



2022 General Election Report

BLACK AND BROWN WORKING-CLASS Metro Detroiters WIN BIG IN MIDTERM ELECTIONS AND NOW THE REAL WORK BEGINS!

When Detroiters come together we win. When Michiganders come together to organize we win generational changes as seen in the aftermath of Tuesday's 2022 General Election in Michigan. At the start of this year, we knew that in order to win this election, we needed to 1) **educate our membership** about the expansion in voting rights and the changes in districts brought about by the Independent Redistricting Commission and Promote the Vote '18, 2) **agitate our community** on the impact of money in politics and how the wealthiest individuals of our state have invested money in voter suppression and benefit from our pain; and 3) **recruit and organize** our base and towards a new vision of multiracial democracy in Michigan rooted in racial and economic justice.



The changes in Michigan's House and Senate districts meant that for the first time we needed to expand our base and build the power of working-class Black and Brown residents in our inner-ring suburbs of Wayne, Oakland and Macomb by launching our **Michigan Action** organizing project to drive home a powerful narrative of regional solidarity and prosperity.

By **defending abortion and voting rights in Michigan, while continuing to talk about a shared vision of jobs, housing and safety**, the work of Detroit Action and countless other members significantly drove up Democratic turnout, leading to the first Democratic trifecta in the state in a 40 years. Thanks to our organizers and countless volunteers & members-leaders of our organization we

engaged our communities around the transformative economic **policies and justice we are owed - An Agenda for a New Economy.**

Detroit Action is organizing to ensure that our democracy is strong, protected, inclusive and that we have elected officials that work for us ALL. From #RightToCounsel to our corporate accountability activism to #DefendBlackVoters, from our work to defund the police and reFund the hood, to community education and workforce redevelopment, from our fights for educational justice to justice and dignity for all immigrants we have fought to ensure working class and disenfranchised Black and Brown Detroiters facing economic barriers are centered in our movement, heard, empowered and engaged in the transformative justice our neighborhoods are owed. We have secured BIG wins for our communities at the ballot box and in these streets and now the real work begins! We are in this for the long haul!

We ALL will win by:

1. Continuing to organize those who are directly impacted and turn out our friends, neighbors and families—not just on Election Day—but year-round. Detroiters committed to Solidarity in Action are an unstoppable force to be reckoned with. Join us as we build Power!
2. Holding elected officials in Michigan at every level of government accountable to our communities
3. Carrying our organizing and midterm wins with our newly elected and Democratic-led Michigan State House and Senate into the new year and working closely with each of these leaders for a 2023/2024 legislative year to ensure budgets reflect the critical investments within our communities to create and uphold inclusive education, clean neighborhoods and environmental sustainability, reproductive freedom, economic and racial justice and expanding voter protections that we are owed.

Detroit Action is only growing and getting stronger. We aren't stopping after Election Day. We are holding our elected officials accountable and helping folks get better results from their government. When people have victories, even small ones, it gives them a sense of hope and a vision of what's possible.

It's more critical than ever. Metro Detroit and Michigan are counting on you!



BY THE PICTURES & NUMBERS...



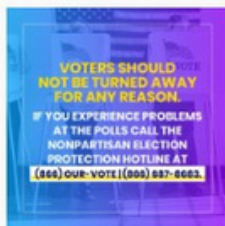
Social Media:

We reached more than 400,000 people in our base audiences with an average of over 20 impressions each across Detroit and 26 different cities and townships.



Election Protection Coalition:

Over 100 volunteers across three counties at dozens of polling locations



Door to Door Filed Canvass:

Over 25 Volunteers joined with 124 canvassers recruited and trained from the community to knock 160,000 doors, over 20,000 commitments to vote, and 2700 to sign pledge cards to get involved in addressing issues after the election



Voter Guide:
20 page comprehensive voter guide mailed to 120,000 houses and almost 170,000 25-40 year old voters



BY THE PICTURES & NUMBERS...

Billboards

15 billboards and two mobile across Metro Detroit with voting rights information



In The Press

30+ stories about Detroit Action, our members, our issues and our electoral outreach in newspapers, online and on TV



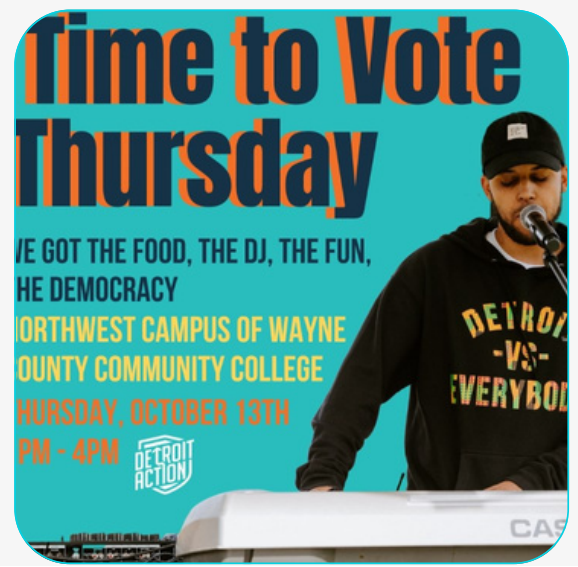
Parties to the Polls

12 parties to the polls over 6 weeks to register voters and drop off over 400 absentee ballots



Youth Vote

300 new 18 year old high school students registered to vote and committed to vote



BY THE PICTURES & NUMBERS...

Radio:

Statewide Radio and Digital Ad featuring rapper/actor Common



Mailings:

4 pieces of mail to over 300,000 voters reminding them to vote



Voter Registration
Over 2700 voters registered in person and 400 online



Coalition and Events:

- Halloween Defend Black Voters Coalition Rally
- Justice Candidate Forum
- Just F**kin' Vote Concert
- #MobilizeMonday
- Party to the Polls

See you in '23