PROJECT GIGANTE

I. INTRODUCTION

Messaging strategy for critical audiences is central for any communications or mobilization program. Too often, however, takeaways for general populations are applied to Latinx populations blindly. At the same time, Latinx populations are often treated as a monolith, assumed to behave similarly irrespective of other attributes. This reality is intensified by challenges in testing methods for small populations generally and people of color specifically.

In Project Gigante, EquisLabs sought to address these challenges head on. We set out to run large-scale tests to unearth data-driven best practices on digital content creation that could be implemented by a variety of organizations. Specifically we wanted to identify the combinations of **message, messenger, and tone** that are most likely to increase engagement and enthusiasm among subsets of Latino voters, such as **Latinas, or young voters, or the unregistered**.

In what follows, we offer a brief description of the methods used in this program, a description of the content, and the results of our experiments. There were some challenges to this project -- some predicted and others unforeseen -- that are addressed at the end of this report with recommendations for future testing.

II. METHODS & APPROACH

The content for each round of testing was designed to have components of commonality and variability, with identified potential hypotheses for each. The main unit of analysis in this approach was the individual video -- enabling us to build a pool of discrete data points for each video among different audiences of interest.

For each video, we developed data from two sources:
1. **Most important:** We measured each video via Swayable for content evaluation relative to a control group. The audience of this content testing was restricted to self-identified Latinxs, and excluded Florida.[1] We looked at a number of parameters, including age, gender, partisanship, and registration status when analyzing the Swayable data.
2. We ran the videos as digital ads on Facebook and YouTube to test each content piece for engagement, building off methods used in prior digital testing programs. We hypothesized that there would be meaningful engagement variation among subgroups of Latinx populations.

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[1] Florida was excluded because the Latinx community in Florida is materially different enough to warrant its own message evaluation. A separate scope of work is being pursued in Florida.

We looked at several different questions to evaluate the impact of messaging. Our primary research question, however, was around mobilization. Our three main impact questions related to this included:

"How important is it for people like you to be politically active, for example by voting or contacting political representatives?"	*"How **likely** are you to vote in the 2020 general election for U.S. President?"*	*"How **excited** are you to vote in the 2020 general election for U.S. President?"*

We also asked questions about **political support for the President and political parties**, as well as **agreement with recent economic policy**, anticipating doing a round of production on the economy specifically.

We completed two full rounds of content production and testing, ultimately testing 24 videos in total.
- Round One:
  - Featured five different messengers -- a young Latina, a young Latino, an older Latina, an older Latino visually identifiable as rural, and a non-Latinx woman
  - Videos also varied on tone, featuring cuts that were designed to come across as angry, serious, or emotional;
  - Relatively fixed script substance about the need to engage in the political process.
- Round Two:
  - All featured the same messenger -- the young Latino man from Round 1;
  - Featured 12 different messages;
  - Half of the videos included references to Trump while half did not, enabling a comparison of the pool of Trump content to non-Trump content.

III. CONTENT

In Round 1, b-roll cutaways of content were spliced into videos at a couple of points. In Round 2, all videos were straight reads to the camera. Content was filmed in Las Vegas with actors.

Round 1 - Messenger and Tone (click on each tone for the full videos)

Young Latina

- [Angry](#)
- [Emotional](#)
- [Serious](#)

Young Latino

- [Angry](#)
- [Emotional](#)
- [Serious](#)

Older Latina

- [Angry](#)
- [Emotional](#)
- [Serious](#)

Older Latino

- [Angry](#)
- [Emotional](#)

Non-Latinx Woman

- [Emotional](#)

Round 2 - Message (Click on each message title for the full video; full scripts are in the appendix)

