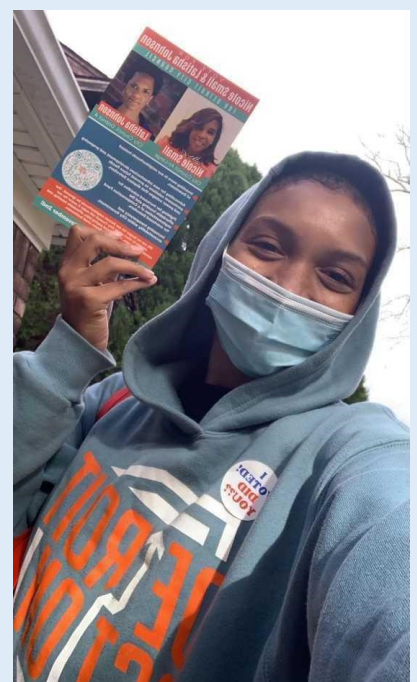


Michigan Action Fall 2021 Candidate Election Program Highlights:

- The majority of Detroit's High Propensity Voters in our targeted council races saw a mix of our ads over 7 or 8 times as part of a persuasion campaign that ran from October 8 to November 2, 2021 achieving **nearly 1.3 million impressions**.
- Our ads program to streaming content targeted a mix of young, renter, Black owned businesses and high propensity voters on streaming platforms delivering **383,300 video completions** on a message of focusing on our neighborhoods by electing our slate of candidates.
- Our Help Elect People Who Will Serve Our Communities Pledge Video ran on multiple platforms to reinforce our message.
- Our Nicole Small Video reached 141,254 Detroit voters nearly 3 times with 379,715 Impressions.
- From September 9 to October 31, 2021, our paid field program knocked on **37,422 doors** and spoke directly to 4,385 Voters in our Priority Council District Races.
- Our Text Program completed **504,850 texts** to over 115,000 Detroit voters leading up to the election and engaged in over 10,000 conversations with voters over text. Some lists had an engagement rate as high as 6.9%
- Recruited, hired and trained a team of **22 field & phone canvassers** from our Detroit Neighborhoods.
- Our Phone Program reached **60,488 voters** to complete 25,283 conversations for 11,383 contacts for future Detroit Action engagement.



Social Media

1.2 Million Impressions to High Propensity Voters 7+ times

OTT Video

423,474 Impressions 383,300 Video Completions

Michigan Action
October 8 at 2:13 PM · 🌐

Detroit Elected Officials say they're not in the pockets of the downtown billionaires. Are they investing in YOUR neighborhood? Yes or No

DETROIT ELECTED OFFICIALS LOOK OUT FOR DOWNTOWN BILLIONAIRES



ACTIONNETWORK.ORG
Together we can elect a majority city council on November 2nd

44 40 Comments 20 Shares

"Downtown Politicians" - Detroit Elected Officials say they're not in the pockets of the downtown billionaires. Are they investing in YOUR neighborhood? Yes or No

Michigan Action
October 23 at 10:30 AM · 🌐

Vote Early Now For Real Progress - Vote for the Detroit Action Slate: Nicole Small, City Council At Large; Latisha Johnson, City Council District 4; Gabriela Santiago-Romero, City Council District 6; Denzel McCampbell, City Clerk



VOTE Early Now

ACTIONNETWORK.ORG
Make your voice heard and invest in Detroit's future! I am joining with my community to elect a new City Council who w...

40 30 Comments 20 Shares

234,666 Impressions, 88,496 Voters

Michigan Action
October 10 at 11:20 AM · 🌐

We need affordable housing in Detroit. It's time for change - for affordable housing vote for the Detroit Action endorsed candidates: Nicole Small, City Council At Large; Coleman Young II, City Council At Large; Latisha Johnson, City Council District 4; Gabriela Santiago-Romero, City Council District 6; Denzel McCampbell, City Clerk



ACTIONNETWORK.ORG
Vote On or Before November 2 to invest in our neighborhoods

96 18 Comments 39 Shares

"Change" - We need affordable housing in Detroit. It's time for change - for affordable housing vote for the Detroit Action endorsed candidates:

Deadline DETROIT Michigan Advance
The Detroit News
Detroit Free Press
FOX 2 DETROIT
MICHIGAN CHRONICLE

Dozen Earned Media Stories

MA DETROIT ACTION

Only we can hold our elected officials accountable. Solo nosotros podemos hacer responsables a nuestros funcionarios electos.

