

LULAC'S BILINGUAL PHONE & MAIL CAMPAIGNS TO INCREASE VOTER TURNOUT IN IOWA'S 2016 PRESIDENTIAL CAUCUS

THE GOAL

Latinos are the largest minority in Iowa, making up over 173,594 individuals.¹ Yet, in 2012, only 1,000 Latinos showed up to the Presidential Caucus, and in 2008, when the race was competitive for both Democrats and Republicans, only 3,500 Latinos caucused.² The League of United Latin American Citizens (LULAC) set a **lofty goal in 2016 to more than double the 2008 voter turnout** and get at least 10,000 Latinos to pledge their participation in the 2016 Presidential Caucus in Iowa.

LULAC reached out to Solidarity Strategies because they knew that as a minority-owned firm, Solidarity could speak to the values that their organization advocates for. **LULAC's goal was to increase the turnout of all Latinos, regardless their political affiliation.**

THE STRATEGY

LULAC hired **Solidarity Strategies to lead mail and phone initiatives** that would result in more Latinos participating in the 2016 Caucus. **Solidarity Strategies is an award winning, minority owned political consulting firm** that works with clients to inspire citizens to participate in the Democratic system. The firm has led bilingual phone and mail outreach campaigns across the nation for candidates at all levels of government and for nonprofits, member organizations, and issue advocacy initiatives.

Solidarity took the lead in creating a nonpartisan strategy to engage Latinos in Iowa that not only met, but exceeded, LULAC's goals. **Over 10,000 Latinos showed up to caucus in February 2016 in Iowa.** Solidarity Strategies relied on its team members' 20 years of organizing experience to create a bilingual engagement strategy that included: **robocalls, live calls, and mail targeting Latino voters in Iowa.**

“WE'RE COUNTING THIS AS A VICTORY, A TOTAL VICTORY FOR THE LATINO COMMUNITY WITH THE ELECTION BEING SO CLOSE.”

- Christian Ucles, LULAC of Iowa's political adviser



PAID FOR BY THE LEAGUE OF UNITED LATIN AMERICAN CITIZENS



¹LULAC: “By the Numbers – Iowa”, accessed on April 6, 2016 online at www.lulaciowa.org/about-us/iowa-map/.

²BuzzFeed News: “The Effort to Turn Out Latino Voters In Iowa Worked,” by Adrian Carrasquillo, Feb. 2, 2016.

PHONE CALLS

In the week leading up to the Iowa Caucus, Solidarity Strategies led over 25,000 robo calls. Each call was an automated recording in English and Spanish with an option given to recipients to hear outreach messages in their preferred language. Of the people called, **50% chose to listen to the messages in Spanish**. Per the client's request, the calls were made to the same group of people in the days leading up to the caucus to ensure maximum contact rate.

MAIL PIECES

Solidarity also led a mail campaign for LULAC, sending a flight of two **nonpartisan mail pieces encouraging Latinos to vote** and make their voice heard. The message was the same of that heard on the calls: that "Latinos play a critical role in the 2016 elections and need to participate to make their voices heard or other people will decide for them." **The mail pieces were sent to 33,500 households reaching over 48,000 Latino voters**. Both direct mail pieces were written in English and Spanish, and were translated by Solidarity's bilingual staff.

THE RESULTS

Over 10,000 Latinos showed up to caucus in February 2016 in Iowa,³ exceeding the client's goal. Exit polls showed that Latinos were 4 percent or 6,840, of the 171,000 Democratic caucus participants and 2 percent, or 3,700 of the 185,000 Republicans for a total of 10,540.⁴ This was three times the amount of people who caucused in 2012.

The calls Solidarity conducted for LULAC went on to win two industry-wide awards for their outstanding work persuading people to attend the polls. Solidarity Strategies won a Reed award from Campaign & Elections for Best Spanish Language Call and a Silver Eagle award from Peer Choice Awards for Automated Calls Excellence: Public Affairs.

"MANY OF THE PEOPLE WHO SHOWED UP, SHOWED UP BECAUSE THEIR MAILERS URGED THEM TO CAUCUS... THAT'S A POWERFUL MOMENT -- THEY SHOWED UP BECAUSE THEY WERE INVITED BY US, THEIR COMMUNITY." - Joe Enriquez Henry, LULAC National VP, Midwest

³ NBCNews: "LULAC Hits Goal of 10,000 Iowa Latinos Pledging to Caucus," by Suzanne Gamboa, Feb. 1, 2016.

⁴ NBCNews: "Latino Turnout in Iowa Demands Attention From Campaigns, Experts Say," by Suzanne Gamboa, Feb. 3, 2016.



**25,000 ROBO
CALLS IN ENGLISH
AND SPANISH**



**MAIL PIECES
SENT TO 33,500
HOUSEHOLDS**



**OVER 10,000
LATINOS SHOWED
UP TO CAUCUS**



**SOLIDARITY
STRATEGIES**