



Investing in Elections for Climate (2024)

Capturing a Pro-Climate Federal Trifecta, and Advancing Down Ballot Climate Wins

Zoom Meeting Notes

When: 8/6 @ 10am PT / 1pm ET (1-Hour Meeting)

Host: Greg Rock, Executive Director

Next Meeting [Tuesday 8/27 @ 10am PT / 1pm ET](#)

Watch Full Meeting Video ([58 min video](#))

Welcome & Gathering: Greg ([4 min video](#))

- Thank you to our member co-hosts of this event Jennifer Laszlo Mizrahi and Holly Mosher. Member co-hosts promote our events to a few of their friends which is our primary method for recruiting new members to participate in our events. Please contact Kiran@onepointfiveclimate.org if you would like to be a member co-host for an upcoming event.

Co-Host Remarks - Holly Mosher ([5 min video](#))

Introducing the Rural Youth Voter Fund - Greg ([5 min video](#))

- Clean & Prosperous America formed in 2020 and after a comprehensive gap analysis decided non-urban geographies was one of the largest deficits among progressive investments, and was needed to capture the majorities needed to enact major climate policy
- From 2020 -> 2023 CaPA funded grassroots programming focused on reaching young voters of color in non-urban areas and launched numerous research projects identifying and proving the opportunity to reach and turn-out low propensity voters in these critical geographies
- In 2024 CaPA partnered with Movement Voter Project and Rural Democracy Initiative which collectively formed the Rural Youth Voter fund which aims to spend \$10M this cycle.
- Greg Rock is also Executive Director at Clean & Prosperous America and excited to see the Rural Youth Voter Fund flourishing under the leadership of Sarah Jaynes and RDI.
- We have lined up \$100k in 1:1 matching funds for the Rural Youth Voter Fund which can be unlocked by either [c4 or c3 contributions](#); with a preference for c4 funds.

[Rural Youth Voter Fund \(RYVF\) \(9 min video\)](#)

- Sarah Jaynes, Executive Director, [Rural Youth Voter Fund](#)
 - sarah@rural-democracy.org
- [RYVF Contribution Info](#)
- [RYVF Project Narrative](#)
- [RYVF Due Diligence](#)
- [Rural Mapping Dashboard](#) (Shared by RDI in chat)

The [Rural Youth Voter Fund](#) (RYVF) supports and expands civic engagement and power-building efforts that nurture the extraordinary promise of young rural voters to protect and strengthen democracy. Launched in 2023 by the [Rural Democracy Initiative](#) (RDI), [Movement Voter Project](#), and [Clean and Prosperous America](#), RYVF is building a network of grassroots organizations working to mobilize the 30 million ambivalent young voters living in rural areas and small cities in key battleground states. RYVF aims to deploy at least \$10 million to [effective efforts](#) focused on voter participation, leadership development, persuasive communications, and rural issues affecting young people. Camille Thompson with [Collective Renaissance Georgia](#), a recipient of RYVF support, spoke on the call as a representative of the types of orgs supported by the RYVF.

Collective Renaissance Georgia - Supporting Presentation ([7 min video](#))

- [CRG Pitch Deck](#)
- CRG presented as one of the nearly 50 RYVF grantees to provide an example of the types of organizations that receive support from the RYVF.

Member Q&A ([27 min video](#))

- Is the Rural Youth Voter Fund a c3 or c4 or both?
- How has the Biden-to-Harris transition changed your messaging or tactics?
- Given your emphasis on year round organizing, how will incremental c(4) contributions this month be divided between more transactional persuasion and GOTV efforts between now and Election Day AND the ongoing work that continues after the election?
- What do you hear from young people about why they might not vote? And when they change their minds or behaviors around voting, are there patterns in what leads to that?
- Are you in California rural areas e.g Rudy Salas
- How much focus is placed on down ballot elections?
- Without voting records and other information, what strategies do you use to find young non-voters who are likely to be receptive to your messages but not on any voter-files.?
- Please reiterate the information about the percentage of the various swing-states that are non-urban voters.

Closing: Greg + Sarah (4 min video)

- Please help us unlock the \$100k 1:1 c3/c4 flexible matching funds for the Rural Youth Voter Fund by giving today.
 - Remember to email greg@onepointfiveclimate.org to unlock the associated matching funds.

Member Overtime

We welcomed members (especially new members) to stay on for overtime to discuss what they heard and/or introduce themselves to other members.