

NCLR 2014 Midterm Election Highlights

- NCLR registered more than 120,000 eligible Hispanic voters in 2014 through direct mail, canvassing, and Affiliate partnerships—the largest-ever nonpartisan Hispanic voter registration drive for a midterm election.
- NCLR made direct contact with over 308,000 registered Hispanic voters in California, Colorado, Florida, Iowa, Georgia, North Carolina, New Mexico, Oklahoma, Texas and Utah to encourage them to vote in the midterms. NCLR’s get-out-the-vote efforts targeted both newly registered voters and Hispanic “drop-off” voters who did not vote in the last midterm election in 2010, and included outreach by phone, direct mail, and door knocking.
- NCLR registered nearly 16,000 eligible Hispanic voters for vote-by-mail in Florida. Voters who vote via absentee ballot participate at much higher rates than those registered to vote at the polls, making vote-by-mail a critical strategy for boosting Hispanic turnout in a midterm.
- In Georgia, NCLR ran nearly 400 nonpartisan advertisements on Spanish radio to encourage eligible Latinos to vote and complement direct voter contacts with over 20,000 infrequent Hispanic voters.
- In the five days just prior to Election Day, NCLR staff conducted 18 interviews on Spanish-language radio stations across the country to educate Hispanic voters on the importance of voting in this year’s elections.
- NCLR partnered with Affiliates and other local Hispanic organizations in California, Florida, Georgia, Kansas, North Carolina, and Texas to organize town halls and media events to educate the community on key election-year issues impacting Latinos, encourage eligible Latinos to turn out to the polls on Election Day, and generate media coverage reaching a broad audience of Hispanic voters.
- NCLR partnered with the Fair Election Legal Network to distribute 18,000 palm cards to Latino voters in California, Idaho, North Carolina, Tennessee, and Texas with information on their voting rights.
- NCLR reached more than 250,000 potential Hispanic voters via its text messaging, email, Facebook, and Twitter platforms, encouraging Latinos to create a voting plan, providing them with tools to access their polling locations, and reminding them to vote on Election Day.