

2022 Impact Report





Advance North Carolina is a statewide, independent, Black-led, 501c (4) organization with a mission to build political and economic power in Black communities and institutions in North Carolina. We **educate and mobilize** Black and progressive voters to take charge of their communities amid inclusive, committed, and authentic engagement to advance community-based political solutions. **We are committed** to addressing our state's racial, political, economic, health, environmental, and educational inequalities.



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Message from the Executive Director

Early in the 2022 midterm election season, we noticed a disconnect between the large-scale protest and advocacy during the early stage of the pandemic and the messaging of the candidates and historical political institutions in our state. The voters seemed frustrated with a slow response to the substantive quality of life issues and needed to see the gains made from the first two years of the Biden Administration reach their communities. These anecdotal accounts paint a picture of a community more tuned in following the last couple of national cycles.

Our work is grounded in the proven reality that building power for the top of the ticket is not just an election-day strategy. To meet the moment, we built on the work we've been doing in the community for the past six years, learning from individuals to ensure that those narrow margins of victory in 2020 are defined by a real narrative other than just Black people turning out. Examples of rural power building in the midterm give us hope for the next four years. We are looking forward to figuring out how to continue to build on the deep organizing that happened in 2022, as this is a necessary component in preparation for both the local 2023 elections that will take place and a heavy presidential cycle in 2024.

This report summarizes the work accomplished and the impact created during unprecedented challenges and growth. We are humbled and grateful for the support of our dedicated donors, partners, volunteers, and community organizers, who sowed a vote of confidence by supporting us during these challenging times. We continue to harness the community power needed to remind us all of the significance of North Carolina in the national fight for the soul of our nation.

Marcus Bass



MARCUS BASS
Executive Director

People: Political Community Support

Our goals build power by centering communities that suffer the greatest burden of systemically rooted and ongoing inequities. With these communities and their agenda at the forefront, we are shifting the paradigm of leadership whose voices are centered at the decision-making and policy tables. Headed into 2022, we encouraged voters to examine the issues their communities are facing and invited them to be involved in political education and accountability. The work done during the 2021 municipal elections and the 2022 primaries laid a foundation for our voter engagement and mobilization strategy for the 2022 Midterm election.

Community Engagement Center HUBs

Following the 2022 primary elections, we analyzed our successes and then utilized the analysis to create our GOTV plan for the November election. Across our tiered priority counties, we operated eight organizing HUBs, each staffed with community members running canvassing, phone banking, and activations for voters, alongside our professional team, for voters in our constituent groups. These HUBs were safe sites in communities where voters could ask questions, obtain resources and have political conversations without fear of intimidation or backlash.



Our statewide phone banking operation, concentrated primarily in a cluster of Eastern NC counties, successfully reclaimed lapsed voters and increased turnout for key races. Two key examples of places our work impacted were in the target areas of **Senate District 3, where Ernestine Bazemore became the new representative** and the **Martin County Board of Commissioners flipped to a Black, progressive majority**.

HUB OUTCOMES



8 Number of
Statewide
HUBs

Volunteer Recruitment



249

Volunteers
Recruited

11.2K+

Primary Purpose
Knocks



209K+

Primary
Purpose Calls

1.3K+

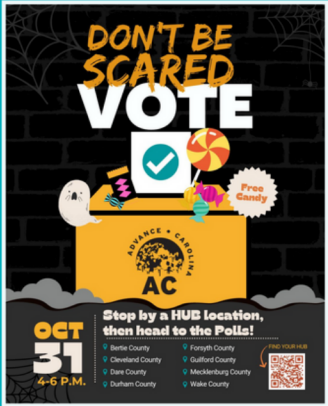
Independent
Expenditure Calls

CANVASSING

We know that a face-to-face conversation is the most effective form of voter contact and is a core priority of our GOTV outreach efforts. In 2022, we had a more substantial presence in the community—our efforts in rural communities aligned with communities needing more resources and strategy. Relational recruitment engages the community to participate in canvassing, connecting with their neighbors in a trusted way that opens the door to deeper conversations and reliable data, which ultimately layers in greater accountability.

Year-round organizing builds and shifts power. Organizers knocking on doors and hosting conversations to connect everyday issues to policy and civic participation are critical. This work doesn't just change the electorate but will eventually change who benefits, who decides, and who governs.

SIGNATURE CAMPAIGNS



Knock Your Neighborhood creatively allowed residents in our HUBs to engage door-to-door with their neighbors, passing out literature and holding pivotal face-to-face conversations to educate and drive voters to the polls.

Barbers for Ballots, which primarily focused on engaging Black men, provided free haircuts and services for the community and served as a vehicle to deliver nonpartisan voter education and information about the upcoming election.

Don't Be Scared Vote engaged families on this festive night to ensure they had the information they needed to vote early. We made sure that voter empowerment was present even at this moment.