Message title	Cuts of the script
Positive Social Norms	*"Your family and your community are counting on you to make your voice heard this year"*
Immigration	*"Some people blame immigrants for the problems we have in this country. I like to imagine there's a better way."*
Health care	*"I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up."*
Vote for a Dreamer	*"My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too."*
Race-Class Narrative	*"We need to join together across racial differences, like we've done in the past, to fight for better."*
Confidence Message	*"You don't need more information to make the right choice in the voting booth. You know what issues affect your family and your community most because you experience them every day."*
Positive Social Norms w/ Trump	*"We know Trump supporters are ready to vote this year. It's time to show them that there are more of us than them."*
Moral Message w/ Trump	*"We deserve a President that shares our values -- who tells the truth and is respectful to others. It's clear Trump doesn't."*
Immigration w/ Trump	*"Donald Trump says terrible things about immigrants, and what he does is worse: separating children from their parents, keeping kids in detention camps and in cages."*
Health care w/ Trump	*"This year, I'm voting for someone who wants to keep our families healthy - not someone like Donald Trump who's taking apart our health care piece by piece."*
Vote for a Dreamer w/ Trump	*"My best friend is a Dreamer. He has been in this country since we were kids, and this is the only home he knows. Yet Donald Trump wants to deport him, and thousands of other young people like him."*
Latino Vote Matters	*"Experts are saying the Hispanic vote will be decisive in the 2020 election. More Latinos than ever are expected to vote this year. Will you be one of them?"*

IV. KEY TAKEAWAYS AND RECOMMENDATIONS

We knew running a program like this would be difficult - it's why no one had ever done it before. This project and its results are only the beginning, and there is so much more to test. Still, we developed a number of specific recommendations for partners developing content for these audiences.

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KEY TAKEAWAYS
- **Testing and content creation with Latinos in mind is key**
  - Latinx messengers are at least as effective, and in some cases significantly more effective, at increasing mobilization compared to a non-Latinx messenger.
- **Tailor messaging to specific Latinx subgroups to increase mobilization effects**
  - Latino men were much harder to move than Latinas.
  - Content -- particularly for men -- is more effective when it draws upon an explicit reference to identity in some way.
- Heightened tones, including angry or emotional framing, can be more effective at increasing mobilization.
- The *Moral Message w/ Trump*, *Vote for a Dreamer w/ Trump*, and *Latino Vote Matters* messages were most effective at increasing mobilization.
- Messages referencing Trump increased excitement about voting more than messages that did not.

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Recommendations

As a toplevel takeaway, we found that among Latinx populations, there were meaningful breakdowns in response to content by looking at political affiliation, registration status, gender, and age. The detailed findings by subgroup can be found later in the report. We discovered some interesting trends between strong partisans and lean/undecided voters, specifically, that align closely with our work through Equis Research with ambivalent voters. While this needs further refinement through future research, we would recommend organizations conduct not just targeting decisions based on these parameters, but also message testing.

Perhaps unsurprising for practitioners or those who work on these projects, many content pieces failed at their goal of increased mobilization. Another way of saying this point is that absent testing and deliberate content creation for Latinx audiences, we are doomed to waste significant resources. This work is hard, and dedicated assessments of specific messages is critical for success.

V. PANEL TEST RESULTS BY SUBGROUP

Takeaways for all Latinos
We found some interesting results for all Latinos generally, These results are interesting on their own, but some are more interesting if you use them as a point of comparison for our

subgroup specific findings to better understand the ways we can maximize our impact by creating content for specific subgroups over content for Latinos generally.

Latinx Messengers over Non-Latinx Messengers

For all Latinos, we found that **the young Latino actor was most effective at increasing mobilization**. Of note, we did not find any consistent evidence that the older Latina was the best messenger for any audience, including targets who fit that demographic. While this may have been reflective of that particular actor, the results suggest that, directionally, younger messengers are better-suited for engaging populations irrespective of demographic.

We also found **Latinx messengers are as effective or significantly more effective** at increasing mobilization compared to a non-Latinx messenger. The data shows what we intuitively knew: we should be using Latinx messengers when communicating with the Latinx community to maximize our potential impact.

Heightened Tones are Most Effective

In our first round of testing, we found that the **angry tone was most effective for increasing mobilization** compared to the control. With some subgroups, the angry tone had a significantly greater effect compared to the emotional tone. When we retested the angry and emotional tones in round 3, however, we found both tones were effective at increasing mobilization compared to the control and there was no significant difference between them. One interpretation of the differing results per round is that the difference between tones might have less to do with "tone" in how we intended it, and more to do with emotionality of the message, with **a stronger emotional quality of content appealing more strongly to our audience.**

Referencing Trump Increases Excitement Around Voting

The top performing messages were the *Moral Message w/ Trump, Vote for a Dreamer w/ Trump*, and *Latino Vote Matters.*

