



Poder NC

NEWSLETTER



**Alexia,
The Voter**

Join the Excitement!

Dear supporter of Poder NC Action,

As we get closer to the election, we are all hands on deck in making sure our people come out to vote in North Carolina and truly make a difference in this pivotal state. In the past few weeks, we have come up with an exciting and, as always, creative strategy to connect with young Latinx voters that will allow our membership to be informed and motivated voters in November. This includes virtual social hours for our members, a debate watch party, our Ballots y Belleza event in Charlotte, and multiple Parties at the Polls bus tours around North Carolina. Also, our novela-style digital ad began running on August 9th and is already demonstrating its potential to mobilize thousands more to the polls. So far, we've seen 671,153 impressions by young Latinx voters in North Carolina, and with the partnerships that we have made with organizations across the country, we can expect an even greater impact.

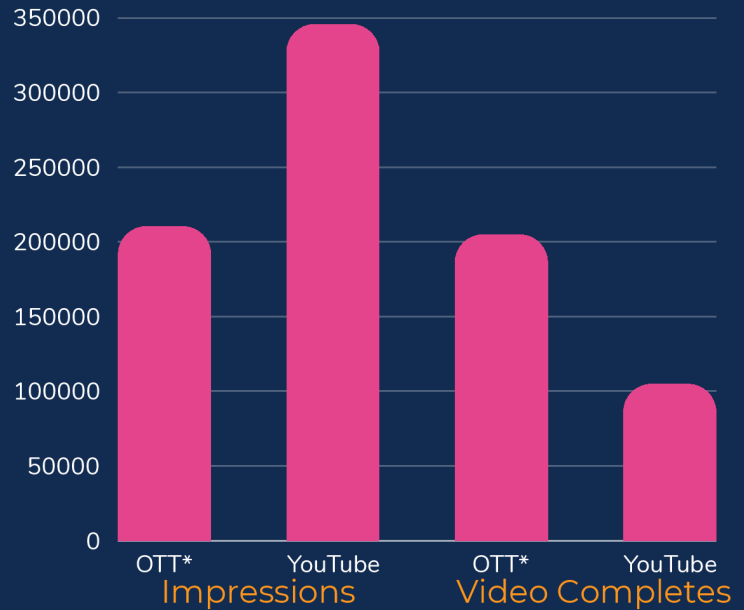
Currently, our 30-second trailer urging folks to go vote is at a 97.39% viewer completion rate. These ads are running on platforms that are widely used such as YouTube, Hulu, Peacock, and more. You can see how these digital ads are resonating with the media in these articles written about our first (with more to come!) novela.

Your financial support has been immensely helpful in the past and our work would not be possible without your continuous support. We would love to discuss how we can work together on our innovative and inspiring projects! I know our schedules are filling up quickly as we get closer to the election, but we were hoping we could chat sometime in the upcoming days so our plans can materialize into reality. Please let me know if there is any availability so I can pass along the info to one of our Co-Executive Directors, Irene Godínez, and schedule a meeting soon. We are excited to talk with you!

Thank you so much,
Carlos Serrano



Views Statistics



*OTT: Over the Top Services such as Hulu, Peacock, Tubi, etc

In The News!

- Luz Media
- Fulcrum



A Special Thank You to Our Partners

STATE PARTNERS

- Arizona Center for Empowerment – <https://www.empoweraz.org/>
- Florida Rising Together – <https://floridarisingtogether.org/>
- Voces de la Frontera in Wisconsin – <https://vdlf.org/>
- PICO California – <https://picocalifornia.org/>
- The Latina Initiative (Colorado)– <https://www.latinainitiativeco.org/>

NATIONWIDE PARTNERS

- When We All Vote – <https://whenweallvote.org/>
- All* Above All – <https://allaboveall.org/>
- Latinx Greek Fraternities and Sororities



Ballots y Belleza



Join our upcoming **Ballots y Belleza** campaign event on Sunday, September 29th in Charlotte!

Our signature event curates a joyful civic education opportunity for newish Latinx voters who have voted less than twice. At Ballots y Belleza our voters get pampered with a free beauty service while a Poder Ambassador walks them through their sample ballot informing them of each office on their ballot. Our goal is to ensure that community members, voters, and non-voters, are confident and informed on how to use one of their most powerful tools – their voice.

Message info@podernc.org to get involved.

Get involved now

info@podernc.org