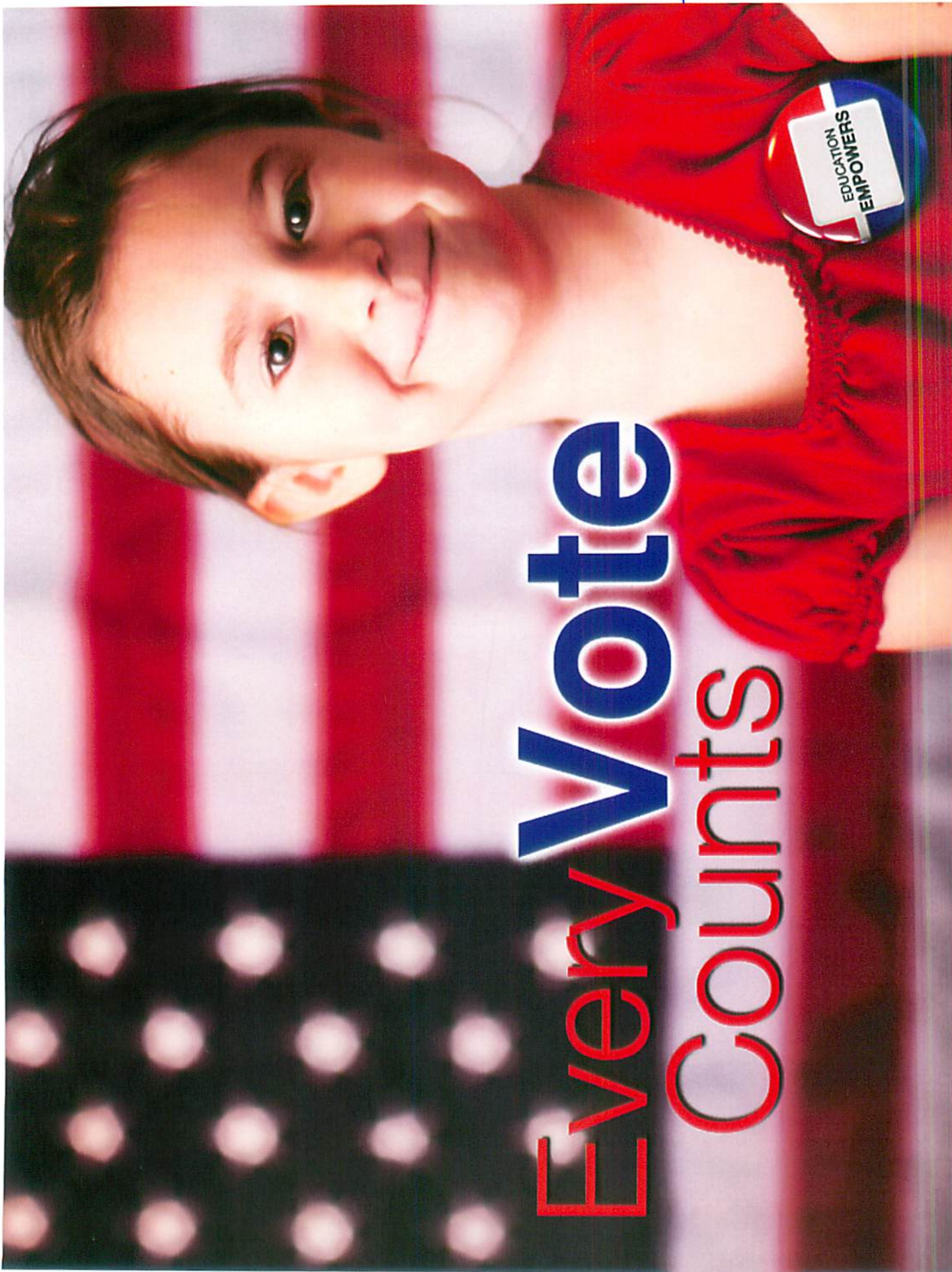


# Every Vote Counts



9A

# Advocacy Alliance Center of Texas



The **Advocacy Alliance Center of Texas (AACT)** is a non-profit, non-partisan organization that was established to unite community organizations, hospitals, businesses, large employers, schools, universities and financial institutions as well as various state and national partner to cultivate voter empowerment in South Texas.

