ABOUT OOC

Formed in 2007, the Ohio Organizing Collaborative (OOC) builds transformative relational power with everyday Ohioans for statewide social, racial, and economic justice. We unite base-building community organizing groups, student associations and faith organizations, with labor unions, and policy institutes throughout Ohio. Our vision is to build a democratic multi-racial populist governing coalition in Ohio.

At the local and state levels, our priorities are centered around economic justice, criminal justice, and structural democracy reform. We do this through grassroots organizing and powerbuilding, large-scale civic engagement, and narrative change and strategic communications.

The OOC is made up of grassroots organizing membership projects and campaigns that span a broad range of leaders, communities, and intersecting issues: students, people of faith, people directly impacted by mass incarceration, unemployed workers, child care providers and the families they serve, and people working in the care economy. Our organizing centers people of color, women, and young people in a multiracial, intergenerational organization.
VOTER REGISTRATION & EDUCATION:
EXPANDING THE ELECTORATE

Over the last decade, the OOC has run large-scale voter registration programs targeting Black, young, and low-income Ohioans. Since 2012, we've registered more than 420,000 voters statewide.

As Ohio’s largest independent voter engagement organization, we also registered a record number of Black and young voters during the midterms. This year, we registered more than 45,700 voters in Cleveland, Columbus, Dayton, and Cincinnati – more than any other organization in the state.

The OOC voter registration program has always focused on turning out a multiracial and multigenerational base of Ohioans. We believe people of color and young people will lead the path to victory in Ohio.

Through a steady drumbeat of voter education and registration events this fall, we focused on expanding the electorate, despite continuous attempts to disenfranchise and suppress the votes of Black and young Ohioans. We held a total of 20 GOTV events focusing on Black and youth voter turnout in the cities of Cincinnati, Dayton, Columbus, and Cleveland.

GET OUT THE VOTE:
OUR IMPACT IN NUMBERS

18,580
DOORS KNOCKED
BY VOLUNTEERS

1,498
DOOR
CONVERSATIONS

116,693
PHONE
CONVERSATIONS

77,116
RELATIONAL
ATTEMPTS

528,250
MAILERS SENT

3,360
VOTER PLEDGES

22,959
VOTES TRIPLED
VOTER REGISTRATION & EDUCATION: EXPANDING THE ELECTORATE

VOTER REGISTRATION DEMOGRAPHICS

<table>
<thead>
<tr>
<th>By Race</th>
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<tbody>
<tr>
<td>Black</td>
<td>77%</td>
</tr>
<tr>
<td>White</td>
<td>22%</td>
</tr>
<tr>
<td>Latino</td>
<td>1%</td>
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<table>
<thead>
<tr>
<th>By Age</th>
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<tbody>
<tr>
<td>18-24</td>
<td>23%</td>
</tr>
<tr>
<td>25-29</td>
<td>20%</td>
</tr>
<tr>
<td>30-39</td>
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<tr>
<td>40-49</td>
<td>12%</td>
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<tr>
<td>50+</td>
<td>17%</td>
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Snapshot of one of OOC’s 2020 voter registration demographic analyses. This will be updated once data becomes available in the spring.

VOTING TO PROTECT OHIO’S COURTS
In early fall, we launched a judicial grassroots education program that trained leaders on the importance of state courts. We educated clergy, students, and fellow advocates on critical issues like bodily freedom, community safety, and voting rights on the ballot.

VOTING TO PROTECT OHIO’S CLIMATE
OOC also piloted a climate canvassing campaign in Reynoldsburg, a predominantly Black community east of Columbus. It focused on getting out the vote with Black voters around local issues of flooding and lack of infrastructure in their community. OOC canvassers had 1304 conversations with voters and knocked on 17,858 doors.
TURNING OUT BLACK, BROWN & YOUNG VOTERS

Columbus child care workers and parents get out the vote at our #CEOVotes Early Vote rally.

College students and first-time voters learn about the importance of voting in the midterms at an OSA GOTV event held at a historically Black college in Dayton.

Formerly incarcerated leaders with Building Freedom Ohio get out the vote in Cleveland through Vote Fest.

Clergy leaders and community members attend an AMOS Project candidate forum in Cincinnati, featuring Ohio Supreme Court, congressional, and local candidates.
We are proud of our grassroots leaders for doing the daily work of building power and showing up despite immense challenges.