All Latinos - Mobilization Scale
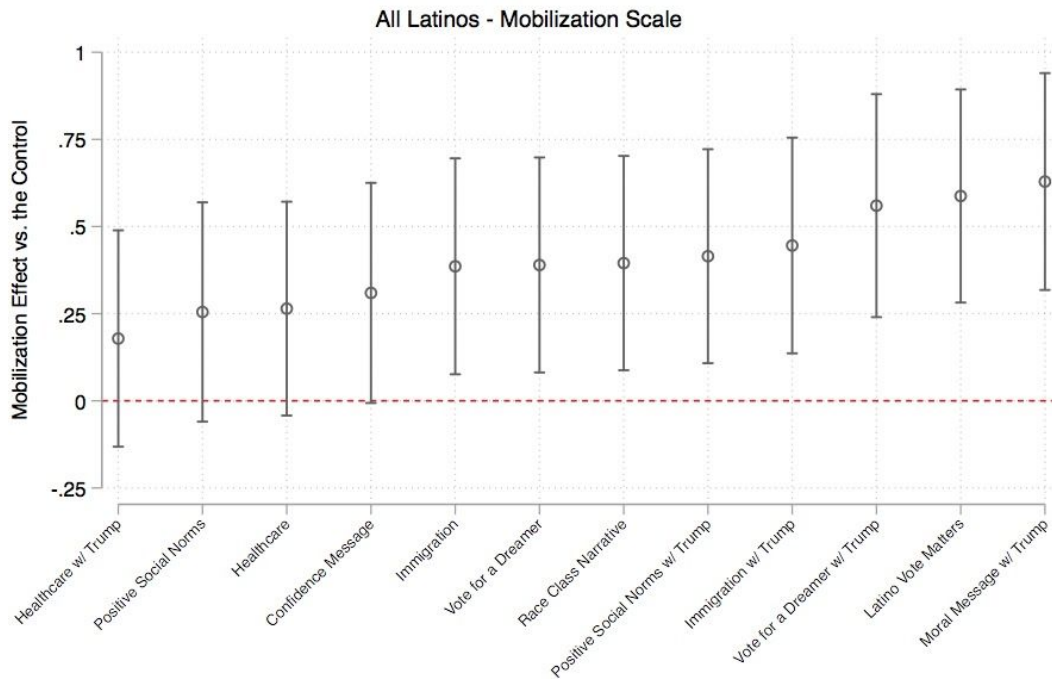
We also found that **referencing Trump made our audience more excited about voting in 2020**. Note, however, that most of our ads referencing Trump would hardly be classified as attack ads.

Table 1: The Effect of Mentioning Trump on Mobilization - Trump Disapprovers[*] Only

Significance: ** p < 0.05, * p < 0.10
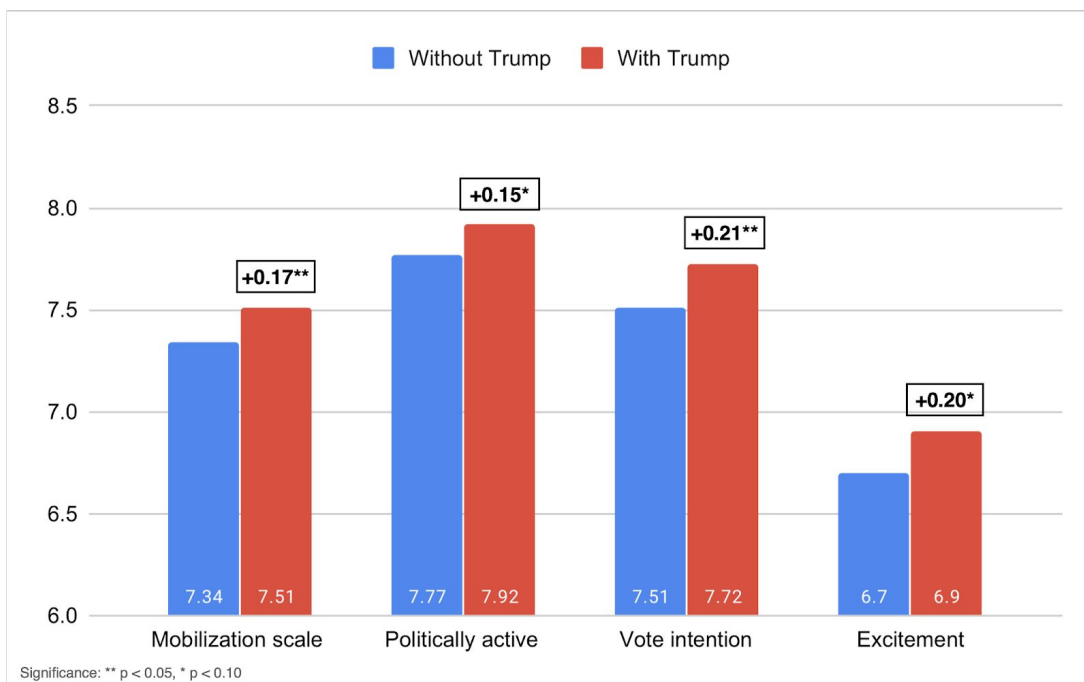
[*]people who disapprove of the job Trump is doing as president.