The mission of AACT is to engage, empower and educate the community by providing them a network of support to successfully mobilize, register, and track voters across the county, region, and state.

# Goals and Methods



The goal of AACT is to cultivate long-term and structural changes in South Texas by creating meaningful civic participation and educating the community on the importance of their vote and voice in the electoral process



AACT will implement, through the collaboration of its partners, a comprehensive field program that will include: a traditional and social media outreach campaign, voter registration, canvassing, phone banking, mailers and intensive Get Out the Vote training.



# VOTING:

## Gives the Valley Power



★ Votes = Power = Money



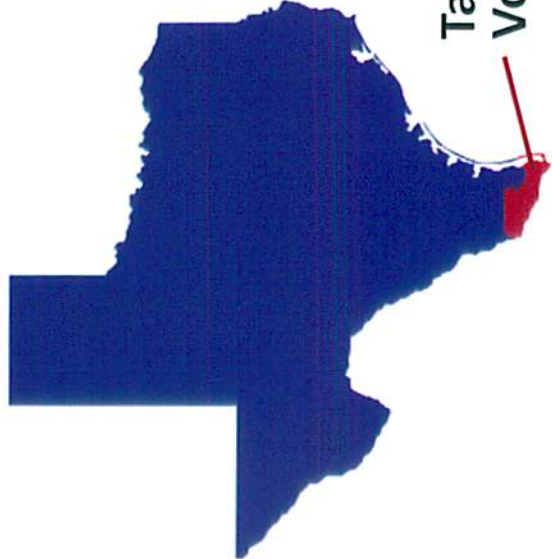
❖ In Texas there are approximately 9.1 million potential Latino voters

- 1 in 6 U.S. residents is Latino
- 50,000 Latinos turn 18 every month and are eligible to vote



# VOTING:

## Together We Can Meet Our Goal



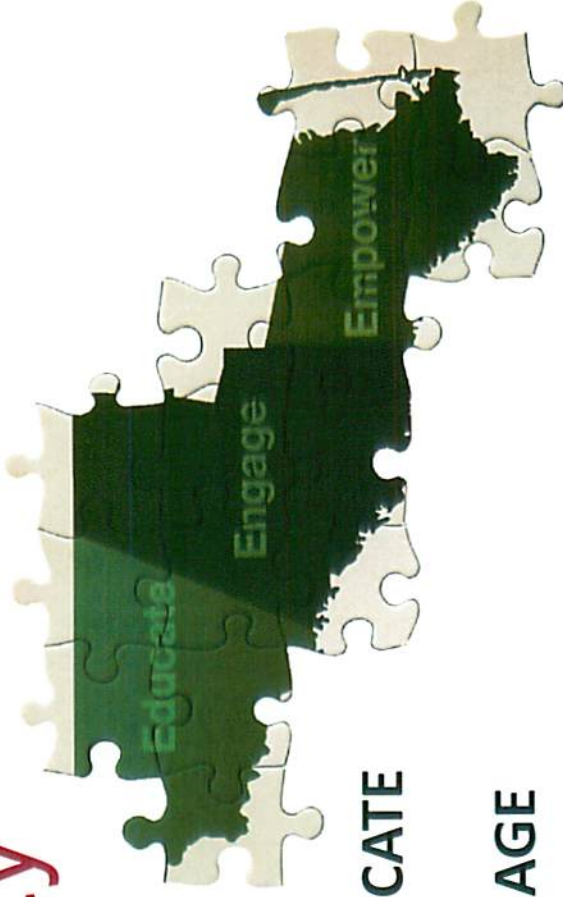
Target Goal 65%  
Voter Turnout



Target goal for South Texas is  
to have 65% voter turnout

# VOTING:

## Working Together as a Community



### Mobilize You:

- ★ Your Family
- ★ Friends
- ★ Neighbors
- ★ Associates
- ★ Non-Profits
- ★ Schools
- ★ Churches



