



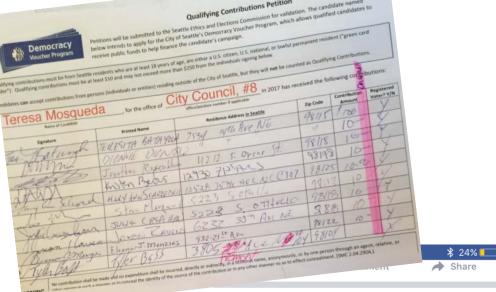
Citywide, Position 8

Won: Nov 2017

Nationally the First First-Time Candidate to Win with Democracy Vouchers

## Qualifying for Vouchers

- Needed:
  - 400 signatures and 400 contributions of \$10+
  - Residents of Seattle, signature verified
- Timeline:
  - ASAP: Vouchers mailed first week of Jan
- Approach:
  - Took to the streets
  - Took assignments
  - Took online and cash donations
- Qualified by March
  - Unique activism/opportunity year?





Look who I ran into at the women's march in Seattle! City Council candidate Teresa Mosqueda!! Please help her qualify to run a public campaign - she needs 400 seattle residents to donate \$10.00. Please donate today at: TeamTeresa.org

I have known Teresa for years as a friend and colleague in the movement. There are few people I know that can match her strength, intelligence, and deep belief and respect in us and our ability to thrive if we as a society break down barriers to equity and justice. She stands alongside us, and needs our help now to launch her campaign!

Please join me in donating to #teamteresa

P. S. This reflects my personal position and is not related to my position of employment. :)



Post Qualification Collection of Vouchers

- Union Halls and Union Mailings
- Rallies and Concerts
- Democratic District meetings
- Replacement voucher collection while doorbelling
- Mailers specific to vouchers
  - Campaign and IE
- Spanish radio and other language publications
  - Campaign and IE



### Retrieving Vouchers: Winning Lottery

#### **Return Methods**

July 2017 - 11,434 Vouchers

By mail	8117	71%
To Candidate	2956	26%
Misc	361	3%

#### August 2017 - 6,893 Vouchers

By mail	6042	87%
To Candidate	626	10%
Misc	225	3%

### November - 12,495 Vouchers

By mail	11,627	93%
To Candidate	278	2%
Misc	546	4%

- Most residents chose to return their vouchers by mail. 78%
  - Nearly 20% returned vouchers directly to a campaign.
    - 1,949 participants signed campaign forms.

# Lessons Learned/Opportunities

- Massive public education campaign (in language/early)
- Online signature and online contribution
- Opportunity to collect through campaign
- Need trusted partners to "bundle" vouchers
  - Unions, Planned Parenthood, Washington CAN, Etc.
- Engage non-citizens more
- What's the goal is:
  - \$ out?
  - more people engaged?
  - who is engaged?



supporting Teresa Mosqueda for City Council Position 8 because she's a bold leader whose work has alread helped expand Medicaid, raise the minimum wage, make sure... More



Teresa Mosqueda, Sheyda Eghdamian and 2 others



# Greater Equity Needed in Honest Elections

Income		
Greater than \$150,000	2,225	13.18%
\$100,000 - \$150,000	3,634	21.53%
\$75,000 - \$100,000	3,257	19.30%
\$50,000 - \$75,000	3,807	22.55%
\$30,000 - \$50,000	1,569	9.30%
\$20,000 - \$30,000	277	1.64%
Less than \$20,000	139	0.82%
Unknown	1,971	11.68%
Total People	16,879	

Age		
65+	4,240	25.12%
50 to 64	4,095	24.26%
40 to 49	2,728	16.16%
30 to 39	3,760	22.28%
25 to 29	1,419	8.41%
18 to 24	636	3.77%
Unknown	1	0.00%
Total People	16,879	

Vote Propensity		
90+	7,659	45.38%
80 to 89.99	3,781	22.40%
70 to 79.99	1,591	9.43%
60 to 69.99	994	5.89%
50 to 59.99	739	4.38%
40 to 49.99	640	27.39%
30 to 39.99	609	3.61%
20 to 29.99	460	2.73%
10 to 19.99	213	1.26%
0 to 9.99	60	0.36%
Unknown	133	0.79%
Total People	16,879	

General Election Voting History		
3 of 3	12,676	75.10%
2 of 3	2,337	13.85%
1 of 3	1,491	8.83%
0 of 3	375	2.22%
Total People	16,879	

Source: UFCW21 VAN Data Sample, Jan 2018 from 2017 Seattle City Council Mosqueda election