The largest effects around including Trump were for *Vote Intention* (p = 0.045) and *Excitement* (p = 0.061).

Takeaways for Latinas

Latinas were much more easily moved by the content we tested than Latino men. Several messages "work" for Latinas but not for Latino men, namely *Race/Class Narrative, Immigration w/ Trump* and *Moral Message w/ Trump*. One especially interesting message-specific finding for Latinas is that **our digital-first version of social pressure - *Positive Social Norms* - increased mobilization for Latinas but not Latino men.**

When it comes to messengers, **Latinas were more likely to respond favorably to female messengers than male messengers**.

For Older Latinas, Angry Tone and Young Latino Messenger are Best

For Older Latinas specifically, the **young Latino male was the best messenger**, with the Angry Young Latino video outperforming the others from round 1. In general, **the angry tone was always best** for Older Latina audiences.

Takeaways for Latino Men

Latino men were more difficult to move with the content we tested. Specifically, the analysis suggests Latino men are more difficult to move on vote intention and excitement to vote.

For Latino men, the *Vote for a Dreamer* message continues to rise above the rest, and worked especially well for less strong partisans. Vote intention is stubbornly unmoved for Latino men except for the **Positive Social Norms message, which actually has a negative effect on likelihood of voting in 2020**. When we retested this video in the third round, we found again that *Positive Social Norms* did not increase mobilization (though there was no evidence of negative movement in the retest).

In addition to the default attributes discussed, we also "tagged" videos with an attribute we called "Latinx appeal." We defined "Latinx appeal" as a creative message that directly invoked Latinx identity or in some other way was obviously identifiable as a message designed to appeal to this community. This is distinct from an attribute that might be a less obvious appeal, like using a messenger who is a member of a community but does not make reference to that fact. Videos that were tagged as including a direct "Latinx appeal" were both *Vote for a Dreamer* messages (with and without Trump), *Latino Vote Matters,* and *Immigration with Trump*. **Among Latino men, only the videos with direct "Latinx appeal" had a significant effect on mobilization relative to the control**.

For Younger Latinos, All Content was Effective

Among young Latinos, both the Angry Young Latino and the Emotional Young Latino videos produced a significant increase in mobilization relative to the control. There were also no significant differences by tone, gender or age for any of the mobilization measures - **all tones and messengers were effective at increasing mobilization**.

Older Latino Men were Harder to Move

Older men were much harder to move. **Among older men, none of the combinations of actor and tone had a significant effect on mobilization**.

Takeaways by Partisanship

Definite Dems vs the Uncertain Middle

In addition to demographic splits, we looked at partisan breakdowns in the data, and found that stronger partisans were easier to move, showing larger mobilization effects.

We split respondents into three groups based on their response to the following question: If elections were held today, would you be more likely to vote to re-elect President Trump or vote for Joe Biden in 2020? Responses ranged from 0 (Definitely Trump) to 10 (Definitely Biden). Respondents who chose 0 (Definitely Trump) were placed in a "Trump Voters" category and their responses were largely removed from our analysis. Respondents who chose 10 (Definitely Biden) we called Definite Dems. Everyone else was placed into a group we called the "Uncertain Middle."

The *Immigration w/ Trump* message proved most effective for Definite Dems, while the *Vote for a Dreamer w/ Trump* message performed best for the Uncertain Middle. More generally, two messages produced significant effects for both Definite Dems and the Uncertain Middle: *Moral Message w/ Trump* and *Latino Vote Matters*.

