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## **Democracy Partners Salutes Partners For Big Wins Local, State and Presidential Races in Key States Across U.S.**

Washington, DC — Democracy Partners, a premier policy and political consulting firm, salutes its partners for a banner year of work in the Biden-Harris presidential campaign, in the Georgia Senate races and in battleground states across the nation. Democracy Partners' wide array of services include campaign fundraising, media and organizer training, and culturally relevant messaging for communities of color, from the grassroots to presidential arenas.

Democracy Partners members played pivotal roles in the 2020 election cycle and the Georgia run-off elections on Jan. 5, that led to progressives' wins for the White House and in the Senate and House. Democracy Partners' work focused on the progressive agenda with various demographic groups including young voters, communities of color and seniors.

"We are proud that many of the members of Democracy Partners made major contributions to the massive movement that defeated Donald Trump, put Joe Biden in the White House and allowed Democrats to win majorities in both houses of Congress. Now we are working with progressive organizations throughout the country to convert these victories into real progressive change that qualitatively improves the lives of ordinary Americans," said Robert Creamer, a Democracy Partners founding member.

The following are some highlights of the work done by members of Democracy Partners in the 2020 election cycle:

**Heather Booth - Democracy Partners founding partner:** Heather was the Outreach Director for Progressives and Seniors in the Biden/Harris campaign, primarily from July through November. As part of the work with Progressives, Heather guided work of seasoned organizers and progressive coalitions in AZ, CO, FL, GA, IA, ME, MI, MN, NE, NV, NH, NC, OH, PA, TX, VA, WI. This included weekly phone calls with state campaign coalition coordinators, including polling, messaging, surrogate support/placement, events and volunteer recruitment for state and national phone banks (4.8 million calls were made by 14,000 volunteer shifts at Progressives for Biden phone banks). In addition, Heather co-hosted calls with Bob Creamer, with Progressive state and national leaders. Progressives for Biden organized nine national and 10 state events including the Convention Pre-Show and Watch Party with Sen. Warren, Reps. Jayapal, Khanna, Lee, Garcia, Dr. El-Sayed, and grassroots leaders, 301,000 views

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across platforms; [Progressive Movement Gathering](#) with Sen. Warren, Rep. Khanna, and grassroots leaders with 79,000 views across platforms; [Gun Violence Prevention Roundtable](#) with Fmr. Rep. Gabby Giffords and grassroots leaders with 165,000+ views across platforms; and [Progressive Virtual Town Hall](#) with Sen. Sanders, Reps. Jayapal, Pocan, Garcia, Pressley, and grassroots leaders. There were 447,600+ views across platforms. They worked with a wide range of groups and through a kitchen cabinet with those who could coordinate with the campaign including Center for Popular Democracy PAC, Community Change Action, People's Action PAC and Working Families Party. Leaders from other organizations involved in the events included MoveOn, Indivisible (national and local chapters), One Fair Wage, PCCC, and other national as well as state and local organizations.



The **Seniors** outreach focused on persuading older Americans, who have been a Republican base, to vote for the Biden/Harris ticket, with an emphasis on protecting Social Security and preserving health care and addressing the Covid crisis. There moving older Americans to the Biden/Harris ticket, with an emphasis on protecting Social Security and preserving health care. In all, there were more than 25 battleground state based events and 21 major national events targeting seniors. This was accomplished by supporting Senior Councils in the states. Among the numerous activities, Seniors for Biden-Harris built a 10,000+ volunteer list and helped contribute to one of the largest GOTV phone banks that staffed 50 GOTV shifts, including over 1000 callers on Election Day. Seniors for Biden-Harris organized 21 major national events, such as [Social Security Anniversary Event](#), [Grandparents Day Celebration](#), and roundtables on issues such as prescription drug costs. Organizations that were involved in the Seniors Council included Alliance for Retired Americans, DNC Seniors Council, AFSCME Retirees, National Committee to Preserve Social Security and Medicare, Social Security Works among others. Boomers for Biden also held a Rock 'n' Doo-Wop Party (in two volumes) hosted by Jon 'Bowzer' Bauman from Sha Na Na pitching for volunteers and to tout the Vote Joe App. [Volume 1](#) featured Jay Seigel, Peggy March, Gary "US" Bonds, Charlie Thomas, LaLa Brooks, Gene Chandler. It attracted 1,211 RSVPs. **Volume 2** featured Martha Reeves, Merrilee Rush, The Impressions, Joe Butler, The Dixie Cups, Dennis Tufano, DeeDee Kenniebrew.

