

STRATEGIES  
FOR  
CHANGE  
GROUP



# REQUEST FOR PROPOSAL

**MI**  **DEMS**

**STRATEGIES  
FOR  
CHANGE  
GROUP**



**GROWTH.**

**ADVOCACY.**

**OUTREACH.**

# Strategize for Growth

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# **EXECUTIVE SUMMARY**

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# EXECUTIVE SUMMARY

As a prominent political consulting and advocacy firm, **Strategies for Change Group** recognizes the significance of canvass programs in the upcoming 2024 electoral cycle. These programs play a vital role in engaging a diverse range of citizens.

Due to the impact of the COVID-19 pandemic in 2020, many voter engagement initiatives have seen a reduction in volunteers. Thus, the need for competent vendors to establish and support programs across the nation has become increasingly evident.

In the face of persistent and growing voter suppression, it's crucial to implement voter education and engagement programs for the 2024 elections. These initiatives are essential to secure a democratic majority in the House of Representatives, retain power in the United Senate, and the White House.

**Strategies for Change Group** is dedicated to supporting Michigan Democratic Party in this critical electoral cycle. As a direct voter engagement, marketing, and political consultancy firm, we drive transformative initiatives.

As voter suppression persists and will more than likely increase, it is increasingly important to provide voter education & engagement programs during the 2024 election cycle to ensure that a democratic majority is restored in the House of Representatives, as well as retained in the United Senate and the White House.

**Strategies for Change Group** intends to help Michigan Democratic Party's Campaign succeed this cycle. **Strategies for Change Group** is a direct voter engagement, marketing and political consultancy firm and the driving force behind transformative initiatives.

# EXECUTIVE SUMMARY

Since 2013, **Strategies for Change Group** has combined insightful advice with meaningful involvement to effect real change in local and national communities. At our core, collaboration is key; we bridge aspirations to reality through our eight foundational services. **Strategies for Change Group's** expertise spans direct voter engagement through canvassing, voter registration and education, phone banking programs, peer-to-peer texting, and meticulous organizational oversight. These competencies seamlessly intertwine with our skills in quality control, direct voter contact, media delivery, fundraising and development, and government affairs.

With a rich portfolio boasting over **ninety-seven (97)** campaigns across coordinate programs, direct campaigns, nonprofits, and advocacy organizations, **Strategies for Change Group** thrives in high-pressure environments. **Strategies for Change Groups** approach centers around results, driven by performance, professionalism, and a deep understanding of the issues we tackle.

## *Background*

**Strategies for Change Group** has pre-existing infrastructure in Pennsylvania, North Carolina, South Carolina, Wisconsin, Michigan, Illinois, Florida, New York, and



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Maryland, with connectivity in Ohio, Arizona, Texas, California. **Strategies for Change Group** has previous work in Georgia, and resources in various other states.

**Strategies for Change Group** has built programs in Maryland, Ohio, Pennsylvania, New York, Illinois, North Carolina, South Carolina, and Georgia, while also serving as a consultant to the Southern Pod of the DCCC in 2020.

**Strategies for Change Group** experience dates to 2007 as a part of President Barack Obama's first presidential campaign. While being based in Chicago, IL, our founder built relationships in all states listed above that have been nurtured over the 16 years since. Those connections have led to execution of national engagement programs on behalf of the National Urban League and three paid canvass programs on behalf of the Democratic Senatorial Campaign Committee (DSCC) in 2020 in South Carolina, 2021, and 2022 in Georgia.

Overall, **Strategies for Change Group** believes our skill set, technological infrastructure as well as connections and resources from past election cycles makes our proposal highly attractive at a competitive price.



# OUR CORE COMPETENCIES



# OUR CORE COMPETENCIES



## ***Door Knocking and Canvassing Programs:***

**Strategies for Change Group (SFCG)'s** mastery in door knocking and canvassing stems from our adept organizational oversight. Rooted in our political consultancy background, we navigate complex terrains seamlessly. An example of our expertise is the 2020, 2021 & 2022 U.S. Senate Runoff campaigns for United States Senator Raphael Warnock, where our meticulous approach led to over 250,000 voters engaged, amplifying impact for the Democratic Senatorial Campaign Committee (DSCC).



## ***Voter Registration***

**Strategies for Change Group (SFCG)** has a proven track record of successful voter registration initiatives. We've worked with prominent organizations such as When We All Vote and the National Urban League to drive voter engagement and participation. Our team's expertise in grassroots mobilization, data-driven strategies, and community outreach has consistently led to significant voter registration numbers. Whether it's through large-scale campaigns or targeted outreach, **SFCG** is dedicated to strengthening the democratic process and ensuring that every eligible voter's voice is heard. Our commitment to these initiatives aligns seamlessly with our mission to effect positive change and create a lasting impact in communities nationwide.

# OUR CORE COMPETENCIES



**Phone Banking Programs and Call Centers:**

**Strategies for Change Group (SFCG)** redefines direct outreach through our mastery of phone banking programs and call centers. By uniting strategic consultancy with direct marketing, we empower organizations to engage their target audiences effectively. An illustrative example is our partnership with the Department of Health and Human Services, where our phone banking campaign resulted in 1.4 million community interactions, increasing trust surrounding the COVID-19 vaccination.



**Peer-to-Peer Texting:**

At **Strategies for Change Group (SFCG)**, we harness peer-to-peer texting to leverage contemporary communication trends. Our expertise in this medium allows us to create personalized outreach that fosters engagement and drives participation. For instance, in collaboration with The National Urban League, our peer-to-peer texting initiative motivated 1.1 million contacts to civically engage communities in Pennsylvania, Wisconsin, North Carolina, Michigan, Florida, and Georgia showcasing the power of modern engagement.



**Media Delivery (Paid, Earned, & Social Media):**

**Strategies for Change Group (SFCG)'s** media delivery proficiency maximizes outreach through a blend of paid, earned, and social media channels. A prime illustration is our partnership with Cynthia Chesnut, Commissioner At-Large for the City of Gainesville, Florida, where our comprehensive media strategy utilized a unique direct mail approach to bolster engagement and visibility across diverse platforms.

# OUR CORE COMPETENCIES



## ***Fundraising and Development:***

**Strategies for Change Group (SFCG)** employs strategic consultancy and dynamic marketing to drive fundraising and development initiatives. Our expertise is exemplified by our collaboration in various campaigns has raised over \$1.5 million in funds for both candidates and organizations.



## ***Organizational Oversight:***

Our meticulous organizational oversight, refined through political consultancy, defines **Strategies for Change Group (SFCG)'s** expertise. Through our ninety-seven (97) campaigns and programs, we have provided strategic alignment for our clients, garnering widespread recognition and commendation for our effective coordination.



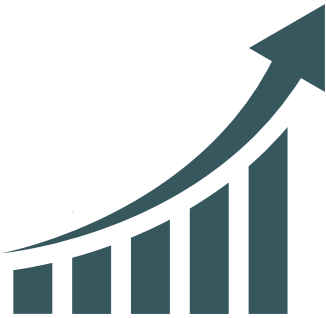
## ***Government Affairs:***

Navigating the intricate landscape of government affairs is a core competency. Through a blend of strategic consultancy and direct marketing, we facilitate impactful interactions between organizations and government bodies. From the municipal to county level and state to federal level, our clients access various levels of government with our combined campaign experience of over 45 years.



# OUR CORE VALUES

## OUR CORE VALUES



**Growth:** At **Strategies for Change Group (SFCG)**, growth is the cornerstone of our mission – a driving force that underpins our commitment to lasting transformation. Since 2013, we've harnessed its power to transcend limits and nurture potential, partnering with clients who resonate with our values. More than numerical expansion, growth encapsulates our dedication to progress and innovation. As a minority-owned firm, we grasp growth's collective influence, amplifying often marginalized voices. Guided by this principle, we stride forward, catalyzing innovation, fostering resilience, and shaping a legacy of meaningful change in a constantly shifting world.



**Advocacy:** At **Strategies for Change Group (SFCG)**, we redefine advocacy by focusing on genuine connections for real change. We use canvassing, phone banking, and texting to help businesses, government bodies, and advocacy groups engage their audiences in authentic conversations. Our experience in overseeing organizations ensures campaigns run smoothly across different sectors. We're adaptable and use texting to improve outreach and awareness. We're your go-to partner for effective engagement, ushering in a new era of impactful advocacy.



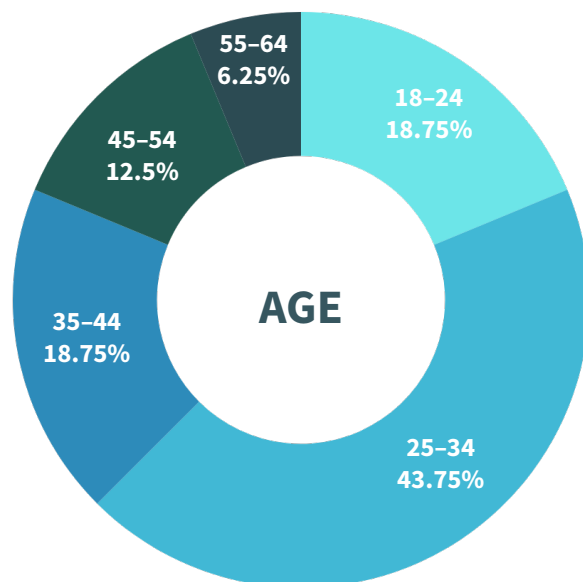
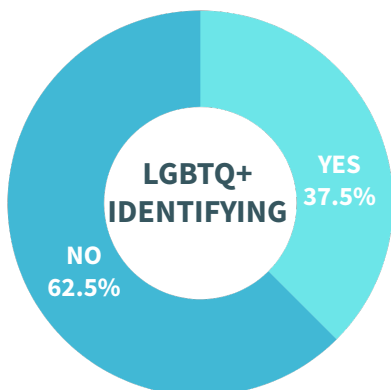
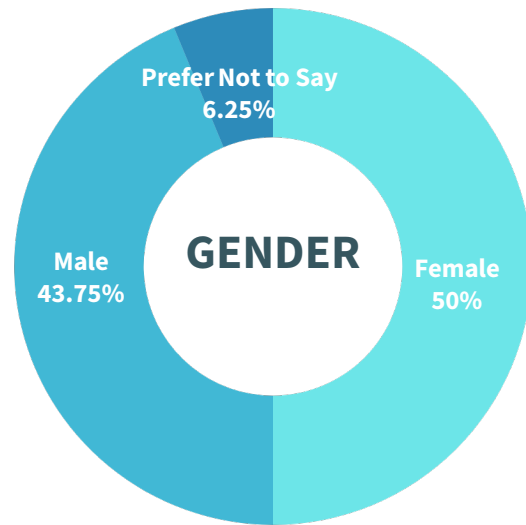
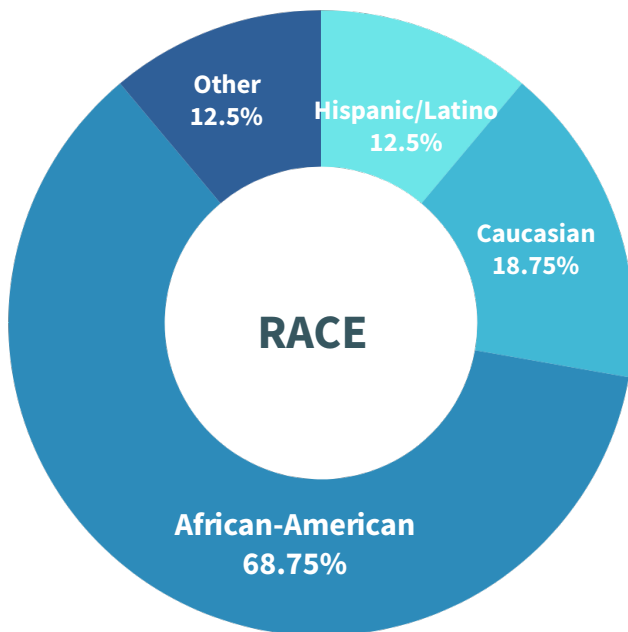
**Outreach:** **Strategies for Change Group (SFCG)** defines outreach as the heartbeat of our mission, propelling us to catalyze profound impact. Our mastery in canvassing and media delivery showcases a fusion of traditional wisdom and cutting-edge innovation. This synergy empowers businesses, government bodies, and advocacy groups to establish genuine connections with their target audiences, sparking authentic conversations that resonate deeply. Drawing from our adept organizational oversight, refined through years of political consultancy, we ensure impeccable execution of campaigns and initiatives across diverse sectors, optimizing resources and upholding project integrity. Our media delivery proficiency further amplifies outreach, nurturing awareness and fostering engagement. As communication landscapes evolve, we emerge as the preferred partner for those seeking resonance and effectiveness on modern platforms



# AT OUR CORE

# OUR CORE

**Strategies for Change Group** is proudly minority-owned and operated, with a strong commitment to promoting diversity and inclusion. The largest demographic representation within the group consists of Black/African American individuals, reflecting a dedication to fostering diversity in all aspects of our operations. In addition to our ethnic diversity, our team members also bring a rich tapestry of languages, including proficiency in **Spanish, French, Portuguese, Wolof, Idoma, Yoruba, Twi, and more**. We believe in the strength of diverse perspectives and are committed to creating an inclusive and equitable environment within our organization.



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## OUR CULTURAL COMPETENCY

**Strategies for Change Group** is fully equipped and prepared to stand up canvasses in multiple languages, recognizing the diverse landscape of the communities we engage with. Not only is **Strategies for Change Group** proficient in English, but we also have extensive experience in canvassing in Spanish.

In terms of cultural competency standards, **Strategies for Change Group** prides ourselves on fostering an inclusive and culturally sensitive environment within our organization and strives to intentionally create a workplace where everyone feels seen, heard and celebrated. Our canvassing teams undergo rigorous training programs that emphasize cultural awareness, respect, and understanding. We employ canvassers who are native speakers or fluent in the languages they engage with, ensuring authentic and meaningful conversations with community members. Moreover, our training modules include comprehensive cultural sensitivity training, where canvassers learn about cultural nuances, traditions, and customs to engage respectfully with diverse populations.

**Strategies for Change Group** commitment to cultural competency is embedded in our approach, ensuring that our canvassing efforts resonate with individuals from various linguistic and cultural backgrounds. By employing a culturally competent approach, we can bridge gaps, foster connections, and engage meaningfully with the diverse communities we serve, thereby maximizing the impact of our canvassing initiatives.



