

DECEMBER 2020

DURHAM FOR ALL

Year in Review



A Year of Fierce Resiliency

Statement from our Executive Director, Kaji Reyes

Whew! When I stepped on as Durham For All's first Executive Director this January, it's safe to say I had no idea what 2020 had in store for me. As a longtime member of the D4A family, I knew I would be leading a multiracial grassroots political organization through an exciting year of growth and transition. As a first-time E.D., I knew the year would have its challenges. And as we headed into a critical election, I knew our organizing would need to go bigger and bolder than ever before.

What I did *not* know was that 2020 would bring an unprecedented global pandemic and the worst recession since the Great Depression. Nor did I know it would see the largest protest movement in US history, as millions of us rose up to insist that Black Lives Matter. For so many of our people, this was a year of crisis and catastrophe. But it was also a year of fierce resiliency, as we took care of one another, took to the streets, and took our power to the polls to deal a blow against the forces of crony capitalism, patriarchy and white supremacy.

Throughout it all, I've been so proud of how Durham For All rose to these challenges, adapted to unforeseen circumstances, and scaled up our efforts and impact like never before. Read on to learn more about our work and wins in this oddest, hardest, but also hopeful year.



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SWING THE STATE

“

The common conception of the swing voter is one who shifts between voting Republican and voting Democrat. These center-right or center-left voters are typically white and older. Meanwhile, people of color and young people, and especially young people of color, are more likely to swing between voting Democrat and not voting. **These are America's other swing voters.**”

Ibram X. Kendi

The Other Swing Voter

This year D4A set out to boost our power by engaging 17,000 voters of color who did not vote in 2016. As Ibram X. Kendi puts it, these are America's *other* swing voters—typically young, working-class people who quietly swing elections by casting or withholding their vote.

So often our people are told that our voices and our votes don't matter. But with state races being won or lost by razor-thin margins, **Black, Brown and working-class communities in Durham have tremendous power** to impact crucial races.

We know one-time contact isn't enough to build people power. That's why we planned our 'Swing the State' program as a year-long campaign. Starting in January, we began recruiting leaders to hold deep canvassing conversations with voters about issues impacting them. We then invited those voters to take action around those issues by joining us to develop our 'People's Platform.' Then we built on those foundations by reengaging Other Swing Voters and holding over 25,000 conversations with voters in Durham to bring our power to the polls.

Thanks to us, **Durham turned out in record numbers and delivered a record percentage of our vote to Joe Biden—80.4%, the largest in recent Durham history and the highest of any county in North Carolina.** In total, we delivered 19,329 more net Democratic votes in 2020 than in 2016, helping defend the Governor's seat while narrowing the gap in other critical statewide races.

Statewide, we saw mixed results this year, and we still have work to do to build a better North Carolina. But our success here in Durham and across the Carolina Federation shows the path forward: long-term, place-based, multiracial organizing, rooted in working-class and people of color communities, to win back our government and put it to work—for all of us.

BY THE NUMBERS

Here in Durham, we:



recruited

717 volunteers

to fill



1757 shifts

and have



27,027 contacts

with voters

Across North Carolina, we:



recruited

2333 volunteers

to fill



5008 shifts

and have



85,711 contacts

with voters

Together with the other affiliates and chapters of the Carolina Federation, we ran the largest independent volunteer-run GOTV program in North Carolina in 2020!

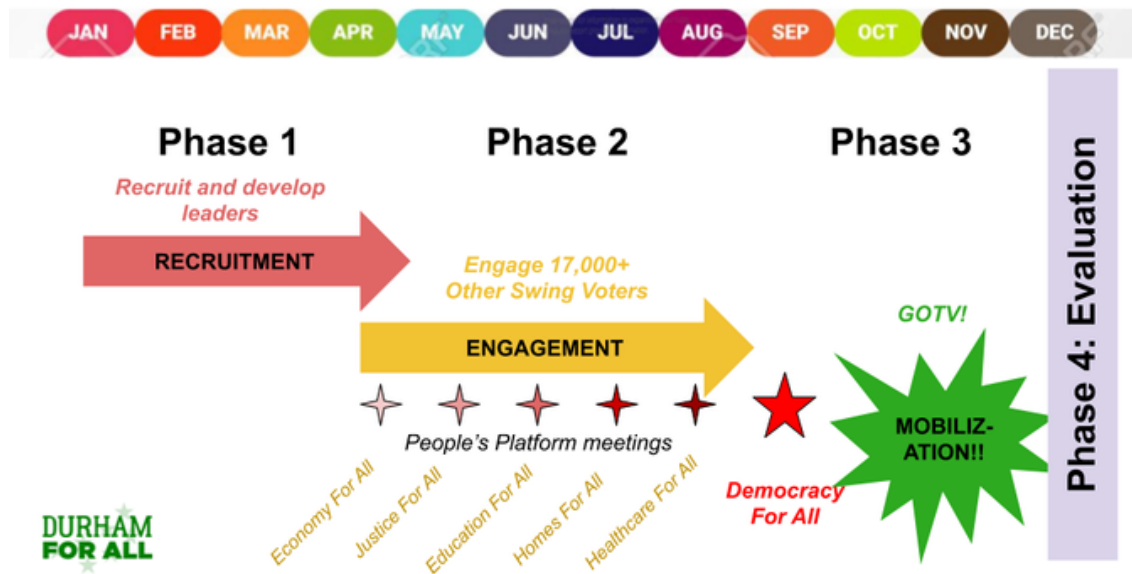


We also:

- made **1,023,149** door knocks and dials
- sent **723,732** texts
- hosted **33** trainings and events
- ran a **10-session** Leadership Academy
- Grew to **658** dues-paying members

The Carolina Federation is a new network of place-based organizations building out our model of multiracial, grassroots independent political organization through county-level chapters and affiliates across N.C. For more on our statewide work and wins this year, check out "local wins" on page 7!

CAMPAIGN TIMELINE



In the **Recruitment Phase**, we recruited and developed the member leaders we would need to reach 1000s of 'other swing voters.' We held 9 trainings, recruited 45 new members, trained 27 activists and developed 15 leaders in order to lay the foundations for our voter engagement.

In the **Engagement Phase**, we held deep canvassing conversations with over 2,000 'other swing voters' to connect around issues, held 5 People's Platform events centered on those issues, and ran a 10-session Leadership Academy to deeply develop our core member leaders.

In the **Mobilization Phase**, we re-engaged 'other swing voters' and held over 25,000 conversations with voters in Durham in order to bring thousands more people into critical statewide and federal races.

In the **Evaluation Phase**, we reflected on lessons learned and laid foundations for our work moving into 2021, while supporting 3 major post-election mobilizations to celebrate democracy and protect our votes.

LEADERSHIP DEVELOPMENT

As we went broader with our voter outreach than ever before, we also went deeper with political education and leadership development. At D4A, we adopt a holistic "head, hands, and heart" approach that combines the practical learning of hands-on organizing with deep theoretical reflection. We view leadership as an expansive practice in which people simultaneously cultivate more leadership in themselves and develop new leaders in their communities. In the words of movement mentor Marshall Ganz, **"leadership is accepting responsibility to create conditions that enable others to achieve shared purpose in the face of uncertainty."**



At the start of the year, we trained our returning member leaders in the art of Public Narrative—a leadership development practice through which participants craft a unique story of Self, Us and Now and learn how to use storytelling to inspire others and move them to action. Our leaders then worked together to plan and hold house meetings where they told their stories to members of their community and invited them to join Durham For All.

As our leaders invited their communities into Durham For All membership, we ran Activist Trainings to skill up new members in how to hold 1-on-1 organizing conversations that build trust, identify common interests and move people from inaction to action. Activists tested out these new skills by holding 1-on-1s with their friends and family, spreading the word about our work while practicing the skills they would need to engage deeply with voters.



Over the summer, 18 of our new and returning leaders completed a 10-session Leadership Academy that provided deep political education in our systems analysis, political strategy and theory of change. The first sessions developed a shared understanding of capitalism, white supremacy and cisheteropatriarchy as integrated systems of oppression. We then explored how these systems show up in contemporary issue fights around jobs, justice, housing and education in Durham. In the final sessions, we analyzed the 2020 landscape and explored our inside-outside strategy of building independent political power.

PEOPLE'S PLATFORM

Over the summer, we invited Other Swing Voters, D4A members and the broader Durham community to 5 virtual meetings where we worked together to develop 5 'planks' of our People's Platform: Economy, Justice, Education, Homes and Healthcare For All. For each plank, we invited event participants to share about their experience with that issue, and then invited 3 panelists with expertise in that issue area to speak about policies we can push our local, state and federal government to enact in order to advance our vision.

Following the discussion, participants voted on which policies resonated with them most strongly, allowing us to develop a shared policy platform that will guide our work for years to come.

Thanks to our **Economy For All** panelists Bertha Bradley (Fight for \$15), Chanelle 'C. C.' Croxton (NDWA) & Brigid Flaherty (Down Home NC); our **Justice For All** panelists Nikki Marin Baena (Siembra NC), D'atra Jackson (BYP 100) & José Romero (Durham Beyond Policing); our **Education For All** panelists James E. Ford (CREED), Henry Cruz Reyes (DPS graduate) & Millicent Rogers (Rebound); our **Homes For All** panelists Gary Chavis (Legal Aid NC), Alison Johnson (Housing Justice League) & Melissa Norton (Bull City 150); and our **Healthcare For All** panelists James Moore (Durham DSA), Perri Morgan (White Coats Brigade) & Hyun Namkoong (NC Justice Center).