**Wyatt Closs:** As the founder, principal and creative producer of Big Bowl of Ideas, a creative public affairs production house, Wyatt and his team created before the November general election nearly 300 individual static graphics. The graphics, called "Digital PSAs" were created for multiple clients who reached millions of followers and voters. Yet, in the aggregate, BBol told a story, one digital graphic at a time. Here's a sample of those graphics that got voters' attention. <https://bboi.us/digital-psas/>

For the abbreviated **Georgia** run-off elections in January, BBOI produced more than 100 pieces of original digital content and created an online [hub](#) where all digital PSAs



and gifs could be found, thus providing seamless access to a gallery of social media ready downloadable images. Flyers also were created for hand-to-hand organizing. Wyatt also hooked up with long-time collaborators, Las Cafeteras, who were working on a special version of the Ray Charles classic “[Georgia On My Mind](#)”. This Cumbia/Trap mash up was right on time to further underscore Black and brown solidarity in this election and was promoted by Poder Latinx, a group co-headed by Democracy Partners member Yadira Sanchez (see below). We also curated a special [Spotify playlist](#) to keep voters energized on their way to (and in line at) the polls. Georgia actually saw a [65% increase in early votes](#) cast by Latinos in the state.

**Robert Creamer, Democracy Partners founding partner.** During an election season that required continuing communications from the grassroots to presidential campaigns, Bob hosted Progressive Mobilization calls for a wide array of progressive leaders and organizers throughout the cycle. The calls, conducted in conjunctions with Democracy Partners’ Heather Booth, who was Director of Progressive and Senior engagement for the Biden Campaign, functioned to engage wide sectors of the progressive community. These calls continued through the **Georgia** run-off elections.

Bob also served as a consultant to the Progressive Turn Out Project that put more than 1,200 staff on the ground, and delivered 45 million voter-contact attempts, 16.5 million handwritten postcards, and 4.3 billion digital ad impressions. The Progressive Turnout Project also recruited over 100,000 volunteers making 5 million-plus turnout phone calls through Turnout2020 and sent more than 15 million handwritten postcards with their Postcards to Swing States program.

**Mac D’Alessandro, Democracy Partners founding partner:** Since July of 2020, Mac’s operation, Campaign Industries, LLC, has successfully executed Covid-modified field programs in eight states (Arizona, **Georgia**, Maine, Massachusetts, Minnesota, North Carolina, Nevada, and Wisconsin).

The campaign also employed 1,400 canvassers who protected the health and safety of the canvassers and voters. Campaign Industries registered 10,285 voters, knocked on 508,458 doors, and engaged 125,465 voters to remind another 341,820 people to vote for clients like Victory 2020 (Biden-Harris campaign), Everybody Votes, the New South Super PAC, and the Service Employees International Union.

**Nick Guthman:** Working with youth organizers at [Blue Future](#), Nick and the team In invested over \$300,000 directly in the pockets of youth organizers who organized for 53 federal, state and local campaigns across the country. Blue Future partnered with the Democratic Senatorial Campaign Committee and Grassroots Dems HQ to train more

than 800 people on Zoom, three days a week, totaling over 4,000 volunteers; invested more than \$35,000 into grassroots organizing, with most of the money going directly to local groups on the ground; sent over 200,000 texts to voters to discuss their voting plans; partnered with the Future Coalition to be part of a youth-led coalition, Peaches for Progress, where we participated in phone banks, Twitter town halls, Tiktok challenges, and more; and built and managed a texting bot that housed a youth voter texting hotline for all young people in **Georgia** struggling with how to vote.