Takeaways by Voter Registration Status

Gender Differences for Messengers

We also compared responses by voter registration status, and found that **unregistered respondents were moved more by male messengers than female messengers**. This was in direct contrast with **registered populations, for whom the female actors caused greater effects, particularly with respect to increases in self-reported excitement to vote**. When we retested videos in the third round, we included a question on gender equality to help better understand why this was the case, and found some suggestive evidence that the preference for male messengers among unregistered voters is driven by those with more conservative gender attitudes.

Registered Respondents were Easier to Move

Perhaps unsurprisingly, the unregistered were more difficult to move with the messages we tested, particularly with respect to vote intention and excitement. Again, **the *Vote for a Dreamer w/ Trump* message is the most effective**. While registered respondents are much easier to move, there is not an obvious takeaway of which message was most effective. There was no clear pattern pointing to a particular message (or messages) as being preferable to the others for registered respondents.

Takeaways by Partisanship & Voter Registration Status

When we break up Definite Dems and the Uncertain Middle by voter registration status we notice a couple key findings. Among registered voters, the *Immigration w/ Trump* message has the largest effect for Definite Dems, while the *Vote for a Dreamer* message has the largest effect for the Uncertain Middle. By contrast, **among unregistered voters, *Race/Class Narrative* has a large, positive effect on vote intention within Definite Democrats** -- potentially making it an especially powerful message framework for voter registration programs.

Positive Social Norms not Universally Effective

Among registered respondents, both *Positive Social Norms* messages (with and without Trump) increased mobilization among Definite Dems with no significant difference between the two messages. Among registered respondents in the Uncertain Middle, however, there was no significant mobilizing effect of either message. In contrast, among unregistered respondents the opposite is true - both messages increase mobilization among unregistered Latinos in the Uncertain Middle, but there is no significant mobilizing effect of either message among unregistered Definite Dems.

VI. ENGAGEMENT TESTING RESULTS

To test for differences in engagement levels by subgroup, we ran all our videos as digital ads on Facebook and YouTube and measured relative likelihood of the different groups to spend time with the content. Generally, we found no significant differences between subgroups. We suspect it was because of the similarities in the content. We developed the content by prioritizing isolating our key variables, which ultimately meant most of our content looked and felt similar.

While the variability between groups was small there were some results of interest summarized below:

Facebook	The older messenger had higher watch rates than the younger messengers across audiences. For rural audiences in particular, there

	was higher confidence than other groups that the older actors did proportionally better. Systematic trends in the data about which subgroups spent the most time with our content generally. Watch times from highest to lowest: 1. Non-rural Latinas (older than 45) 2. Rural audience 3. Younger Latino men 4. Younger Latinas
YouTube	We saw no real variance among subgroups, but the videos with the emotional tone performed best from a watch time perspective, followed by the angry tone, followed by the serious tone (which had only about 60% of the view-rate as the emotional tone.) Again, no statistically significant variance among the subgroups, the non-Latinx messenger was by far the worst performing (although this may have been because of the particular protagonist as opposed to a generalizable takeaway). The older Latino messenger also underperformed, although not as much as the non-Latina woman, relative to the other videos. Overall, the young Latina had the highest engagement rate. Directionally, then at least, this suggests that including Latinx messengers are important as opposed to repurposing non-Latinx messengers (potentially from other programs).

VII. FUTURE TESTS NEEDED

The *Positive Social Norms* message performed well with Latinas but not Latino men in this test. We encourage others to continue to test this and similar messages with this audience specifically to help uncover better messaging tactics.

It was difficult to detect movement for vote intention specifically, but we noticed a large, positive effect on vote intention with the *Race/Class Narrative* message for unregistered voters. Future tests should invest in testing the efficacy of a *Race/Class Narrative* message on boosting voter registrations.

We also would recommend testing content designed for non-Latinx or general audiences among Latinx populations to enable a more direct head-to-head assessment of relative impact.

We believe future work would be wise to invest in greater production variability and stylistic variance in order to detect bigger differences in engagement by subgroup.

Finally, we suspect the young Latino messenger was most effective because our audience perceived him as an "unlikely voter." Future tests should consider the impact of "unlikely voter" messengers on mobilization.

