# 2020 Impact Report

Flip Georgia is a team of 12 street performers, musicians, artists, and political activists who contributed 2,500 hours to flip the US Senate to Democratic control. We increased capacity for, and amplified the messaging of, democratic campaigns and voter education organizations. We used a diversity of tactics to perform critical and successful organizing and mobilizing actions in Georgia. Over the entire 2020/21 election season the Flip project ran 7 different crowdfunding campaigns and raised over $75,000 in total.

Program highlights

Organizing Actions
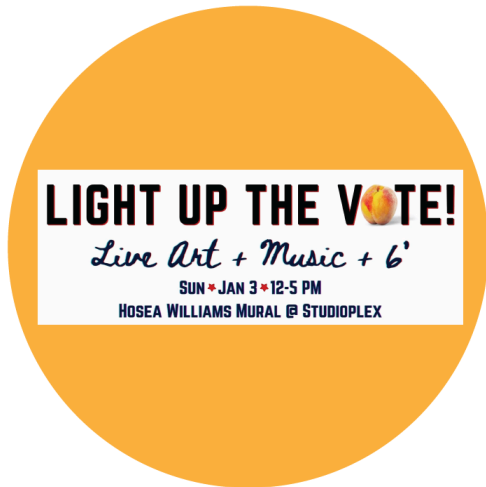
Light up the VOTE: Live Art and Music Event (video recap) brought 22 Georgian youth artists to create a get out the vote wall mural. Led by Flip Georgia and Vote Tree in partnership with 11 organizations, the project had the goal of building leadership within the youth community to enable voter turnout. Our aim was to create an effective way for youth to increase voter turnout via social media. The event attracted over 200 participants, as well as coverage by NBC, Showtime: The Circus, and Warnock Comms (One and Two). Through the artists social media posts and media echo the event led to over 30,000 social media impressions and 3,000 engagements.
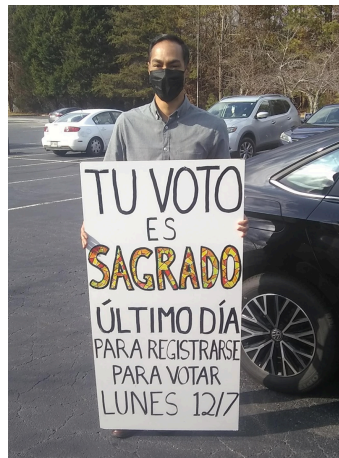
Organizing Actions

Social Signs was a project using creative homemade signs to spread voter education information in busy city areas and via social media (video recap). This project engaged over 150 Georgian residents who snapped a photo with a sign. About 80% of people shared the photos to their social media platforms, with an estimated social media reach of 3000 impressions. The signs also received media attention and mention from the Atlanta Journal-Constitution, The Washington Post, Gwinnett Daily Post, Univision, CNN, and Julian Castro and Frankie Negron who is photographed below holding a spanish sign.

Organizing Actions

The volunteer program - known as Air Team - coordinated 40 out-of-state volunteers who supported the Flip project remotely with over 1000 volunteer person hours. They supported Flip through research projects, ballot curing, and social media outreach.

Research: The Air Team researched locations where critical to reach populations were located and created a residential and commercial map which informed our GOTV lit drop efforts. They researched laws surrounding non-english speakers' voter rights and translated information that was used in our GOTV content.
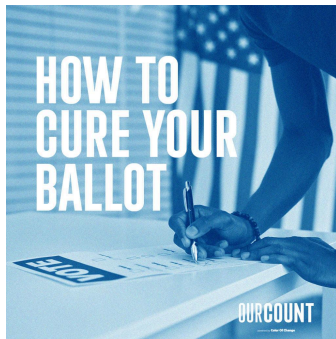
Ballot Curing: The air team worked with the Democratic Party reaching out to voters who absentee ballots had problems to "cure" them in the lead up to the election. We performed ballot curing by phone for mail-in ballots and in concert with our door to door canvassers in Georgia reached out to around 70 voters and helped fix their ballots.

Social Media Outreach: Part of the Air Team's work was filling in gaps we noticed the Democratic campaigns were missing. Specifically, there were over 50 statewide and national Facebook groups discussing and coordinating how they could support these elections. The Air Team created weekly summaries of all the campaign and nonprofit GOTV volunteer and rally events and promoted them on these Facebook pages. These groups in total had over 200,000 users.

FaceBook Groups
Elect Jon Ossoff and Raphael Warnock
Help Elect Jon Ossoff and Raphael Warnock
North Georgia Democrats
Georgia Democrats
Team Stacey Abrams for Warnock/Ossoff
Biden/Harris for Georgia
Young Georgia Democrats
Georgia Women for Ossoff/Warnock
No Regrets 2021: Elect Raphael Warnock & Jon Ossoff for Georgia Senate
Artists, etc (our group)
Young Democrats of Atlanta FB Group
Young Democrats of Atlanta - Page not group
Georgia is Ready for Democrats
Joe Biden for Georgia
The Order of United Democrats
North Fulton Democrats
Turn Georgia Blue
DemocraticParty: MiddleGAMovement
Greater Atlanta Democratic Women
Lincoln Project Georgia
Georgia Progressives
Latinos/ Latinxs Vote Georgia
Habersham County Democrats
Women for Change 2020
Georgia Alliance for Social Justice Discussion Group
Georgia for Joe Biden
More perfect Democracy, Georgia Edition
Flip Georgia
Latinx Vote

Mobilizing Actions

Canvassing - Guerilla and Door to Door - we did [conventional](#) and alternative canvassing methods. In the conventional way we had 12 Flip staff canvass door-to-door in Atlanta and Columbus for several days with the Math Movement, Jon Ossoff campaign, and the Democratic party.