**EDUCATE**



**ENGAGE**



**EMPOWER .....VOTE!**

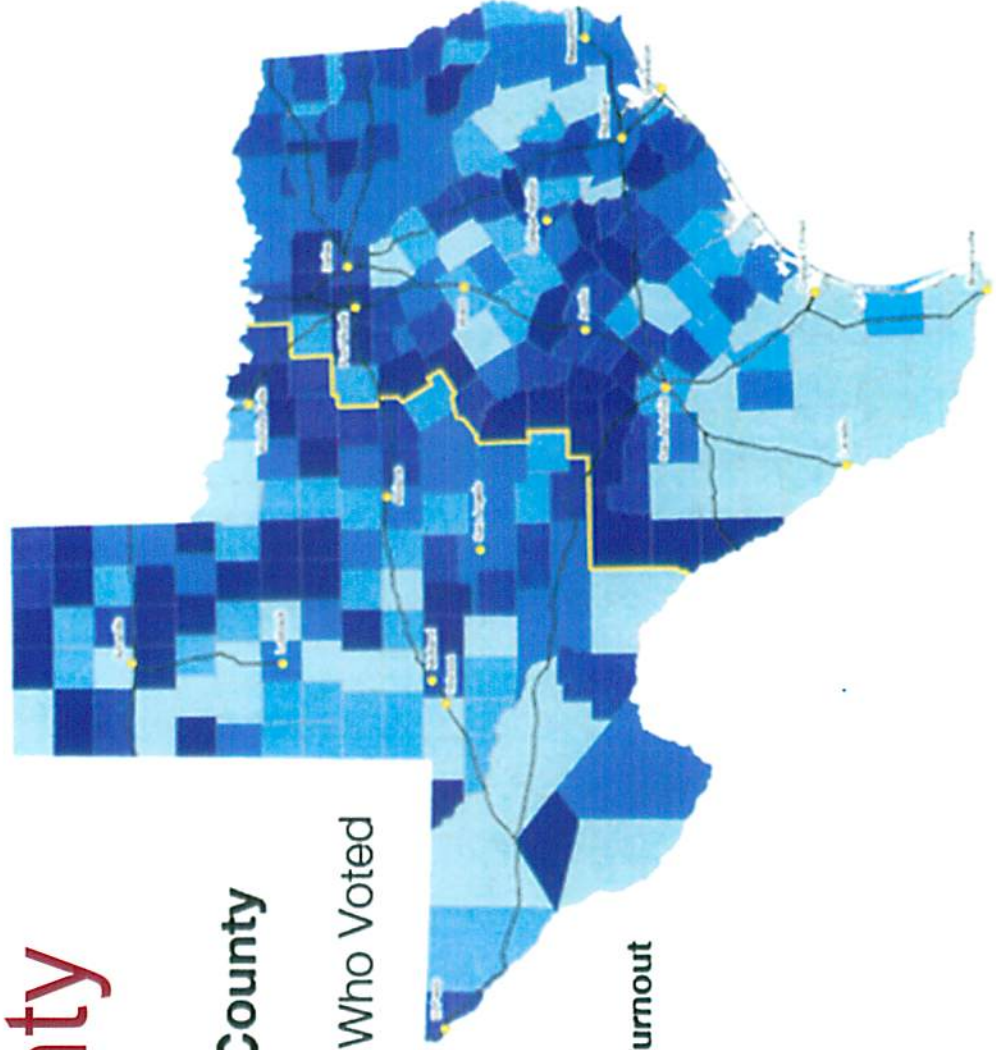
- Emphasize Importance of Voting
- Gather Information
- Sign up to volunteer and register voters