VIII. LESSONS LEARNED

While we learned a lot, there were many challenges to this project. Some of these were expected while others not. These challenges included changing targeting parameters on digital platforms, ample Latinx sample size for panel testing, costs of production, and -- of course -- a global pandemic.

Digital platforms and publishers continue to change the rules around targeting for political advertisers. While Project Gigante was founded on the idea that content created for specific subgroups of a specific audience would boost excitement around voting in ways more generic or broadcast content would not, digital platforms like YouTube have limited targeting options in ways that encourage production of these broadcast messages. We now better understand the urgency around strategic digital targeting recommendations when communicating with Latinx voters, and are committed to providing targeting guidance to our partner organizations as they plan digital tests and/or programs.

Testing options for Latinx-specific content are still lacking. More work needs to be done to recruit larger and more representative Latinx sample for panel testing. We will continue to face challenges understanding the nuances of different subgroups of Latinxs as long as there fails to be adequate recruitment of representative Latinx survey takers.

Finally, future iterations of this research should look to reduce the unit costs of production. Such an approach would enable a more robust statistical variation analysis by increasing the pool of content included -- a particularly useful consideration considering that the video was the main unit of analysis.

APPENDIX

Team

Caitlin Opperman, project coordinator
Carlos Odio, Equis Co-Founder
Stephanie Valencia, Equis Co-Founder
Nathaniel Lubin, project advisor
Dr. Rachel Stein, Dr. Melissa Michelson, and Stephanie DeMora, analysts.
Dr. Lorena Chambers and Kevin Hines, content production
Cheryl Hori, digital advertising

VIDEO SCRIPTS

Round 1 Scripts - Messenger and Tone

Serious Older Latina
Families like mine are the backbone of the country. Our small businesses add more than 700 billion dollars to the economy. When another politician forgets what we have given, voting is the way to remind them. And they should be paying attention, because the news keeps saying how this year, millions more people are expecting to vote -- one of the biggest elections ever. I will be one of them. You can count on it.

Angry Older Latina
We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we have given, I want to remind them. Millions of people are expecting to vote this year, and I will be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention. Because I'm voting. You can count on it.

Emotional Older Latina
We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we have given, I want to remind them. Millions of people are expecting to vote this year. We are inspired to vote by the people we care about, and the community we want to make better. I'm voting. You can count on it.

Serious Young Latino
Families like mine are the backbone of the country. The work I do and what I buy keeps our economy going. When another politician forgets what we've given voting is a way to remind them. And they should be paying attention because the news keeps saying how this year, millions more people are expected to vote. One of the biggest elections ever. I'll be one of them. You can count on it.

Angry Young Latino

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I'll be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Young Latino

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We are inspired to vote by those who raised us, and by the community we want to make better. I'm voting. You can count on it.

Serious Young Latina

Families like mine are the backbone of the country. Small businesses add more than 700 billion dollars to the economy and I work for one of them. When another politician forgets what we've given, voting is a way to remind them. And they should be paying attention, because the news keeps saying how this year, millions more people are expected to vote -- one of the biggest elections ever. I'll be one of them. You can count on it.

Angry Young Latina

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I'll be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Young Latina

My mom works hard. I've tried to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We are inspired to vote by those who raised us, by those we care for, and by the community we want to make better. I'm voting. You can count on it.

Serious Older Latino

Families like mine are the backbone of this country. The work we do and the products that we buy are what keeps our economy afloat. And when another politician forgets what we've given, voting is a way to remind them. The news keeps saying how this year, millions more people are expected to vote. One of the biggest elections ever. I'm voting. You can count on it.

Angry Older Latino

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when a politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year and I'll be one of them. When my family and my community is disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Older Latino

We work hard. I raised my children to do the same. This is OUR country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them that millions of people are expected to vote this year. And we're inspired to vote by those who raised us, by those we care for, and by the community we want to make better. I'm voting. You can count on it.

Serious Non-Latinx Woman

Families like mine are the front and center of the country. The work we do and the products we buy are what keeps our economy afloat. When another politician forgets what we're giving, voting is a way to remind them. And they should be paying attention, because the news keeps saying how this year, millions more people are expected to vote -- one of the biggest elections ever. I'll be one of them. You can count on it.

