



## Building Power for Working Families and the Working People's Platform

SEIU members turned out in historic numbers for the 2018 mid-term election to support a bold agenda and candidates like Jared Polis and Jason Crow who will fight for working families and the Working People's Platform. SEIU members across Colorado and our partners spent months leading up to the election knocking doors, making phone calls and sending text messages to voters.



- ▶ In addition to **thousands of volunteer hours**, SEIU members have invested approximately **\$4 million** in get-out-the-vote and communications efforts in Colorado this election cycle to increase voter participation and support candidates dedicated to lifting up working people and the middle class.
- ▶ **\$800,000** was contributed to independent campaigns active in Colorado State Senate and State House races.
- ▶ **Two** general election digital ads and **three** mail pieces and **three** doorhangers were produced for Jared Polis for Governor. See the ads at [www.workingpeoplesplatform.org](http://www.workingpeoplesplatform.org)
- ▶ **2,000 pledges to vote** were gathered from low propensity Democratic leaning voters.



**248k**

calls and door knocks



**43k**

voter conversations



**1.5k**

volunteer shifts



**6.2M**

digital ad views

**3.3M** completed views



**324k**

mail pieces sent



**300k**

text messages to voters