Flip Georgia practices nimble and innovative experiments so we also implemented a variety of guerilla canvassing tactics which included using a mobile venue called the Vote Truck and creating a storytelling character El Votador to share GOTV content with the public.

The Vote Truck has two neon art pieces mounted on either side. One side encourages folks to vote on Jan 5, the other is a smiling image of local hero Stacey Abrams. We drove the truck to 10 campaign rallies creating instagrammable moments for attendees and we drove the truck around neighborhoods and gave GOTV literature to passersby. This asset was featured in NYTimes ([One](#) & [Two](#)), [NBC news](#), Washington Post ([One](#), [Two](#), and [Three](#)), [Vogue](#), [Sierra Club](#), [Gwinnett Daily Post](#), [Yahoo News](#), and [Jon Ossoff's instagram](#).

El Votador was a luchador (pro wrestler) character created to reach the Latino population via social media and at campaign rallies. A Flip staff member is Latino and curated social media posts with GOTV info which cumulatively led to 500 social media impressions (Source [One](#) and [Two](#)). Several Facebook videos were made with the chair of the Hall County Democrats talking with El Votador about GOTV info. Furthermore, through rally attendance El Votador received media echo from the [Warnock](#) and Ossoff campaign.

Mobilizing Actions

GOTV Content Share was a project where we created and archived preexisting GOTV assets translated into 10 languages and distributed them via social media and in person throughout Atlanta, Gainesville, Clarckston, and Norcross. Assets we distributed were translated into these languages: Spanish, Arabic, Hindi, Urdu, Mandarin, Cantonese, Japanese, French, Haitian Creole, and Korean.

We targeted asset distribution to reach critical voter turnout populations. We dropped off literature at laundromats, strip malls, bus stops, grocery stores, small businesses, and housing complexes in culturally specific neighborhoods. For example, we targeted Korean, Chinese and Spanish speaking businesses clustered around Buford Highway, we also posted residential areas with known concentrations of these languages.

Content had information about:
- Voter Registration
- Valid IDs
- Requesting Absentee ballots
- Provisional Ballot Instructions
- Free rides to the polls
- Right to bring a translator to the polls
- Becoming a paid voter ambassador through Block Power
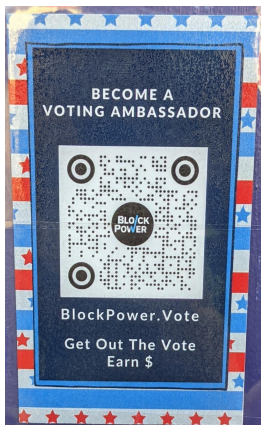
Impact by the Numbers

12,000 pieces of content distributed, including flyers, cards, yard signs, and posters at over **350** locations.

Free rides to the polls [social media post](#) went viral with **17,000** views.

Through sharing free rides to the polls information we helped organizations drive **1000** Georgians to the polls across Georgia.

522 Georgians newly registered to vote through our exclusive QR codes distributed widely on business cards and artistic installations.

Helped deliver **24,000** Georgians to the polls through our distribution of Block Power's cards.
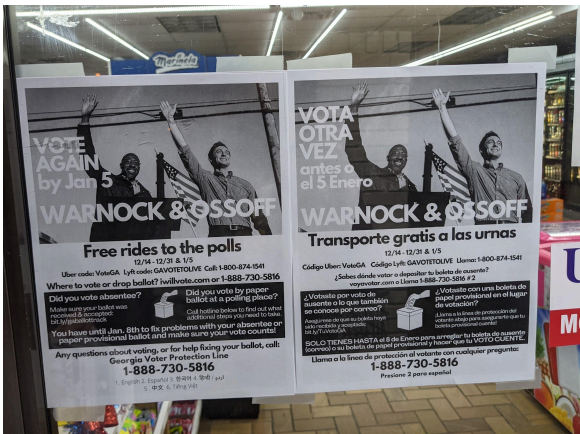
Partnerships

Collaboration is core to what we do. We were thrilled to work with a wide variety of organizations and companies to team up on events, actions, and organizing and mobilizing efforts, including Students for Warnock, Women for Warnock, Latinos for Warnock, Every Vote Counts, ColorChrome Atlanta, Vote Tree, Block Power, Change the Ref, The Windscreen Factory, Mutiny Artwrx, Focus 2020, 50 Scope, Mobilize.US, Humanity Forward GA, Math Movement, Midterms Matter, and Vote Ruthless.

Media Echo

Our actions, projects, and assets were featured in the below media outlets, which have been hyperlinked throughout this report.