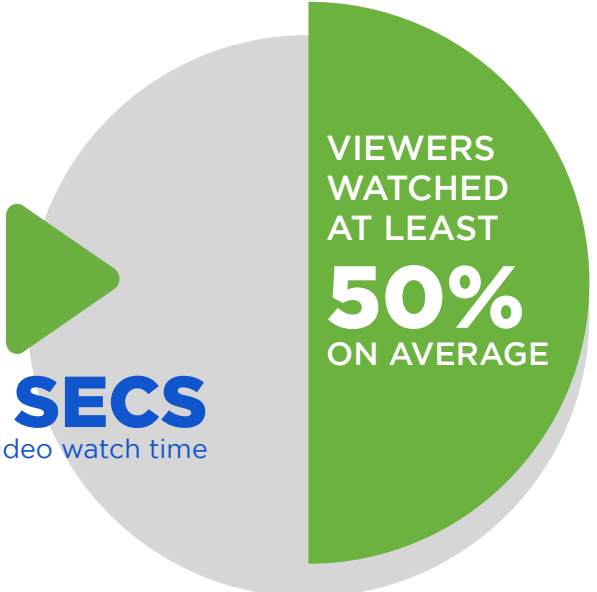
**490**  
SHARES



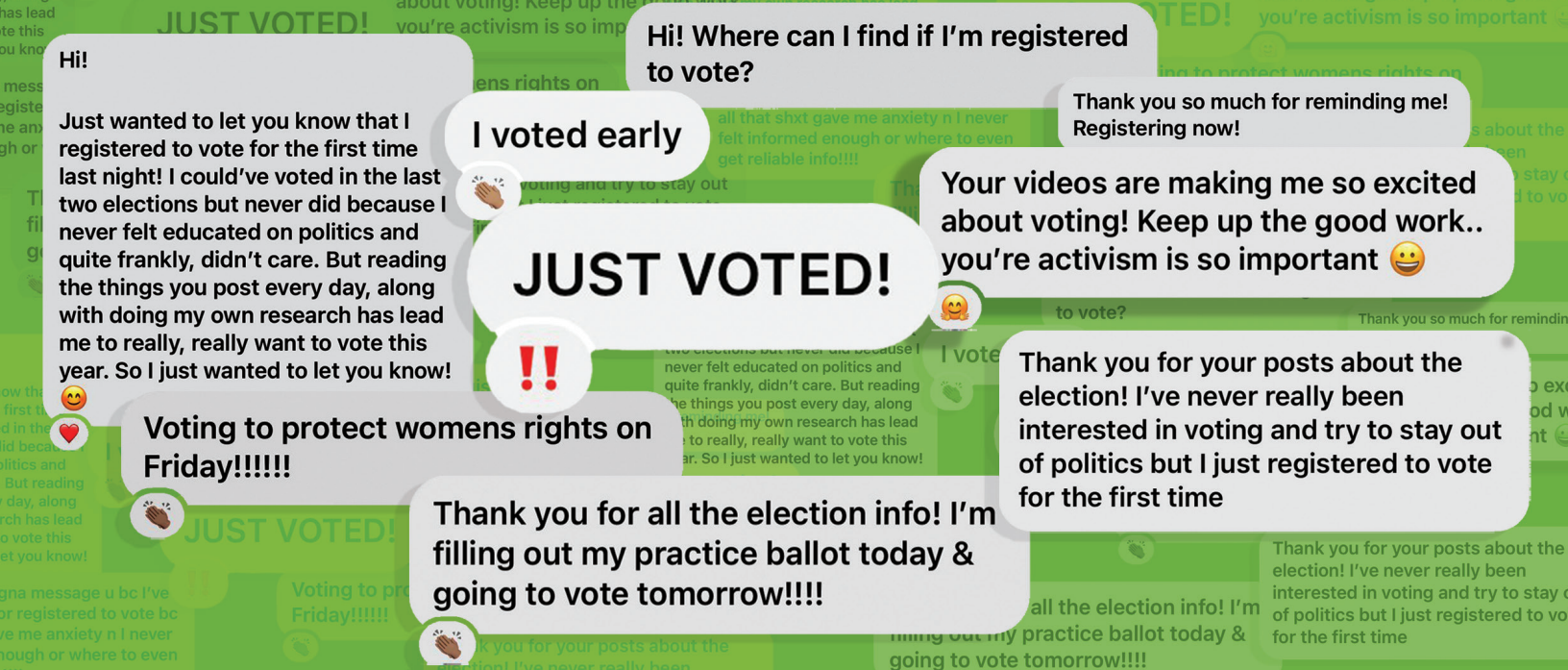
**600**  
COMMENTS  
& DIRECT MESSAGES



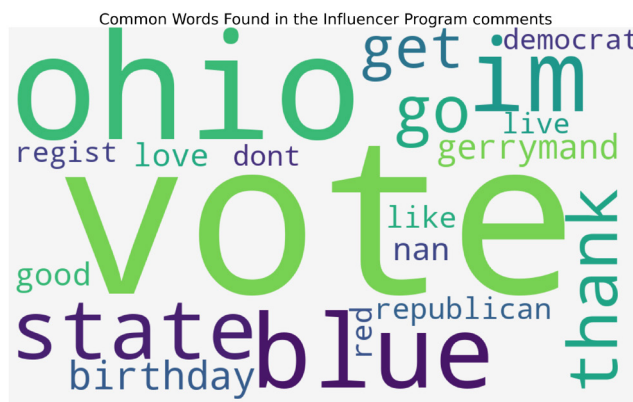
**18 SECS**  
avg. video watch time







Overall, we found the most effective messengers were the micro-influencers who had already cultivated deep relationships with their audiences and displayed more of a political bent, despite not having the largest followings. Their followers were more engaged, politically activated, and excited about the democratic process.



In addition, our influencers received more than 600 comments and direct messages.

**11% of these communications showed Ohioans were actively participating in the democratic process online, specifically through the following actions:**

- Encouraging other social media users to vote
- Inquiring about voter registration information
- Informing the influencer they were voting early or making a plan to vote