# VOTING:

## Making a Difference by County

**Voting Rates by County  
in Texas, 2008**  
% Registered Voters Who Voted

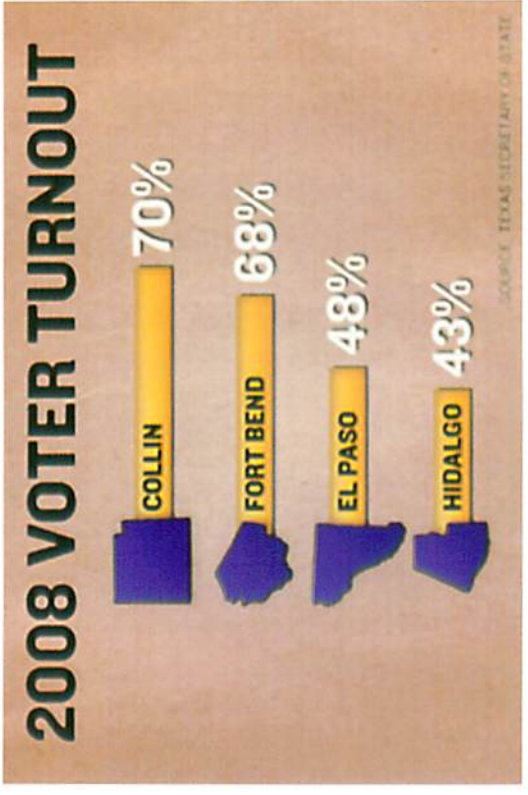


**Percent Voter Turnout**

-  34% - 54%
-  55% - 57%
-  58% - 61%
-  62% - 65%
-  66% - 82%



# VOTING:

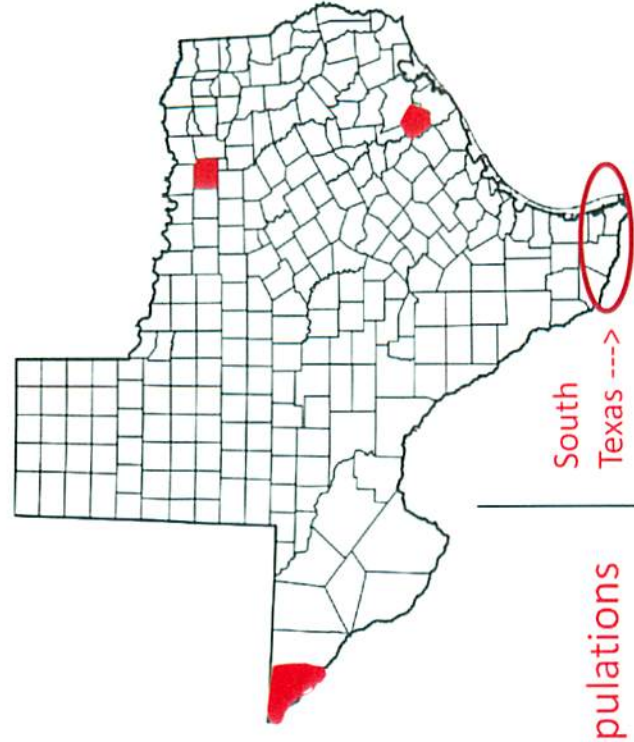


El Paso and Hidalgo counties

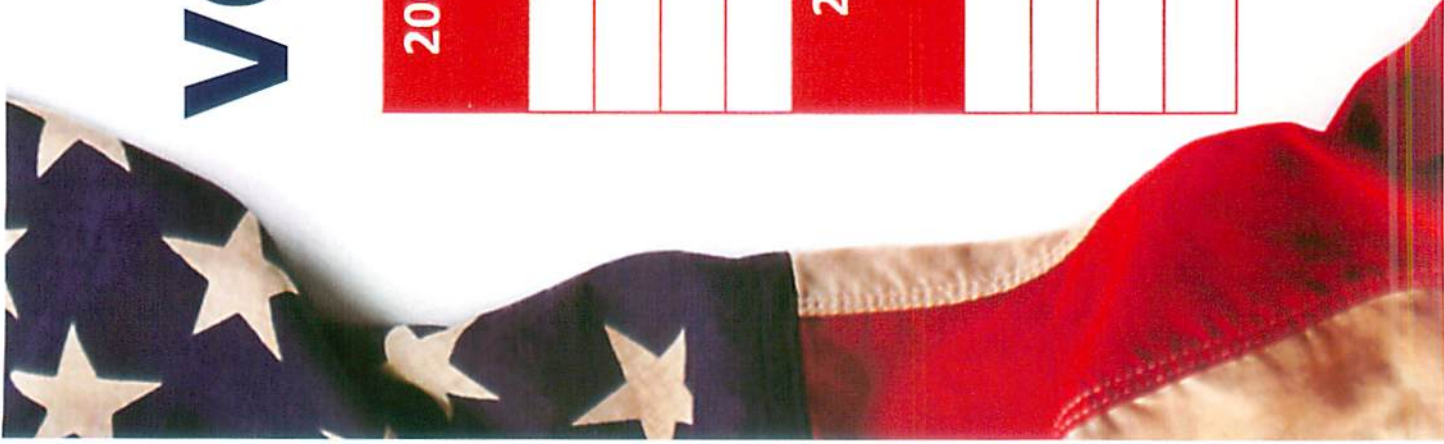
- ❖ Top 10 for size of their voting age populations
- ❖ Bottom 50 in voter turnout

Collin and Fort Bend counties

- ❖ Similar in size to El Paso and Hidalgo counties
- ❖ Top 5 for their voter turnout in 2008



Texas is the 2<sup>nd</sup> largest state in the country.



# VOTING:

2008 PRESIDENTIAL ELECTION			
	Hidalgo County	Cameron County	Starr County
Percentage Turnout	43%	45.6%	34.5%
Registered Voters	306,626	167,015	28,796
Ballots Cast	132,626	76,194	9,935
2010 MID TERM ELECTION			
	Hidalgo County	Cameron County	Starr County
Percentage Turnout	26%	35.8%	13.4%
Registered Voters	297,602	167,015	28,796
Ballots Cast	77,853	59,902	3,864