Georgia Senate Runoff - Building A Southern Strategy

We took the lessons we learned from the success of our HUBs and signature campaigns and went straight to Georgia. Working with partners, we took **15 team members down for six days** to knock on over **2,000 doors**, hold conversations with voters, and ensure that voters understood the historical significance of showing up on election day. We know that our power is not just about building North Carolina but building a southern strategy to push our country forward.



Process: Political Advocacy in Targeted Areas

We center the voice of our communities in every aspect of our work and empower them to become volunteer advocates at the local level. We equip them with the organizing and advocacy tools they need for the campaigns we are working on in the near-term while also training them for a long-term commitment to this work, sustaining the pipeline of leadership for future years.

In 2022, our work focused on rural areas in the state, particularly the Northeast and Southeastern corridors, where many poor and working-class BIPOC voters are concentrated to achieve a more balanced and equitable democracy in North Carolina.

COUNTY TABLES

Our work is founded on creating relationships and partnerships with strategic communities in North Carolina. The development and ongoing support of County Tables are designed to be a direct extension of Advance Carolina's efforts to defeat problems that systematically oppress people of color in targeted counties or areas of North Carolina.

In 2022, we created links to local communities that allowed our coordinators to identify the issues that were most impacting locally, then connected voters in those communities to the candidates who addressed those issues on behalf of the voters. Our Regional Coordinators regularly engaged community leaders and members in northeast counties and the Triad area to discuss community issues and strategize how to address them using Advance Carolina as a resource.



ADVANCE *the* VOTER PROJECT

AVP @The POLLS



Hosted Weekly Virtual Trainings at 8 GOTV HUB Locations

- 📍 Bertie County
- 📍 Cleveland County
- 📍 Dare County
- 📍 Durham County
- 📍 Forsyth County
- 📍 Guilford County
- 📍 Mecklenburg County
- 📍 Wake County

ADVANCE THE VOTER PROJECT

In partnership with the North Carolina Black Alliance, we launched **Advance the Voter Project (AVP @ the Polls)**, which focused on addressing barriers unique to Black voters designed to prevent access to the ballot box. By prioritizing precincts in primarily Black neighborhoods with high voter intimidation potential and low voter turnout, **AVP @ the Polls** was able to train volunteers to respond to voter intimidation and racial violence that may occur inside and outside polling locations during the election.

POLL PRESENCE STEERING COMMITTEE

Crafted from our partnership with Blueprint NC, the Poll Presence Steering Committee provided guidance on intimidation and election security. We collectively crafted a Red Flags document containing red flags and best practices for poll observers and monitors that all table partners could utilize as a guiding document during early voting and election day.

EARLY VOTING CHECK-INS

In one of our most extensive poll correspondent poll programs, we strategically chose polling precincts in our HUB counties to ensure Black voters had the information needed to vote. From the time polls opened until they closed, we ensured that we were letting voters know what was happening in their backyards and that there was still time to go vote, establishing Advance Carolina as a trusted resource for the 2022 midterm election season.

ELECTION DAY BROADCAST

On election day, Advance Carolina, in partnership with Black Voters Matter, provided **three 2 hour live segments** broadcast on Facebook. These segments provided **real-time updates** for North Carolina voters through our nine correspondents, who were located across the state, and provided real-time updates about polling locations, hints of possible intimidation, student engagement, election day events, and more.



ADVANCE NOTICE @ THE POLLS

9

Poll Correspondents
across NC

12

Hours at
the Polls

6

Hours Live
Reporting

3

Facebook Live
Reporting Segments

1.3K

Facebook
Reach

Power: Political Electoral Strategy

Our electoral strategy is developed in alignment with our community advocacy efforts and collectively works to build Black political power in North Carolina communities. Through ongoing efforts of empowering communities and building connected relationships, we provide a platform for furthering and advancing community advocacy.

As a trusted organization with a history of engagement in Black communities, we are an integral partner when developing plans and legislation to address disparities impacting Black and Brown communities. We do this by working at the grassroots level to build our priorities and a collective agenda with local stakeholders to ensure that elected leaders and state government officials' responses and plans adequately address the issues.

STATEWIDE VOTING RIGHTS CONVENING

We brought together leaders and community members whose communities have been historically entrenched with elements of white supremacy that Black and Brown individuals to develop a joint narrative on voting rights. This gathering connected these harms and their impact on the policy changes and the direct shifts in strategy that we needed to undertake to ensure we mobilized voters in 2022.



JUSTICE ON THE BALLOT

In 2022, we used the Midterm Elections to engage voters in the local, down-ballot races that affect their daily lives. Every Wednesday, we spotlighted an office and candidates from our Justice on the Ballot candidate list, providing voters with a brief overview of their impact. We demystified the roles of sheriffs, District Attorneys, and other critical local elected officials like County Commissioners and Board of Education members. In a year where voters were peppered with harmful messages, intimidation, and misinformation, our work served to educate, mobilize, and empower them to the polls.

We prioritized **25 counties** working on Independent Expenditures up and down the ballot in areas where we needed a significant increase in voter turnout. Through these efforts, we helped elect **28 officials** from the NC State Senate to county sheriffs.



