

EARN THE

BLACK

VOTE

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EARN^{THE} BLACK VOTE

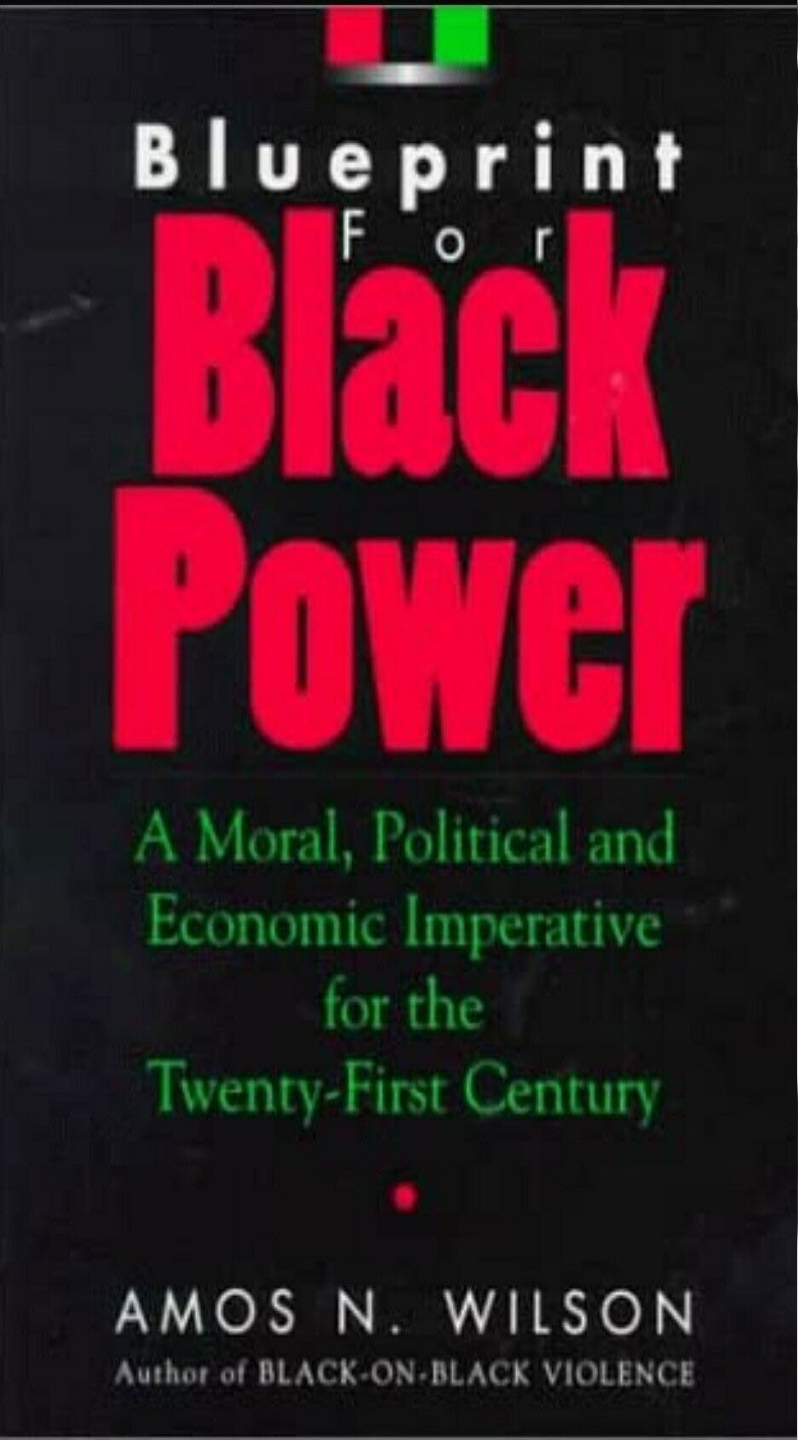
- Project
 - Earn The Black Vote National Campaign
 - Earn the Black Vote Collaborative
- Why? November 2022
- Un-intended Power





Political Power

- Dr. Maulana Karenga writes [T]he essence of politics is power which can be defined as the social capacity of a group to realize its will, even in opposition to others....
- another way to define power is as a group's capacity to define, defend, and develop its interests



Blueprint
F o r
**Black
Power**

A Moral, Political and
Economic Imperative
for the
Twenty-First Century

AMOS N. WILSON
Author of BLACK-ON-BLACK VIOLENCE

Group Power- Four Forms

- Force, Coercion, Influence, and Manipulation
- *Coercion* – The instrumental use of force or the threatened use of force.
- “A coercer may succeed even without possessing the capability or intention to use force, so long as the power subject believes he has both” Amos Wilson
- *Before a group can enter the open society, it must first close ranks. By this we mean that group solidarity is necessary before a group can operate effectively from a bargaining position of strength in a pluralistic society.*¹ Kwame Toure

Dependency On The Black Vote



20% of the Democratic Party's Base

- April 2020 the *New York Magazine* shouted, [Joe Biden Owes It All to African American Voters](#)
- May 2021, [Vox reported](#) – “The Black Vote is key to Democratic success”- “Biden could not have been competitive without it.”
- In April of this year, *Time Magazine* wrote, [Black Voters Gave Biden the White House. They May Determine Whether He Stays There](#) - the writer concluded “Put plainly: you can’t win the nomination or the White House as a Democrat without the Black vote.”
- August 2023, [the Washington Post](#) echoed the Times writer, by saying the Black vote “will be crucial in a Biden bid for reelection.”