**Joshua Hoyt:** In the **Georgia** run-off elections, Josh worked with the hospitality workers union UNITE HERE to help organize one of the "big three" door-to-door canvas GOTV operations in the Atlanta metro area. UNITE HERE had 1,000 laid off union housekeepers, cooks, dishwashers and airport concessions workers — mostly women and people of color — talk to voters at their doors six days a week, eight hours a day. This impressive ground game effort was able to reach 1.5 million doors, and get to 15,000 face to face conversations a day in the six weeks before the election. Josh also worked with the UNITE HERE community organizing team. This work included UNITE HERE's GOTAVI (Get Out The African Vote Initiative), reaching out to the 40,000 naturalized African immigrant voters in Georgia; connecting UNITE HERE's work with on the ground organizations like Mijente, GLAHR, GALEO, PoderLatinx (co-led by Democracy Partner member Yadira Sanchez), and the Asian American Advocacy Fund; connecting the work with Georgia Congressional and State Rep elected officials; and connecting the work with labor allies, such as the AFT, AFSCME, UPAT, IBEW, NEA, and UFCW.

**Marilyn Katz:** At the close of the Democratic Convention, Marilyn and a group of Kamala's sorority sisters (public officials, labor leaders) created Women2Win an initially ad hoc group of 200 women, predominantly in Chicago, but with strong ties to the South, to raise funds and do voter outreach. Over the next eight weeks, the group raised more than \$80,000 and made more than more than 240,00 voter contacts in Wisconsin, Michigan, Georgia and Texas. Turning their attention to **Georgia** and expanding the group, Women2Win created an unusual but fruitful alliance with J Street and raised more than \$300,000 for the Joint campaign as well as doing phone, text and some members doing door to door canvassing and ballot curing for the Ossoff and Warnock campaigns.

The work continues. Women2Win partnered this week with Chicago Women Take Action to host "Take Your Shot" — answers to the the whats, whys, wheres of the vaccines being offered as a defense to Covid-19. Given the success of these activities,



the group is committed to staying together and will continue and build on its multi-racial, multi-generational character

**Yoni Landau:** Founder of Contest Every Race, Yoni's team recruited 1,065 candidates against Republicans running uncontested in 2020. 70 percent of candidates were women/people of color. The group also registered at least 15,502 voters of color and enrolled 77,534 in vote-by-mail. It also recruited 34,467 volunteers to make phone calls into swing districts for Turnout2020, resulting in 13,331 new poll workers in key districts who signed up with Power the Polls.

Texting operations were a major factor in outreach efforts for voting, Census participation and other initiatives with help from 10,368 volunteer testers. For example,



23,972,584 texts for Black Voters Matter to register voters, enroll folks in vote by mail, encourage early voting, get folks rides to the polls, and more; 5,659,854 texts for Black Lives Matter to spur Black youth voter turnout and ensure that Black voters returned their mail ballots on time; 35,895,142 texts to get folks to complete the census; 3,535,065 rapid response texts for 38 organizations to respond to COVID-19; over 15 million texts on behalf of the Florida Rights

Restoration Coalition to engage returning citizens and their communities (still sending today!); and more than 25 million texts with State Voices affiliates to engage people of color (also sending today!). In the **Georgia** campaign, the group sent 15 million texts for Black Voters Matter to register folks to vote, get them signed up for vote by mail, and make sure they vote; set up a whole new "call team" to contact everyone that responded positively to our Black Voters Matter texts to make sure they vote; and ran a randomized control trial survey to assess the impact of texts hammering Kelly Loeffler on her connection to former Ku Klux Klan members, which proved to mostly impact younger white voters, adjusting the campaign to reach an additional 250,000 persuadable voters. The team also partnered with Changing the Conversation Together, the leading "deep canvass" organization, to saturate five precincts with meaningful in-person conversations, local food events, and more to show that local organizing moves votes, and used dating apps to "Swipe Out the Vote," having meaningful conversations with thousands of young voters. These efforts were covered by [CNN](#) and [NYT](#).