BY THE NUMBERS



5M

impressions

13

targeted
counties

16

candidates
supported

Independent Expenditures

25

targeted
counties



11.2K

doors knocked

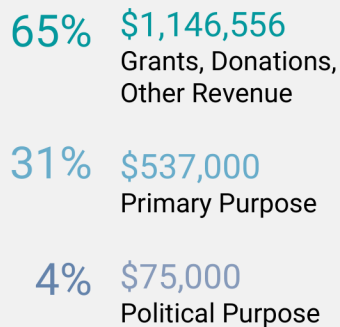
28 CANDIDATE
WINS



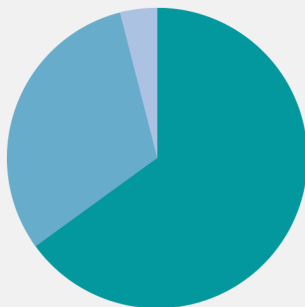
Financials

Our quest to build political and economic power in Black communities and institutions continues, in large part, because of the pivotal support of our trusted partners and supporters. These critical investments, while providing the essential funding capacity needed, also serve as encouragement and a much-needed reminder of the significance of North Carolina in the national fight for the soul of our nation.

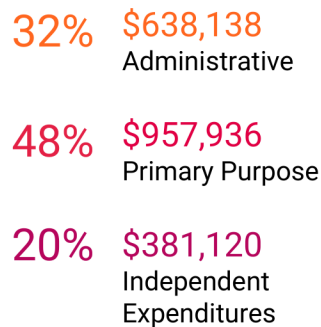
Revenue



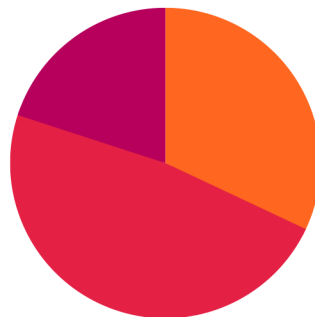
\$1,758,556
Total Revenue



Expenses



\$1,977,194
Total Expenses



Midterm Donor Briefing

As the 2022 midterms drew near, Advance Carolina was excited to bring to our supporters our very first Donor Briefing. Leading up to early voting in North Carolina, we convened to engage in a timely discussion regarding the implications of the midterm election for Black communities and the importance of lifting those critical down-ballot races to reach the top of the ticket. Anchored in a timely conversation among our board chair **Courtney Crowder**, **Senator Dan Blue**, and **North Carolina House Democratic Leader Robert Reives**, we highlighted our on-the-ground efforts to turn out and protect as many voters to the polls as we could to vote their interests down the ballot.

We drove home the importance of North Carolina being just two seat losses in the state senate and three losses in the state house away from a Republican supermajority that would then be able to override Governor Cooper's veto power while also elevating the reality that, in the south, with massive voter turnout also comes elements of voter intimidation and suppression - something that we cannot lose focus on, particularly as an organization that's invested in protecting and improving the lives of the people we serve.

Speakers



Courtney Crowder
Board Chair
Advance Carolina



Rep. Robert Reives, II
North Carolina House
District 54



Senator Dan Blue
North Carolina Senate
District 44

On the Horizon

When we look through the lens of Dollars per door, there is still under-investment in and acknowledgment of the potential of rural eastern North Carolina. Losing five Black and one Latinx legislator directly results from a trickle-down approach that fails to saturate the farthest corners of our state.

While important, knocking on doors and registering voters when a major election is on the horizon is not the way to achieve long-term, sustainable success. Real progress will require laying permanent infrastructure in counties that are too often ignored. We achieve this when we empower communities, recruit candidates for local office, and invest the necessary resources in community-365. Most of all, it means having a message that resonates with voters in those communities. We are committed to understanding their unique concerns about those issues they deem important to their quality of life and having a plan to address them.

A focus on the local 365 organizing model that connects the issues to the ballot and directly to the candidate is the new approach in a "quick touch"/"get to the point" generation of voters and, even then, is best delivered by trusted messengers. **That will continue to be Advance Carolina.**

2023 FOCUS

The next two years will hinge on how local organizations will continue to remain relevant in the community. Our priorities and efforts in 2023 will be anchored in intentional focus around the following:

- **Base Building:** Building out and expanding our local presence in the community to help retain the local organizing infrastructure and talent built during the 2022 midterms.
- **Issue Education & Electoral Strategy:** Working with our in-state partners to help promote our top community advocates for candidate training in preparation for local elections in 2023 while also focusing on down-ballot, issue-based voter education.
- **Political Advocacy:** Develop local narratives around issues to aid programmatic offerings, with an emphasis on rural counties to better tell the fight to protect democracy as a tool for community improvement, elevating that narrative and the people representative of the stories that help illustrate the ongoing battle in this yet to be called "battleground."



www.AdvanceCarolina.org

