

September's Rural Roundup



From Team New Rural Project <info@newruralproject.org>
To Steve Johnston <sjohnston@tuesdayforumcharlotte.org>
Reply-To <info@newruralproject.org>
Date 2022-10-12 15:46



Steve,

On September 22, Autumn officially started! While that means that the leaves are turning beautiful colors here in North Carolina, it also meant that we were fewer than 50 days from a critical midterm election. New Rural Project has been working hard to reach residents in our target counties, listening to their concerns and helping to provide information that will encourage them to vote and have their voices heard.

Our research has shown that knowing more about the candidates is a motivating factor in getting folks to the polls, so we want to be sure that they get the information they need. To that end, we will continue working with wonderful partners to sponsor "Candidate Conversations" events which will allow voters to interact directly with candidates.

We are also excited to announce that we have updated our website's [Voting Resources page](#) to include county-specific ballot information for all of NRP's seven focus counties (Anson, Hoke, Moore, Richmond, Robeson, Scotland and Hoke!)! Each county page will also include candidate contact information (phone numbers, email addresses and websites, if available).

CHECK OUT OUR WEBSITE!

As always, thank you for your continued support.

With gratitude,

Cynthia and Helen
Co-founders of NRP

LISTENING

Anson County

The [Sandhills Voter Initiative \(SVI\)](#), a group started after three enterprising young Black men attended NRP's Anson Barbershop Conversations, hosted their first event: an Anson County High School Alumni basketball tournament fundraiser with voter outreach and resources on September 24 at Anson Middle School. The nearly sold out event was a big success! NRP was there as well as the organization You Can Vote, listening to current and future voters and handing out "Pledge to Vote" cards.

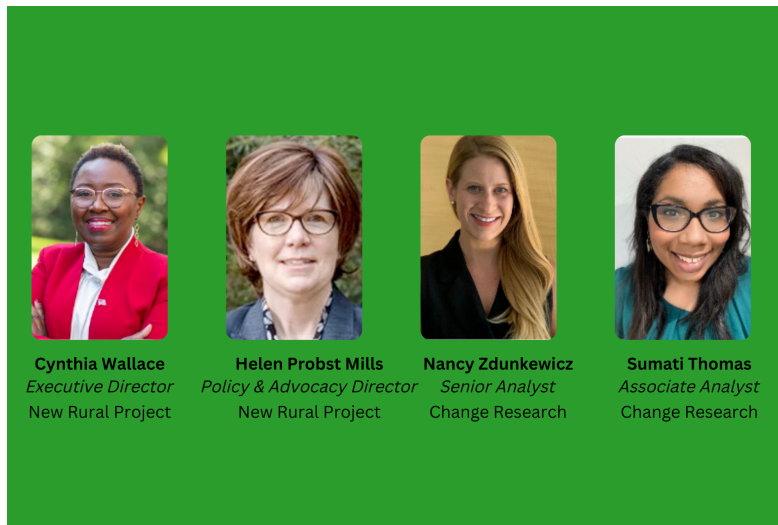
If you missed the first two games, you can catch the Championship game on Saturday, October 15 from 3:30 PM - 8:30 PM ET at [Anson Middle School](#). Please join us in sending a huge thank you to these fantastic young men who have stepped up to make sure that their community is educated, empowered and exercising their right to vote!



You can find more information on the Sandhills Voter Initiative's newly launched [Facebook page](#).

Change Research Survey Results Presentation

On Sept 30, Cynthia, Helen, and the Change Research team provided (via Zoom) an in-depth review of the results of the surveys and focus groups in our seven rural counties from Black, Hispanic, and Native American voters.



For the full one hour conversation, please go [here](#):

Here are a few things we learned from speaking to rural voters of color:

- 1. They need to see and hear from their local elected officials and candidates often**, and not just before an upcoming election.
- 2. The most salient issues across this population were inflation for groceries and gas, followed by rent and housing costs, rising crime rates and gun violence, and drug addiction and/or mental health issues. For Black voters, racism was a top issue.** Though abortion was less salient, this is a pro-choice group.
- 3. Motivating messages**, especially to low frequency voters, was one **focused on building local power because leaders won't care if they won't even take action in their community and building pride and reinforcing the power of rural people of color.**
- 4. Voters would feel more empowered if they know more about candidates**, and social media must be a leading way in which we reach voters of color, especially low turnout voters.

UPCOMING

UNION COUNTY



**Barbershop Conversations Are Back
and
Coming to Union County!**

On Sunday, October 30, we are kicking off our Barbershop Conversations program, F.A.D.E., in Union County at [Blendz Hair Studio](#) in Monroe. "Barbershop Conversations with Candidates" is designed for the candidates to come to the barbershop to listen and talk with young Black men in Union County about the issues that are important to them. The program will also give participants a chance to get to know the candidates and their positions on issues so that they can make informed decisions at the ballot box.

[Follow our Mobilize](#) link to register for this Barbershop Conversation.

