



2018 Civic Engagement Plan

Launched in January 2017, the mission of The Equity Alliance is to proactively advocate for African Americans and other communities of color to have a fair and just opportunity at realizing the American dream. We are a Nashville-based 501(c)3 non-profit organization that seeks to equip citizens with tools and strategies to engage in the civic process and empower them to take action on issues affecting their daily lives. The Equity Alliance was founded to get more people of color active in the political process and to increase civic participation as a means to achieving social and economic justice for communities of color.

Tennessee has one of the lowest voter participation rates in America. Our state currently ranks 50th in voter turnout. Sadly, Tennessee also ranks 40th in voter registration. In the last presidential election, African Americans ranked 43rd in the nation for voter turnout. In Davidson County, black and brown citizens, particularly those in North Nashville, live in precincts with the lowest voter turnout. This is not by accident.

The 2018 midterm elections are shaping up to be historic, with open seats for Governor, U.S. Senate, three Congressional districts, and a host of local and state races on the ballot for May 1, August 2, and November 6. The Equity Alliance seeks to build collective minority voting power in Tennessee to ensure our voices are heard and our votes are counted. We will seek to improve this through a four-pronged approach:

Voter Registration and Turnout: Souls on the Rolls / Souls to the Polls

The Equity Alliance is partnering with the Interdenominational Ministers Fellowship (IMF) to conduct voter registration drives at African-American churches in Nashville.

Goal: 100% of eligible church membership registered to vote

The Equity Alliance will:

- Organize voter registration drives at each church on Sundays and Wednesdays
- Use online database and mobile text message portal to register voters
- Send reminders for Election Day (phone, text, email)
- Maintain voter database
- Distribute and promote the Nashville Voter Guide

Voter Education: 2018 Nashville Voter Guide

*The Equity Alliance is partnering with The Tennessee Tribune and DENOR Brands + PR to publish the **2018 Nashville Voter Guide** to inform voters of upcoming elections, including unbiased candidate profiles, roles of each elected office, polling locations and hours, voter ID requirements and much more.*

Goal: Launch www.nashvillevoterguide.com and distribute 6,000 hard copies (2k per election)

Aside from the various blatant tactics to suppress minority voters in Tennessee, one of the greatest challenges to voter turnout is the lack of awareness of upcoming elections and access to available information on the candidates. Our city takes an “opt-in” approach to seeking election information instead of making it widespread available. The guide would be a free public resource for Nashville voters to make an informed decision in the voting booth on Election Day.

A Print Publication for the Seasoned Saint: The Equity Alliance will partner with Distribution Partners to distribute hard copies to IMF affiliated churches as well as local nonprofits and businesses.

A Digital Download for the Millennial On-The-Go: A digital online, mobile-friendly version will be available for download in PDF at nashvillevoterguide.com.

Online Candidate and Voter Guide Videos: One-on-one interviews with candidates and promoted on The Tennessee Tribune website and social media outlets; “How-to” teaser videos promoting the Nashville Voter Guide.

Issues Forum: Tuesday, March 27 at 6:30 pm at TSU Avon Williams Campus. All May 1 candidates will be invited to provide their stances on the issues relevant to the African-American community, including transit, education, criminal justice, economic development and jobs, etc.

Voter Restoration

The Equity Alliance will host clinics for records expungement, to restore voting rights, and issue government IDs

Goal: 50 ex-felons get their voter rights restored

Policy & Advocacy

The Equity Alliance will establish The Equity Alliance Fund, a 501(c)4 organization to advocate and build coalitions to influence voting rights legislation and other social justice issues.

Sponsorship opportunities are available!

***To become a sponsor, community partner, or for more information, contact us at
info@theequityalliance.org.***