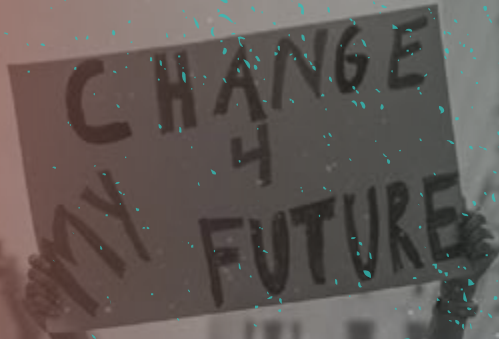
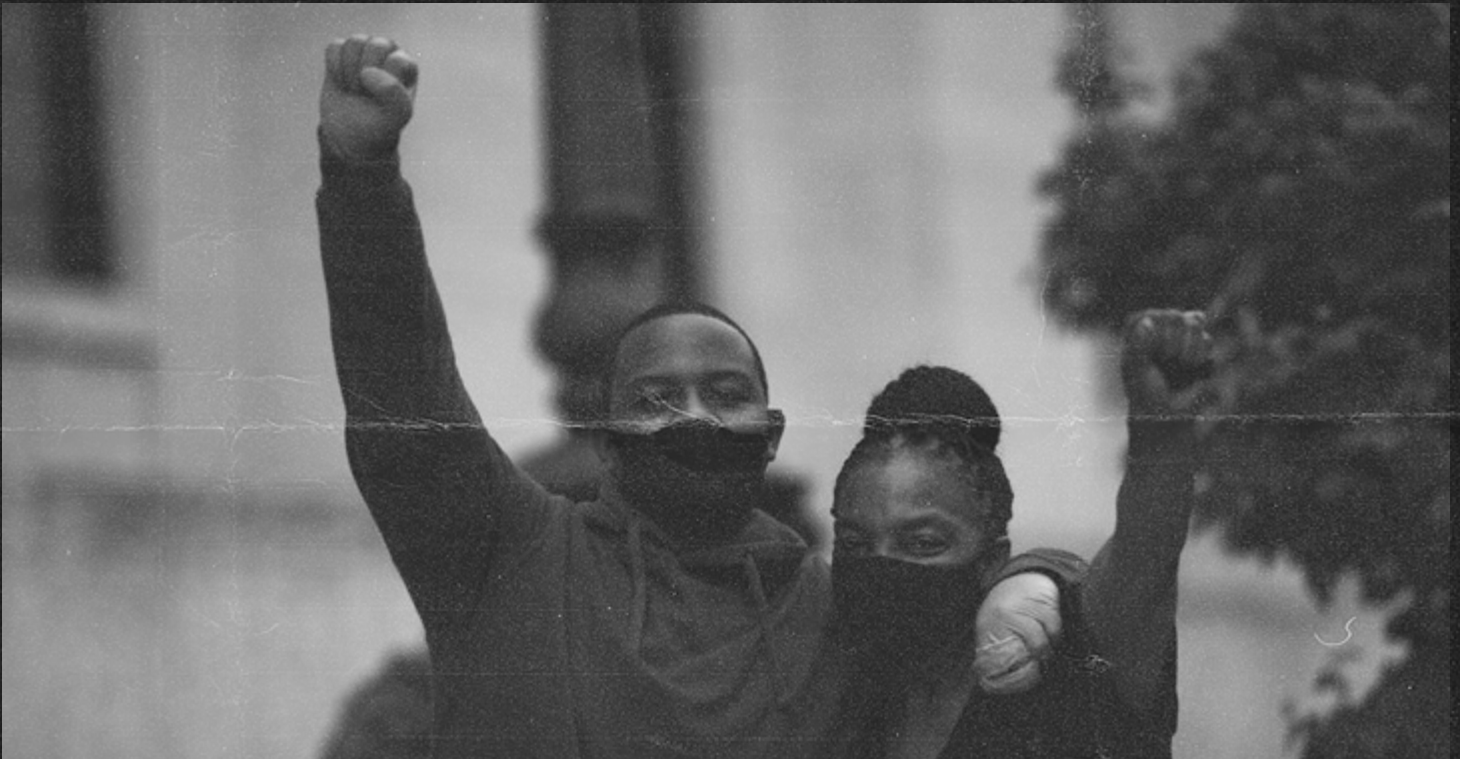


DELIVER BLACK DREAMS

2020 REPORT





DELIVER BLACK DREAMS 2020 REPORT

The Deliver Black Dreams (DBD) brand provides specific recommendations, based on rigorous research into perception and persuasion, to engage our Black base and Black persuadables who are ideologically in the middle. This is done with the keen awareness that Black people are not a monolith, they have the potential to be persuaded by opposition rhetoric and they largely prefer messages of cross-racial solidarity. Central to Deliver Black Dreams is the Race Class Narrative (RCN), an approach that weaves together economic empowerment, racial justice and gender equity.

