

Welcome to the NRP's January Rural Roundup!



From Team New Rural Project <info@newruralproject.org>
To Steve Johnston <sjohnston@tuesdayforumcharlotte.org>
Reply-To <info@newruralproject.org>
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The New Rural Project's
Rural Roundup
Monthly Newsletter

Steve,

Today marks one year since the inauguration of President Biden, and a lot has happened since then! Over the last 365 days we have seen renewed investments in communities across our nation, including rural America. On the 4th of July, President Biden brought together local organizations to the White House that had established good rapport with their communities encouraging vaccine equity, such as the New Rural Project, and in doing so, he was able to encourage people who were hesitant to get the vaccine, **resulting in over 200 million shots in arms and countless lives saved.**

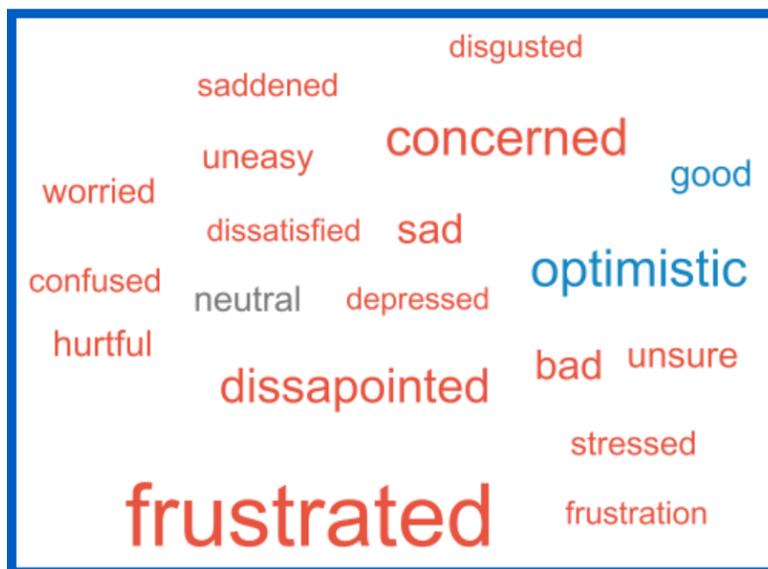
We've been honored to be a part of the vaccination efforts locally, and in September, President Biden and the White House officially recognized the New Rural Project for our vaccination efforts. Investing in our communities in this way will establish trust with residents and open lines of communication. This is the first step in our mission to increase civic and electoral engagement in rural communities.

Thanks for joining us,

Cynthia and Helen

LISTENING

Our organization's work begins and ends with listening to the people we serve. Last August & September we had a professional research firm lead focus groups and in-depth direct interviews with African American, Hispanic, and Native American infrequent voters. Based on the conversations we had, the top issues we heard about were 1) lack of money, jobs, and good wages, 2) drugs, crime, and violence, and 3) the COVID-19 pandemic. Overall, our deep qualitative data showed us that many folks feel frustrated, concerned, and disappointed with the government, political parties, and leaders at the national level as referenced by this word cloud below:



During those focus groups, we specifically noticed how impactful the 1 and ½ hour conversation was with African American men in moving their opinion towards being more civically involved. This real world experience validates our plans to launch a new program directed toward African American men in the first quarter of 2022.

CIVIC ENGAGEMENT

This month we hosted more vaccination clinics in Anson County,

including a follow-up clinic where children ages 5 - 11 could get their second dose. As we work to encourage even more folks to get vaccinated, we have to have serious and often tough conversations with those who are hesitant. It is going to take all of us coming together and having those conversations with neighbors, friends, and loved ones to beat this pandemic. Soon, we will release the details for our next vaccination clinic in Scotland County. Order your free Covid tests at covidtests.gov today.

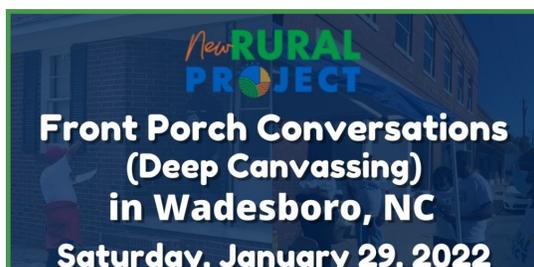


Also this month, Helen and Nisea participated in the [Moore County NAACP's January 6th Vigil for Democracy](#). Remembering those who were killed and reviewing the timeline of what happened a year ago today helps to motivate us in our work to ensure that everyone's vote is counted.

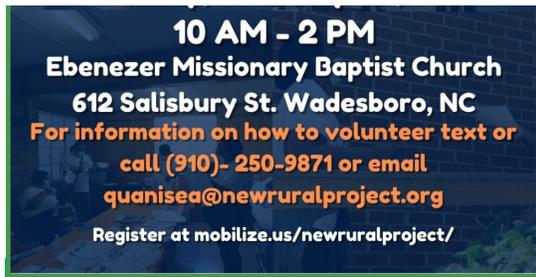
Just last weekend, winter weather and COVID-19 resulted in many local MLK celebrations being canceled, but Anson County MLK Dream Keepers switched their event to virtual. Cynthia was fortunate to be a part of their fabulous program and looks forward to further partnerships in February and beyond.



ELECTORAL ENGAGEMENT



Next week, we are excited to launch our Front Porch Conversations by deep canvassing in Anson County.



Anson County is one of seven counties nationally that have been labeled by NBC's County to County series as a bellwether county for the 2022 General election.

In rural communities, you must build relationships around trust and communication and one way to do that is through face-to-face conversations. [Join the New Rural Project as we have conversations at the front doors with our neighbors in Wadesboro, NC](#)

SIGN UP!

OTHER UPDATES



We are so thankful for our dedicated volunteers, and we were honored to highlight them in a special way last month at our Volunteer Celebration and on social media. One volunteer, Helen Wood, shared,

"If we want to help change things in North Carolina, we can't just do it in October in an election year...it feels much better volunteering for something [NRP] that is a continuous effort and isn't pegged to an election day." We are so lucky to have her on our team!

We are still looking to expand our team by hiring a regional organizer who will live in and support Union, Anson, and Richmond counties. If



interested, you can find the job description and the instructions to apply [here](#).



Lastly, make sure you check [the website](#) to see NRP in the News

Thank you so much for being such a valuable member of the New Rural Project!

Team New Rural Project

VOLUNTEER

CONTRIBUTE



New Rural Project is a 501(c)(4) registered non-profit organization and does not support or oppose any political candidate or party. New Rural Project can accept unlimited contributions from individuals, PACs, corporations and unions, and other 501(c)(4) organizations, but contributions to New Rural Project are not tax deductible.

New Rural Project
PO Box 77424
Charlotte, NC 28271
United States

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