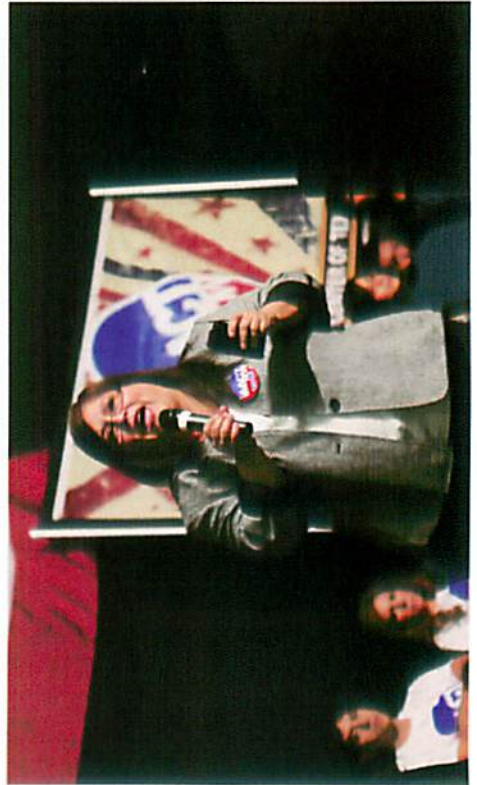


# VOTING:

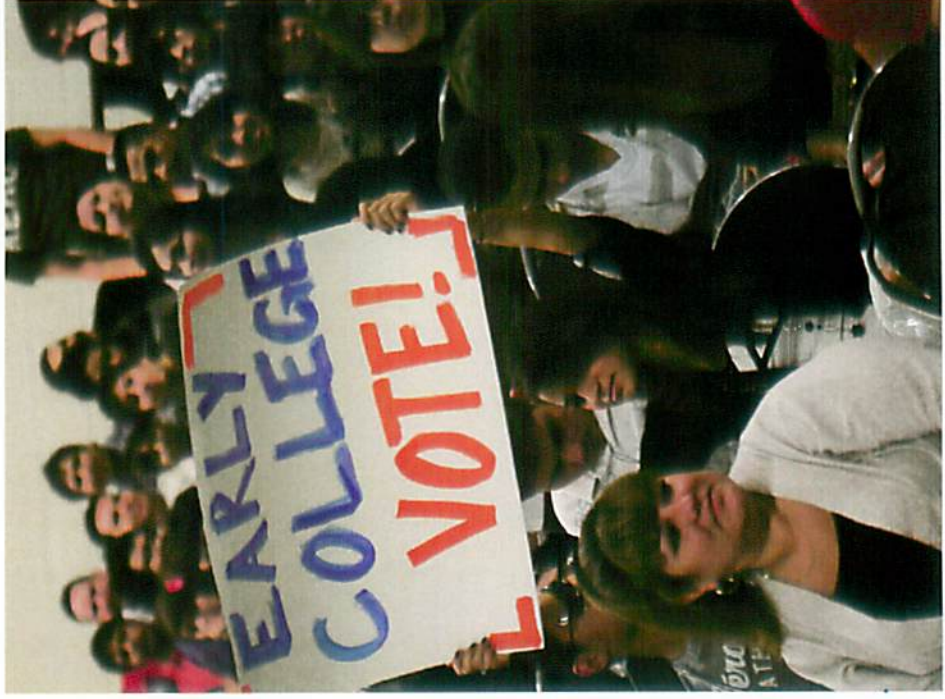
## Empowering South Texas in 2012

Hidalgo County	Cameron County	Starr County
<p><b><u>GOAL</u></b> Turnout: <b>6 out of 10</b> Registered Voters: 297,602 Votes needed: <b>178,561</b>  An Increase of: <b>46,000</b></p>	<p><b><u>GOAL</u></b> Turnout: <b>6 out of 10</b> Registered Voters: 167,015 Votes needed: <b>100,209</b>  An Increase of: <b>24,015</b></p>	<p><b><u>GOAL</u></b> Turnout: <b>6 out of 10</b> Registered Voters: 28,796 Votes needed: <b>17,277</b>  An Increase of: <b>7,342</b></p>

