

California PICO affiliates increased voting by 9 percentage points among infrequent voters in their communities in the February 2008 presidential primary election. According to research, well-conducted door-to-door campaigns typically increase voting by 7-12 percentage points. With an increase of 9 percentage points, participating PICO affiliates are well within this range. Even more impressive, the February election was the first time California PICO affiliates have conducted a coordinated statewide door-to-door campaign to get-out-the-vote (GOTV).

PICO California and ten PICO affiliates conducted 20 door-to-door campaigns for the February 2008 election along with some mixed and phone-bank only campaigns. Overall, California PICO affiliates knocked on more than 9,500 doors and spoke with more than 3,000 infrequent voters in the weeks and days leading up to the February election. As part of this effort, local affiliates trained more than 500 leaders from 45 member congregations and community groups to develop and carry out local GOTV campaigns.

These GOTV campaigns were made possible by a grant from The James Irvine Foundation as part of their research on how to improve voting among infrequent voters – particularly those in low-income and minority communities.

The participating PICO affiliates are to be congratulated for their outstanding work. Participating affiliates are:

- Area Congregations Together (Sacramento)
- Congregations Building Community (Modesto)
- Faith in Action (Kern County)
- Faith in Community (Fresno)
- Greater Long Beach Interfaith Community Organization
- Inland Congregations United for Change (San Bernardino and Riverside County)
- LA Voice
- North Valley Sponsoring Committee (Northern California counties including Colusa, Sacramento, Sutter, Tehama, Yolo, and Yuba.)
- Orange County Congregation Community Organization
- People and Congregations Together for Stockton

With support from The James Irvine Foundation, these PICO affiliates also conducted GOTV campaigns for the June election and will also reach out to voters for the November presidential election.

For more information on this project, or if your organization would like to get more information on conducting voter outreach, please contact Nancy Ly at nancy@picocalifornia.org or (916) 502-3027.