**Mike Lux, Democracy Partners founding member:** Mike was one of the closest advisors to the Progressive Outreach operation for the campaign. He was part of the leadership team for the fundraising event with Elizabeth Warren that raised \$6,000,000. He made the connection and helped broker the deal between the Biden digital team and Occupy Democrats that dramatically increased the campaign's social media footprint,



and worked with Occupy Democrats and several other major progressive Facebook pages on social media strategies to help the campaign. Mike also helped the campaign think through the strategy on rural outreach; he organized a donor briefing and did memos for donors about the state of play in the key battleground states. He helped recruit door knocking volunteers for Florida. Throughout the campaign, he wrote periodic columns for the progressive community that talked about strategies and messages progressives could be using to help the campaign. And he did periodic strategy memos for senior leadership of the campaign.

In addition to this work for the Biden campaign, Mike helped do fundraising for about a dozen different House and Senate campaigns, and for a special joint fundraising committee that Jamie Raskin set up.

**Marvin Randolph:** Marvin is president of ONYX Communications, which he describes as “code for Black, Brown, Gold and Progressive Conversations.” The group specializes in building programs for campaigns, causes and constituencies that move the New American Majority in ways that win races and fights people say can’t be won. Over the last few cycles ONYX has run large complex field, phone and digital programs including television, text, radio, mail, research and polling for over \$16 million in Independent Expenditures (IEs) they managed for donors he advises. For each of these he assembled dynamic and diverse teams of consultants (People of Color, Millennials, Women, LGBTQ) who have a roster of clients ranging from Municipal to Presidential. As one of the nation’s premier Black owned consulting firms, specializing in field and digital programs, live calls and texts, they have helped on some of the closest and most important elections in recent memory, including Doug Jones for US Senate (AL 2017), Stacey Abrams for Governor and Lucy McBath for Congress (GA 2018), Gary Peters for US Sen (MI 2020), Rev Warnock and Jon Ossoff for US Senate (GA 2020), Joe Biden and Kamala Harris for President/Vice President (GA, MI, TX 2020). By the numbers: ONYX has made close to 10 million calls, knocked on almost 6 million doors, and produced digital ads with over 42 million video views, triple the average rate of digital engagement.



For the **Georgia** 2020 general and runoff elections, ONYX Phones ran an aggressive program targeting new and infrequent Black voters that included over 5 million live Early Vote, Plan Making and GOTV calls. For the runoff, ONYX Field and ONYX Digital focused on young voters, specifically Black young people, and they showed up in the runoffs. As a testament to this, 25% of young Black voters in the 2021 runoffs didn’t vote in the 2020 general. Collectively, his ONYX team this cycle had 6,649,122 conversations with Georgia voters through field, phones and digital, including almost 200,000 door knocks, 5.3 million calls, and 1.1 million overs reached through digital ads that had double the average rate of engagement. A landmark accomplishment in the closing days of the Georgia run-off elections for two U.S. Senate seats was an aggressive digital engagement campaign, including a 48-hour rapid fire/rapid

response program, to reverse apathy among core audiences in southern Georgia. ONYX drove up voter turnout by highlighting key issues that were percolating: COVID stimulus checks and social justice. The final push delivered 28 ads, in two days with over 2.5 million impressions, a reach of 1.1 million, 89K videos views and over 26K clicks to take action, mainly to find a polling place.