Deliver Black Dreams launched in September of 2020 with an informational session for activists who were engaging Black voters. The major goal in our inaugural months was to amplify **Black American electoral power**, increasing and connecting the legibility and efficacy of the Black American vote to **Black American governing power**. Between that launch and election day, the campaign produced and distributed free videos, messaging guidance and other materials. This year, Black voters turned out in record numbers in key states for DBD (Pennsylvania, Michigan, Wisconsin, Minnesota and Ohio) and across the country.

Deliver Black Dreams was developed by Black Popular Front of Race Class Narrative Action. Learn more about RCNA at: raceclassnarrativeaction.com.



DELIVER BLACK DREAMS STRATEGY

Deliver Black Dreams was created to complement the ongoing narrative strategy of organizations that fight for racial equity in the United States and primarily in the Midwest. It was intended to expand capacities and make more possible for communications and organizing goals, while not adding more work to already robust programs. For example, Minnesota's Barbershops and Black

Congregation Cooperative (BBCC) embedded Deliver Black Dreams into an ongoing statewide brand to "We Make Minnesota: Deliver Black Dreams," the Ohio Organizing Collaborative integrated DBD into their "All of Us" branding and the City of Columbus partnered with Greater Columbus Arts Council to launch citywide public art displays.



While we launched and initially implemented Deliver Black Dreams during the 2020 election season, we are also using it in long-term grassroots organizing and communications strategies, including:

- **Building Black political people power in multiracial organizing structures**
- **Advancing a "We the People," pro-government, narrative amid a divisive political arena**
- **Cultivating multiracial public will and support toward revenue raising and leadership accountability**

RCN's nationally tested messaging is proven to mobilize and motivate behavior change, as opposed to just getting people to the point of agreement.

The basic frame is: Values, Villains and Vision.

- **Lift up a shared value that cuts across race and class.**
- **Name how that value has been violated, along with the villain and their intentions (explicitly as possible).**
- **Come back to the vision of what's possible when we work together.**

There were multiple ways we implemented this brand in organizing and mobilizing strategy during the 2020 election season: in conversations on canvasses and among allies; on public murals, posters, t-shirts and masks; in public statements and letters to the editor; in press interviews and speeches; on social media; and in radio ads and newspaper ads.

DELIVER BLACK DREAMS VIDEO SERIES

Deliver Black Dreams ran a video series of four videos, showcasing the breadth of the brand messaging and imagery.



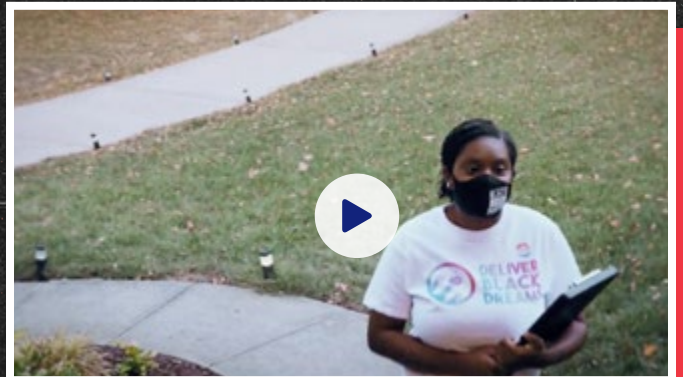
2020 WAS SUPPOSED TO BE LIT



DREAMING TOGETHER



STREET VOTER



MAKING A LIFE TOGETHER





HIGHLIGHTS:

- **Dream Together** was effective at increasing perceived enthusiasm of the Black community among a variety of segments, including people under 35, people in the West, those who identify as atheist and non-religious, as well as those who claim religion is not very important in their life, and among those who did not vote in 2016
- **Dream Together** increased mobilization and perceived enthusiasm of the Black community among very liberal individuals.
- **2020 Was Supposed to Be Lit** received the highest direct reaction scores, being perceived as the most relatable, relevant, credible, interesting, and worth sharing.
- **Street Voters** increased net mobilization among women, people 35-54, city dwellers, people in the South, those who make <50K a year, moderate to very liberal respondents, likely voters, and those who voted in 2016.
- **Street Voters** also increased perceived enthusiasm of the Black community among men, respondents under 54, city and suburban dwellers, people in the Northeast, South, and West, people of all incomes, moderate to moderate - conservatives, unlikely to potential voters, and those who did not vote in 2016
- **Street Voters** and **Making a Great Life** were perceived as more relatable, relevant, credible, interesting, and worth sharing than a standard get-out-the-vote video with a racial equity message.
- **Street Voters** and **Making a Great Life** was among the highest performing ads in engagement, click throughs and video completion when tested against 23 other GOTV videos with similar race-forward messaging.