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# PAID CANVASSING



# CANVASSER HIRING

# HIRING METHODOLOGY

**Strategies for Change Group's** recruitment and hiring practices for **paid canvassers** are robust, ensuring a fair and inclusive selection process. We employ a multi-faceted approach to attract a diverse pool of talent. Our recruitment efforts include engagement on our internal hiring platform, collaboration with local community organizations through previous and existing relationships, and engaging our existing grassroots networks.

We also conduct outreach through **Strategies for Change Group** Open Call Days, partnerships with community events, and our hiring portal of over four-hundred and thirty-four (434) educational institutions' career centers to connect with potential candidates.

Process for **Strategies for Change Group's** Hiring:

1. The first step is to engage our database of existing paid canvassers that we have amassed over the last six years.
2. We simultaneously post our Paid Canvasser positions via our internal hiring platform.
3. Resumes are reviewed through our internal hiring platform via workflow system, so multiple managers can review and interview simultaneously.
4. Our internal hiring platform automatically collects Equal Employment Opportunity information, which is not used in the hiring process, but later to assess our efforts.
5. We offer fifteen-minute screening sessions to assess a canvasser and if they match our team ethos.

# HIRING METHODOLOGY

6. Once we have reviewed the first group, we then offer a select number of candidates the opportunity to come in for an in person and or a detailed virtual interview.
7. We use a scorecard during the interview process to review following and blindly compare candidates.
8. Once selected, the Campaign Manager and Canvass Director make the final decision.
9. Finally, our internal hiring platform also us to select canvassers for background checks.

Anti-Discrimination Policies: We have anti-discrimination policies in place, emphasizing equal opportunities regardless of race, ethnicity, gender, sexual orientation, religion, or any other protected characteristic. These policies are strictly enforced throughout our recruitment and hiring processes.

## Canvasser Interview Scorecard:

**STRATEGIES FOR CHANGE GROUP**  **INTERVIEW SCORECARD: POLITICAL CANVASS MANAGER**

**Candidate Name:** \_\_\_\_\_ **No.** \_\_\_\_\_

**Interviewer(s):** \_\_\_\_\_

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**Interview Criteria:** \_\_\_\_\_ **No.** \_\_\_\_\_

**1. Leadership and Team Management (30 points)**

- Ability to Lead: Effectiveness in leading and motivating a team.
- Team Collaboration: Demonstrated ability to foster teamwork and cooperation.
- Conflict Resolution: Skill in resolving conflicts within the team.

**2. Canvassing Experience and Strategy (25 points)**

- Experience: Demonstrated knowledge of political canvassing techniques.
- Strategy Development: Ability to create effective canvassing strategies.
- Adaptability: Flexibility in adjusting strategies based on real-time feedback.

**3. Communication Skills (20 points)**

- Clarity: Clear and concise communication style.
- Listening Skills: Demonstrated ability to actively listen and respond appropriately.
- Persuasion: Ability to persuade and engage diverse audiences effectively.

**4. Organizational and Planning Skills (15 points)**

- Organization: Demonstrated organizational skills in managing canvassing resources.
- Planning: Ability to create well-structured canvassing plans.
- Time Management: Effective utilization of time and resources.

**5. Political Knowledge and Passion (10 points)**

- Political Knowledge: Demonstrated understanding of political issues and the campaign.
- Passion: Genuine passion for the cause and enthusiasm for political activism.

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<b>1. Leadership and Team Management</b>		<b>4. Organizational and Planning Skills</b>	
- Ability to Lead:	/10	- Organization:	/5
- Team Collaboration:	/10	- Planning:	/5
- Conflict Resolution:	/10	- Time Management:	/5
<b>2. Canvassing Experience and Strategy</b>		<b>5. Political Knowledge and Passion</b>	
- Experience:	/10	- Political Knowledge:	/5
- Strategy Development:	/5	- Passion:	/5
- Adaptability:	/10		
<b>3. Communication Skills</b>			
- Clarity:	/10		
- Listening Skills:	/5		
- Persuasion:	/5		

**Overall Assessment:**  
Total Points: \_\_\_\_\_ (out of 100)

# MANAGEMENT HIRING METHODOLOGY

In addition to the robust hiring practices outlined for canvassers, the selection process for Managers at **Strategies for Change Group (SFCG)** is equally thorough and meticulously designed to ensure the recruitment of top-tier talent. Here's a further breakdown of our manager hiring process:

**Utilization of SFCG Canvass Manager Scorecard:** During the initial interview phase, prospective managers undergo evaluation using our specialized SFCG Canvass Manager Scorecard. This comprehensive tool enables us to objectively assess candidates' suitability for managerial roles based on key criteria such as leadership qualities, strategic thinking, and team management skills.

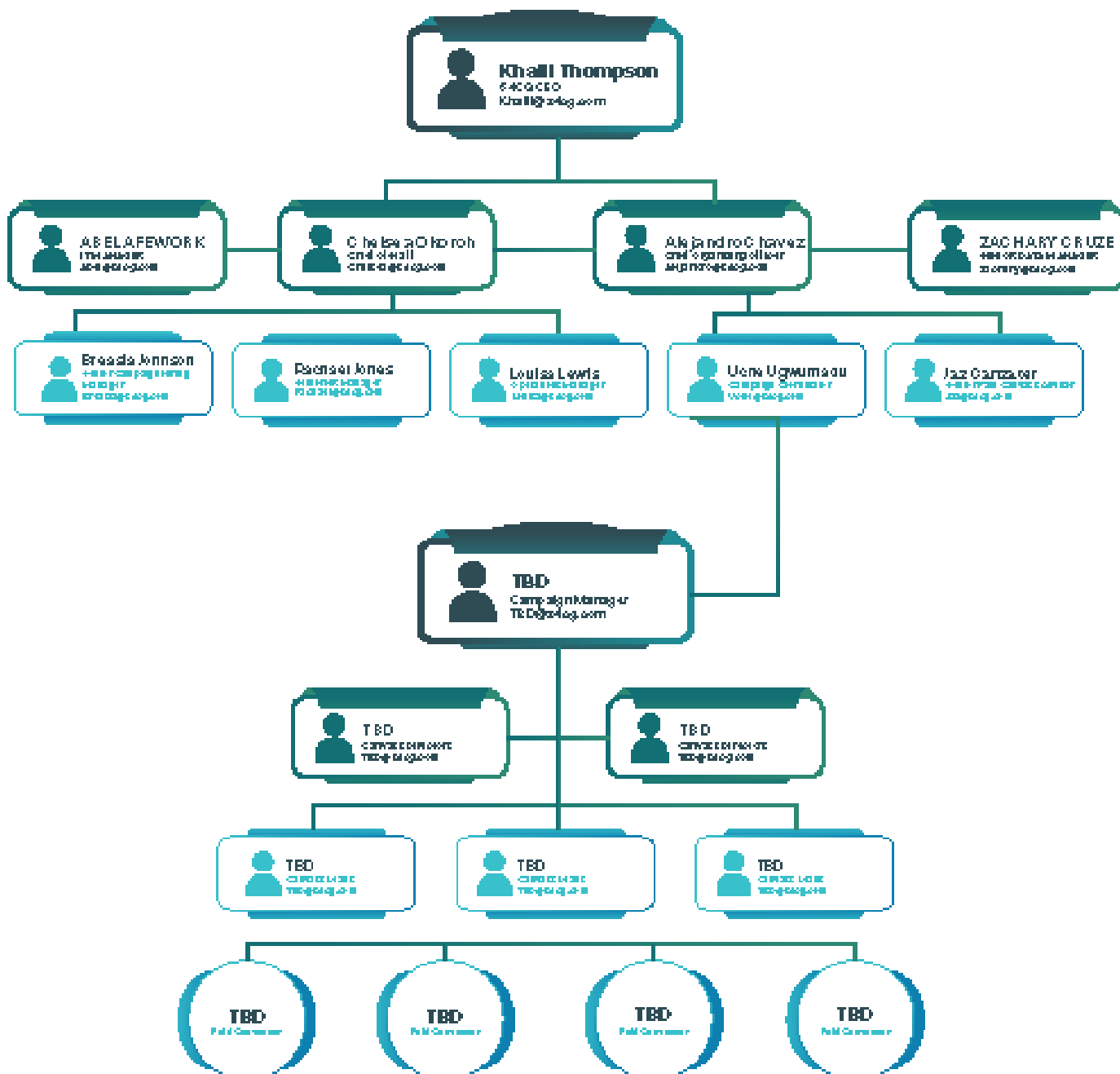
**Second Round Interview with SFCG Leadership:** Following the initial screening, candidates who demonstrate potential are invited to participate in a rigorous second-round interview with SFCG leadership. This interview is accompanied by a skills assessment designed to evaluate candidates' knowledge, adaptability, leadership prowess, and communication abilities. By engaging directly with SFCG leadership, candidates gain insight into the organization's vision and values while showcasing their capabilities in a dynamic setting.

**Campaign Leadership Training during Onboarding:** Upon successful completion of the interview process, selected managers undergo specialized SFCG Campaign Leadership Training as part of their onboarding journey. This comprehensive training program equips managers with the necessary skills, strategies, and insights to excel in their leadership roles within our organization. From mastering campaign management techniques to fostering effective team dynamics, this training ensures that managers are well-prepared to drive impactful change and lead their teams to success.

By incorporating these additional steps into our manager hiring process, Strategies for Change Group reaffirms its commitment to excellence, integrity, and inclusivity. We believe that by investing in thorough evaluation methods and comprehensive training initiatives, we can cultivate a team of exceptional leaders who are empowered to drive positive change and inspire meaningful impact within our organization and beyond.

# CANVASS TEAM STRUCTURE

**Strategies for Change Group's** canvassing campaigns are structured with a hierarchical approach to ensure effective management and supervision.



# CANVASSER RETENTION

**Strategies for Change Group's** routinely checks in with previous canvassers to not only update their contact information, but also to provide training on new technology and systems.

Through **Strategies for Change Group's** internal CRM, we have tagged previous canvassers to know their state of work as well as noting which program they have previously worked with us.



## ***CANVASSER MULTI-LINGUAL PROGRAM***

**Strategies for Change Group** is fully equipped and prepared to stand up canvasses in multiple languages, recognizing the diverse landscape of the communities we engage with. Not only is **Strategies for Change Group** proficient in English, but we also have extensive experience in canvassing in Spanish, French, Portuguese, Wolof, Idoma, Yoruba, and Twi.

**Strategies for Change Group** canvassing teams undergo rigorous training programs that emphasize cultural awareness, respect, and understanding.

# CANVASSER MULTI-LINGUAL PROGRAM

**Strategies for Change Group** employs canvassers who are native speakers or fluent in the languages they engage with, ensuring authentic and meaningful conversations with community members. Moreover, Strategies for Change Group training modules include comprehensive cultural sensitivity training, where canvassers learn about cultural nuances, traditions, and customs to engage respectfully with diverse populations.

**Strategies for Change Group's** commitment to cultural competency is embedded in our approach, ensuring that our canvassing efforts resonate with individuals from various linguistic and cultural backgrounds. By employing a culturally competent approach, **Strategies for Change Group** can bridge gaps, foster connections, and engage meaningfully with the diverse communities we serve, thereby maximizing the impact of our canvassing initiatives.







# **HUMAN RESOURCES & OPERATIONS**

# HUMAN RESOURCES & OPERATION

## Do you pay staff via 1099 or W2?

Currently, **Strategies for Change Group** operates under a 1099 model, with canvassers engaged as independent contractors. However, we are actively researching and planning to transition to a W2 employment structure in 2024.

## What documents are required to become an employee? Do all documents need to be completed before their first day or shift?

**Strategies for Change Group** requires a signed contractor agreement, signed work authorization form, signed Non-Disclosure Agreement (NDA), completed tax forms (1099), completed and verified I-9 documentation (US Passport or Birth Certificate/SSN/Driver's License [2 of these]). Canvassers can start working once all documents are completed in our **Strategies for Change Group** payroll and onboarding system.

## Who is your vendor for background checks? **Heartland checkr**

**Strategies for Change Group** payroll and onboarding system, **Heartland**, uses Checkr to process our background checks. Additionally, Strategies for Change Group uses **checkr** to process: “Federal Search: Name-based search on the PACER database covering the last 10 years” and “National Search: Queries over 2,200 databases, including a 7-year address history review”.

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# HUMAN RESOURCES & OPERATION

## **What is your process for addressing alleged misconduct?**

**Strategies for Change Group's** process for addressing alleged misconduct is grounded in fairness, thoroughness, and transparency.

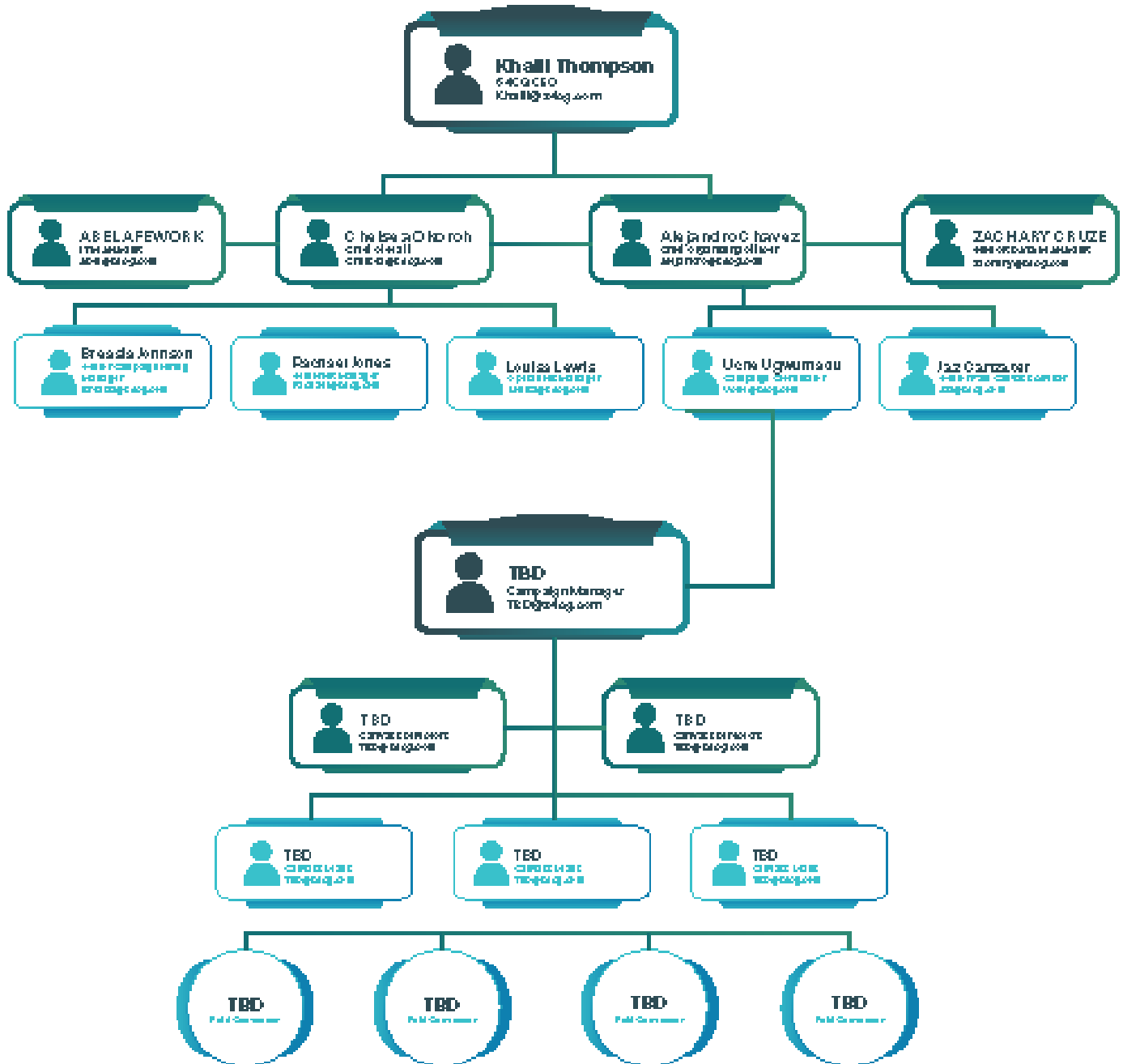
When an allegation arises, **Strategies for Change Group** prioritizes gathering all pertinent information, ensuring confidentiality where appropriate, and initiating a prompt and impartial investigation. This involves interviewing all involved parties, reviewing relevant documentation, and considering any applicable policies or guidelines.