That's why we must join together to make a better future for all Detroiters. We have an opportunity to elect a mayor, five city council members, and the City Clerk.

Let's elect leaders who are committed to our priorities. Vamos a elegir líderes comprometidos con nuestras prioridades

VOTE YES ON PROPOSAL P VOTE SÍ A LA PROPOSICIÓN P

Let's Elect Leaders Who are Committed to our Priorities. Vamos a elegir líderes comprometidos con nuestras prioridades

Vote Tuesday, August 3, 2021 **Vote el martes, 3 de agosto de 2021**

MA DETROIT ACTION

WE BELIEVE THAT EVERY DETROITER SHOULD HAVE AN EQUAL SAY IN OUR DEMOCRACY, NO EXCEPTIONS. NOSOTROS CREEMOS QUE TODAS LAS PERSONAS DE DETROIT DEBEN TENER IGUALDAD EN NUESTRA DEMOCRACIA, SIN EXCEPCIONES.

For too long, a handful of politicians have served the interests of the wealthy few in Detroit instead of our community's needs. Por mucho tiempo, unos pocos políticos han prestado servicio a los intereses de unos pocos ricos en Detroit en lugar de a las necesidades de nuestra comunidad.

VOTE

MAKE A PLAN TO VOTE HAGA UN PLAN PARA VOTAR

DENZEL MCCAMPBELL **LATISHA JOHNSON**

GABRIELA SANTIAGO-ROMERO **NICOLE SMALL**

VOTE FOR NICOLE SMALL FOR DETROIT CITY COUNCIL

VOTE FOR DENZEL MCCAMPBELL FOR DETROIT CITY CLERK ON TUESDAY, NOV. 2ND!

VOTE FOR ACCESSIBILITY AND TO DEFINE DETROIT'S DEMOCRACY ON TUESDAY, NOVEMBER 2ND!

Nicole Small & Latisha Johnson FOR DETROIT CITY COUNCIL

Nicole Small **Latisha Johnson**

Vote on or before Tuesday, November 2nd!

VOTE FOR GABRIELA SANTIAGO-ROMERO AND NICOLE SMALL FOR DETROIT CITY COUNCIL

VOTE FOR GABRIELA SANTIAGO-ROMERO Y NICOLE SMALL PARA EL CONSEJO DE LA CIUDAD DE DETROIT

GABRIELA SANTIAGO-ROMERO **NICOLE SMALL**

Vote on or before Tuesday, November 2nd!

VOTE FOR Gabriela Santiago-Romero and Nicole Small for Detroit City Council

Gabriela Santiago-Romero **Nicole Small**

Vote on or before Tuesday, November 2nd!

VOTE Denzel McCampbell

Denzel McCampbell FOR DETROIT CITY CLERK

Voting Accessibility
Civic Education
Protecting Voting Rights

DETROIT ACTION

VOTING WHILE HOMELESS IN MICHIGAN

To register in Michigan you must:

- Be a citizen of the United States.
- Be 18 years old by the next election.
- Be a resident of Michigan and at least a 30 day resident of your city or township by Election Day.
- Not be confined in a jail after being convicted and sentenced.

Vote for the most vulnerable communities on November 2nd!

DETROIT ACTION

People experiencing homelessness or who are otherwise in transition have the right to register to vote.

Common FAQs about those experiencing homelessness and voting

I am homeless. What should I list as my home address?

I have been in transition for a long time. How can I register to vote?

Vote for the most vulnerable communities on November 2nd!

Mail and Field Literature Reaching over 100,000 Doors