

# ELECTION 2012

**Corporations and billionaires decided to go after working men and women this year. And despite all the money (\$6 billion was spent nationally), the workers won!** The results of the general election proves that the values of union members is shared by the general public and that corporations and billionaires are out of touch with the mainstream.

## Election Highlights:

- President Obama was re-elected and won most swing states.
- California Democrats picked up an additional four possibly five Congressional seats (results pending).
- Labor organizations defeated Prop. 32, beginning with educating members through worksite meetings, collecting pledge cards and communicating our message to general voters.
- Prop. 30 passed, mainly with labor support and turning out the vote in Los Angeles County (60%).
- SEIU members identified 371,396 **Yes Votes** for Prop. 30.
- SEIU members identified 371,727 **No Votes** for Prop. 32.

## SEIU 721 Targeted Endorsement Races:

- We won 14 of the 17 Congressional Seats.
- We won all 6 of the State Senate Seats.
- We won 19 of the 24 and a potential two more Assembly Seats (still too close).
- We beat Prop. 32 and passed 30. Seven out of eight propositions that SEIU 721 took positions on went our way.
- We mailed our first individually targeted slate mailer to **51,000 members and retirees**.
- We mailed **17,000 postcards** for targeted candidate races to members and retirees.
- We won 15 out of 24 local races and possibly four more but it's still too close to be determined.

## Election 2012 By the Numbers\*:

- **391,770** GOTV/Election labels were applied to door hangers by SEIU 721 members and staff for all four SEIU GOTV locations.
- **14,178** GOTV door hangers were delivered to voters.
- **4,862** Members attended a worksite meeting about Props. 30 and 32.
- **5,629** Pledge cards to Vote Yes on Prop. 30 and No on Prop. 32 were signed and collected.
- **1,765** phone bank or precinct walk shifts were completed.
- **667** members became Permanent Absentee Voters.
- **1,600** members attended the tele-townhall about the propositions.
- **462** SEIU 721 members volunteered at least one shift.
- **153** friends and family members volunteered at least one shift.
- **151** SEIU 721 staff volunteered at least one shift.
- **62** members and staff spent two weekends in Nevada to campaign for President Obama.
- **59** mobile phone banks were held.
- **24** endorsement townhalls were held.
- **24** staff members were assigned to various candidate and campaign offices.

\*As of Nov. 4, 2012.

