The record-breaking turnout of the Latino vote was pivotal to determining the 2020 election outcome. Early data demonstrates that Latino voters were not only crucial in the Presidential race but key to US Senate, Congressional and local races. Mi Familia Vota (MFV)/Mi Familia Vota Education Fund (MFVEF), a leading Latino grassroots organization with the largest field operation, was an instrumental part of this historic effort. Driven by our mission to build Latino political power, we ran innovative and multi-pronged campaigns to engage Latino voters in key battleground states. By investing in Latino communities, which have been traditionally neglected and underfunded, we made a substantial difference by strengthening local infrastructures, expanding political consciousness and empowering the electorate. This report summarizes our critical work as a trusted community partner in educating, mobilizing, and empowering Latinos. Through our extensive field operations and year-round initiatives, we succeeded in activating engagement across all levels of government and in driving record turnout particularly by younger Latinos, a burgeoning political force, during one of the most unsettled election periods in modern times.

“This election once and for all dispels the outdated notion that Latino voters are a ‘sleeping giant.’ Our organization, Mi Familia Vota, has proved that once you invest in our community, listen and take Latinos seriously, we will show up in record numbers making our voices and priorities heard. The decisive turnout of the Latino vote was felt at the ballot box across key battleground states. Latinos were motivated by concerns over COVID-19 economic aid, affordable higher education, home ownership, fair immigration reform and environmental safeguards. We will continue our work to build on this momentum led by younger Latinos, who are gathering the winds of political power, so that our community continues to make its mark on the electoral landscape well into the future.”

- Héctor Sánchez Barba, Executive Director/CEO

Community Engagement

Field operations: AZ, CA, CO, FL, NV, TX
Digital: MI, PA, WI

Voter Education & Voter Registration
Carvassing, calls, texts, traditional & email, social media, and ads

#BastaTrump & Other Campaigns
New National Voter Hotline (1-833-868-2667)
Pro-democracy lawsuits in AZ, TX, against Trump Administration.

Our Programs

1 Million Engaged
8 Patas/Pillars
9 States 1,623 Team Members
3.5 Million Voters Targeted
$14 Million Raised

2020 Footprint

1 Million Engaged
Schools, Churches, Media, Labor, Consulates, Organizations, Business, Elected Officials
Educated voters: voter guides, candidate & issues town halls, media & ads.

Our Work

Educating, Organizing, Mobilizing, & Empowering Latino Voters

With the mission to advance Latino voices in the political arena, our approach to civic engagement incorporates a wide variety of leadership development, year-round issue advocacy, voter education, registration and participation, naturalization and census.

We implemented bold and dynamic campaigns in Arizona, California, Colorado, Florida, Nevada and Texas engaging Latino voters through targeted community outreach. When the pandemic hit, we rapidly shifted to digital strategies and expanded our work to cover three new states of Michigan, Pennsylvania, and Wisconsin digitally. Utilizing our partnerships with Spanish speaking media, MFV/MFVEF worked closely with local and national outlets to drive messaging on civic engagement and underscore the critical importance of this year’s election. We also undertook two powerful digital campaigns, #Votamos to combat misinformation and mistrust, and #BastaTrump, to deny Donald Trump a second term and highlight the consequences of four more years.
Through our unparalleled field and digital operations, we were able to execute a highly effective strategy to engage Latino voters across crucial battleground states. Our community outreach strategically focused on states with high Latino populations and those with growing communities. To increase awareness and drive greater participation, we targeted low propensity voters and concentrated our efforts on mobilizing youth and women. As part of our mobilization initiatives, we also implemented a persuasion campaign aimed at Latino men. Our work also included providing resources like voter guides, information, and rides to the polls. Throughout our footprint and the duration of the election, from our headquarters in Arizona to Florida and Texas, our teams were on the ground in key states motivating Latinos in our communities and engaging online to galvanize our electorate.

STATE ACCOMPLISHMENTS
POWERFUL GROUND GAME

ARIZONA
VOTER REGISTRATIONS
- 100K Voter Registrations to Date

LAWSUIT
With AzC4C, successful lawsuit resulted in over 35,000 additional voter registrations statewide.

CALIFORNIA
- 20K DK
- 219,850 C
- 300K T

NEVADA
- 45K DK
- 530K C
- 900K T
- 50,947 M

FLORIDA
- 130K DK
- 230K C
- 700K T
- 67,365 M

TEXAS
LAWSUIT
In partnership NAACP, MFV wins lawsuit to protect voters in Texas. (Later reversed).

LEGEND
DK: Door Knocks
C: Calls
T: Texts
M: Mailers

COLORADO
- 10K DK
- 300K C

ARIZONA
- 300K DK
- 3.6M C
- 600K T
- 50,793 M

WISCONSIN
Facebook Stats:
- 243,672 Impressions
- 240,000 Views

YouTube:
- Over 836,391 Impressions
- 78,797 Video Views

MI, PA, WI
- 24,028 T
- 17,133 M

PA
- 9,598 C
- 87,341 T
- 16,827 M

WI
- 16,686 M

COLORADO
- 10K DK
- 300K C

ARIZONA
- 300K DK
- 3.6M C
- 600K T
- 50,793 M

TENNESSEE
- Door Knocks
- Calls
- Texts
- Mailers

ELECTIONS 2020
MFV/MFVEF ran the most comprehensive national Latino grassroots field operations, which were critical to engaging and mobilizing Latinos, particularly youth. As a result of our widespread field and digital operations, we had over 7 million voter attempts through phone calls, text messages, door-knocks, traditional mail & email, and other outreach. With our successful #BastaTrump campaign, we also launched an aggressive initiative to target 3.5 million Latinos. We deployed culturally specific and relevant content across various platforms to engage Latino voters and mobilize our community on important issues including the economy, health care, education, immigration and environment.

We were on the forefront of providing accurate voting information and on the frontlines battling voter suppression, intimidation, and countering misinformation, disinformation, as well as conspiracy theories aimed at Latinos. We also vigorously pursued legal action to safeguard voting rights for Latino voters.

On digital, Spanish language television and radio in advertisements in AZ, CA, CO, FL, NV, TX, MI, PA, and WI.

18 MILLION SOCIAL MEDIA IMPRESSIONS ON FB, YOUTUBE, PANDORA, TWITTER, AND VERIZON

4.9 Million
PHONE CALLS

7 MILLION VOTER CONTACTS IN 9 STATES

219,751
MAILERS

550,000
VOTER REGISTRATIONS TO DATE

500,000
DOOR KNOCKS

#BASTATRUMP

$2.5 MILLION

4 LAWSUITS

18 MILLION SOCIAL MEDIA IMPRESSIONS ON FB, YOUTUBE, PANDORA, TWITTER, AND VERIZON

2.6 Million
TEXT MESSAGES

$14 Million

2 VICTORIES

#BASTATRUMP + OTHER CAMPAIGNS RAISED A RECORD

On digital, Spanish language television and radio in advertisements in AZ, CA, CO, FL, NV, TX, MI, PA, and WI.

4 LAWSUITS

Upholding voter rights in Arizona and Texas

2 VICTORIES

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$2.5 MILLION

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