Over the last decade, the Ohio GOP has purged roughly 2 million voters from the rolls, disproportionately impacting Black Ohioans. Ohio has some of the most gerrymandered maps and the most restrictive voter registration deadline in the whole country. These tough political conditions have resulted in Ohio having a 10% lower voter turnout than neighboring states and a massive, untapped voter base.

Despite these challenges, OOC has been piloting innovative organizing strategies that are activating missing voters and transforming Ohioans. In our most impressive relational organizing program to date, we launched our program called Democracy Builders, where in just 26 days more than 3,800 leaders tapped their personal networks and followed up with their loved ones to vote.

This year, our program made over 100,000 relational contacts. Our Democracy Builder leaders reached out to over 77,000 of their personal contacts, the majority of whom were Black and young voters in Franklin and Hamilton counties. Our program analysis shows 76% of our relational contacts were African-American and over 60% were under 39 years old – the largest relational organizing program in the country targeting Black voters.
THE DELOACH FAMILY’S IMPACT IN SOUTHWEST OHIO

Investing in Black leaders to do the hard work of organizing our communities matters. One key example this midterm season was the DeLoach Family in Cincinnati.

Thanks to relational organizing, the DeLoaches recruited over 1,000 volunteers and had them reach out to over 20,000 friends and family in Cincinnati! The majority of their contacts were Black voters and young voters between the ages of 18-29. Because of their work, there were at least 500 more voters who voted early in Hamilton County in 2022 than 2018.

The DeLoaches’ work led to local and national media coverage from WCPO (Cincinnati’s ABC affiliate), Roland Martin on the Black Star Network, and SiriusXM’s Urban View Channel 126. We’re excited about the potential of relational organizing to tap these important voting blocs in the future!
During the midterms we were excited to pilot our first ever influencer campaign – #MyVoteMyVibe – through our narrative platform All In For Ohio! We partnered with Community Change Action to activate five Ohio influencers of color to get out the vote and make the elections relatable and informative.

The goal was to get young Ohioans and people of color to vote for pro-democracy candidates. Our influencers released a total of 24 videos on TikTok, Instagram, and Twitter, according to strategic dates in the electoral calendar to maximize reach. They discussed key issues such as abortion rights, voting rights, community safety, and racial justice on the ballot for the midterms.

**OOC’S INNOVATIVE DIGITAL PROGRAM**

**ACTIVATING OHIO INFLUENCERS**

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<table>
<thead>
<tr>
<th>Metric</th>
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<tbody>
<tr>
<td>Views</td>
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<tr>
<td>Impressions</td>
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<tr>
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<td>490</td>
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<tr>
<td>Comments &amp; DMs</td>
<td>600</td>
</tr>
</tbody>
</table>

**VIEWERS WATCHED AT LEAST 50% ON AVERAGE**

18 SECS

avg. video watch time
In addition, our influencers received more than 600 comments and direct messages.

11% of these communications showed Ohioans were actively participating in the democratic process online, specifically through the following actions:

- Encouraging other social media users to vote
- Inquiring about voter registration information
- Informing the influencer they were voting early or making a plan to vote

According to a sentiment analysis performed by the Democracy, Power, and Innovation Fund, the videos obtained an average sentiment score of 0.136—a positive score indicating the majority of social media users viewed the idea of voting positively.
TRADITIONAL AND PAID MEDIA HIGHLIGHTS

Black Star Network (Roland Martin Unfiltered) | Black Votes Matter Election Night 2022

The DeLoach family speaks with Roland Martin about getting out the vote with Black voters in Southwest Ohio.

Source: https://www.youtube.com/watch?v=MR5bxnGtspQ

NOV 5, 2022

“Ebony DeLoach said some people she talks to think their vote doesn’t matter.

‘If you don’t try how can you say it won’t help? At least give it a shot,’ she said.”


LEVERAGING DIGITAL AUDIENCES

In partnership with Policy Matters Ohio, OOC and All In For Ohio also released 10 Race Class Narrative ads on Facebook that targeted Black and young voters across the three C's in Ohio. Those ads resulted in roughly 1.3 million impressions and an estimated reach of 289,000 on Facebook.