**Yadira Sanchez:** In 2019, Yadira co-founded Poder Latinx, a group organized to strengthen the power and presence of the Latino vote. The initial focus was in the battleground states of Arizona, central Florida and **Georgia**. After organizing voter registration drives and voter education in these key states, the COVID-19 forced a re-thinking of voter outreach strategies, and this is where Poder Latinx stood out. The group turned to culturally relevant artistic projects to deliver the GOTV messages to Latinx voters, particularly women and youths. Poder Latinx began uplifting the role of art and music, such as Las Cafeteras, which was brought to Poder Latinx's attention by Democracy Partners member Wyatt Closs (see above). The group also incorporated comic art and illustrations such as La Borinqueña, a comic book featuring an Afro-Puerto Rican superhero created by award-winning graphic novelist and philanthropist Edgardo Miranda-Rodriguez. Poder Latinx also developed a [Virtual](#)



[Art Gallery](#) with works of over 15 Latinx artists, as well as other formats that were part of the [Votar es Poder](#) campaign. Poder Latinx was a founding member of [Vote Early Day](#) before the November general election, and worked to ensure that Las Cafeteras' song, "Long Time Coming," was featured in the entertainment industry's multi-city voter participation livestream program, [Vote With Us](#).

In the **Georgia** run-off elections, Poder Latinx doubled down on phone calls to voters. Before the November election, Poder Latinx's phone bankers made 220,000 in Georgia, but in the weeks before the run-offs in January, the group made more than

400,000 phone calls and knocked on an estimated 22,000 doors of Latinx voters. The group also released a final episode of La Borenqueña to target Georgia's Latina voters, since they made up 53 percent of registered Latino voters in January. Las Cafeteras Spanglish version of "[Georgia On My Mind](#)" served as the jingle for the webcomic's fourth episode. Democracy Partners member Gebe Martinez assisted in publicity efforts. The Latinx voters emerged as a political presence in Georgia in the recent election cycle.

**Linda Saucedo:** One of the country's leading experts on developing and executing phone programs for issue and electoral campaigns, Linda worked with the Florida Rights Restoration Coalition (FRRRC) and the newly-created "call team" for Resistance Labs (another member of Democracy Partners).

During the 2020 general election, FRRC used Strategic Consulting Group's **Fast Click Empower Dialer** platform to make over 1.8 million calls to 200,000 returning citizens whose voting rights had been restored by landmark legislation in 2018, mobilizing them and their family members in a crucial battleground state. Resistance Labs also used the **Fast Click Empower Dialer** to help support its organizing work for Black Voters Matter as part of its “call team,” making roughly 40,000 calls to encourage turnout in the final weeks of the **Georgia** runoff. The **Fast Click Empower Dialer** allows campaigns, issue organizations and unions to call landlines and cell phones in full compliance with federal regulations, and includes the ability to follow up phone conversations with text messages.

**Lauren Windsor:** Politicians needing to be held accountable will surely run into the camera lens of the bird-dogging team led by Lauren, who is the executive producer of The Undercurrent, a political reporting web-show sponsored by American Family Voices. Indeed, her team was on-the-ground in **Georgia** for six weeks, and scored several viral scoops: asking Rudy Giuliani whether or not he asked Trump for a pardon; capturing Texas GOP Congressman Dan Crenshaw mocking New York Congresswoman Alexandria Ocasio-Cortez; questioning Senator Kelly Loeffler on why she dumped stock holdings at the start of the pandemic, but did not warn her Georgia constituents about the seriousness of the coronavirus; and exposing that [Senator-elect Tommy Tuberville](#) and GA Senator David Perdue support Donald Trump's fight to overturn the presidential election. Lauren's Georgia videos have been viewed by more than 6 million people, Rep. Ocasio-Cortez and President Trump, who retweeted her content on both Tuberville and Perdue. The videos spurred coverage on CNN, MSNBC, The New York Times, Washington Post, USA Today, Forbes, The Atlanta Journal-Constitution, and many other outlets. This work impacted the political conversation in the state and nationally as Trump and the GOP became consumed with challenging the Electoral College and overturning the will of Georgia voters.



Lauren, along with Mike Lux, also runs Fair and Balanced PAC (FAB PAC). For the Georgia races, she conceived of the [“Perdue in Hiding” ad](#) exposing Sen. David Perdue's mega mansion hidden within a gated community within a gated community. FAB PAC obtained the exclusive footage of the mansion and partnered with Twitter powerhouse MeidasTouch for production and distribution. The video has over 1 million organic views on Twitter, and nearly 350k views on Facebook targeted to Georgia voters.

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