Diversifying Latino Outreach for VCPP

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NALEO Educational Fund
NALEO Educational Fund led Community Grassroots Meetings in VCPP Round 1 & 2

Northeast LA/ Boyle Heights/ East LA
Montebello/ Pico Rivera/ Alhambra
Pomona/ Claremont
Asset Based Approach

- **Asset Mapping** – trusted organizations, community leaders/elected officials, and community hotspots to promote

- **Increase community presence** – build direct relationships with voters so that follow up is possible
Media/Social Media Outreach

• **Strategic Audience** – promote to audiences with particular characteristics

• **In-Language Messaging** – build direct relationships with voters so that follow up is possible
Strategic Locations

- **Meeting location** – Easy access, regularly visited, and host existing community meetings

- **Incentives** – offer food, raffle items, etc.
Even by deploying a diverse outreach strategy, attendance is not as high as desired to get full community input.
In outreaching to Latino and other low-propensity-voters need more investment.
Opportunity

With a new technology, comes a new opportunity to integrate voter engagement early.
Thank you.

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