In the 2020 general elections, MAKE THE ROAD ACTION led historic voter education, persuasion, and mobilization efforts that reached millions of voters across our states. Particularly in Pennsylvania, where we ran one of the largest voter engagement and Get Out the Vote programs in the state, and in Nevada, our members were critical to ensuring the defeat of Donald Trump. Across all of our states, our teams completed 2.5 million phone calls and 2 million text messages to immigrant, Black, Latinx, and working-class voters. We also produced high-quality digital content that produced millions of additional digital impressions on the voters in our target universe. We are proud that we helped Democrats carry every one of our states.

Members across all of our states joined the effort, including many newly-naturalized immigrants and undocumented immigrants who cannot vote but did their part to ensure their neighbors made the community’s voice heard.

We are deeply grateful to our members and staff for all of their hard work to win this incredible victory over hate. We also want to thank you, our supporters, for standing with us in this fight over the past four years.
STATE HIGHLIGHTS

93% BLACK VOTERS BACKED BIDEN IN PA
69% LATINX VOTERS BACKED BIDEN IN PA
84% BLACK VOTERS BACKED BIDEN IN NV
70% LATINX VOTERS BACKED BIDEN IN NV

PENNSYLVANIA

VOTER CONTACT: the MRA team completed more than 2.2 million calls and sent 1.5 million text messages to voters in the Eastern portion of the state, helping the Biden campaign win in key counties like Bucks, Lehigh, and Northampton. The Pennsylvania team sustained a robust effort of 50 – 150 people calling voters each day, seven days a week. Our digital work also generated two million impressions that we layered on top of our conversations with voters. **Our voter contact to 1.3 million voters was crucial in a state that was decided by 81,000 votes!**

VOTER PROTECTION: For Election Day, we also supported the incredible election protection program run by our sister organization, Make the Road Pennsylvania, which placed 500 people at poll sites in Philadelphia, Reading, and Allentown, to prevent voter intimidation and suppression and to ensure voters reminded friends and relatives to vote.

NEVADA

Our team completed more than 150,000 calls, texts, and door knocks to Latinx voters through calls, door knocks, and texts. The team was also involved in in-state election protection efforts and was critical in responding publicly with the demand to protect the results. **Our voter contact to more than 100,000 voters was crucial in a state that was decided by 34,000 votes!**

NEW YORK & NEW JERSEY

Our New York and New Jersey efforts combined to complete 60,000 calls and nearly 200,000 text messages to Latinx and Black voters across key Congressional districts in both states. We also layered in sharp digital work and boosted the New York Working Families Party’s efforts to meet the threshold of votes it needs to maintain its ballot line. **Our work was important to holding two Congressional districts in New Jersey and ensuring the Working Families Party maintained its ballot line in New York.**

SOURCES: THE AMERICAN ELECTION EVE POLL; LATINO DECISIONS
MEDIA AND DIGITAL OUTREACH

Our teams across states undertook daily press interviews and shaped coverage, especially in Pennsylvania, where increasing attention has focused on Latinx voters. We’ve also rolled out a series of op-eds and testimonies from members, including a DACA recipient in Nevada, a voter from a mixed-status family excluded from COVID relief in PA, and a trans immigrant in New York City.

“Make the Road Action has made 1.25 million calls and sent over a million text messages to Latino voters in Pennsylvania.”
- MAEGAN LLERENA, MRA IN PA DIRECTOR

“The path to [Biden’s] victory is through our communities of colour, and the Latino vote is an untouched mass of power that has to be unblocked to win the state.”
- MAEGAN LLERENA, MRA IN PA DIRECTOR

“It’s increasingly clear that Pennsylvania will determine the winner of November’s presidential election...Winning Pennsylvania requires focusing at least as much on Black, Latino, and young voters.”
- MAEGAN LLERENA, MRA IN PA DIRECTOR