ECONOMY FOR ALL

JUSTICE FOR ALL

education FOR ALL

HOmes FOR ALL

Healthcare FOR ALL

Economy For All

- Raise the minimum wage above \$15/hr
- Repeal NC state preemption laws
- Expand Medicaid & end the overdose crisis

Justice For All

- Invest in care, not cops
- Eliminate cash bail
- End cooperation with I.C.E.

Education For All

- Fully and equitably fund all public schools
- Address racial inequities at the school level
- Remove SROs and hire nurses & counselors

Homes For All

- Fight state preemption of housing equity tools
- Enact an evictions moratorium during COVID
- Expand tax relief for long-time homeowners

Healthcare For All

- Enact Medicare For All
- Ensure guaranteed paid sick leave
- Decriminalize drug possession

LOCAL WINS

While we brought record turnout into statewide races, defended the governor's seat and shrunk Trump's win margin, we weren't able to flip North Carolina blue this year. But **across the state, our model of multiracial, place-based organizing saw significant local wins.** Here in Durham, we turned out in record numbers and made history by electing North Carolina's first ever all-woman county commission.

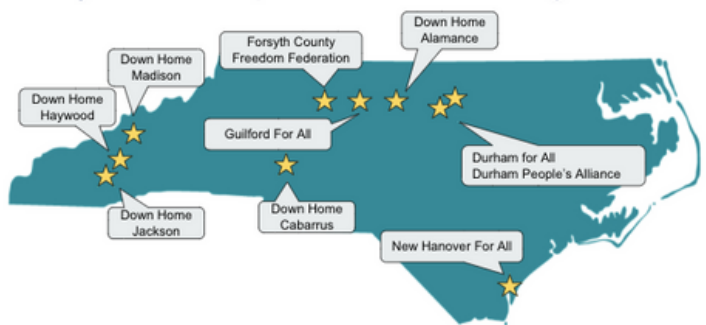
In Guilford County, our allies with **Guilford For All** flipped their county commission from a 5-4 GOP majority to a 7-2 Democratic majority. In Wilmington, our compas with **New Hanover For All** flipped their county from red to blue, the first time the county voted for a Democratic president since Jimmy Carter. And in Alamance County, our friends at **Down Home Alamance** turned out to elect Ricky Hurtado as the first-ever Latinx Democrat in the North Carolina House.



Durham For All volunteers doing social-distanced doorknocking

It's no surprise that the counties where we saw these exciting wins are the ones where our movement is making a deep investment in long-term, place-based, multiracial organizing, led by people of color and working people. This year, the county-level affiliates and chapters of the Carolina Federation led the largest independent, volunteer-run voter operation in North Carolina—a huge accomplishment for our first presidential election cycle!

County Level Independent Political Organizations



POST-ELECTION MOBILIZATIONS

This was an unprecedented election, with millions of Americans voting by mail while our sitting president cast doubt on the results and tried to bully and cheat his way to a victory he could not win. In the aftermath of the election, Durham For All worked with allies across the state to celebrate democracy and protect our votes. On November 4th, we mobilized in Durham, and on November 7th and 14th we joined broader statewide rallies in Raleigh. Together, we fought back against right-wing attempts at disenfranchisement by bringing thousands of people together to insist that we count every vote.



D4A members at our Nov. 4th rally in Durham



LOOKING AHEAD

In 2020, we went broader and deeper with our organizing than ever. Now we need to build on that groundwork to win real change in Durham!

**Can you donate
to support our
work in 2021?**

DONATE

bit.ly/d4a-donate-2020

or make checks payable to:

Durham For All
PO Box 25352
Durham, NC 27702

**THANK YOU & SEE
YOU NEXT YEAR!**

In 2020 we talked to thousands of voters in Durham about issues impacting our communities, led a 10-session Leadership Academy to deeply develop new layers of leaders, and created our People's Platform with the concrete policies we want our government to enact to advance our vision of a Durham For All. Now we need to use our new relationships, leadership and platform to win real change in Durham!

Moving into 2021, we'll run an 8-week Campaign College with our member leaders to help shape our next campaign. Together, we'll research our People's Platform policies, power map our local, state and federal government, and engage our base to determine which policies to tackle first. We'll also host a series of Co-Governance Trainings to train candidates how to run and govern in right relationship to movements, while training movement members how to work with allies in office.

From raising wages above \$15 an hour, to enacting tax relief for long-time homeowners, to investing in alternatives to policing, there are so many changes we want to win next year! And as always we'll combine it with deep base-building, leadership development, political education and voter engagement.

To support that work, we've set a goal of raising an additional \$10,000 this year. Can you make an end-of-year gift to help us deepen our work and our wins in Durham?

Durham For All is a 501(c)(4) social welfare organization and contributions or gifts are not tax deductible.