Achieving Federal Action

- 3 Foundational Truths
- Buy-In
- Engagement



3 Foundational Truths

1. The Democratic party needs an overwhelming support of the Black vote to win in 2024
 2. Blacks need a commitment by the Party, before the election, to reparatory justice and ending structural and systemic racism
 3. To achieve both of these outcomes, the President must establish a reparations commission by Executive Order now.
- Doing so now will'
 - Stop and reverse the exodus of Black voters who are deciding to
 - Not vote
 - Vote Republican
 - Vote for a 3rd Party candidate
 - Allow for the Commission to be seated now and conclude its work by the first half of the next term. Blacks will have to come out to:
 - Ensure that the next President cannot repeal the Commission
 - That reparations proposals will get funded in the next Administration
 - No longer can the Party win at our expense!

Mission

- **The mission is to create a structure that utilizes the voting power of the Black electorate to persuade President Biden to create an HR 40-like Reparations Commission via Executive Order.**
- **We will find numerous creative ways to amplify the simple message:**
For President Biden and the Democratic Party to excite the Black base and reverse the defection from the Party by a growing number of Black voters, the President needs to establish a reparations commission via executive order now!





Goals

- 1. Establish that our vote must be earned.**
 1. Not a “No Reparations, No Vote” campaign
 2. Let’s Win Together!
 3. Messaging targeting to the President
 4. Messaging targeting the Democratic Party Leadership
- 2. Educate Black voters of the campaign**
 1. Our power position in the Democratic Party
 2. The dependency of the Democratic Party on vote
 3. Stand with us on the position that our vote must be earned
 4. Stand with us on the position that our vote can be earned by a RCEO
- 3. Educate Black voters of the importance of voting, when successful.**
 1. Need to ensure the legislation is not rescinded by incoming Republican President.
 2. Can get a law to effect redress in the next administration.



Method
**EARN THE
BLACK
VOTE
NATIONAL
CAMPAIGN**

- 1. Organizational support and collaboration** - get many and varied organization with-in the movement to sign on to the Earn Our Vote campaign –
- 2. Communications Strategy** – Charles Communications
- 3. Marketing Strategy** – Talks with a major digital marketing firm Identified 2.9 M Black voters who are not feeling Joe Biden
- 4. Teach-ins** -develop a curriculum that lays out the mission, goals and actions to achieve the mission. – Our voting history, our voting power, and how use it within the ETBV Campaign for EO
- 5. Mobilizations** – developed or atteded
- 6. Post Card Campaign**



The ETBV Collaborative - Hybrid

Subtypes of collaboration include:

- Networks—informal and can last indefinitely or for a finite amount of time. Networks have few or no expectations of members. Some networks are deliberately established to enhance communication, encourage development of new models or services, and provide opportunities for strategic partnerships..
- Coalitions—Coalitions are formal relationships among organizations and individuals defined by a common cause, issue, or mission. come together for a particular purpose and then may disband. They may, evolve into an alliance or partnership. Coalitions require administration, staffing, and financial resources to coordinate their work. There are explicit expectations around the role of coalition members.

ADVOCACY AND COMMUNICATIONS SOLUTIONS

A decorative graphic consisting of several thick, colorful ribbons in shades of yellow, pink, blue, green, red, and black. The ribbons enter from the left and cross each other in a complex, overlapping pattern, creating a sense of movement and interconnectedness.

Developing the Campaign

- Timeline - 1st Phase – Now until end of May; 2nd Phase – June-DNC Convention
- Developing a Strategy Team –
 - Project Manager
 - Key persons
 - Collaborative Partners
 - Working Group leaders
- Hire out for key services –
 - Communications and Marketing,
 - Graphic, and Video production
- Develop Our Infrastructure
 - Bi-monthly -Teach-in/Orientation
 - Build out working groups
 - Constant update of website –
 - Develop process of bringing in more partners



Buy-In

- Wide Agreement
- Willingness to Join the Campaign to build a Movement
- We will not have this power for long

A decorative graphic consisting of several thick, colorful ribbons (yellow, pink, blue, green, red, black) that are intertwined and flow from the left side of the slide towards the right, ending near the title.

Engaging the Kazi-Work

Becoming a Collaborative Partner

- Steering committee
- Contribute resources to campaign
- Participate in developing and implementing action plans in at least one working group
- Actively participation in bringing more orgs and individuals into the coalition or campaign

Becoming a Campaign Partner

- Participate in campaign activities
- Amplify messaging of the campaign
- Steer participants to the coalition/campaign

Let's Win Together! Post Card Campaign



- **More impact than a petition.**
- **60,000 per week**
- **2500 Post Cards is 1:24 ratio**
- **Goal is 55,000**
- **Avg of 2500 over the next 22 weeks**

Next Steps

- Assess who are our partners
- To Build out the Working Groups and schedule a meeting cadence for teach-ins and working group
- National Earn The Black Vote MLK Day Event



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Questions ??

Working Groups

- **Communications** – to create multiple and creative ways to inform and persuade targets – President and Democratic Party to establish a reparations commission through executive order, and the Black electorate to demand a reparations commission via executive order now in exchange for their vote.
- **Teach-Ins** – scheduling, hosting, leading, and assessing teach-ins that brings individuals, organizations, and coalitions into the campaign
- **Graphics** – Design graphic images for social media, mobilizations, and post-card campaigns
- **Social Media** – ensure messaging is distributed ‘timely to campaign/coalition partners and craft coordinated social media activities.
- **Mobilizations** – Design and organize key physical mobilizations and identify events/rallies, etc., where presence will have significant impact.
- **Collaboration and Influencers** – Build out campaign by identifying and interfacing with key stakeholders and influencers.
- **Post Card Campaign** –Goal of identifying and coordinating partners in mailing 50-75,000 post cards to the White House and/or Democratic Party Headquarters