Throughout the process, **Strategies for Change Group** maintains open communication with all stakeholders and strives to uphold the principles of due process and procedural fairness. Once the investigation is complete, Strategies for Change Group takes appropriate action based on the findings, which may include disciplinary measures, corrective actions, or preventive measures to mitigate future occurrences.

Throughout every step, **Strategies for Change Group's** goal is to uphold the integrity of our organization and ensure a safe and respectful environment for all.

# HUMAN RESOURCES & OPERATION

Supply a detailed org chart of your leadership and canvass operation. This should start with the principal/owner and end with the canvasser.





# CANVASSER TRAINING

# CANVASSER TRAINING METHODOLOGY

**Strategies for Change Group** has an intensive and extensive training program ranging from how to log into our Payroll System and Time Capture system to MiniVAN, Organizer, MiniVAN Manager, How to Cut Turf and How to Create a VPB-Virtual Phonebank.

**Strategies for Change Group** Canvassers attend an intensive virtual and in person training to not only hone their skills but also receive lessons in the best practices. Included in the training will be information on eligibility requirements, deadlines, required documentation, and any special rules or procedures unique to each State to execute a successful campaign.

**Strategies for Change Group's** training also covers compliance and harassment training.

**Strategies for Change Group** provides written materials summarizing the key points of the voter registration laws in each State. These materials are made by our employees through regular and intensive research. They are easy to understand and serve as a quick reference guide for canvassers.

 <p><b>SEXUAL HARASSMENT PREVENTION TRAINING</b></p>	<p><b>WHAT IS SEXUAL HARASSMENT?</b></p> <p><b>SEXUAL HARASSMENT:</b></p> <ul style="list-style-type: none"> <li>• Is a form of sex discrimination and is unlawful</li> <li>• Includes harassment on the basis of sex, sexual orientation, self-identified or perceived sex, gender expression, gender identity and the status of being transgender.</li> <li>• Is unlawful when it subjects an individual to inferior terms, conditions, or privileges of employment.</li> </ul> <p><b>It includes unwelcome conduct, either of a sexual nature or which is direct at an individual because that individual's sex when:</b></p> <ul style="list-style-type: none"> <li>• Such conduct has the purpose or effect of unreasonably interfering with an individual's work performance or creating an intimidating hostile or offensive work environment;</li> <li>• Such conduct is made either explicitly or implicitly a term or condition of employment; or</li> <li>• Submission to or rejection of such conduct is used as the basis for employment decisions.</li> </ul>	 <p><b>SEXUAL HARASSMENT PREVENTION TRAINING</b></p>	<p><b>SUMMARY</b></p> <ul style="list-style-type: none"> <li>• How to recognize harassment as inappropriate behavior.</li> <li>• Harassment because of any protected characteristic is prohibited.</li> <li>• Why workplace harassment is employment discrimination.</li> <li>• All harassment should be reported.</li> <li>• Supervisors and managers have a special responsibility to report harassment.</li> </ul> <p><b>IMPORTANT RESOURCES</b></p> <ul style="list-style-type: none"> <li>• Find the Complaint For:</li> <li>• <a href="mailto:hr@strategiesforchange.com">hr@strategiesforchange.com</a></li> </ul>
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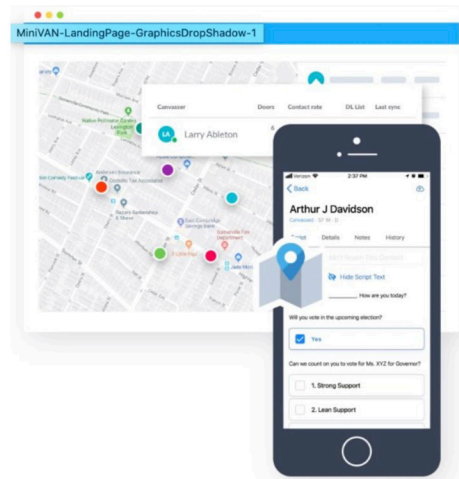
# CANVASSER TRAINING METHODOLOGY



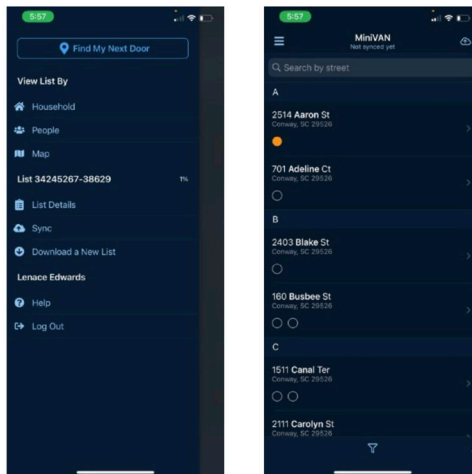
MiniVAN helps campaigns run more efficient canvasses and improves the experience for canvassers as well as help us reduce our carbon footprint.

MiniVAN speeds things up.

MiniVAN helps us field a more agile and adaptable campaign.



**Step 6:** After their entry, the canvasser should return to **My List**. Go to the next address and repeat the process. Their data will auto sync, but they can sync at any time using the **cloud icon** on the top right hand corner of your screen.



Following training, Canvassers are given a practicum to execute under the supervision of the Campaign Manager and Canvass Director, our goal is to see how team members operate under stressful environments as well as how they team build and organize.

# CANVASSER TRAINING METHODOLOGY

**Strategies for Change Group** continues to refine our established and comprehensive protocol to ensure consistency and excellence on our canvassing team, for both new recruits and returning members. Here are some key principles and practices of what all canvassers are trained on:

- **Appearance in the Field:** Canvassers are provided with essential gear, including a provided t-shirt, ID lanyard, clipboard, and push card. They are required to adhere to a dress code that prohibits open-toed shoes for safety and professionalism.
- **Dos and Don'ts:** Clear guidelines are provided regarding behavior in the field, including prohibitions on excessive knocking or doorbell ringing, refraining from engaging in negative campaigning, and avoiding placing materials in mailboxes.
- **Quality Control/Data Efficiency:** Each canvasser must sign an agreement committing to the submission of truthful and accurate data. This ensures the integrity and reliability of the information collected during canvassing efforts.
- **Debriefing Procedure:** After each shift, canvassers are required to submit a report detailing the number of doors knocked, the number of conversations held, and any valuable insights or information gathered. This data is crucial for assessing performance and informing future strategies, and it is shared with the canvass lead.



# CANVASSER TRAINING METHODOLOGY

**Strategies for Change Group** canvass teams consist of 6-8 individuals and are assigned a dedicated Canvass Lead. Canvass Leads play a crucial role in managing the team, addressing any issues that arise during canvassing activities, and ensuring high-quality performance. All canvassers must debrief with their respective Canvass Leads to identify and address any training gaps effectively, daily.

Canvass Managers and Leads undergo training to analyze data, allowing them to gain insights into the performance of the canvassing efforts. In instances where canvassers are not meeting their goals, canvass leads work closely with them to identify challenges, provide additional training if necessary, and adjust daily goals to facilitate improvement.

Canvassers are given the opportunity to correct errors in the field:

- First Infraction: conversation to correct their issues or data concerns.
- Second Infraction: written documentation of concerns and training given to correct.
- Third Infraction: termination if repeated issues persist.

All canvassing teams are built with a sense of cultural awareness and competency. Our goal is to provide canvassers with awareness and context to be sure that communities garner trust that supports our efforts. We place canvassers in communities where they are familiar and have a level of comfortability to promote community buy-in.



**CANVASSER**  
**DIVERSITY,**  
**EQUITY**  
**&**  
**INCLUSION**  
**TRAINING**

# DIVERSITY, EQUITY & INCLUSION TRAINING

At **Strategies for Change Group**, recognizing diversity, equity, and inclusion are separate and complex, though related, concepts it is important for us to achieve a diverse, equitable, and inclusive workplace culture. Our Diversity, Equity, and Inclusion training sets expectations for inclusive behavior and policies within our firm.

Our DEI training is relevant for canvassers at all levels. Our training combines relatable scenarios, real stories, candid interviews and meaningful exercises and actionable guidance. With emphasizes on cultural awareness, religious sensitivity and engaging respectfully with diverse populations, we aim to equip our canvassers with key DEI definitions and concepts as well as constructive communication.

*Our impactful DEI training is engaging, inclusive and accessible to all learners, focusing on the following:*

- Workplace Diversity Training*
- Managing Unconscious Bias*
- Micro-aggressions Training*
- Cultural Competency Training*
- Religious Sensitivity Training*



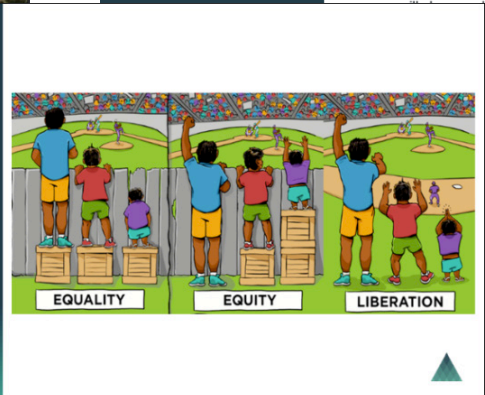
## Activity

In this activity, in teams, we will either create our own ideal DEI workplace or create a workplace that lacks proper DEI goals.

As you present, do not let other groups know which option you chose.

At the end of the group's presentation, the other groups will vote on whether the group presented a workplace that met DEI goals/initiatives.

## Equity vs Equality





# DATA

## DATA DELIVERABLES

**Strategies for Change Group** will report on attempts and contact rates for doors, phone, and text programs on the district, county, municipal and/or on the precinct level.

**Strategies for Change Group** will also provide survey response reports that show traction around issues, candidate support, voter registration, and commit to vote intent on the district, county, municipal and/or on the precinct level.

**Strategies for Change Group** will provide Bi-Weekly Full Reports, Daily Mid-Day and Nightly reports allowing **Strategies for Change Group** to address canvasser data entry issues, identify and resolve any device-related hurdles, and facilitate **Strategies for Change Group** Canvass Directors to adjust the program in real-time, when necessary, in coordination with Michigan Democratic Party Pod team members and staff.

**Strategies for Change Group** does not require VAN or data management support from Michigan Democratic Party, but **Strategies for Change Group** will work with Michigan Democratic Party Data team to ensure strong programs in our proposed ten (10) districts as well as increased efficiency.

**Strategies for Change Group** will adhere to Michigan Democratic Party Data Department's best practices, and believes our existing infrastructure matches the nomenclature and needs homogenously. **Strategies for Change Group** currently uses API integration from existing and past Michigan Democratic Party vendors to visualize data via our internal CRM and across various applications.

**Strategies for Change Group** will observe Michigan Democratic Party's standards "bad data" and work proactively through our quality control measures to prevent and in the case, it is found, correct as close to real time as possible.



# QUALITY CONTROL

## QUALITY CONTROL

Prior to submitting any committed data, the **Strategies for Change Group** data team will visually review canvasser data with a detailed focus on duration between knocks and time spent on each door. **Strategies for Change Group** trains canvassers and is aware that MiniVAN stores meta-data from each canvass that is recorded, and voter contact. While also implementing hidden software on our devices to the canvassers, **Strategies for Change Group** can geo-plot a canvassers location in Tableau and visual represent our engagement. This feature allows for a secondary quality control. Concurrently, our devices enrolled in the Unified Endpoint Management (UEM) gives the **Strategies for Change Group** Informational Technology department the ability to coordinate with our Canvassing department and provide an independent assessment of our canvassers work.

**The Strategies for Change Group** data team will contact canvassers to verify information and collect overall feedback from canvassers in our daily evening rundowns. Canvassers must bring at least 3-5 stories from a voter they encountered on the doors back to these meetings. Canvass Leads package these stories and call these voters randomly. Once confirmed our communications department either engages on behalf of **Strategies for Change Group** or a candidate to post these on social media.

The team will also compose daily and weekly reports that identify petition gathering rate, compelling stories, efficient messengers, and provide support to canvassers underperforming.

# QUALITY CONTROL

Canvass Leads are required to submit a mid-shift report at the halfway point of their turf or the halfway point of their shift.

The **Strategies for Change Group** data team will send hourly and or frequent updates to the Canvass Director regarding Leads and Canvassers interactions.

The **Strategies for Change Group** data team will flag canvass issue in real time and attempt to identify specific issue and offer specific training resource to remedy the matter.

The **Strategies for Change Group** data team will only commit data that they believe is valid and trusted. The **Strategies for Change Group** data team will submit nightly data reports and highlight noticeable trends.

