



BE THE ONES 2024 SOUTH CAROLINA PLAYBOOK

WHAT:

Be The Ones will engage and mobilize 240,000 South Carolinians to be civically & electorally active in 2024.

TO DO THIS, WE ARE:

- Supporting local civic leaders
- Engaging new local voters
- Expanding civic & electoral knowledge and understanding

WHERE WE WILL FOCUS:

Our work is informed by intersectionality (not siloed demographics) and does not view communities in terms of deficits, rather of unrealized opportunity and potential.

While our work spans multigenerational communities of various intersecting identities, this year we're focused on supporting, engaging, and expanding power among:

- Youth (16-29)
- Women under 40(*ish*)
- Working Class & Historically Excluded Communities
- Educators

WHY LOCAL LOCAL LOCAL:

We know there's a Presidential election. But, there are thousands of state & local positions on the ballot that decide what books are read in schools, access to healthcare, if the bumpy road ever gets fixed, if the rent in that cute little apartment is attainable next year.

While the majority of folks will be focused on the White House, we're focused on our own backyards. Local, local, local.

Why? Because, we build long-term power by focusing on near-term **local** elections.

OUR PLAYBOOK:

1.SUPPORTING LOCAL CIVIC LEADERS:

Recognizing the importance of cultivating leadership at all levels, we're committed to supporting current local leaders as well as a new generation of civic leaders.

We'll focus on expanding our GoVoteSC Coalition so local leaders, businesses and community organizations are equipped with the training, information, and resources needed to inform & mobilize their communities in this year's elections.

To continue our efforts in building a new generation of leaders, we'll recruit, train and support folks under 40 to participate in our *Locals Only Camp*, *Youth Ambassador Program*, in addition to other targeted programs, partnerships, and leadership initiatives.

2.ENGAGING NEW LOCAL VOTERS:

We're meeting people where they are - literally and figuratively.

We'll deepen our registration footprint at community events & time based celebrations (graduation, back to school bashes, sporting events) and focus on reaching as many of the 63,991 seventeen year-olds turning 18 and eligible to vote this year.

What good is registering voters if they don't show up to vote? To support new voters from registration to casting their ballot, we'll launch the *First Timers Club*.

We're expanding our "*Ask Everyone, Everywhere*" get out the vote strategies for the statewide primary and general election. This includes our first of its kind "GOTV bar & coffee crawls," piloted last year, "Party to the Polls," high traffic location canvases, and more.

Through targeted campaigns, relational organizing tactics, events, and community partnerships, we aim to empower individuals to exercise their right to vote in local races in the statewide primary in June and general election in November.

3.EXPANDING LOCAL CIVIC KNOWLEDGE & UNDERSTANDING

You can't care about what you don't know. It's hard to vote informed if you don't know the role your local elected officials play in issues important to you. Can't show up on election day if you don't know when Election day is, right?

We're expanding our GoVoteSC Hub and nonpartisan resources & tools giving folks the information & resources they need to register *and* vote.

We're turning up the volume on dialogues, community listening sessions & forums, and creative & approachable opportunities to connect the dots between the what and the why.

To continue demystifying civic & electoral participation, we'll expand in person and digital programs including "*The Thing About Running for Office Is...*," "*Local Table Talks*," and other issue & time based opportunities.

Engaging with folks where they are, deep listening, speaking to key issues and connecting the dots to the role local elected officials play around these issues is essential in building short term progress and long term power. Especially in a year where we already know (*from being boots on the ground in communities and through our listening sessions*) the Presidential Election is not driving voter enthusiasm and excitement. We look forward to testing, experimenting, and refining messaging & narrative strategies informed by these conversations and iterated over the course of the year.

Our approach is centered through the lens of "bottom up" and deep listening & understanding over fear tactics and catchy "headlines" that incite shame, anger and further push our communities to the margins of participation.

THE DATA & STATS THAT DRIVES THE STRATEGY:

South Carolina Voter Participation Stats:

- 75% of eligible voters are registered to vote
- 16% average voter participation in state/local elections
- 12% average voter participation state/local primaries
- 76.29% of all races in November 2022 went uncontested or unopposed (*National average in 2022 was 67%*)

South Carolina Voter Information Stats:

- 58% polled in Charleston in October 2023 did not know the date of the November Mayoral election
- 86% polled in Summer 2023 said if they had basic information provided to them (when to vote, how to find their polling location) they would be more likely to vote
- 2 in 5 voters in North Charleston did not know they were voting in new districts in 2023
- 72% of all county election directors have resigned or retired since January 2021. As important as the role our Election Commissions play in free & fair elections and providing nonpartisan voter information & education, they're understaffed and under-resourced.

State of South Carolina Stats (2024):

- 63,991 17 year-olds are turning 18 this year and will be eligible to vote
- 55% of all registered voters are women (*there are 339,001 more women than men registered to vote in SC*)
- 60% of new registrations in 2023 were voters under 44 years-old

- Youth (18-29) make up 1 in 8 voters in SC
- Our conversations & programs to date prove that working class, historically excluded communities & educators have been an afterthought in civic & electoral participation - especially in “Presidential” election years. Not anymore.

Be The Ones plays a critical and timely role in closing the voter information and participation gaps in South Carolina.

Standing on the shoulders of the thousands of voting champions in South Carolina, Be The Ones is the only organization solely focused on building the necessary (& very much wanted) civic & electoral infrastructure at the local level across the state.

In 2023, we hopscotched across the state having thousands of conversations to understand our neighbors' experiences and identify what information and participation gaps exist. These conversations coupled with our nonpartisan voter education & mobilization work in 2023 has informed our playbook for 2024. ([see more about our work in 2023 here](#))

ACCOUNTABILITY? YOU BETcha!

What’s a playbook without making some bets on the year ahead? Here’s our bets for 2024:

1. Register 15,000 new voters
2. Distribute 400,000 nonpartisan voter information materials
3. Lead/participate in 150 learning & knowledge sharing opportunities
4. Expand GoVoteSC Coalition to 40 partners
5. Infuse joy, celebration, community, humor and ALL things local - all the time! And, have some fun, of course!

All of this translates into more engaged & informed neighbors, less voter intimidation & shame, expanded intersectional influence around local issues, increased collaboration, more votes in critical local races, and long term power that leads to our communities being healthier, our democracy more equitable and places control in the hands of where and to whom it belongs - ours.

We’ll be sharing more information, events and ways for you to expand your power very soon.

We cannot wait to **do more in 2024** with you. See you on the field!

**To learn more visit:
www.betheones.org or email us at hello@betheones.org**