Results from Swayable testing and the paid Faith in Minnesota ad program and testing





PAID PROGRAM HIGHLIGHTS

Placements:

- Facebook
- Instagram
- YouTube
- Radio
- Print
- Hulu*



hulu

**Not included in program numbers*

PEOPLE REACHED:

3,291,519

IMPRESSIONS:

8,739,933

ENGAGEMENTS:

1,138,917

VIDEO VIEWS

1,189,953

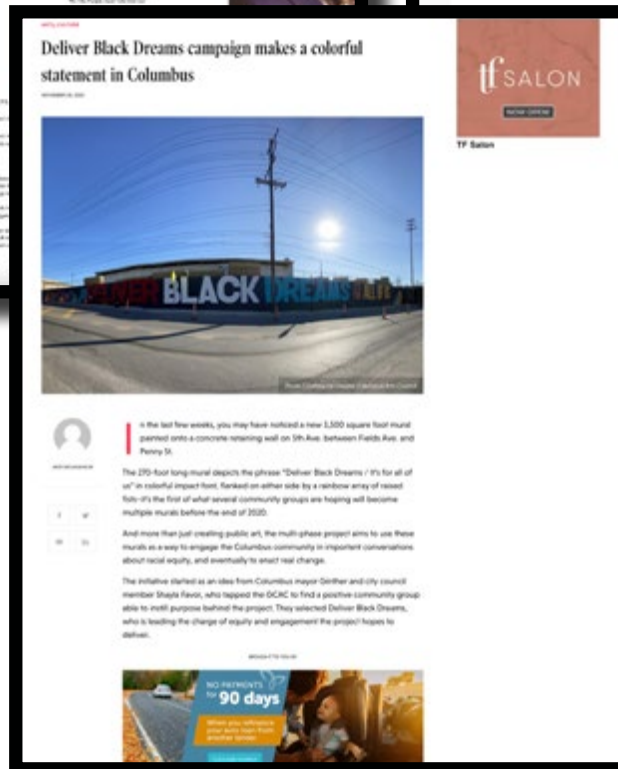
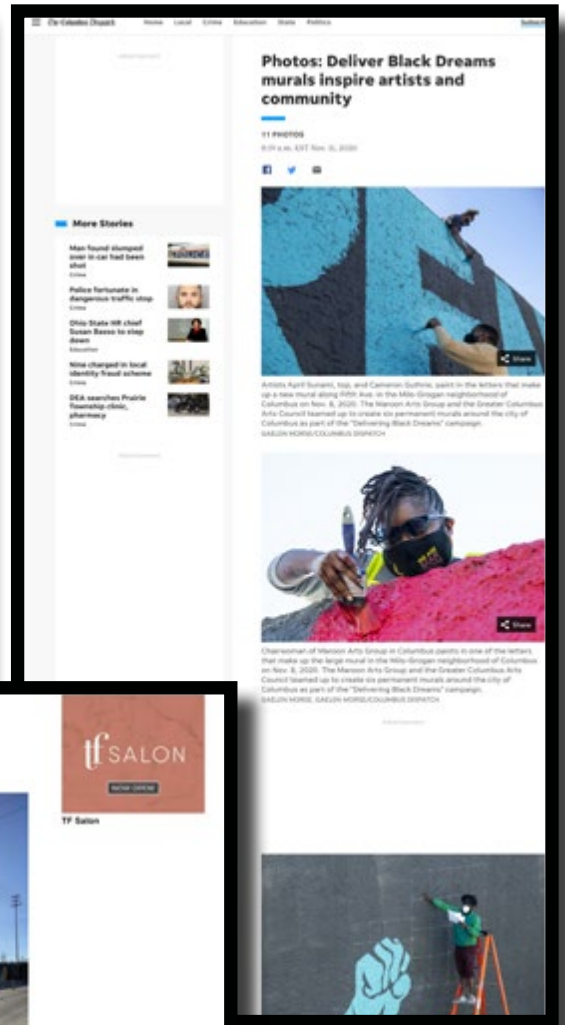