## ANALYZE

To study or examine something in detail for an explanation

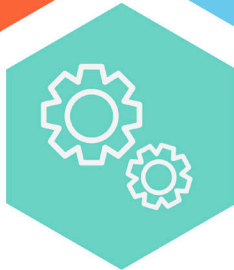


## EVALUATE

To determine or estimate the significance, quality, or value of assessment

## IMPROVE

To make something better in a particular way



## PLANNING

A detail or a process of thinking and organizing step by step to achieve a desired goal





# ACCOUNTABILITY MEASURES

# ACCOUNTABILITY MEASURES

**Strategies for Change Group** approach to monitoring canvassers' performance and ensuring data quality begins with our stringent hiring process.

**Strategies for Change Group** emphasizes the importance of detailed and accurate data recording during training sessions. **Strategies for Change Group** utilize specialized time-and geo-tagging systems to track canvassers' activities in real-time and explain the repercussions of inaccuracies.

Throughout the day, **Strategies for Change Group** Canvass Directors and Canvass Leads diligently monitor incoming data, including disposition, response, time, and geo-tags, to maintain quality standards and promptly address any issues. At the end of each day, **Strategies for Change Group** employs algorithmic analysis to detect red flags, such as consistent responses within a specific area, triggering immediate investigation by the Canvass Lead.

*NOTE: **Strategies for Change Group** is improving the delivery method of this data to as close to real time, during the day, too.*

To further ensure data accuracy, **Strategies for Change Group** implements a random sample double-check system and conducts neighborhood spot checks, supplemented by confirmation calls the following day. These verification processes serve as additional layers of quality control, bolstering confidence in the integrity of our data.

# ACCOUNTABILITY MEASURES

**Strategies for Change Group** systems are continuously refined based on feedback from Canvass Leads, Canvassers, and Clients, enabling **Strategies for Change Group** to adapt and improve our practices over time. In cases where red flags are identified, **Strategies for Change Group** has established HR procedures, including retraining, reprimand, and termination, coupled with robust data procedures to uphold the integrity of our records.

By implementing these comprehensive systems and processes, **Strategies for Change Group** maintains a high standard of performance and data quality, ensuring our canvassing efforts are both effective and reliable.

## ***REPORTING GUIDELINES:***

**Strategies for Change Group** will adhere to all reporting guidelines set forth by the campaign.

In addition to percentage and absolute metrics on figures like Percent to Goal (PtG), Identifications (IDs), etc., **Strategies for Change Group** also provides detailed reporting dashboards that summarize our reports into relevant demographic sections, highlighting how the campaign is performing among key voting blocks.



# SAMPLE REPORTS

# SAMPLE DATA REPORT

Canvasser	Start Date	End Date	Not Home	Refused	Moved	Deceased	Canvassed	Hostile	Inaccessible	No Such Address	Other Language	Vacant	Total
Patrick Berry	9/17/2023	10/22/2023	0	0	0	0	10	0	0	0	0	0	10

^^ Choose a Canvasser's Name ^^      ^^ Choose the desired date range ^^

nick Berry  
reisha Hillary  
raig Jhanwell  
everly Leaphart  
emeth Perry

Date	Totals
9/16/2023	0
9/17/2023	33
9/18/2023	0
9/19/2023	0
9/20/2023	0
9/21/2023	0
9/22/2023	0
9/23/2023	0
9/24/2023	0
9/25/2023	0
9/26/2023	0
9/27/2023	0
9/28/2023	0
9/29/2023	0
9/30/2023	0
10/1/2023	0
10/2/2023	0
10/3/2023	0
10/4/2023	0
10/5/2023	0
10/6/2023	0
10/7/2023	0
10/8/2023	0
10/9/2023	0
10/10/2023	0
10/11/2023	0
10/12/2023	0
10/13/2023	0
10/14/2023	0
10/15/2023	0
10/16/2023	0
10/17/2023	0
10/18/2023	0

GOAL	Doors Hit	%
12,500	33	0.3%

Support	
Yes	8
No	1
Undecided	5
<b>Total</b>	<b>15.2%</b>

Support by Race	Yes	No	Undecided
Black	8		6
White		1	

Data prep Snapshot Cumulative Daily Master 9.16.23 9.17.23 9.18.23 9.19.23 9.20.23 9.21.23 9.22.23 9.23.23 9.24.23 9.25.23 9.26.23 9.27.23 9.28.23 9.29.23 9.30.23 10.1.23 10.2.23 +

Date	Not Home	%	Refused	%	Moved	%	Deceased	%	Canvassed	%	Hostile	%	Inaccessible	%	No Such Address	%	Other Language	%	Vacant	%	Total
9/16/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/17/2023	7	21%	0	0%	10	30%	0	0%	16	48%	0	0%	0	0%	0	0%	0	0%	0	0%	33
9/18/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/19/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/20/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/21/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/22/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/23/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/24/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/25/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/26/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/27/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/28/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/29/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
9/30/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/1/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/2/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/3/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/4/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/5/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/6/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/7/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/8/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/9/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/10/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/11/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/12/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/13/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/14/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/15/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/16/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/17/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/18/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/19/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/20/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/21/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/22/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/23/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
10/24/2023	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0	0%	0
<b>TOTAL</b>	<b>7</b>	<b>21%</b>	<b>0</b>	<b>0%</b>	<b>10</b>	<b>30%</b>	<b>0</b>	<b>0%</b>	<b>16</b>	<b>48%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>33</b>

Data prep Snapshot Cumulative Daily Master 9.16.23 9.17.23 9.18.23 9.19.23 9.20.23 9.21.23 9.22.23 9.23.23 9.24.23 9.25.23 9.26.23 9.27.23 9.28.23 9.29.23 9.30.23 10.1.23 10.2.23 +

# SAMPLE WEEKLY DATA REPORT

## Program Summary

### Canvassing

Weekly  
Summary 09/17/2023



Total Doors  
Knocked: **33**

Full Support <b>8</b>	Leaning Candidate <b>0</b>	Undecided <b>5</b>	Leaning Opposition <b>0</b>	Not Voting Candidate <b>0</b>
Not Home <b>7</b>	Refused <b>0</b>	Hostile <b>0</b>	Deceased <b>0</b>	Moved <b>10</b>
Stories Captured <b>4</b>	Commit to Vote <b>8</b>	Vote By Mail <b>0</b>	Early Voting <b>0</b>	Rides to Polls <b>0</b>

### Cumulative Program Summary



Total Doors  
Knocked: **33**

Full Support <b>8</b>	Leaning Candidate <b>0</b>	Undecided <b>5</b>	Leaning Opposition <b>0</b>	Not Voting Candidate <b>0</b>
Not Home <b>7</b>	Refused <b>0</b>	Hostile <b>0</b>	Deceased <b>0</b>	Moved <b>10</b>
Stories Captured <b>4</b>	Commit to Vote <b>8</b>	Vote By Mail <b>0</b>	Early Voting <b>0</b>	Rides to Polls <b>0</b>



**DATA  
SECURITY,  
PRIVACY  
&  
TECHINICAL  
SUPPORT**

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# DATA SECURITY, PRIVACY & TECHNICAL SUPPORT

At **Strategies for Change Group**, safeguarding sensitive campaign and voter information is paramount. To achieve this, **Strategies for Change Group** implemented a comprehensive array of data security and privacy protocols. Our approach begins with stringent access control measures, ensuring that only authorized personnel have access to sensitive data. By employing role-based access control (RBAC), we tailor access permissions to individuals' specific roles and responsibilities within the organization, minimizing the risk of unauthorized access.

Additionally, **Strategies for Change Group** leverages Single Sign-On (SSO) technology to streamline access to our systems while enhancing security. SSO enables users to authenticate once and access multiple systems seamlessly, reducing the likelihood of unauthorized access due to password-related vulnerabilities.

**Strategies for Change Group** utilizes implementing Multi-Step Authentication verification for emails. **Strategies for Change Group** use Signal while executing projects to encrypt sensitive communication but are open to using Wickr.

Furthermore, we prioritize the ongoing education and awareness of **Strategies for Change Group** staff through mandated security training programs. These initiatives cover various topics, including data handling procedures, recognizing and mitigating phishing attempts, and safeguarding sensitive information. By ensuring that our team is well-versed in security best practices, we bolster our overall security posture and mitigate potential risks effectively.



# DATA SECURITY, PRIVACY & TECHNICAL SUPPORT

All canvassing devices are fully enrolled in Unified Endpoint Management (UEM) with continuous monitoring by **Strategies for Change Group** Informational Technology department. Device restrictions, conditional access and role-based access policies are in place to restrict access to removable devices, geofencing, OS patch compliance and full supervision of endpoints.

**Strategies for Change Group** commitment to data security extends to encryption techniques, both in transit and at rest, to protect sensitive information from unauthorized access. Regular auditing and monitoring of system activity allow us to promptly detect and respond to any security incidents or unauthorized access attempts. Additionally, we adhere to data minimization principles, collecting and retaining only the minimum amount of data necessary for campaign or voter-related activities. Compliant with relevant regulations such as GDPR, CCPA, and STIG (Security Technical Implementation Guides), our protocols uphold the privacy rights of individuals while maintaining the highest standards of data security.

**Strategies for Change Group** holds Data Breach Liability Insurance under our Business Insurance Policy. **Strategies for Change Group** agrees to participate in a cybersecurity training provided by Michigan Democratic Party; and review and implement cybersecurity guidance presented in Michigan Democratic Party Cybersecurity checklist.

# DATA SECURITY, PRIVACY & TECHNICAL SUPPORT

**Strategies for Change Group** is fully committed to abiding by the security protocols provided by the campaign. **Strategies for Change Group** also implement additional safeguards to further enhance data security and privacy. **Strategies for Change Group** is proactive in identifying potential vulnerabilities and implementing robust security measures to mitigate any risks effectively.

## *SFCG Laptops & Phones or Bring Your Own Device (BYOD):*

In addition to **Strategies for Change Group** device supervision, data encryption, and token-based multifactor authentication (MFA) practices, **Strategies for Change Group** deploys several supplementary security measures to fortify our overall defense strategy. Compliance policies, enforced through Microsoft Intune, ensure adherence to regulatory requirements and internal standards, covering aspects like password complexity, encryption, and software updates. Device restrictions are configured to limit potential security risks by disabling features like USB ports or restricting unauthorized app installations, while geofencing enhances security by confining device access to predefined geographical areas, minimizing exposure to unsecured locations.

# DATA SECURITY, PRIVACY & TECHNICAL SUPPORT

Furthermore, **Strategies for Change Group** web filtering protocols help regulate internet access, mitigating threats from malicious websites and enforcing acceptable use policies. These measures are complemented by robust email security solutions, including advanced threat protection, to detect and prevent phishing attacks, malware, and other email-borne threats before they reach users' inboxes. By integrating these additional security layers with our core practices, **Strategies for Change Group** establishes a resilient security framework that safeguards our organization's data and resources comprehensively, mitigating risks across our diverse device landscape.

Thus, **Strategies for Change Group** strives to provide our canvassers with the requisite equipment they will need however, depending on the timeline to launch a project, **Strategies for Change Group** would enact our policies above to ensure all devices are compliant with our standards. .





**COMPLIANCE**

**&**

**INSURANCE**

# COMPLIANCE & INSURANCE

**Strategies for Change Group** actively researches and regularly tracks regulations, laws, and bills related to paid canvassing. Our research helps mitigate unnoticed changes in the legal field, staffing, and personnel management updates. **Strategies for Change Group** employs various tools such as social monitoring software i.e., Critical Mention to monitor pertinent changes. As well as regular updates from our General Counsel.

**Strategies for Change Group** second strategic approach is vis-à-vis Internal Compliance Training where canvassers are informed of the current standards as they relate to the law. Canvassers are required to demonstrate that they not only understand what the regulations are, but how they are connected to the law and the consequences that come with not complying.

**Strategies for Change Group** third strategic approach is executed via spot checks performed by Canvass Leads and reviewed by Canvass Directors.

Lastly, **Strategies for Change Group** employs two law firms, Gorman Williams and Elias Law Group, to ensure each step taken is taken legally and in compliance with the law. **Strategies for Change Group** meets with both weekly to assure ourselves that we know how to approach campaign regulations, and ethical guidelines from a legal perspective. This will ensure that **Strategies for Change Group** is kept up to date with any changes to regulations that will impact on how we conduct business.

# COMPLIANCE & INSURANCE

## **INSURANCE:**



Directors & Officers (D&O) and Entity Liability Policy



Umbrella Policy



Professional Enterprise Risk Management (ERM) Policy



Workers' Compensation Policy



Business Owner's Policy (BOP)

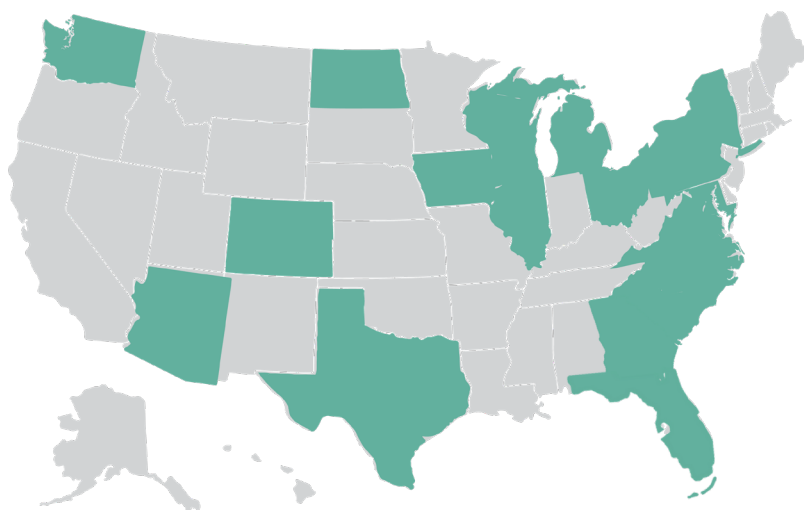
## INDEMNIFICATION:

**Strategies for Change Group (SFCG)** will agree to indemnify the campaign for any third-party legal claim or action alleging negligence or more culpable acts or omissions by **SFCG** in connection with the services rendered by **SFCG** on behalf of BLACK PAC.