CIVIC ENGAGEMENT

New Rural Project (NRP) co-founders were invited to attend the "**Communities in Action: Building a Better North Carolina**" forum at the White House, part of a new series that features local elected officials and community leaders working on behalf of their communities to create opportunities and improve people's everyday lives.

New Rural Project (NRP) Executive Director Cynthia Wallace was able to attend the event on Thursday, September 22 in Washington, DC along with other leaders from North Carolina which included metro and rural mayors, non-profit leaders, community activists, union representatives, and more from across North Carolina. NRP thanks the Biden-Harris Administration for providing us with an opportunity to uplift the needs and concerns of the rural residents of North Carolina.



Young People's Conversations

On Tuesday, September 27 at 7:00 PM, we hosted the third quarter installment of our virtual Young People's Conversations series, focusing on "Combating Mis- and Dis-information." Attendees learned about the various forms of mis-information, the various tools and resources that can be used to report misinformation or disinformation, and were encouraged to utilize trusted sources, such as established news outlets, to help confirm or refute information.

You can watch the video on our [YouTube](#) channel.



Also on September 27, NRP participated in the [NC Trusted Elections Tour](#) at the Sandhills Community College in Moore County. The tour consists of a bipartisan group of individuals and organizations that have come together to form the North Carolina Network for Fair, Safe, & Secure Elections under the auspices of [The Carter Center](#). The town hall featured cybersecurity experts, election officials, and election law attorneys from both sides of the aisle and the purpose is to address public concerns about the voting process, voting machines, and how fraud allegations are dealt with through proper legal channels.



ELECTORAL ENGAGEMENT

Deep Canvassing

With our outstanding Regional Organizer, Nisea, leading the way, we have spoken to over 4,000 voters since August 19 as we canvass six days a week with our outstanding Deep Canvass team in Anson, Robeson, Scotland, and Union Counties! As we speak to voters, we are collecting pledge cards where voters identify their plan to vote by mail, vote early, or vote on election day!

We are also asking them to identify four other people they are planning to ensure vote this year as they #ArriveWith5! Have you made your Election Day plan? Who are you voting with?



We are still talking to voters each week during our Weekly Deep Canvass Phone Banks on Thursday at 6:00pm, calling infrequent voters across rural NC. Come join Nisea and the New Rural Project team "virtually" no matter where you live! [Sign up here](#) so you can help us bring folks back to the polls!

On Sunday, October 16 (2:00 PM -5:00 PM) and Saturday, October 29 and Saturday, November 5 (10:00 AM - 2:00 PM), we're partnering with ID9 for Deep Canvassing in Union County. [Sign up here](#) to join us as we have front porch conversations with voters in the lead up to the important midterm elections.



Candidate Conversations: Learning Who's On Your Ballot

SCOTLAND COUNTY

On Tuesday, September 20, NRP partnered with the MidSandhills Unit of the League of Women Voters of NC to host a "Candidate Meet 'n Greet" with the candidates appearing on the Scotland County ballot. The event took place in Hammond Park in Laurinburg. Candidates running at the federal, state, and local levels were present and each candidate spoke for a few minutes to provide voters with information about themselves and their positions on important issues. Afterwards, candidates mingled with voters and engaged in conversation with the Scotland County residents in attendance.



Hoke County

On Thursday, September 29, NRP partnered with the Hoke County NAACP to host a Board of Education candidate forum, along with our sponsors: the Hoke County Civic League, the North Carolina Association of Educators, the Hoke County Association of Educators, the NC Justice Center, and EveryChildNC.

Eight of the ten candidates running for Hoke County School Board and over 50 community members participated in this event so that the voters could receive more information about the candidates on their ballot before election day!

[Head to NRP's YouTube page so you can subscribe and watch the full forum.](#)



Important Dates for the November Election

North Carolina Statewide Election Dates

October 14: Final day to register to vote

**October 20 - November 5:
One-Stop (early) voting period**

**November 1: Final day to request absentee-
by-mail ballot**

**November 8: ELECTION DAY; deadline to
mail absentee-by-mail ballots**



Are you ready to vote? Click [HERE](#) to check your registration status, see your sample ballot, and make sure you're ballot-ready!

Links to Helpful Resources for Combating Mis- and Disinformation

North Carolina For the People: <https://ncforthepeople.com/index.php/report/>
(Email melissa@ncvce.org if you want to get the email with trends)

Compare headlines across the political spectrum using media bias ratings: <https://ground.news/>

Millennial Action Project: [State Legislation to combat mis- and disinformation](#)

Election Protection Information:

Become an Election worker: <https://www.ncsbe.gov/democracy-heroes-form>

Voting

Find your early voting site: <https://vt.ncsbe.gov/ossite/>

Personalized Voting info: [VOTE411](#)

As always, thank you for being on our team.

Sincerely,
Team New Rural Project

CONTRIBUTE

VOLUNTEER



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

If you believe you received this message in error or wish to no longer receive email from us, please [unsubscribe](#).