NOTEABLE PRESS COVERAGE

[614 Now News story \(Columbus, OH\)](#)

[Front Page Story of Insight News \(Minneapolis, MN\)](#)

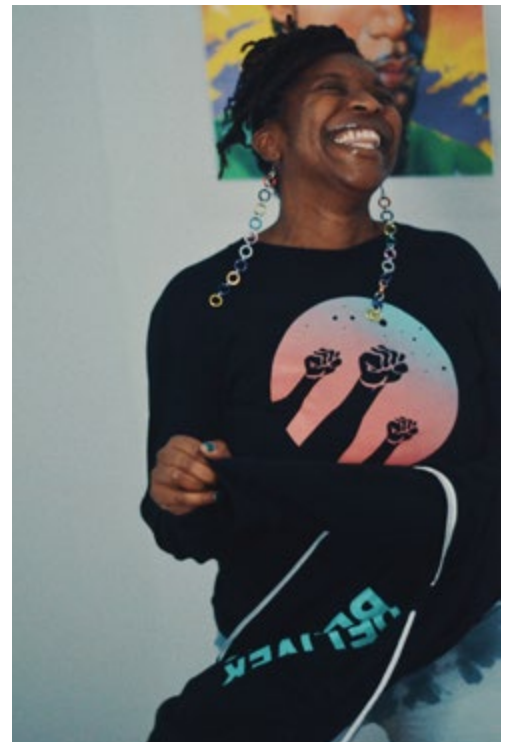
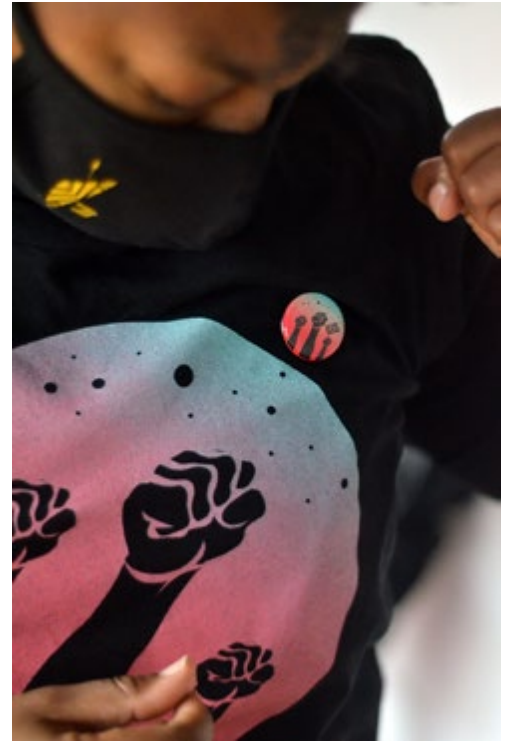
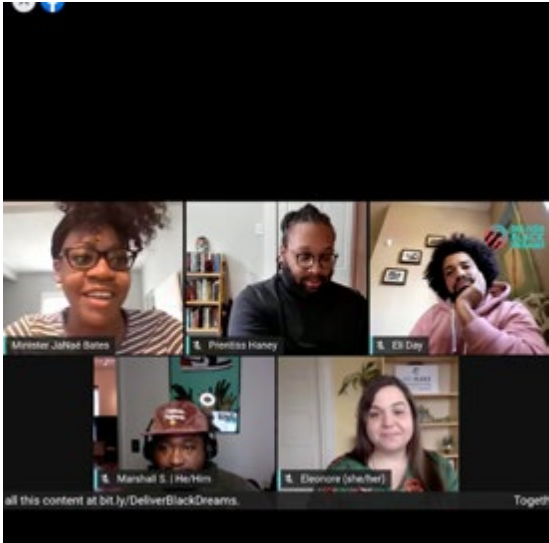
[Columbus Dispatch Photo Gallery \(Columbus, OH\)](#)



WHAT'S NEXT: CREATING AN ECHO CHAMBER

Implementation in Midwestern states like Pennsylvania, Michigan, Wisconsin, Minnesota and Ohio will continue. The groundwork has been laid by the Black Popular Front through swag distribution, regular communication with organizing partners in key states and continued content creation.

We spent this summer marching in defense of Black Lives. We voted in record numbers in 2020. In 2021, we're wielding the power of that vote to deliver Black dreams.





#DELIVERBLACKDREAMS