# PROGRAM SPECIFIC QUESTIONS

# STATES OF PREVIOUS WORK



	US Senate	US House	Gubernatorial	Down Ballot	Advocacy
MD	2016	2018	2014, 2018, 2022	2010, 2012, 2014, 2016, 2022	
FL		2018		2021	2020, 2022
GA	2020, 2021, 2022	2022			2020, 2022
NC		2020			2020, 2022
PA					2020, 2022
WI					2020, 2022
MI					2020, 2022
SC	2014, 2020	2020		2023	
AZ					2020
ND		2019			
NY		2018			
TX					2020
VA		2014	2021	2018, 2022, 2023	2019, 2021
IA					2020
WA				2020	
CO				2018	2020
IL		2018			



# PREVIOUS EXPERIENCE

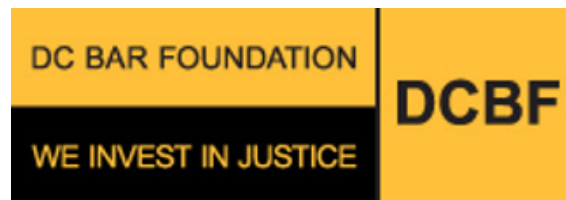
**Strategies for Change Group** has previously consulted with the Democratic Senatorial Campaign Committee (DSCC), the Democratic Congressional Campaign Committee (DCCC), and has advised the Democratic National Committee (DNC), as well as staffing the 2012 Democratic National Convention Committee (DNCC) in Charlotte, NC.

**Strategies for Change Group** while consulting with Democratic Senatorial Campaign Committee (DSCC) executed two paid canvass programs in Georgia for the campaign of US Senator Raphael Warnock. In 2021, **Strategies for Change Group** knocked on 103,000 doors and in 2022 knocked on over 150,000 doors.



# CURRENT CLIENTS & CAPACITY

## CURRENT CLIENTS:



## POTENTIAL CLIENTS:



## PITCHING CLIENTS:



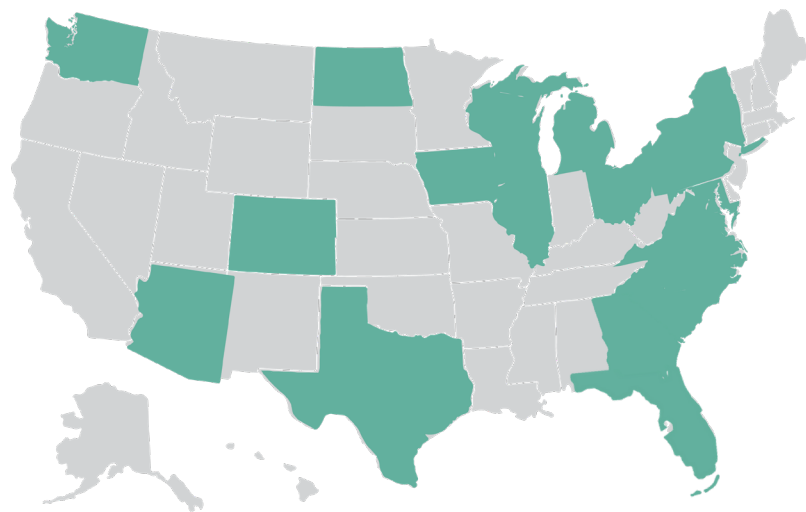
# PROGRAM SPECIFIC SFCG RESPONSES

**Share details of your firm's achievements and experience working on candidate/coordinated campaigns.**

**Strategies for Change Group** has previously consulted with the Democratic Senatorial Campaign Committee (DSCC), the Democratic Congressional Campaign Committee (DCCC), and has advised the Democratic National Committee (DNC), as well as staffing the 2012 Democratic National Convention Committee (DNCC) in Charlotte, NC.

**Strategies for Change Group** while consulting with Democratic Senatorial Campaign Committee (DSCC) executed two paid canvass programs in Georgia for the campaign of US Senator Raphael Warnock. In 2021, **Strategies for Change Group** knocked on 103,000 doors and in 2022 knocked on over 150,000 doors.

**Please list the locations where your organization already has the necessary infrastructure in place. In which areas can your team expedite the launch?**



# PROGRAM SPECIFIC SFCG RESPONSES

## **After signing an agreement, how quickly can you get a paid canvassing operation up and running?**

**Strategies for Change Group** given a request to execute program in the states above, **Strategies for Change Group** is confident our program could start in one (1) to two (2) weeks, while allotting time at the start to become fully ramped.

## **Due to FEC regulations, only U.S. citizens and green card holders may provide strategic consulting advice to the Michigan Democratic Party or help to shape its activities. Please confirm that each principal and manager that would be assigned to the Michigan Democratic Party account is a U.S. citizen or green card holder.**

**Strategies for Change Group** confirms this statement and will adhere to this policy.

## **Ability to design client-facing reports to measure the efficacy of the program.**

**Strategies for Change Group** will provide nightly reports and weekly reports in coordination with Michigan Democratic Party Pod and team members. We wish this to be a collaborative process among the potential ten (10) programs we wish to execute. Thus, we don't wish to just share survey response data, but our hope is to dive deeper into demographic and other data sets.

# PROGRAM SPECIFIC SFCG RESPONSES

**Please describe what data deliverables you will provide Michigan Democratic Party. Provide examples and timelines of reports for this program.**

**Strategies for Change Group** will provide data deliverables to Michigan Democratic Party, please reference responses and screen shots provided on page 35 and, 36.

**Do you collect the demographic information of your paid canvass/voter registration staff? - Is that something you could provide for us if awarded a contract?**

**Strategies for Change Group** will provide demographic information regarding paid canvassers upon request from Michigan Democratic Party.

**Please detail any experience your firm has with ballot cure canvassing.**

**Strategies for Change Group (SFCG)** has assisted with ballot curing following the 2021 Georgia U.S. Senate race. Our team of canvassers call, texted and then knocked on voters' doors who needed to cure their ballots in time. This was a sprint to the finish line given many voters were exhausted from the electoral cycle. However, given our community relationship, we were able to engage residents and move them to cure their ballots.

**Do you require support from Michigan Democratic Party with VAN/data management to execute this program? If yes, please specify.**

No, **Strategies for Change Group (SFCG)** has a multi-person data team, with the requisite skillsets and experience to execute a desired ten (10) districts canvass program.

## PROGRAM SPECIFIC SFCG RESPONSES

**Is your firm ready to stand up canvases in languages other than English?  
If yes, please list those languages and describe your firm’s cultural  
competency standards.**

Yes, **Strategies for Change Group (SFCG)** has team members proficient in Spanish, French, Portuguese, Wolof, Idoma, Yoruba, Twi.

**Is your organization willing to indemnify Michigan Democratic Party in the event of any third-party legal claim or action arising from its activities on Michigan Democratic Party’s behalf? In the event of a security breach that exposes Michigan Democratic Party’s data, including one that exposes personally identifying information, are you willing to investigate and remediate the breach and to provide any legally required notices to impacted individuals at your own expense?**

Yes, **Strategies for Change Group (SFCG)** will agree to indemnify Michigan Democratic Party for any third-party legal claim or action alleging negligence or more culpable acts or omissions by **SFCG** in connection with the services rendered by **SFCG** on behalf of Michigan Democratic Party.

*\*NOTE: Strategies for Change Group has submitted our Letter of Intent,  
and signed Non-Disclosure Agreement*

**STRATEGIES  
FOR  
CHANGE  
GROUP**



**DIVERSITY**

**EQUITY**

**INCLUSION**

---

# DIVERSITY EQUITY & INCLUSION

## SFCG ETHOS:

**Strategies for Change Group** is committed to fostering diversity, equity, and inclusion within our organization. We actively promote a culture of respect and acceptance. Our recruitment team is trained to identify and eliminate biases from the selection process. Additionally, we conduct regular diversity and inclusion training for all staff members to reinforce these principles.

**Strategies for Change Group** actively collaborates with diverse community organizations, cultural centers, and educational institutions to expand our outreach. These partnerships help us connect with individuals from various backgrounds, ensuring a broad and inclusive candidate pool.

During the initial resume screening process, candidate information such as names, gender, and ethnicity is anonymized to prevent unconscious biases from influencing decisions.

**Strategies for Change Group** continuously assess and refine our practices to uphold these standards and create a welcoming, inclusive, and equitable environment for all individuals involved in our canvassing campaigns.



# DIVERSITY EQUITY & INCLUSION

## SFCG ETHOS:

### **What are some of the ways your firm promotes an inclusive work environment?**

**Strategies for Change Group** fosters an environment where everyone feels empowered to speak up, share, collaborate, and make meaningful impact. Some strategies we use to promote inclusiveness of workplace culture are being present, proactive, persistent, and passionate. It is important to that everyone at our firm is heard, can succeed, and are actively engaged with leadership.

- We encourage the clarification and use of preferred pronouns in order to ensure all team members are respected.
- We offer mandatory diversity trainings led by trained professionals.
- We hire qualified candidates from diverse backgrounds regardless of race, gender, sexual orientation or socioeconomic status.
- We use numerous jobs posting sites such as Diversity Jobs in order to ensure we are receiving a diverse pool of applicants.
- We ensure equal pay regardless of race, sexual orientation and gender.
- We establish a family atmosphere where team members through our Slack communication channel can discuss current events, life experiences and holidays.
- We encourage candidate and employee feedback to improve processes and ensure we are remaining unbiased.

# DIVERSITY, EQUITY & INCLUSION

## SFCG ETHOS:

### **What are some of the ways your firm brings cultural competency to its work?**

**Strategies for Change Group** encourages feedback and transparency. It is important to us that our team members feel safe and comfortable sharing their thoughts and experiences in the workplace. We set up regular meetings and/or feedback channels for learning about any issues with discrimination, intolerance, or prejudice that can be addressed through our cultural competency training. When developing program for example in New Mexico, we are not only seeking to have Hispanic members on our team but also looking to work with First Americans to join as well.

### **What steps are taken to ensure that a broad range of perspectives are considered in the operation of your organization?**

**Strategies for Change Group** is intentional in all aspects from of our mission. This begins with our internal team. We have been conscious to perceive biases and to maintain accountability, our leadership comprises many from various backgrounds. We allow these voices to carry weight in the decision-making process from hiring to the type of projects we take. Strategies for Change Group allows those routinely left from the table to easily pull up a chair. We welcome new and expansive viewpoints.

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# DIVERSITY, EQUITY & INCLUSION

## SFCG ETHOS:

**Please describe an example of when your firm has done work with respect to underrepresented and hard to reach communities?**

**Strategies for Change Group** in 2022, executed our COVID 19 vaccination program with Department of Health and Human Services, where we canvassed, phone banked and texted to underrepresented communities in Georgia and Florida. In order to meet the community where they were, **Strategies for Change Group** first orchestrated focus groups to gain better understanding of their needs and assessed literacy rates and how to best reach these communities. We used the information from focus groups to tailor our messaging and understand what linguistic backgrounds needed to be represented to ensure clear and effective communication.

