

PA UNITED'S ELECTORAL WORK: BUILDING A WINNING MULTIRACIAL COALITION



For democracy to work for all of us, it must include us all. In 2020, PA United members and volunteers worked tirelessly to turn out in record numbers and elect new leaders who are committed to building a Pennsylvania—and an America—that works for all of us.

DEEP CANVASSING DELIVERS

PA United member leaders in Erie, Allegheny, Beaver, Westmoreland, Washington, Crawford, and Centre counties utilized a novel approach to voter outreach called “deep canvassing,” where canvassing is based on transformative rather than transactional relationships.

BY THE NUMBERS

1,100 PA UNITED VOLUNTEERS



made **381,165** deep canvass calls and had **9,921** conversations.

22.7% of deep canvass conversations moved the voter toward Biden.

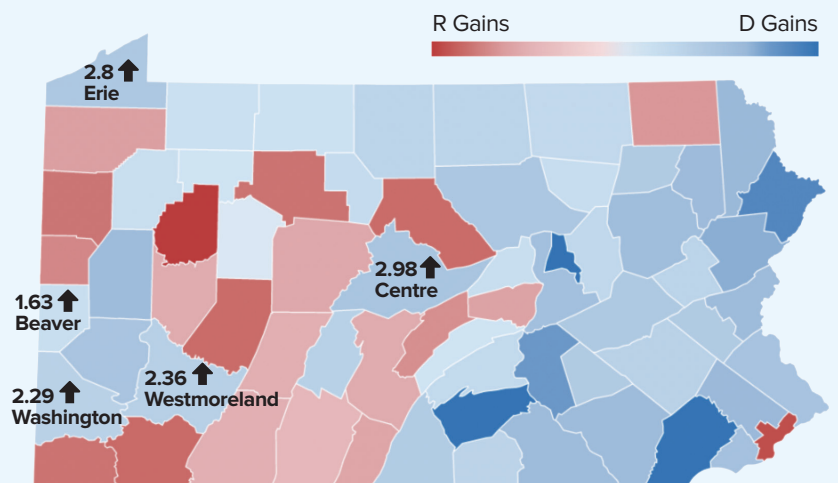
TURNING OUT OUR BASE IN RECORD NUMBERS



PA United made **3 million phone calls**, and sent **1.3 million texts** to ensure that despite COVID, the economic crisis, and deliberate barriers set to silence the voices of people struggling to make ends meet, voters turned out in record numbers.

PUSHING BACK TOWARDS BLUE

In addition to flipping Erie blue, we stopped a 28-year trend in Beaver, Centre, Washington, and Westmoreland Counties. Until this year, Republican candidates' vote share increased every presidential election since 1992. Thanks in large part to our efforts, we pushed these counties back towards blue by an average of **2.4 points**.



Source: www.penncapital-star.com/election-2020/the-counties-that-pushed-biden-to-the-presidency-in-pa/