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Voto Latino Announces \$1 Million GOTV Effort to Thwart Newsom Recall Efforts in California

Program Seeks to Mobilize 600,000 Young Latinx Voters to “Vote No”

CALIFORNIA – Yesterday, [Voto Latino](#), the nation’s premier Latinx voter registration organization, announced it will be investing \$1 million in a program aiming to thwart California’s recall effort against Governor Gavin Newsom.

The program will seek to mobilize a GOTV audience of 600,000 young Latinx voters in the state. It will focus on three tactics, primarily using digital-first outreach, which Voto Latino expertly employed during the 2020 election cycle to achieve an organizational record of 617,714 completed registration applications, while helping to turnout more than 3.7 million Latinx voters in key battleground states, as well as layering in SMS and mail efforts.

Voto Latino’s messaging will look to emphasize the sham nature of this recall, stressing that Latino turnout will decide the balance of power in California, and potentially in the Senate, too. It will urge Latino voters to “Vote No” and stop right wing Republicans who have fomented the recall, highlighting their ongoing efforts to falsely claim the election was stolen from Trump, as well as the dire implications of their nationwide campaign to strip voting rights and make access to the ballot box harder.

“It’s imperative that Governor Gavin Newsom is kept on the job despite this orchestrated power grab being disguised as a legitimate recall election by Trump-emboldened Republicans,” said Voto Latino CEO María Teresa Kumar. “Through Voto Latino’s expertise in turning out Latinx voters, our goal is to make sure California voters are urgently aware of what’s at stake and ensure they receive and cast their ballots by voting ‘NO’ ahead of September 14th. The consequences of not participating in this recall election are grave, including losing Democrats’ Senate majority, and we will employ every GOTV tactic in our arsenal to stop it from happening.”

During the 2020 election cycle in California, Voto Latino had a 9.1 percent more effective turnout rate among its registered voters in the state when compared to Latinx general registrant turnout.

If interested, we can offer someone from Voto Latino to further discuss its \$1M investment in Latinx voter turnout for the California recall election.

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