**Do you provide DEI training to canvassers as part of the training process? If so, please provide details.**

**Strategies for Change Group** does provide training, please reference screen shots provided on page 22.

STRATEGIES  
FOR  
CHANGE  
GROUP



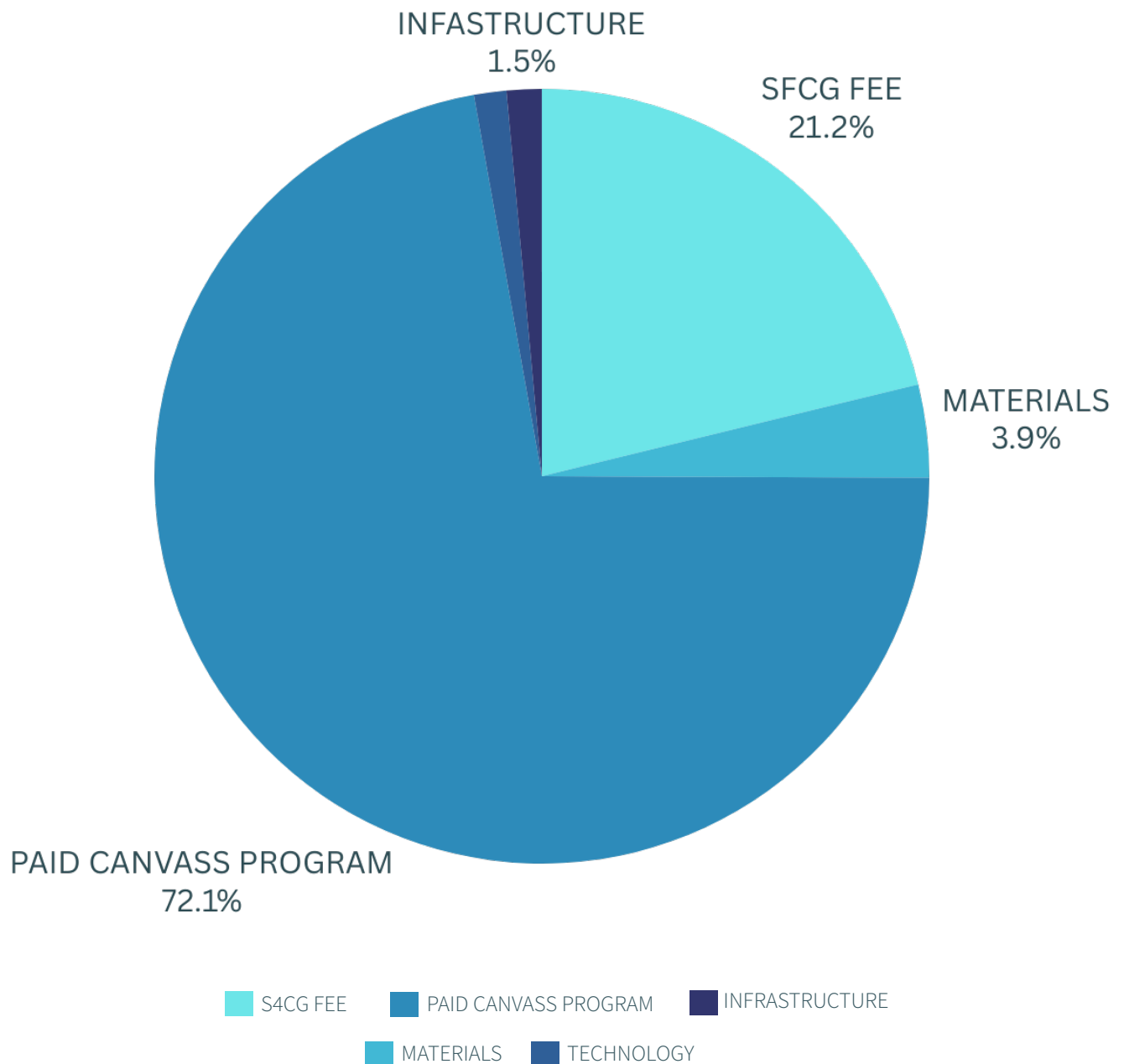
# BUDGET & RAMP CAPABILITIES

# \$2 MILLION SAMPLE BUDGET



KNOCKS:  
**890,000**

\$2.25 cost per knock attempt average



# \$2 MILLION SCALE & SAMPLE TIMELINE



By Election Day  
we should be able to deliver



**890,000** knocks



35 (5hr) shifts per phase




4 hours a shift canvassing




Expecting 25 knocks per hour  
100 knock attempts per shift

**PHASE 1**  
**SEPTEMBER 7<sup>TH</sup>-28<sup>TH</sup>**



Starting with  
**55 canvassers**




**215,000**  
Knocks by  
the end of Phase 1

**\$9.30** cost per knock

**PHASE 2**  
**SEPTEMBER 29<sup>TH</sup>-  
OCTOBER 20<sup>TH</sup>**




Building to  
**85 canvassers**




**325,000**  
Knocks by  
the end of Phase 2

**\$6.15** cost per knock

**PHASE 3**  
**OCTOBER 21<sup>ST</sup>-  
NOVEMBER 5<sup>TH</sup>**



Building to  
**100 canvassers**



**350,000**  
Knocks by  
the end of Phase 3

**\$5.71** cost per knock

**STRATEGIES  
FOR  
CHANGE  
GROUP**



# **OUR WORK**

# CASE STUDIES

## DSCC



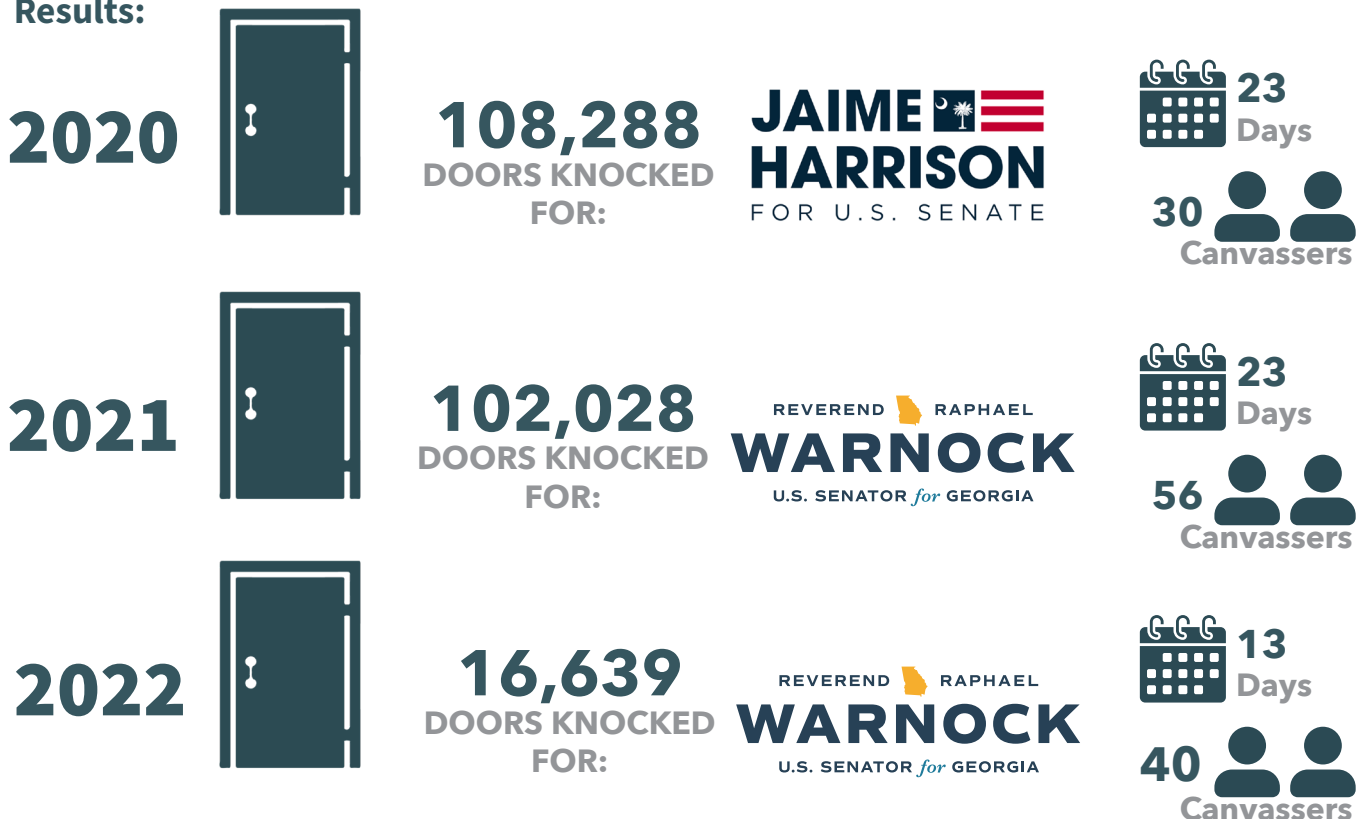
### Problem:

**Strategies for Change Group** led a paid canvass program valued at \$1,025,000. The initiative aimed to amplify the voices of African American super and drop-off voters aged twenty-five to sixty-five. Notably, a primary focus lay on engaging and empowering African American women—an essential and often underestimated demographic.

### Solution:

The canvass program transcended political boundaries, spanning both South Carolina and Georgia. These states, known for their Republican strongholds, presented a challenging terrain. **Strategies for Change Group** embraced the intricacies, tackling not only the political dynamics but also the logistical hurdles of these areas. Recognizing the significance of community unity, the initiative diligently connected with local law enforcement, fostering understanding and paving the way for productive dialogues. The training imparted to canvassers, including techniques for de-escalation, underscored the commitment to peaceful engagement.

### Results:





# CASE STUDIES



## The Department of Health and Human Services

### Problem:

In efforts to raise awareness for COVID-19 vaccinations, the United States Department of Health and Human Services allocated grant funding to a nonprofit organization who then contracted Strategies for Change Group. **Strategies for Change Group** created a plan to incentivize residents in majority-Black, underserved communities to get vaccinated.

### Solution:

Our program decreased COVID-19 vaccine misinformation in the Black community through direct resident engagement and education. **Strategies for Change Group** facilitated focus groups that were led by community members and leaders, enabling us to better understand the perspective, motivations, and needs of the residents served. Additionally, vaccination participation was increased by providing transportation to residents seeking to be vaccinated via a free Lyft ride program.

### Results:

# 1,440,475

Total Number of Contacts



**7%** Increase  
in COVID-19  
Vaccinations in  
Duval County  
(Jacksonville)



**36%** Increase  
in COVID-19  
Vaccinations in  
Dougherty County  
(Albany)

# CASE STUDIES

## Walgreens



### Problem:

Walgreens aimed to address COVID-19 vaccine awareness within Historically Black Colleges and Universities (HBCUs), recognizing the need for tailored outreach in these vibrant communities. They contracted **Strategies for Change Group** to execute their initiative.

### Solution:

Our approach centered on enlisting HBCU student ambassadors across the mid-Atlantic and southern regions, representing esteemed institutions such as Howard University, Jackson State University, and Shorter College, Le Moyne College, Morgan State University, Philander Smith College, Fort Valley State University, Alabama State University, University of Arkansas at Pine Bluff and Arkansas Baptist College. These ambassadors played a pivotal role in orchestrating a series of strategic pre-events, leading up to the groundbreaking Walgreens' HBCU Vaccine Bus Tour.

### Results:

Through the collaboration with our HBCU ambassadors, we achieved impactful outcomes:

**Authentic Engagement:** By tapping into ambassadors who intimately understood the concerns of their peers, we fostered genuine conversations about vaccination.

**Amplified Reach:** The Walgreens' HBCU Vaccine Bus Tour transcended state borders, effectively spreading vaccine awareness across diverse HBCU campuses.

**Community Empowerment:** Our strategy ensured active community participation, yielding enthusiastic responses and heightened involvement.

Walgreens' HBCU Vaccine Tour serves as a testament to the efficacy of community-driven outreach. Our tailored solution not only resonated within the Black community but also contributed to a healthier, safer future for all.



# CASE STUDIES

## The National Urban League



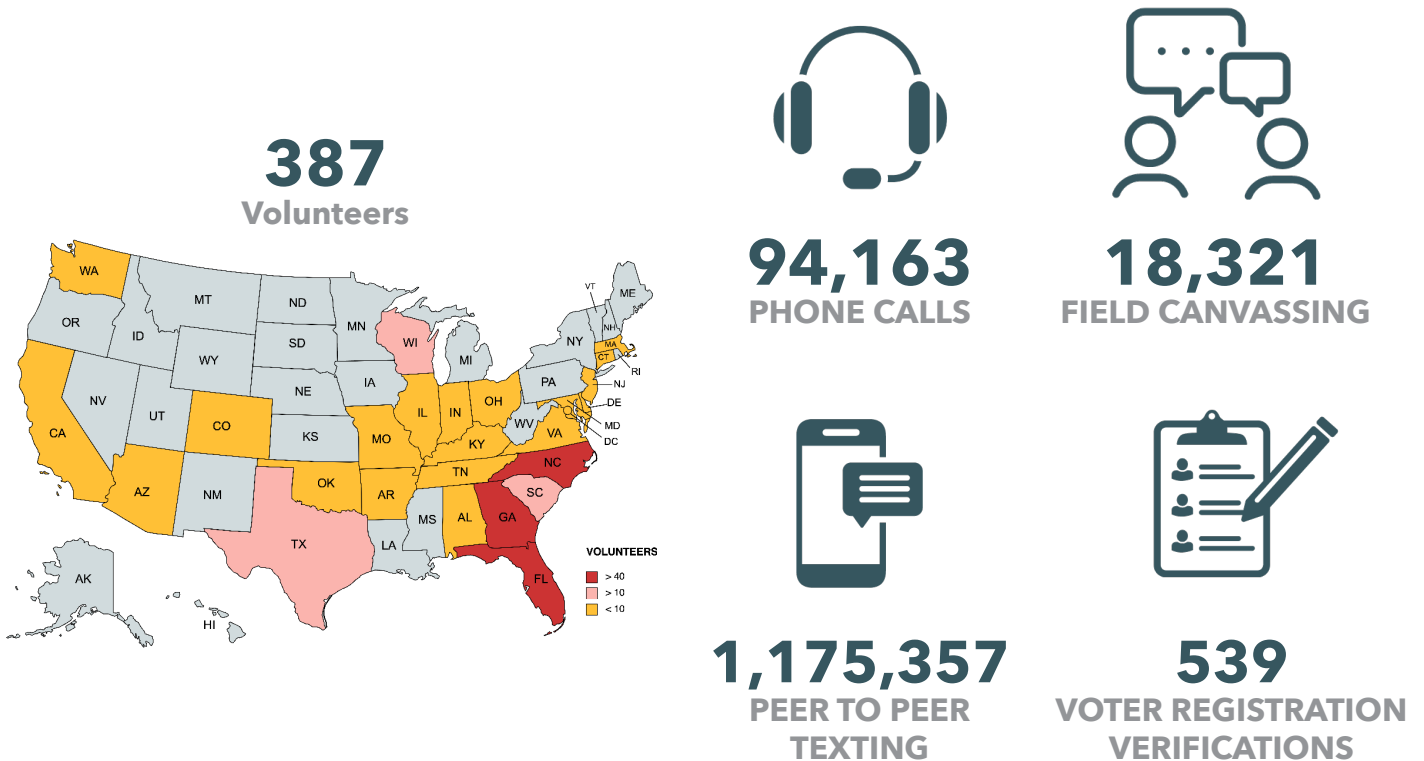
### Problem:

The National Urban League’s Equitable Justice & Strategic Initiatives Division sought to create a National Civic Engagement program for the League’s 99 Affiliates. The Civic Engagement program would create a campaign to encourage voting and voter registration.

### Solution:

**Strategies for Change Group** built a National Civic Engagement program for the National Urban League from the ground, up. Not since 1974 had the League engaged in this work. The program consisted of non-partisan voter registration, Phone Banking, Peer to Peer Texting and Door to Door canvassing. The program also took the League’s National President and CEO, Marc Moral, on the road and executed in person activations within the Philadelphia, Pennsylvania, Atlanta and Columbus, GA. The program managed \$1.5 Million budget and fifteen organizers through our six states, North Carolina, Georgia, Florida, Pennsylvania, Wisconsin and Michigan.

### Results:



# CASE STUDIES



## Horizon Foundation

### Problem:

The Horizon Foundation embarked on a mission to uplift Howard County, Maryland, by addressing the specific needs of its residents. Their commitment to creating lasting positive impacts on physical and mental well-being necessitated an in-depth understanding of the community's experiences, priorities, and aspirations. To accomplish this, they partnered with **Strategies for Change Group**, enlisting our expertise in direct 1:1 survey canvassing.

### Solution:

**Strategies for Change Group** orchestrated a comprehensive approach to immerse within the tapestry of Howard County's community.

A dedicated canvassing team embarked on a neighborhood-level exploration, knocking on doors and engaging in meaningful discussions with residents. This approach, rich in personal interactions, aimed to unveil the challenges residents grapple with and the metamorphoses they envision.

To seamlessly navigate the intricacies of data management, modern tools were integrated. iPads paired with Organizer software ensured that responses flowed seamlessly into an organized repository. The utilization of L2 for community mapping fortified the understanding of the survey's geographical context.

### Results:

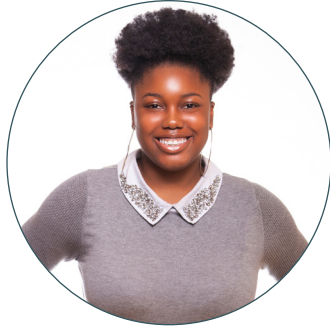


**STRATEGIES  
FOR  
CHANGE  
GROUP**



# OUR TEAM

# OUR TEAM



**CHELSEA OKOROH**  
**CHIEF OF STAFF**

Email: [Chelsea@s4cg.com](mailto:Chelsea@s4cg.com)  
Phone: 202-680-0552

Chelsea Okoroh, our Chief of Staff, joined **Strategies for Change Group** in 2017 as an intern and has since proven to be an invaluable asset to our firm. Graduating with a Bachelor's of Science in Business Administration from Bowie State University, Chelsea has amassed a wealth of experience. Over the years, she's worn various hats as a project manager, focusing on advocacy, civic engagement, politics, and consulting. Her role involves overseeing and actively executing strategic plans to ensure optimal results for every client. Chelsea's track record includes successfully executing five national projects over the past two years, planning and executing three Election Day war rooms simultaneously, and spearheading two State of Emergency Bus Tours on behalf of the National Urban League. In 2023, Chelsea graduated from The Campaign School at Yale University, further enriching her skill set. Notably, Chelsea is the creator of the SFCG fellowship program, where she works closely with college students, introducing them to the corporate world and community engagement work. Chelsea Okoroh is an exceptional leader and organizer, galvanizing teams across eight states to successfully execute our clients' vision. Her passion lies in creating positive change in communities across the nation, achieved through advocacy, philanthropy, community service, and education.



