

Win Justice: Biden Harris Wisconsin victory powered by investment in people of color, new and infrequent voters

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WISCONSIN - The victory in Wisconsin for the Democratic ticket of Joe Biden and Kamala Harris can be attributed to the work of thousands of organizers and millions of dollars invested in engaging 'low-propensity' voters who took a decisive stand against President Trump's racism, homophobia, ineptitude and cruelty. **Win Justice invested more than \$3 million** on turning out people of color, young people, women, and other traditionally overlooked communities, in partnership with coalition members Community Change Action, Planned Parenthood Votes, Color of Change PAC, and the Service Employees International Union (SEIU).

"This victory is not just for Joe Biden and Kamala Harris, but also for all those organizing on the ground in Wisconsin communities who have known that we win only when we engage and fight for policies that invest in our people, in our potential, and in opportunity and justice for our families. Win Justice made an unprecedented effort to reach and engage Wisconsinites that Democratic campaigns have traditionally left behind, and there can no longer be any doubt that these critical voters make the difference in our elections, if we believe in them," **said Grecia Lima, National Political Director for Community Change Action.**

Win Justice invested heavily on outreach to new and infrequent voters in Wisconsin this cycle, with an emphasis on turning out the Latinx vote:

- **Phone calls:** Over 1 million calls made to 396,000 potential voters
- **Latinx Television and Radio:** Two television spots aired in Milwaukee, Green Bay, and Madison, specifically targeted to Latinx audiences, along with three radio spots aired statewide specifically targeted to Latinx audiences, including one narrated by civil rights leader **Dolores Huerta**
- **Print:** Multiple print ads reaching thousands of voters in rural areas across north and west Wisconsin
- **Digital:** 9.6 million impressions with more than 216,000 voter engagements
- **Direct Mail:** More than 650,000 mail pieces about how to register to vote and how to vote early and in person on Election Day for Joe Biden and Kamala Harris.