Mi Familia Vota
Nevada Report 2018
Mi Familia Vota Nevada is a project of Mi Familia Vota (MFV), a tax-exempt under tax code section 501(c)(4), and Mi Familia Vota Education Fund (MFVEF), a public charity tax-exempt under section 501(c)(3). Each entity is governed by a separate board of directors.

Mi Familia Vota / Mi Familia Vota Education Fund is the leading grassroots Latino civic engagement organization in the country. We employ targeted and innovative field and communications strategies that uplift Latino voices in communities across the country and advocates on issues (immigration reform, education, healthcare, economic and worker justice, voting rights, and the environment) year-round.
Nevada at a Glance

2020 Potential Latino Voters: 441,000
191,000 Latinos currently registered to vote, making up 16% of total registered voters
(Voter Activation Network (VAN)*, Active Latino Registrants / Total Active Registrants, 2018)

139,000 Latinos in NV currently eligible but not registered to vote
(U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Latino CVAP Estimates - 2018 Active Latino Registrants from VAN)

37,000 Latino youth aging into the electorate between 2018 and 2020
(U.S. Census Bureau, ACS, Estimate of 15-17 year-olds, 2011-2013)

73,500 Latino Legal Permanent Residents eligible to naturalize and register to vote
(USC Center for the Study of Immigrant Integration (CSII) analysis of a pooled sample of the 2010-2014 American Community Survey (ACS) microdata)

All figures are rounded estimates and contain some margin of error.

The Voter Activation Network (VAN) compiles data from voter registration files at the state and county level and uses Spanish surname models to identify Latino Registered Voters.
2018 ELECTION LATINO VOTER OUTREACH

Our Programs
Citizenship
Assisting Legal Permanent Residents (LPR) to become citizens then using that voice to register and vote! MFVEF uses a proven-successful group processing workshop model to assist individuals with their N-400 citizenship application. This efficient model allows individuals with non-complex applications, who might otherwise not complete the application due to language or financial barriers, to receive support.

This year, MFVEF NV set the goal of completing 3 citizenship workshops and informational events. The ultimate goal was to assist 100 legal permanent residents in obtaining their citizenship. MFVEF NV completed 5 Citizenship Workshops and assisted 154 LPRs obtain their Citizenship.

<table>
<thead>
<tr>
<th>MFV Office</th>
<th># of people assisted w/ Citizenship</th>
<th># of Completed N-400's</th>
<th># of people of Mexican descent</th>
</tr>
</thead>
<tbody>
<tr>
<td>NV - Las Vegas</td>
<td>380</td>
<td>154</td>
<td>79</td>
</tr>
</tbody>
</table>
Voter Registration

MFVEF conducts voter registration year-round to engage and encourage members of the Latino community to use their voice and power through voting.

Major highlights for 2018 were:

- We assisted in registering 11,493 voter new and re-registered voters; 10,712 resulted in new voters
- Located: Las Vegas area
- Percentage of newly registered Latino voters ranged between 8.10% and 8.37% where MFV was located in 2018
- Our work concentrated on youth (high schools and colleges) and high traffic locations
- In addition, we collected 1,700 pledge cards, engaging these voters to become active in the democratic process

By October, newly registered Latino voters made up 18.10% of all newly registered voters statewide!

Voter Registration in Nevada

<table>
<thead>
<tr>
<th>Age</th>
<th>Registrations</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>3,537</td>
</tr>
<tr>
<td>25 to 34</td>
<td>2,152</td>
</tr>
<tr>
<td>35 to 49</td>
<td>2,054</td>
</tr>
<tr>
<td>50 to 64</td>
<td>1,649</td>
</tr>
<tr>
<td>65+</td>
<td>851</td>
</tr>
<tr>
<td>Unknown</td>
<td>469</td>
</tr>
<tr>
<td>Total People</td>
<td>10,712</td>
</tr>
</tbody>
</table>

*Last updated January 2019

Mi Familia Vota does not endorse or support any specific candidate or political party
Voter Mobilization: Get Out the Vote

MFV engages the community through grassroots efforts to ensure their voice is heard in the electoral process. Through canvassing, phone banks, working in coalitions, organizing community events (including town-halls and debates), plus amplifying with media and other tools, MFV seamlessly blends these strategies to turnout Latinos to vote.