**SHUA GOODWIN**  
**CHIEF OPERATING OFFICER**

Email: [shua@s4cg.com](mailto:shua@s4cg.com)

Shua Goodwin is a corporate and political strategist. With over a decade of experience, he ran and won multiple campaigns on the local, state, and federal levels, structured business development and crisis management plans for corporations and elected officials, built national coalitions and grassroots strategies, and is a former Senior Advisor and a Director of Communications for a member of Congress. By executing market research analytics and understanding the various tax credits within industries, Goodwin brings business and political acumen on a national scale with a high-end focus on tax credits and grassroots organizing.

He is a recipient of the National Association of Asian Pacifics in Politics and Public Affairs' 40 Under 40 List and the 2018 Ambassador Award for Sleep Tight Kids. Additionally, he is a former board member for Set Free Alliance and a current board member of Capital Pride Alliance.

# OUR TEAM



**ALEJANDRO CHAVEZ**  
**CHIEF ORGANIZING OFFICER**

Email: Alejandro@s4cg.com

Our Chief Organizing Officer, Alejandro Chavez brings over a decade of experience in political advocacy and organizing, showcasing a proven track record of success in various impactful roles. His expertise includes managing successful campaigns, advocating for international diplomacy, and mobilizing volunteers to effect positive change. Alejandro played a pivotal role in electing key political figures such as Rep. Veronica Escobar and Senator Catherine Cortez Masto, contributing significantly to their historic victories. His role as Political Director in passing Prop 207 in Arizona, legalizing recreational marijuana with the highest vote percentage nationwide, underscores his strategic leadership. Alejandro's dedication extends to co-founding Pa'lante GA, a state PAC focused on supporting Latina/os in running for office, and leading national volunteer engagement programs. His passion for community organizing and empowering individuals aligns seamlessly with our commitment to driving positive societal impact.



**BRIAN WOOD**  
**CHIEF DATA OFFICER**

Email: Brian@s4cg.com

Brian Wood is a non-profit and government leader with over 15 years of experience strategizing, operationalizing and problem solving in a diverse set of environments. After college Brian moved to DC doing national and international non-profit work in economic development and workforce development space. Learning, engaging and serving the local community led to an opportunity to serve as an appointee for the Mayor of the District of Columbia where he spent 5 years spearheading major operational changes within the Department of General Services, Contracting and Procurement and the Office of the Chief Technology Officer. Continuing his passion for service, Brian moved to Maine and served as the Assistant City Manager for the 5th largest city for 4 years. He brings this breath of experience to Strategies for Change Group and looks forward to helping continue to provide exceptional service for the clients of **Strategies for Change Group.**

# OUR TEAM



**NADIA LEVINE**  
**SENIOR VICE PRESIDENT OF OPERATIONS**

Email: [Nadia@s4cg.com](mailto:Nadia@s4cg.com)

Nadia Levine, as the Senior Vice President of Operations at **Strategies for Change Group**, embodies the company's mission of translating vision into reality. With her background in diversity, equity, and inclusion (DEI) and her entrepreneurial expertise from leading Levine Consulting Group, Nadia is a catalyst for action. Nadia's knack for entrepreneurship and business strategy empowers individuals to turn their skills into profitable ventures. Nadia's community involvement as the Civic Engagement Chair for the Greater Washington Urban League Thursday Network, along with her entrepreneurial endeavors, including Hey Sis Media L.L.C. and hosting the Hey Sis! podcast, underscore her commitment to empowerment. With degrees in Health Services and certifications in Women's Entrepreneurship and Leading Diversity, Equity, and Inclusion, Nadia's decade-long journey in the Public Health industry equips her with invaluable insights to enhance health program effectiveness. Nadia Levine is a transformative leader, aligning philosophy with impactful action to drive **Strategies for Change Group's** vision.



**CHIBUNDU NNAKE**  
**SENIOR VICE PRESIDENT OF ENGAGEMENT**

Email: [chibundu@s4cg.com](mailto:chibundu@s4cg.com)

As our Senior Vice President of Engagement, Chibundu Achebe Nnake brings over 12 years of experience in politics, government, education, and advocacy to drive **Strategies for Change Group's** transformative mission. He currently leads Google's US Privacy Campaigns portfolio on the Google Government Affairs and Public Policy team. In the past, Chibundu played a pivotal role as the Government Relations Manager at NetApp, overseeing federal congressional relations, state and local advocacy, and managing key initiatives, including HBCU outreach and Veteran Affairs Suicide Prevention. Chibundu's track record includes work on prominent campaigns such as Fetterman for Senate, Hillary for America, Biden for President, and many more, covering progressive issue advocacy, DNC, DSCC, and DCCC efforts. His involvement extends to corporate activations and event installations for notable events. A Houston native now based in southeast Washington, DC, he's known for his passion for baking, travel, and sports, coupled with a background as a former Ohio State football player. His dedication to community involvement is reflected in his roles as a board member of The Ohio State Black Alumni Society and IDEA Public Charter School Board.



## OUR TEAM



**JAZZ CANZATER**  
**PAID CANVASS SENIOR ADVISOR**

Email: Jazz@s4cg.com

Jazz Canzater brings 17 years of organizing experience to her new role as Senior Advisor for Paid Canvassing at **Strategies for Change Group**. Her extensive background in political and issue-based organizing includes spearheading canvassing operations for State and County Democratic Parties, various campaigns, issue-based organizations, and PACs, as well as co-founding B.A.S.I.C., a nonprofit with her husband in 2020 that focuses on civic engagement year-round. Known for her strategic acumen and ability to mobilize grassroots efforts, Jazz has consistently demonstrated her expertise in campaign strategy design, voter engagement, and program management, making her a valuable asset in driving effective and impactful canvassing initiatives.



**PRIESTLEY JOHNSON**  
**VOTER REGISTRATION SENIOR ADVISOR**

Email: Priestley@s4cg.com

Priestley Johnson, serving as the Senior Advisor for Voter Registration at **Strategies for Change Group**, provides guidance and knowledge leveraged from her background in strategic voter registration and political landscape knowledge. With a history of impactful roles, including serving as the National Director of Partnerships for Michelle Obama's voting initiative When We All Vote, Priestley actively fosters strategic partnerships and business development to impact over 100,000 people in disadvantaged communities. As the Girl Up USA Director, Priestley is a passionate advocate for women and girls, believing in providing access to education, equal opportunities, and the freedom to pursue their dreams without fear or discrimination. As Chief Operations Officer of ActUp Theater, she oversees business strategy, hiring, and operations, embodying her dedication to community building. Graduating Magna Cum Laude with a B.A. in Political Science and Business Administration from Howard University, Priestley Johnson is determined to create a world where everyone can thrive, succeed, and contribute meaningfully to society.



**JACK LOFGREN**  
**CAMPAIGN SENIOR DEVELOPMENT MANAGER**

Email: Jack@s4cg.com

Jack is an accomplished political strategist and fundraiser with a robust track record of raising over \$100 million for various political organizations. His fundraising experience is built on a variety of campaigns, including as the National Finance Director for Barbara Lee's U.S. Senate campaign and as the iFinance Director at The Collective, managing fundraising efforts for The Collective PAC and endorsed candidates. Jack has also worked with the Pete for America 2020 Presidential campaign, Human Rights Campaign PAC, Democratic Senatorial Campaign Committee, former Congressman Tom Perriello's Virginia gubernatorial campaign, and Secretary Hillary Clinton's Presidential campaign. He has a natural knack for organizing major fundraising events, managing donor relationships, and raising substantial funds for meaningful causes. He holds a B.A. in Anthropology, International Studies, and Sociology from Loyola University Chicago.



**COLIN BUCKERIDGE**  
**SENIOR FUNDRAISING MANAGER**

Email: Colin@s4cg.com

As the Senior Fundraising Manager at **Strategies for Change Group**, Colin Buckeridge is an experienced fundraising and campaign professional with nearly a decade of experience, having worked on state-wide and local races since 2014. His expertise lies in donor outreach, cultivation and management, event planning, and fundraising plan development, showcasing a proven record of success

Since 2019, Colin has operated a private consulting practice where he has raised more than \$3 million dollars for his clients. His dedication to advancing fundraising initiatives aligns seamlessly with our mission at **Strategies for Change Group**, contributing to our commitment to driving positive change and impactful campaigns.



**RABIAH ELISA**  
**CAMPAIGN SENIOR SMS MANAGER**

Email: Rabiah@s4cg.com

Rabiah Elisa is an experienced digital and campaign strategist, dedicated to building community around common causes and interests to create movements that are decentralized, teachable, and ever-evolving. Rabiah has worked every angle of digital from email marketing, content writing, grassroots fundraising, partnerships, ad acquisition, and coalition building.

She has used these skills both in-house and consulting for organizations like the Democratic National Committee, Elizabeth Warren for President, Crooked Media, and Collective PAC at the national level, Stacey Abrams for Governor campaign and the National Urban League at the state level, and #VOTEPROCHOICE at the local level. Elisa's overall mission is to bring online engagement to offline action and create community in every space she touches. She is a graduate of Spelman College with a Bachelor of Art in Political Science/Government & Asian Studies.

## OUR TEAM



**KAREN SIMMONS-BEATHEA**  
**SENIOR COMMUNICATIONS MANAGER**

Email:Karen@s4cg.com

Karen Simmons-Beathea has more than 20 years of professional experience in media, strategic communications, public and governmental affairs, and in television, radio and theater production. Ms. Simmons Beathea has served in management at several major television networks and nonprofits. Ms. Simmons' has refined her skills in project management, strategic planning, contract negotiation, program development and is a skilled facilitator in crisis communications and media training. Her extensive experience in media relations, advertising, negotiation, and event management, which makes her a successful consultant in these areas.



**AHLEY OKOROH**  
**COMMUNICATIONS MANAGER**

Email:Ashley@s4cg.com

Ashley Okoroh, a seasoned digital marketing specialist with over 8 years of experience in the dynamic landscape of online marketing. Throughout her career, Ashley has demonstrated a keen ability to craft and execute effective digital strategies that drive engagement, conversion, and revenue growth for diverse clients and brands. She possesses a deep understanding of SEO, social media marketing, email campaigns, and content strategy, leveraging analytical insights to optimize campaigns and achieve measurable results. With a passion for innovation and staying abreast of industry trends, Ashley thrives on implementing creative solutions that resonate with target audiences and deliver tangible business outcomes. Her commitment to excellence, coupled with a collaborative approach and strong communication skills, has consistently propelled her clients and teams towards success in the digital realm.



**ALYSSA CARGILL**  
**SENIOR GRAPHICS MANAGER**

Email: Alyssa@s4cg.com

Alyssa Cargill is the creative force behind **Strategies for Change Group**, serving as the Senior Graphics Manager. Armed with a Bachelor of Fine Arts in Graphic Design and a minor in Marketing Management from Salisbury University, Alyssa embarked on a journey to merge her design expertise with her passion for driving positive change. Alyssa's commitment to using her talents for a greater purpose led her to pursue a Master of Arts in Graphic Design and Visual Experience at the Savannah College of Art & Design in Atlanta. At Strategies, her creative vision and design acumen are integral to bringing about transformative change.

# OUR TEAM



**TIMOTHY SPRY JR**  
**DIGITAL MANAGER**

Email: Timothy@s4cg.com

Timothy Spry Jr, our Graphics Manager at **Strategies for Change Group**, is a young and dynamic graphic designer specializing in branding and visual identity. With a passion for creating memorable brand experiences, Timothy brings a unique blend of creativity and strategic thinking to every project. His expertise extends to illustration and motion graphics, adding depth and versatility to his design approach. Committed to excellence and staying ahead of industry trends, Timothy is dedicated to crafting visually stunning solutions that leave a lasting impact.



**ROBYN BESS**  
**DIGITAL MANAGER**

Email: Robynbess@s4cg.com

Robyn Bess, our Digital Designer at **Strategies for Change Group**, is a versatile creative professional with a passion for authentic storytelling through design and photography. With a rich background in design, including UI, graphic design, web management, and digital strategy, Robyn brings a unique perspective to our team. Her multidisciplinary expertise is complemented by her work in photography, where she captures the essence of life, love, and blackness through her lens. In her current role, she enhances our company's digital presence, ensuring consistent brand identity application by creating sleek presentation templates, social media graphics, and managing website design. Beyond her professional endeavors, Robyn is a passionate photographer, both in film and digital formats, dedicated to authenticity and storytelling in her art.



**ZACHARY CRUZE**  
**SENIOR DATA MANAGER**

Email: Zachary@s4cg.com

Zachary Cruze, our Senior Data Manager at **Strategies for Change Group**, brings a wealth of experience and passion to his role. After formative experiences growing up Jewish in the South, Zaq began organizing for economic justice during the Occupy Movement. Taking the next steps into organizing, he joined Obama's reelection campaign as a Fellow. Since then, he has worked on campaigns across the country, promoting candidates, ballot initiatives, and non-profits across field, fundraising, data, management, and consultant work. In addition to his impactful work, Zaq is currently completing an MBA with a concentration in Data Analytics and enjoys spending his free time snowboarding.

# OUR TEAM



**JOHN REED**  
**SENIOR DATA MANAGER**

Email: [John@s4cg.com](mailto:John@s4cg.com)

John Reed is a proud resident of Nashville, TN and local politico who has been heavily involved in community, state, and national politics. As an alum of the University of Tennessee, he graduated with a Bachelor of Science in Political Science and a Minor in History. Over the past ten years, John has worked with Democrats around the nation to build strong campaigns and deliver on progressive results. He is always hard at work to make sure everyone has a seat at the table.



**DeLORAN JACKSON**  
**SENIOR SALES DEVELOPMENT REPRESENTATIVE**

Email: [DeLoran@s4cg.com](mailto:DeLoran@s4cg.com)

DeLoran brings over two decades of dedicated Army service to our team, where he developed strong leadership, communication, and problem-solving skills. After transitioning out of the military, he honed his sales expertise in the SaaS industry, specializing in building relationships and understanding customer needs.