Angry Non-Latinx Woman

We worked hard. I raised my children to do the same. This is everyone's country and our families make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year, and I will be one of them. When my family and my community are disrespected, I fight for them. Politicians should pay attention: I'm voting. You can count on it.

Emotional Non-Latinx Woman

We worked hard. I raised my children to do the same. This is Everyone's country and families like mine make this country what it is. So when another politician forgets what we've given, I want to remind them. Millions of people are expected to vote this year. We're inspired to vote by those who raised us, and those we care for, and the community we want to make better. I'm voting. You can count on it.

Round 2 Scripts - Message

Positive Social Norms

Experts are expecting the highest turnout we've ever seen in the 2020 elections, with millions of new voters participating for the first time. These elections are some of the most important of our lifetimes. Democracy works best when we all participate, including you. Your family and your community are counting on you to make your voice heard this year. I know I will be voting. Will you?

Immigration

Some people blame immigrants for the problems we have in this country. I like to imagine there's a better way. Immigrants came from all over the world and brought their culture and experiences with them. It's what makes our country special. We vote because we know we can do better. Together we can make a country that respects the contributions of immigrants and treats them fairly. This year that's why I'll be voting. Will you?

Health care

I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up. We live in the greatest country in the world. Why shouldn't our health care be the same? This year, I'm voting to show that it's important to keep our families healthy. My family deserves that and so does yours. Change is possible, but we have to vote together. Can we count on you?

Vote for a Dreamer

My best friend is a Dreamer. He's been in this country since we were kids, and this is the only home he knows. He wants to continue to contribute to his community and provide for his family. But he needs our help. My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too. Will you join me in voting this year?

Race/Class Narrative

Whether white, black, or Latino, 5th generation or newcomer, most of us want similar things. Some politicians want to divide us against each other. They screw us over while pointing the finger at poor families, Black people, and new immigrants. That's why we need to join together across racial differences, like we've done in the past, to fight for better. And it starts with voting. I'm going to vote this year. Will you join me?

Confidence Message

I used to think I didn't know enough about the candidates or issues to make the best choices on election day, but I was wrong. You might not feel prepared, but you know more than you realize. You don't need more information to make the right choice in the voting booth. You know what issues affect your family and your community most because you experience them every day. I know I'll be voting. Will you?

Social Pressure w/ Trump

Experts are expecting the highest turnout we've ever seen, with millions of new voters turning out. We know Trump supporters are ready to vote this year. It's time to show them that there are more of us than them. Democracy works best when we all participate, including you. Your family and your community are counting on you to make your voice heard this year. I know I will be voting. Will you?

Moral Message w/ Trump

When I turn on the TV or scroll through my Facebook feed, I see a President who lies, bullies, and cheats. He uses hate instead of leading with compassion. We deserve a President that shares our values -- who tells the truth and is respectful to others. It's clear

Trump doesn't. If we want to bring back decency to the White House, we have to vote this year. I know I'll be voting -- will you?

Immigration w/ Trump
Donald Trump says terrible things about immigrants, and what he does is worse: separating children from their parents, keeping kids in detention camps and in cages. He tears apart families. He takes away protections from young Dreamers. And he turns away refugees fleeing persecution. We vote because enough is enough. Together we can make a country that respects the contributions of immigrants and treats them fairly. This year that's why I'll be voting. Will you?

Health care w/ Trump
I work hard to provide for my family - But with expensive prescriptions and medical bills, it's hard to keep up. Obamacare isn't perfect. But I definitely don't want to go back to how it was before. This year, I'm voting for someone who wants to keep our families healthy - not someone like Donald Trump who's taking apart our health care piece by piece. Change is possible if we vote together. Can we count on you?

Vote for a Dreamer w/ Trump
My best friend is a Dreamer. He has been in this country since we were kids, and this is the only home he knows. Yet Donald Trump wants to deport him, and thousands of other young people like him. My friend may not be able to vote, but I can. I have to-- his future is in my hands. And it's in yours too. Will you join me in voting this year?

Latino Vote Matters
In 2018, Latinos voted in historic numbers. As a result, we were able to kick racist sheriffs out of office, flip school boards, and elect a record number of Latinas to Congress who are shaking things up. That's why experts are saying the Hispanic vote will be decisive in the 2020 election. More Latinos than ever are expected to vote this year. Will you be one of them? When we vote, we win.