



THE LARGEST INDEPENDENT LATINO
ENGAGEMENT PROGRAMS IN THE COUNTRY.



2022 Impact Report





Who We Are

Together, Somos Votantes and Somos PAC are Latino-led, Latino-focused organizations aimed at providing a centralized hub for research, messaging, training, and mobilization of Latino communities.

Somos is an embodiment of the growing power of Latinos, both individually and collectively. Our goal is to empower Latino communities to create a political impact by equipping them with the tools and knowledge to participate in our nation's democracy by taking action in their own communities.

We engage directly with Latino voters in critical battleground states to turn them out for elections in support of progressive candidates and causes.

Our mission is simple: to increase voter participation and improve Democratic performance in Latino communities in order to win elections.

“Somos has been key in our efforts to stand up for the Latino community, making sure our voices are heard in Nevada and across the country. I’m grateful for their advocacy and I will keep fighting alongside them to lower costs for working families. ¡La lucha sigue!”

— Sen. Catherine Cortez Masto (D-Nev.)

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Our 2022 Impact

IN 2022, SOMOS BUILT AND RAN THE
LARGEST INDEPENDENT LATINO ENGAGEMENT
PROGRAM IN THE COUNTRY.

Somos Votantes and Somos PAC invested over \$23 million across 11 states, including key battleground states like Nevada, Arizona, and Georgia, resulting in:

1.9 million
door knock attempts



Over
\$300,000
invested
in Spanish-
language radio



Over
80
community
organizing
events



Over
146 million
impressions
on GOTV & persuasion
paid digital ads



Nearly
2.2 million
pieces of mail



375,000
live phone
calls to voters



Collected over 5,000
personal stories
from Latinos about their experiences and their
feedback on the issues they care about most,
including over 1,900 videos and photos



Biggest independent
contributor of real-time,
qualitative data on Latino
voters (the feedback loop)



More than
\$2.6 million
invested
in English- and
Spanish-language TV

After turning out a record-breaking number of Latino voters in 2020 to deliver a win for President Biden, Somos continued its pivotal work in 2022 by helping to defend the U.S. Senate in battleground states. Our mobilization and persuasion work led to the re-election of key Senators like Mark Kelly in Arizona and Catherine Cortez Masto in Nevada.

Somos' efforts also helped secure major wins in other important statewide races across the country, including Governor Gretchen Whitmer in Michigan and Secretary of State Francisco "Cisco" Aguilar in Nevada. Our work garnered national attention, leading to over 50 press hits in major publications, including *Washington Post*, *FiveThirtyEight*, *Time*, *NBC News*, *CNN*, *Univision*, *The Hill*, *Mother Jones*, and *Politico*.



Key Takeaways

In 2022, we learned critical lessons from our work to mobilize and persuade Latino voters across 11 states that should inform future electoral programs, including:

1. Democrats can win the economic argument and stabilize (even expand) support among Latinos.

When we acknowledge the economic anxiety Latino voters are facing while focusing on how Democrats are fighting to lower costs and create more economic opportunities, we win on the economy. Delivering a powerful economic message anchored by deeply held values like love for family, opportunity, and personal agency proved key to stabilizing and even expanding Democratic support among Latinos this cycle, and served as a strong contrast to Republicans' lack of solutions.

“This election is personal to me. There’s more than just myself that I’m voting for. I’m voting for the people who can’t vote, for my mom, my dad.”

— Jacinto Alfaro-Martinez,
first-time NV voter

2. Engaging Latinos early and consistently is key to both mobilizing and persuading voters.

Investments in early and consistent in-person field and organizing programs layered with tactical paid communication (mail, TV, radio, digital) proved key to building relationships and communication with Latino voters and Latino communities. It allowed Somos to then focus on two parallel fronts, holding on to Democratic support by mobilizing one segment of Latino voters while persuading the other segment to turn out for Democrats by using shared values that anchor our arguments.

3. Independent Latino voter engagement programs, like Somos, are more important now than ever.

Somos has successfully built trust and credibility in Latino communities, capitalizing on that trust during elections to build support for Democratic candidates. Latino voters today feel like neither party truly cares about people like them. And in the end, voters only see two pieces of information on their ballot - the candidate’s name and their party. That alone is reason enough to have independent programs like Somos, who can promote Democratic candidates and the Democratic brand and associate it with values that Latino communities share and the solutions they want to see.

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PAC

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Our 2022 Tactics



In 2022, Somos built on our research and 2020 work to engage directly with Latino communities.

Somos had teams on the ground in Nevada, Arizona, and Michigan with canvass and business organizing programs up and running, and even established a permanent community organizing team in Las Vegas. Across our states, we knocked nearly 1.9 million doors and reached out to over 10,000 Latino small businesses.

Our program targeted broadly to engage our Latino community with both persuasion and mobilization programs. In addition, Somos is going deeper with key segments of our Latino communities, including youth outreach, Latina-specific engagement, immigration clinics, and Latino small business recruitment.