# Class AACT 2012 High School Senior Summit



# Civic Education



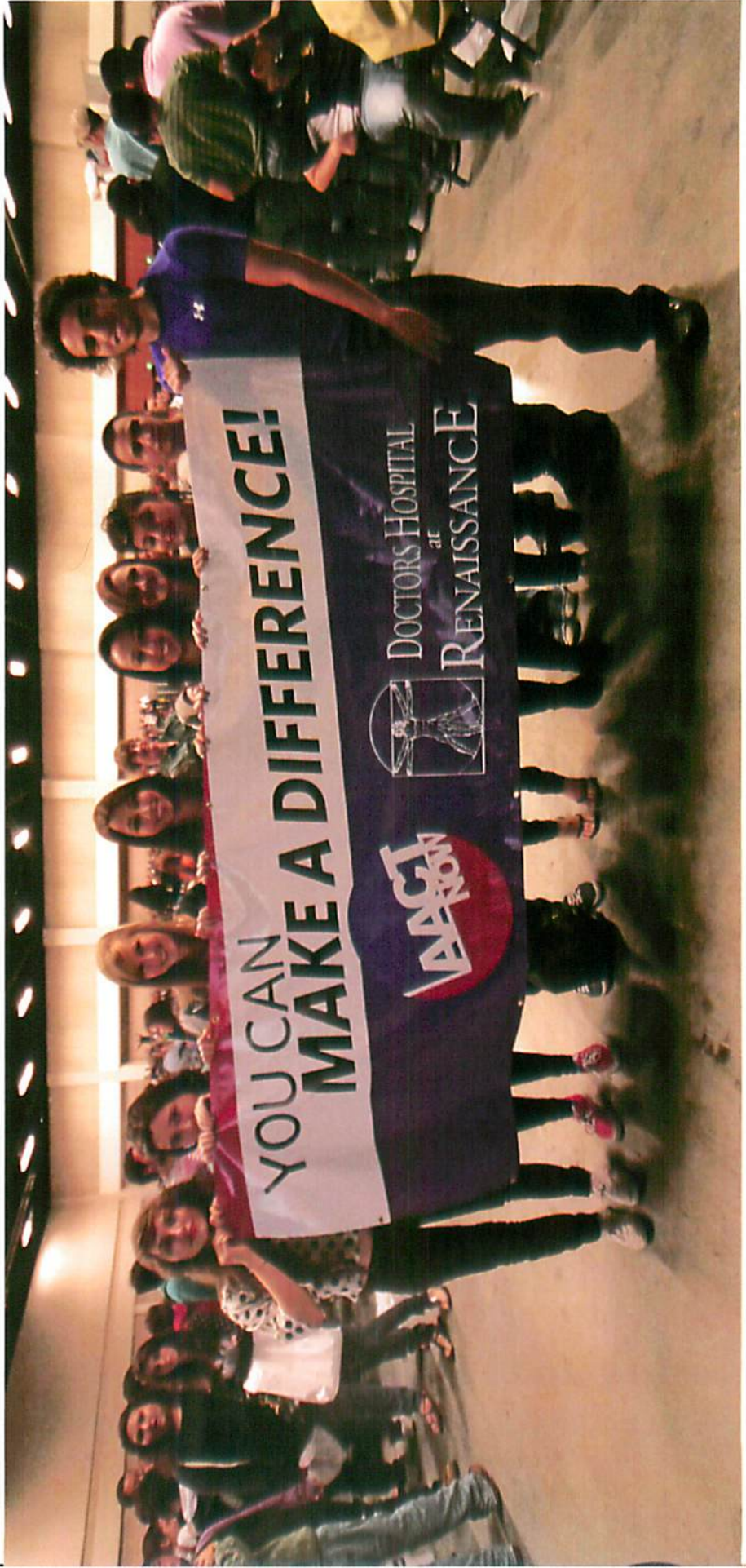
# Youth Voter Engagement



# Voter Registration



# Commitment To Your Community

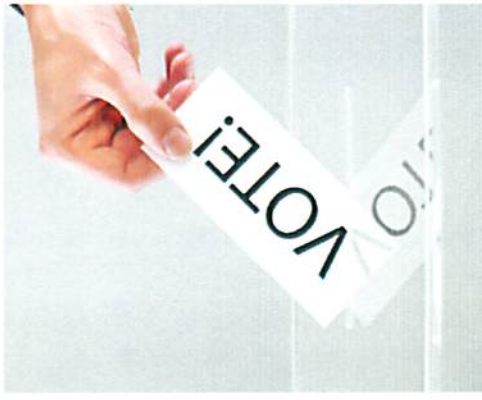




# VOTING:

## Make Your Voice Count

- ★ Voting consistently gives us a voice and brings in State and Federal funding to the Rio Grande Valley
- ★ Strive to make the next generation better by VOTING
- ★ A quality education for our children. Education is the *great* equalizer.
  - ★ Qualified teachers
  - ★ Access to higher education
  - ★ Creating a viable workforce
- ★ Healthcare
- ★ Infrastructure  
(roads, highways, business development)





# VOTING: Every Vote Counts



**AACT NOW**



Remember: "The Next Generation has to be **BETTER** than the last!"