AMERICA VOTES

2018 PROGRAM OVERVIEW

Landscape and Our Coalition

Driven by a competitive ballot with top-tier candidates and contests at every level, the 2018 Nevada midterms are a pivotal opportunity for progressives to preserve the balance of power established during the 2016 presidential election, where we won up and down the ticket. October polling shows that the election outcome is well within the margin of error, which is why the America Votes Nevada coalition will be executing the largest midterm get-out-the-vote effort in Nevada's history. This November will determine the future of our state, from investing in education to protecting health care, and that's why we have invested in our most aggressive voter contact program to date.

2018 Program

The America Votes coalition is the coordinating and strategy hub for all independent expenditure programs in Nevada. Partners are working together on field, digital and communication efforts to elect Jacky Rosen for U.S. Senate, Steve Sisolak for Governor and the slate of progressive candidates up and down the ballot. Through a strong, statewide infrastructure with regional hubs in Clark and Washoe Counties, partners are sharing resources to eliminate duplication and maximize investments.

The 2018 America Votes partners are:

- Working People Rising 2018 (NV AFL-CIO, Culinary Union Local 226)
- For Our Future Nevada
- NextGen America
- Win Justice coalition (Planned Parenthood Action Fund, PLAN Action, Color of Change PAC)
- SEIU Nevada
- APALA

- Nevada Conservation League and the League of Conservation Voters
- Battle Born Progress
- The Organizing Alliance
- Human Rights Campaign
- Chispa Nevada
- Mi Familia Vota
- Make it Work Nevada
- One APIA Nevada
- Make the Road Action
- Sierra Club
- Nevadans for Secure Elections

- All* Above All Action Fund
- ACLU Nevada
- Progressive Turnout Project
- Indivisible Northern Nevada
- Nevadans for a Clean Energy Future
- AFSCME
- Nevada State Education Association

On The Ticket:

Between the start of Early Vote and Election Day, the America Votes coalition will target the following levels of the ballot:

- U.S. Senate race
- Governor's race
- Statewide constitutional offices (Lt. Gov, Secretary of State, and Attorney General)
- U.S. House districts 3 and 4
- Targeted state legislative districts, including state Senate districts 8, 9 and 20 and state Assembly districts 5, 9, 35, 4, 29 and 37
- Educating voters on the various questions on this year's ballot.

GOTV By The Numbers:

- **Our coalition will knock on 1.5 million doors statewide**. Leading up to the GOTV phase of the election cycle, the America Votes partners knocked hundreds of thousands of doors targeting Nevada's swing voters, in addition to aggressive outreach to communities of color, youth and single women. From now until Election Day, partners will focus on turning out these key targets and demographics across Nevada -- including 1.2 million doors in Clark County and over 300,000 in northern Nevada.
- **In addition to our ground game, our coalition is spending more than six figures on digital advertising between Early Vote and Election Day** to reach those same voters at their digital doorstep. Our digital programs will target all levels of the ballot with both specific demographic and geographic targeting.
- **Our coalition is sending more than 3 million pieces of mail,** including slate pieces targeting the levels of the ballot listed above.
- **We are running the largest SMS program in Nevada's history,** texting hundreds of thousands of Nevadans with critical voter education information.
- **We are hosting more than 15 early vote events** in Reno and Las Vegas to capture the progressive enthusiasm and to take advantage of our election administration laws made possible by our progressive legislature.
- **We are running radio and ethnic newspaper advertising** as an additional key tactic for turnout. Key messengers within communities of color will be reaching voters in English, Spanish, Tagalog, Vietnamese, Chinese and Korean across Clark and Washoe Counties.

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