Additionally, Somos helped lead and implement the Winning Jobs Narrative Project, a working people-centered, data-driven, and proven narrative architecture for talking about jobs, work, and the economy that resonates across race, geography, and issues.

- ▶ **Organizing:** Continued engagement of our Latino community through cultural, informational, and community-based events and a large-scale volunteer program.
- ▶ **Canvassing:** Large-scale, disciplined, and Latino-focused electoral canvass operations with persuasion and mobilization messaging and targeting.
- ▶ **Digital Advertising:** Used digital media to reach Latino voters with persuasion and mobilization messages early in both English and Spanish. Tested, measured, and adjusted advertising dynamically during the campaign to drive stronger ad performance.
- ▶ **Mail:** Mail programs targeted both persuasion and mobilization communities using research-tested messaging and language preferences.
- ▶ **TV & Radio:** English, Spanish, and bilingual TV and radio ads used research-based persuasion messaging and boosted candidate ID.

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Our 2022 State Highlights

NEVADA



RE-ELECTED SENATOR CATHERINE CORTEZ MASTO



**ELECTED SECRETARY OF STATE CANDIDATE
FRANCISCO "CISCO" AGUILAR**

TACTIC	METRICS	NOTES
Field Program (Canvass & Organizing)	Over 1.2 million door knock attempts	Held over 80 community organizing events; launched Somos Poderosas – a Latina-focused program, and Somos Lideres – a youth-focused program
Digital (Paid & Organic)	Over 44.5 million impressions	Influencer partnership program; Placements on YouTube, Univision, NBC-Peacock, Facebook/Instagram, CTV, etc.; Partnership with Climate Power, League of Conservation Voters, National Resources Defense Council, and BlackPAC on IRA climate benefits, in addition to Priorities USA and Senate Majority PAC
Latino-Targeted Radio	Over \$200,000	Spanish-language radio; built lasting partnerships with local Latino-run stations
Latino-Targeted TV Ads	Over \$2.66 million	

ARIZONA



RE-ELECTED SENATOR MARK KELLY

TACTIC	METRICS	NOTES
Paid Canvass Program	Over 560,000 door knock attempts	Site-based community organizing and content collection
Digital (Paid & Organic)	Over 51 million impressions	Placements on YouTube, Univision, NBC - Peacock, Facebook/Instagram, CTV, etc.; Partnership with Priorities USA; Partnership with Climate Power, League of Conservation Voters, National Resources Defense Council, and Black PAC on IRA climate benefits
Latino-Targeted Radio	\$75,000	Spanish-language radio

MICHIGAN



RE-ELECTED GOVERNOR GRETCHEN WHITMER

TACTIC	METRICS	NOTES
Paid Canvass Program	Over 100,000 door knock attempts	
Digital (Paid & Organic)	Nearly 4 million impressions	Placements on YouTube, Univision, NBC - Peacock, Facebook/Instagram, CTV, etc.; Partnership with Climate Power, League of Conservation Voters, National Resources Defense Council, and Black PAC on IRA climate benefits, in addition to Priorities USA and American Federation of Teachers

GEORGIA



RE-ELECTED SENATOR RAPHAEL WARNOCK

TACTIC	METRICS	NOTES
Paid Canvass Program	Over 79,000 door knock attempts	
Digital (Paid & Organic)	Over 10 million impressions	Placements on Facebook, YouTube, Zeta In Game, Telemundo, Univision, CTV, Spotify, and Pandora; Partnership with Climate Power, League of Conservation Voters, National Resources Defense Council, and BlackPAC on IRA climate benefits
Persuasion & GOTV Mail	Nearly 225,000 pieces	
Latino-Targeted TV Ads	Over \$300,000	Spanish- and English-language; World Cup runoff ad placements

Looking Ahead

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FROM OUR FOUNDER AND PRESIDENT, MELISSA MORALES

Together, Somos Votantes and Somos PAC were able to build and run the largest independent Latino engagement programs in the country because of people like you. And moving forward, we are setting the stage to run even larger programs in 2024.

We're already hard at work:

- ▶ Our Nevada team is continuing to engage Latinos through the 2023 state legislative session, our Somos Poderosas and Somos Lideres programs, and more.
- ▶ Our team is growing! We now have a new state director in Arizona and more announcements are coming down the line.
- ▶ We are taking an even bigger national role in data-driven, on-the-ground tested economic messaging.

We all know what is at stake in 2024. And while there are still many unknowns, one thing certainly is not: Latinos will play an even bigger role in 2024, and Somos wants to be there—but we can't get there without your support.

We need resources to take our programs to scale, continue to collect data that keeps our programs sharp, and fund tactical expansion of our work.

Thank you for believing in the growing power of our community.

“Melissa Morales and the Somos team are nationally recognized leaders on engaging Latino voters. Over the past two cycles, Somos' work has been critical in key races that were decided by slim margins.”

— Sara Schreiber,
Executive Director,
America Votes



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SomosVotantes.org



Stay informed, get involved,
and join us in shaping the
future of our democracy.

✉ info@SomosVotantes.org

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