According to a sentiment analysis performed by the Democracy, Power, and Innovation Fund, the videos obtained an average sentiment score of **0.136** – a positive score indicating the majority of social media users viewed the idea of voting positively.

# TRADITIONAL AND PAID MEDIA HIGHLIGHTS



## Black Star Network (Roland Martin Unfiltered) | Black Votes Matter Election Night 2022

The DeLoach family speaks with Roland Martin about getting out the vote with Black voters in Southwest Ohio.

Source: <https://www.youtube.com/watch?v=MR5bxnGtspQ>

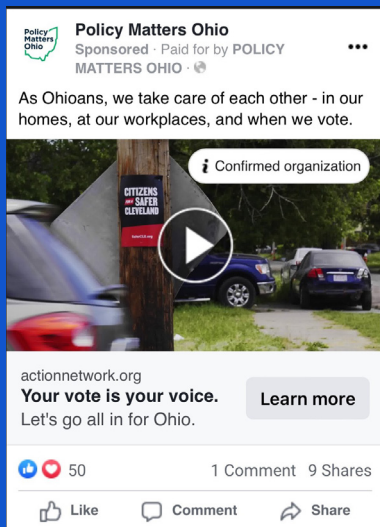


NOV 5, 2022

“Ebony DeLoach said some people she talks to think their vote doesn’t matter.

‘If you don’t try how can you say it won’t help? At least give it a shot,’ she said.”

Source: <https://www.wcpo.com/news/local-news/local-family-reaches-20-000-people-in-get-out-the-vote-effort>



## LEVERAGING DIGITAL AUDIENCES

In partnership with Policy Matters Ohio, OOC and All In For Ohio also released **10 Race Class Narrative ads** on Facebook that targeted Black and young voters across the three C’s in Ohio. Those ads resulted in **roughly 1.3 million impressions** and **an estimated reach of 289,000** on Facebook.