As Senior Sales Development Representative at **Strategies For Change Group**, DeLoran excels in strategic prospecting, lead generation, and nurturing client relationships. He takes a consultative approach, using his industry knowledge to provide tailored solutions that meet clients' goals. DeLoran's analytical skills help him identify market opportunities and develop effective sales strategies for business growth.



**JEVIAN GUDGER**  
**ACCOUNT MANAGER**

Email: [Jeviant@s4cg.com](mailto:Jeviant@s4cg.com)

Jevian Gudger, brings over six years of expertise in government relations, political operations, campaign consulting, advance operations, event management, and public relations. With a rich professional journey that spans local and national campaigns, Jevian has demonstrated resourcefulness and effectiveness in shaping political landscapes. Notable highlights include his impactful role in the Stacey Abrams 2022 campaign and his recent contributions to the historic Cherelle Parker for Mayor campaign in Philadelphia. As our Operations Manager, Jevian plays a crucial role in driving operational excellence, leveraging his comprehensive knowledge and hands-on experience to ensure the seamless functioning of our initiatives. His commitment to transformative political endeavors aligns seamlessly with our mission at Strategies for Change Group, making him an asset to our team.

# OUR TEAM



**SALASIE KALLON**  
**CAMPAIGN COORDINATOR**

Email: Salasie@s4cg.com

Salasie Kallon, a graduate of Bowie State University with a background in Economics/Business Administration, is a seasoned professional excelling in creative and strategic branding/marketing, event planning, and community engagement. With a versatile skill set, Salasie has collaborated with local non-profits, instructed design programs at Hart Middle School, and currently oversees two after-school programs dedicated to mentoring youth and teaching step. Currently, Salasie is at the helm of "Yours" creative marketing agency and serves as a project manager at Strategies for Change Group, showcasing a commitment to innovation and social impact.



**WESLEIGH GOMES**  
**RESEARCH MANAGER**

Email: Wesleigh@s4cg.com

Wesleigh Gomes, our Campaign Research Manager, is a recent graduate from Howard University with a degree in Political Science and a minor in English. Her impactful internships at the San Francisco Juvenile Probation Department and the San Francisco Department of Police Accountability reflect her commitment to diversity, equity, and inclusion. During her time at Howard, Wesleigh co-chaired the International Awareness program, participated in the Howard University Speech & Debate Team, and served as a leader in the National Council of Negro Women. As a dedicated member and team captain of the Howard University Rugby Club, she showcased her commitment to service. In her role as Campaign Research Manager, Wesleigh leverages her diverse experiences to contribute to our mission at **Strategies for Change Group**.



**YANDRICK PARAISSON**  
**PROJECT MANAGER**

Email: Yandrick@s4cg.com

Yandrick Paraison attended the University of North Carolina at Charlotte on a track & Field scholarship. He served on the Board of Directors with the 100 Black Men of Charlotte and the Charlotte Ballet. In 2020, Yandrick was recommended by the City of Charlotte's Mayor to the position of Director of Special Projects and Community Affairs for the Republican National Convention where he liaised between the Charlotte Corporate Community and the RNC. His goal was to engage as many local small businesses as possible to benefit from contract opportunities with the convention. From there, he consulted for the Thurgood Marshall College Fund. Most recently, he was the Director of corporate engagement for Year Up. Where he was responsible for establishing corporate relationships with the goal of connecting economically challenged young adults with corporate career opportunities nationally.

# OUR TEAM



**UCHE UGWUMADU**  
**CAMPAIGN COORDINATOR**

Email:Uche@s4cg.com

Uche Ugwumadu is a seasoned political campaign coordinator with an academic background in political science from Florida A & M University. Throughout his career, he has contributed to several high-profile campaigns, including Raphael Warnock, Stacy Abrahms, and President Joe Biden's successful election bid. Uche's expertise encompasses strategic planning, voter outreach, and grassroots campaign tactics. His passion for democracy and advocacy for transparent political processes have marked him as a distinguished figure in the field of political campaigning. Uche's leadership skills and dedication to fostering civic engagement continue to drive his success in orchestrating impactful political movements.



**REINA JACKSON**  
**TALENT OPERATIONS ASSISTANT**

Email:Reina@s4cg.com

Reina Jackson is a current student with a background in human resources who is able to ensure that each step of the hiring process goes smoothly. Within talent acquisition specifically she strives to showcase the professionalism that **Strategies for Change Group** has to offer!



**BREASIA JOHNSON**  
**SENIOR HIRING MANAGER**

Email:Breasia@s4cg.com

Breasia Johnson, is a graduate from Valdosta State University with a degree in Political Science. She has worked on eight campaigns since the year of 2020. Her passion is to be a part of the change we so desperately want to see in our communities, she has dedicated her knowledge to connect with voters and their needs. She has experience with non-profit and for-profit organizations, paid and volunteer canvassing programs and ballot initiatives. Having traveled to many states to accomplish victories within elections, she inspires to create a space for individuals to feel and be heard through democracy.

# OUR TEAM



**RACHAEL JONES**  
**SENIOR HR MANAGER**

Email: [Rachael@s4cg.com](mailto:Rachael@s4cg.com)

Rachael Jones serves as the Senior HR Manager at Strategies for Change Group. A seasoned administration professional with a career spanning over 20 years in a spectrum of industries and roles, Rachael has passionately led transformative initiatives and streamlined operations to drive efficiency and organizational success. With a Bachelor of Arts in Psychology from UC Santa Cruz, complemented by an Associates in Professional Human Resources from the HR Certification Institute, Rachael brings a unique blend of operational expertise and a deep understanding of human behavior to the table. As the Senior HR manager, Rachael will be responsible for developing and implementing strategic HR plans aligned with the consulting firm's business goals and objectives.



**ABEL AFEWORK**  
**IT MANAGER**

Email: [Abel@s4cg.com](mailto:Abel@s4cg.com)

Abel Afewerk, Tier 2 IT professional with three years of experience in non-profit and small business environments. Abel specializes in several industry leading software including Office365 applications, Mobile Device Management and Asset Inventory apps.



**LOUISA LEWIS**  
**OPERATIONS MANAGER**

Email: [Louisa@s4cg.com](mailto:Louisa@s4cg.com)

As the Travel Advisor and Operations Manager for **SFCG**, she is committed to ensuring every aspect of your travel experiences are as stress free and supported as possible. With a background in travel, management and operations, she brings a unique perspective to crafting journeys for our clients prioritizing safety, comfort and efficiency. From booking flights and accommodations to coordinating ground transportations, she work to ensure every detail is taken care of. The **SFCG** team is dedicated to providing quality services and personalized attention to our clients needs.



## OUR TEAM



**ROBERT OPPONG**  
**SPECIAL ASSISTANT**

Email: Robert@s4cg.com

Robert Oppong is an enthusiastic and motivated Fellow at **Strategies for Change Group**. Currently pursuing a degree in Accounting at Bowie State University, he brings a strong foundation in research and analysis, problem-solving, and organizational restructuring. His passion for business fuels his eagerness to contribute to the dynamic team at **Strategies For Change Group**.



**ARIA WILSON**  
**EXECUTIVE ASSISTANT**

Email: Aria@s4cg.com

Aria Wilson is a dynamic professional bringing valuable expertise to her each role she takes on. A recent graduate of Howard University in Strategic, Legal, and Management Communications, Aria excels in creating inclusive and equitable work environments. With proficiency in HRIS platforms and legal compliance, she is well-prepared to drive meaningful change and support Strategies for Change Group in providing thoughtful guidance to clientele to bring about tangible improvements in local and national communities. Throughout her career, Aria has demonstrated a keen understanding of HR policies and compliance with labor laws, honed through internships with notable organizations such as Amtrak and International Baccalaureate. Aria's dedication to advocacy is evident through her leadership roles as a member of Alpha Kappa Alpha Sorority, Incorporated, where she empowers marginalized communities, particularly women of color. Her commitment to fostering positive change makes her a valuable asset to any team.



**YOLANDA RICHARDSON**  
**SCHEDULER**

Email: Yolanda@s4cg.com

Yolanda Richardson is an accomplished executive assistant with a proven track record of providing seamless administrative support to high-level executives. With 20 years of experience in the field, she excels in managing calendars, coordinating travel arrangements, and handling confidential information with discretion and professionalism. Yolanda is known for her exceptional organizational skills, attention to detail, and ability to anticipate needs before they arise, making her an indispensable asset to any executive team. Yolanda attended the College of Notre Dame, where she studied political science with a minor in history. She also attended Howard University where she studied to be certified in American Sign Language.

## OUR TEAM



**KHALIL THOMPSON**  
**CEO**

Email: [Khalil@s4cg.com](mailto:Khalil@s4cg.com)

Khalil Thompson, the visionary founder of **Strategies for Change Group**, has dedicated his career to effecting positive change in his community. His journey began with a realization after the 2008 campaign, recognizing a gap in African American representation in political advocacy. This insight led to the establishment of Strategies, a minority-owned firm committed to empowering African American talents to lead meaningful campaigns.

Starting in 2013 with humble beginnings, Khalil's leadership nurtured Strategies' growth, becoming a hub for education, mobilization, and community engagement. His entrepreneurial spirit, instilled by his father, fueled the desire to create an impactful presence on his terms. Khalil's resilience and determination guided Strategies through challenges and triumphs.

As Strategies expanded, Khalil saw the potential to empower individuals with organizing skills, and the firm's scope broadened to corporate consulting. His aim was to create a lasting legacy of empowerment and change. Khalil's journey embodies the spirit of creating a space where individuals are equipped with the tools to make a difference in politics and corporate endeavors.

Khalil Christopher Thompson's career reflects dedication to changemaking, from his internship with Senator Edward M. Kennedy to his instrumental role in Senator Barack H. Obama's 2008 presidential campaign. In 2013, he co-founded **Strategies for Change Group**, a leading political strategy firm. Khalil's legacy extends to community engagement, exemplified by the Distinguished Gentleman breakfast series, and his current role as Senior Advisor and National Campaign Manager for the National Urban League's Civic Engagement Program. Khalil remains deeply committed to his hometown, Washington, D.C.



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[/ @strategiesforchange](https://www.instagram.com/strategiesforchange)

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# REFERENCES

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# REFERENCES



**David Sloan**

*Senior Advisor*

**Angela Alsobrooks for U.S. Senate**



**Jessica Knight Henry**

*Deputy Executive Director & Chief Diversity  
and Inclusion Officer*

**Democratic Senatorial Campaign Committee**



**Jaime Harrison**

*Chairman*

**Democratic National Committee**

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# APPENDIX



# COVID-19 PROTOCOLS

# COVID-19 SAFETY PRECAUTIONS

## ***Personal Protective Equipment (PPE):***

All canvassers are provided with high-quality personal protective equipment including masks, gloves, and hand sanitizers. We provide canvassers with N95 and KN95 masks. We provide alcohol-based hand sanitizer that contains at least 60% alcohol. We ensure a steady supply of PPE to our teams to maintain their safety during canvassing activities.

## ***Comprehensive Training:***

Our canvassers undergo extensive training on COVID-19 safety protocols, which includes proper usage of PPE, social distancing measures, and sanitization practices. Training sessions are conducted regularly to reinforce safety guidelines and ensure full compliance.

## ***Daily Health Checks:***

Canvassers are required to perform daily health self-assessments before starting their canvassing activities. The self-assessments check for any visible COVID-19 symptoms. Canvassers must get their temperature checked at the end of their assessment. Anyone displaying symptoms related to COVID-19 or feeling unwell is advised to stay home and seek medical advice. We also provide emergency test kits.

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# COVID-19 SAFETY PRECAUTIONS

## ***Testing and Vaccination Protocols:***

We mandate bi-weekly regular COVID-19 testing for all canvassers to maintain a safe working environment. Additionally, we strongly encourage and facilitate COVID-19 vaccination for all team members. We provide support to canvassers in scheduling vaccine appointments and offer information on vaccination centers. We also have an in-house collection of COVID-19 rapid antigen tests for canvassers experiencing symptoms.

## ***Contactless Canvassing:***

To minimize physical contact and maintain social distancing, our canvassing efforts are designed to be contactless wherever possible. Canvassers use digital tools and communication methods to engage with voters, reducing the need for close physical interactions.

## ***Sanitization Protocols:***

High-touch surfaces of canvassing materials, devices, and equipment are sanitized regularly throughout the day. Hand sanitization stations are set up at campaign offices, ensuring canvassers can maintain proper hand hygiene.



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# COVID-19 SAFETY PROTOCOLS

1. Identifying Symptoms or Exposure:
  - If a canvasser shows symptoms or suspects they have COVID-19, they must immediately inform their canvass manager.
2. Immediate Actions for Canvassers in the Field:
  - Canvassers in the field showing symptoms must return to the office promptly.
  - Upon return, they will use our emergency COVID-19 rapid antigen test. Regardless of the result, the canvasser will return home immediately.
3. Canvassers at Home:
  - If a canvasser is at home and suspects COVID-19 symptoms, they should stay home and schedule a PCR test at their local pharmacy or doctor's office. They should notify the canvass manager.
4. Notification and Team Awareness:
  - The canvass manager will notify all team members about the situation while maintaining confidentiality.
5. Sanitization Protocol:
  - All equipment used by the team will be thoroughly cleaned and sanitized using our special COVID-19 sanitation spray. This includes phones, tablets, clipboards, and any other tools used during canvassing.
6. Preventive Measures for Team Members:
  - Temperature Checks: Before entering the field, all team members must undergo temperature checks daily. Anyone with a fever will be sent home.

# COVID-19 SAFETY PROTOCOLS

- Daily Health Checks: Canvassers are required to perform daily health self-assessments before starting their canvassing activities. The self-assessments check for any visible COVID-19 symptoms.
  - Rapid Antigen Testing: Team members are required to take a test before entering the field. Only those with a negative result will be allowed to proceed with field activities.
7. Positive Test Protocol:
- Positive Result: If any team member, including canvassers or office staff, receives a positive test result, they must immediately go home and seek medical advice.
  - Isolation and Treatment: The affected team member must follow proper isolation protocols and seek medical treatment. The canvass manager will provide necessary support in coordinating medical assistance if needed.
8. Return to Work Protocol:
- Team members who tested negative can resume field activities while adhering to all safety protocols.
  - Anyone previously positive for COVID-19 must follow the guidelines provided by healthcare professionals and present a negative PCR test before returning to work.
9. Continuous Training and Monitoring:
- All team members will receive ongoing training on COVID-19 safety protocols.
  - Compliance with safety measures will be strictly monitored to ensure the well-being of our team and the communities we serve.

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**SERVE *YOUR* NEEDS.**

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