#ListenToTheBLOC
#ElectTheBLOC
Our Story:

How do we engage with a Community that has been left out?

“What does it look like to *thrive*?”

Reimagining what it means to be Civically Engaged

Our first day on doors was Nov 29th 2017
Our Goals:

- Invest in our community and engage residents to build long-term political power
- Empower Black leaders with the tool, training, and resources needed to organize our community.
- Through coordinated political action, ensure that Black issues, concerns, and values are represented at all levels of government.
How we build power:

- One-on-one at the neighborhood level. One person at a time. Block by block
- Around a bold, proactive agenda on issues important to Wisconsin’s Black people
- By training a new generation of leaders willing to confront white supremacy
- Through elections and ongoing civic engagement
- In solidarity with other communities of color because we know that an injustice to one is an injustice to all
2018 Takeaways

Our Ambassadors want to run for office

Hunger for more voter education

Accountability

2019 Program

1. BLOC Ambassador Program (Field Program)
2. Silent Canvass Program (Relationship with Electeds/Partners)
3. BLOC Fellowship Program (Training Program)
4. BLOC Captain Program (RVP Program)
5. BLOC Task Forces & Budget Campaign (Advocacy Program)
2018 Results

- Silent Canvass-50+ participants
- Field Program (Electoral Ambassadors)
  - 227,483 Door Attempts
  - 20,336 Contacts
- Meaningful engagement
- Expanding Civic Engagement
- RVP
- Expanding base/electorate
Why is our field program different?

Deep training on systems and role and not just candidates

Longer canvass launches

More meaningful conversations

Investing and valuing people—Can’t organize Black people if you don’t love Black people

#WellnessWednesday
Education around the Sheriff Race

- First we put our Ambassadors through a Orientation for a day and a half before they were on doors
- One pager about the roles and responsibilities of the Sheriff
- Connecting it to real things people saw (Shooting at the Lakefront, Evictions, etc)
- Real time updates/role play based on what was in the media and how the race evolved.
<table>
<thead>
<tr>
<th>Race</th>
<th>Candidate</th>
<th>Election Results</th>
<th>Our Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governor’s Race/LG</td>
<td>Tony Evers/Mandela</td>
<td>1,323,550 Votes for Evers. Evers won the City of Milwaukee by 78%</td>
<td>Made 173,617 door attempts and talked to 14,278 people since August 20th-November 3rd</td>
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<td>Barnes</td>
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<tr>
<td>Sheriff</td>
<td>Earnell Lucas</td>
<td>62,064 Votes for Earnell. He Won City of Milwaukee by 61% in the City of Milwaukee</td>
<td>Made 18,731 Door attempts and talked to 2,438 people from July 30th- August 14th</td>
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<tr>
<td>State Supreme Court</td>
<td>Rebecca Dallet</td>
<td>555,786 Votes for Dallet. Dallet Won the City of Milwaukee by 75%</td>
<td>Made 35,135 door attempts and talked to 3,620 from March 5th- April 3rd</td>
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Civic Ambassador Program

Started May 6th
19 Ambassadors
Minimum 15 hours a week on doors
5,015 Doors (5/10-6/10)
1099 Contacts
344 Potential Leaders
147 1:1s
Silent Canvass Program
Fellowship Program

8 Week program
11 Fellows (Paid)
3 hours in training
3 hours of field work
Community project
BLOC Captain Program
What does all this look like day to day?

Task Forces/Budget Campaign #FreedomToThrive
“We really started to shift what civic engagement looks like...It’s not just voting a couple times a year, it needs to be a year-round organizing effort.”

— Angela Lang, Executive Director, BLOC
Accountability

Primary election in August with a November General Election

Discussion with our Ambassadors during November GOTV
Stay Connected with us!

Twitter/Instagram @blocbyblocMKE
Website: Blocbybloc.org
Angela@blocbybloc.org
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