LCLAA Mobilizes Voters Across the Country

Since 1973, engaging Latinos to participate in the electoral process has been a top priority for LCLAA. Through grassroots efforts, our members and leaders have mobilized and energized voters through coordinated voter engagement efforts between labor and community groups. This election season, our members registered new voters, phone banked and canvassed registered voters while educating them on the pivotal issues important to Latino working families.

Through our strategic efforts in numerous states, LCLAA is continuing to build the power of the Latino vote across the country. The 2016 elections will be a critical election for Latino working families and their priorities. Our chapter's work in the 2014 midterm elections is setting the foundation for our plans to engage more Latinos to the polls in the 2016 elections.

LCLAA also continued its commitment to working in coalition with our brothers and sisters from the other constitutions groups to engage underrepresented communities to vote. In partnership with the Labor Coalition for Community Action (LCCA), which consists of LCLAA, APALA, CBTU, APRI, CLUW, and Pride at Work, LCLAA chapters were able to expand their reach and capacity to engage voters in 8 states with the help of our friends from LCCA. LCCA coordinated GOTV initiatives in:

- Florida: Miami, Orlando
- Georgia: Atlanta
- Nevada: Las Vegas
• North Carolina: Raleigh, Durham, Fayerreville
• Pennsylvania: Harrisburg, Philadelphia, Pittsburgh
• Texas: Dallas, Houston
• Virginia: Northern Virginia
• Wisconsin: Milwaukee

We look forward to continuing this partnership with LCCA in the future.

Take a look at some of the work our chapters did across the country to continue the advancement of Latino working families.

Florida

**Central Florida Chapter**
Members and volunteers of the Central Florida LCLAA chapter spent the weeks prior to election day on the ground getting out the vote. Through various actions, the Central Florida chapter was able to reach over 25,000 voters in Orange and Seminole Counties. Their volunteers and members participated in an early vote drive to increase voter participation prior to election day by phone banking, door-knocking, driving voters to the polls, sign waving at various intersections throughout the Orlando area and even giving away free ice cream to early voting participants and their families. A huge thanks to Central Florida Chapter President, Victor Sanchez and their chapter for the great work!
South Florida Chapter
The South Florida LCLAA chapter was busy this election season engaging Latino voters. With numerous hotly contested races, including determining who would be the Sunshine State's next Governor, the South Florida LCLAA chapter had a lot of ground to cover. Our brothers and sisters in South Florida were able to educate over 5,000 Latino voters on the issues of minimum wage, medicare expansion, funding for public education, and immigration reform through their coordinated campaign. Through voter ID mailers, phone banks, and canvassing, the South Florida LCLAA chapter managed a successful get out the vote drive in Miami Dade County. Among their other efforts, the South Florida chapter joined our brothers and sisters at AFSCME and APRI in their Souls to the Polls push. The event featured AFSCME President Lee Saunders and Rev. Al Sharpton. We thank President Manny Hartman and the South Florida chapter for their outstanding work!

Colorado

Denver Chapter
In Colorado, LCLAA members spread their efforts throughout four counties in the Denver region. The counties of Adams, Arapahoe, Denver, and Jefferson were all identified as high density Latino counties making them a priority for GOTV initiatives. Their mail in ballot program assisted voters with delivery of their ballots to their assigned polling sites. With the help of 14 full time canvassers, they were able to knock on over 20,000 doors while conducting a key survey to gather voter trends. They even joined Sister Dolores Huerta who spoke against the proposed Amendment 67, which would criminalize the injury or death of an unborn human in car crashes, crimes, or abortions in Colorado. The Denver chapter was active and verbal on the streets, via phone banking and on a local radio show 760 am. A special thanks to President Solomon Otriz for his leadership and its chapters work on behalf of Latino working families.

Check out some of the PSA's the LCLAA Denver Chapter created to get the vote out!
Virginia

The Commonwealth of Virginia’s electoral importance has grown in the electoral process as the Latino population continues to grow. The Latino voting block has been key in a number of races since 2008. While the Commonwealth is taking steps to move in the right direction for Latino working families, in 2013 the legislature and governor approved a voter ID law (SB 1256) that imposed stricter ID requirements. The National LCLAA office and the National League of United Latin American Citizens (LULAC) partnered to educate voters about the new changes in voter ID laws. The joint bilingual campaign targeted over 5,000 Latino voters about the changes through bilingual materials sent to their homes. These materials educated Latino Virginia voters about the acceptable forms of identification to bring along on
election day. The LCLAA National Office also served as poll monitors in Prince William County, Virginia, to ensure all voters were allowed to cast their ballot despite SB 1256.

**Michigan**

**Greater Lansing Chapter**
The Greater Lansing LCLAA chapter was very active this election. The chapter spearheaded voter registration drives, local candidate forums, targeted bilingual canvassing, and election day poll monitoring. About 7,000 voters in 15 Ingham county precincts were touched by the efforts of our brothers and sisters from the Lansing chapter. Among their other GOTV initiatives, the Greater Lansing chapter was able to work in coordination with our brothers and sisters from CLUW, APRI, and the NAACP. The LCLAA National office thanks President Maria Star for her efforts and all the members of the Greater Lansing Chapter.

**Wisconsin**

Wisconsin has been the political epicenter for organized labor and the Latino community. Stringent voter ID laws and the continued anti-labor attacks have made Wisconsin an important state to watch. In partnership with our brothers and sisters from APRI, APALA, CBTU, CLUW, and Pride at Work, LCLAA spearheaded an educational campaign to get out the vote in Wisconsin. Among our efforts, LCLAA commissioned highway billboards to inform voters about their right to vote on election day. Check out one of the billboards as pictured here.

**LCLAA Protects the Vote**

While getting out the Latino vote was a top priority for LCLAA and the labor movement, so was protecting their vote. Several chapters across the country signed up to watch the polls in their community to make sure voters were not denied their right vote. This included helping voter request provisional ballots, reporting voting irregularities, and surveying voters at their precincts for any voting irregularities. Throughout the final week of the election, LCLAA National staff answered calls and voter ID questions on the election protection hotline (866-VE-Y-VOTA) from Spanish speaking voters in Delaware, Maryland, Virginia, and the District of Columbia.
LCLAA Gets Out the Vote through Social Media

Engaging our chapters on the ground to knock on doors to get voters to the polls was instrumental to our civic engagement efforts this year. While our ground efforts impacted many Latinos across the country, the LCLAA National office initiated a social media campaign to provide voters with real time information through facebook, twitter, and instagram. Check out some of the info graphics and tweets that were sent during this election season.
LCLAA Gets Out The Vote in 2014

Labor Council for Latin American Advancement | 815 16th Street NW 4th floor | Washington | DC | 20006