Doors knocked: 93,641 doors
Phone calls: 11,792
Texts/SMS: 108,924
Mail: 54,000

*Our community was engaged in these ways leading up to Election Day

MFV Nevada Universe by Age

<table>
<thead>
<tr>
<th>Age</th>
<th>C4</th>
<th>C3</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>18 to 24</td>
<td>5,640</td>
<td>4,700</td>
<td>10,340</td>
</tr>
<tr>
<td>25 to 34</td>
<td>5,413</td>
<td>3,806</td>
<td>9,219</td>
</tr>
<tr>
<td>35 to 49</td>
<td>4,945</td>
<td>3,871</td>
<td>8,816</td>
</tr>
<tr>
<td>50 to 64</td>
<td>4,611</td>
<td>1,338</td>
<td>5,949</td>
</tr>
<tr>
<td>65 +</td>
<td>2,715</td>
<td>596</td>
<td>3,311</td>
</tr>
<tr>
<td>Unknown</td>
<td>300</td>
<td>1,285</td>
<td>1,585</td>
</tr>
<tr>
<td>Total People</td>
<td>23,624</td>
<td>15,596</td>
<td>39,220</td>
</tr>
</tbody>
</table>
Youth Engagement

Building the next generation of Latino Leaders continues to be central to MFVEF work. Our Emerging Latino Leaders program focuses on Latinos ages 15-24. This program engages these youth in high school and college to learn and implement strategies in their own communities to increase electoral and civic participation. Through our expert trainings, mentorship, and real-world experience field implementation, they learn to lead the change they want to make.

Volunteers Hours: **650 hours**
Registered Millennials: **2,152**
Media Highlights in Nevada:

Local media hits

- **The Nevada Independent**: Reaching Latino Voters: A Q&A with Ben Monterroso
- **Las Vegas Review-Journal**: Latino leaders launch campaign to register voters
- **Las Vegas Sun**: Hispanic voters made their voices heard, and they could echo for years
- **Nevada Current**: Poll suggests immigration could backfire on Republicans

National media hits

- **Voice of America**: Will Changing Demographics Shift Voting Patterns?
- **Nevada Public Radio**: Latino Leaders Launch Bilingual Campaign To Register New Voters
- **Voice of America**: In Limbo, DACA Dreamers Look to Midterm Election
- **KXNT Radio**: Group Slams Trump Plan To Revoke Birthright Citizenship

Additional Strategies

Digital media campaigns were launched to complement field efforts at every stage of the electoral process in ways that continued voter education and provided candidate and election information. The USA Tu Poder campaign featured PSAs that were aired on Spanish television and through social media featuring renowned journalist Maria Elena Salinas, it also had a youth-centered campaign “Show Up” led by actress Diane Guerrero. Nevada also engaged the community and youth program members to create their own voter messaging on social media platforms.
Our Approach: 7 Patas
Our approach of engaging communities is derived from the foundational work of building relationships. Our “7 Patas” (7 Pillars) model is a blend of relationship building with important networks in our communities so that we all amplify our work. We focus on: 1) Schools, 2) Local Businesses, 3) Faith Organizations, 4) Ethnic/Latino/a Media, 5) Community Based Organizations, 6) Consulates from Latin American Countries, 7) Labor Unions

Our Partners
Las Vegas
Schools/youth programs: Rancho High School HSU, Valley High School SOL, El Dorado SOL, Bonanza HS, Desert Canyon SOL, JROTC, University of Nevada, Las Vegas, College of Southern Nevada, Nevada State College, Equipo Academy East Las Vegas College Prep
Faith: La Luz del Mundo, El Centro Cristiano El Shaddai, St Christopher, St Bridgette
Media: La Campesina, Univision, Telemundo, Entravision, El Mundo Newspaper
Labor: Culinary 226, SEIU 1107, Teamsters 627, Pipefitters Union, AFL-CIO
Sending Countries: Mexico, El Salvador, Guatemala, Honduras
Community Organizations: Progressive Leadership Alliance of Nevada, CHISPA, Institute for Progress Now, Nevada Conservation League, Next Gen, Planned Parenthood, ACLU, Make it Work, Battle Born Progress, Children Advocacy Alliance, Organizing for Action, UNLV Law Clinic, Association of Latinos Professionals For America
**Businesses:** El Tarazco Flor de Michoacan, Lindo Michoacan, Jimmy’s Hot Dog, Maria’s Tacos, Mama Maria Restaurant and Bakery, Tacos el Gordo, Cardenas Supermarket, Viva Las Arepas

**Additional Highlights**
- Hosted voter education workshops in partnership with Hispanic Student Union at Rancho High School
- MFV fellow, Aaron Ibarra, chosen to introduce former First Lady, Michelle Obama, at the “When We All Vote” rally to promote MFV’s Latino voter outreach
- Facilitated community conversation with MFV’s “USA Tu Poder” spokesperson, Maria Elena Salinas
- Partnered with the Inside/Out Vote Campaign and Rancho High School to reimagine civic engagement and mobilize young Latinos to vote
- Hosted early voting events
Reflections:

Wins:
Nevada voters approved making voter registration automatic with the application of a driver’s license or identification card.

Looking Ahead: 2019

We are looking to continue our work of engaging our communities to participate. In brief here are some priorities that we have outlined for 2019 going into 2020!

- 2020 Census preparation and outreach
- Further citizenship application assistance through our forums and workshops
- Passage of a paid sick days bill, that would allow families to be protected to request paid sick days without fear of losing their jobs
- Voter registration
- Strengthen youth engagement participation
- Local elections

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Thank you for your support!

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