

TAKE BACK

2020

UNITEHERE!

How UNITE HERE Delivered for Biden



Dear Friends,

This presidential election, roughly 1,700 out-of-work housekeepers, cooks, servers, and other hospitality and food service workers knocked on the doors of three million voters in four battleground states, making a critical difference in the results. Our canvassers led the way into the field in Nevada, Arizona, Florida and Pennsylvania, proving it was possible to safely run a successful ground operation during a pandemic. I believe our strategy was vital to cementing a Biden/Harris presidency. Some of our canvassers were survivors of COVID-19; many had lost friends and family to the virus. Many others had lost their jobs this year due to the pandemic. Every single one of them had too much at stake in this year's election to sit it out.

Every morning for weeks and months they donned PPE, walked miles in neighborhoods ignored by other canvasses and shared their powerful personal stories at the doors of voters like them. The climate that turned a public health crisis into a polarizing political issue, coupled with necessary social distancing, took a toll on our national sense of community and solidarity this year. Our canvassers transcended these divides; their face-to-face connections with voters paved the way for a Biden/Harris victory.

On their own, the numbers from our battleground-state ground campaigns (cited in this report) speak volumes. But they don't tell the stories of the individuals who made a difference one conversation at a time. The work our canvassers did to save our democracy was essential and should be honored as such. We hope you are inspired by the stories of the everyday heroes described in these pages.

None of this work would have been possible without the support of organizations, political allies, donors and volunteers, like you. We are grateful to everyone who contributed whatever resources were at your disposal—be it financial or people-powered—to make the largest union door-to-door canvassing operation in 4 swing states a reality. **You put your faith in UNITE HERE so we could put boots on the ground, and for that we say, "Thank you."**

Like our union, this country's democracy is sustained by ordinary people making the extraordinary happen through collective action. I ask that you take a second to learn more about what UNITE HERE did to help deliver the November election for Democratic candidates. I believe this model is key for growing our power in the House and Senate and the power of working people more broadly.

In Solidarity,

A handwritten signature in black ink that reads "D. R. Taylor". The signature is written in a cursive, flowing style.

D. Taylor, International President, UNITE HERE

Key Takeaways of UNITE HERE's Take Back 2020 Program

- UNITE HERE hospitality workers union **led the country's largest union door-to-door canvassing** operation. With 1,700+ hotel housekeepers, cooks and casino workers canvassing, we reached the doors of **3 million voters** in the key battlegrounds of Pennsylvania, Arizona, Nevada and Florida.
- UNITE HERE was the **first organization to do door-to-door canvassing safely**. By showing the whole country that safe, "contactless" canvassing was possible—and critical for mobilizing infrequent voters—UNITE HERE set the stage for other progressive groups and the Biden campaign to do the same.
- Of the 440,000 infrequent voters that UNITE HERE identified to vote for Biden, 125,000 Nevada, Arizona, and Pennsylvania voters **had not voted in 2016**. In two of our battlegrounds, the number of these voters exceeded the margin of victory: 42,411 in Nevada and 48,364 in Arizona.
- UNITE HERE harnessed a comprehensive communications program to influence voters and shape conversation in key battlegrounds.
- UNITE HERE's comprehensive political organizing program made a critical difference in delivering wins for Joe Biden, Kamala Harris, and down-ballot candidates.



OVERVIEW

UNITE HERE hospitality workers' union organized the country's largest union-door-to-door canvassing operation as part of a comprehensive program to "Take Back 2020" by winning key swing states for President-elect Joe Biden and Vice President-elect Kamala Harris. Through its comprehensive field and communications program, UNITE HERE cleared a pathway to victory for the Democratic nominees in Nevada, Arizona, and Pennsylvania, and contributed to record turnout numbers in this election cycle.





UNITE HERE has been preparing for the 2020 election since 2016, identifying several counties for targeted door-to-door outreach. Among them were cities that became critical to the outcome of the race: Las Vegas and Reno, Nevada; Phoenix, Arizona; Philadelphia, Pennsylvania; and Orlando and Miami, Florida. In those key areas, UNITE HERE canvassers—comprised of hotel, food service and casino workers—got out on the doors first, starting a ground game as early as July in Nevada and Arizona to turn out voters who did not cast ballots in 2016. In Philadelphia, the operation began October 1 and grew dramatically from 50 to 500 canvassers over five short weeks.

As part of UNITE HERE's Take Back 2020 campaign, 1,700 canvassers—many of them Black and Latinx union members whose jobs and families were hit hard by COVID-19—

knocked on the doors of 3 million Americans in Nevada, Arizona, Pennsylvania, and Florida to inspire them to vote. These efforts helped drive the unprecedented turnout of this presidential election and made the critical difference to winning the presidency for Joe Biden.



In each of our key states we ran field and communications operations that layered our tried-and-true door-to-door canvass with a comprehensive campaign to touch voters multiple times, including:

- Phone banking,
- Broadcast, peer-to-peer, and friend-to-friend texting,
- Direct mail, and
- A multi-modal organic and paid media strategy targeting specific voters with ads on the platforms where they spend their time.

Our campaign has had three stages: Winning the Election, Curing the Ballots, and Protecting the Vote and a Peaceful Transition of Power.

I. WINNING THE ELECTION

FIELD: Delivering Swing Victories in Geographies Where Every Vote Counts

The heart of our operation is our door-to-door canvass team.

UNITE HERE organized the largest union door-to-door canvassing operation in the U.S. in spite of the COVID-19 pandemic, which at its peak put 98% of the union's members in hotels, airports, restaurants, and casinos out of work. Our union was among the first groups in the country to begin door-to-door canvassing in 2020, a year in which many groups initially abandoned in-person canvassing—a cornerstone of GOTV electoral work—in the face of the global pandemic. UNITE HERE developed comprehensive “contactless” door-to-door canvassing protocols to minimize risk.

Launched in the summertime, our field program was the longest-running and largest union door-to-door operation nationwide. And in the states we canvassed, we were the largest canvassing operation bar none.



In the swing states we tackled, every vote counts and personal contact is key. This is particularly true when targeting infrequent voters, people struggling to make ends meet and people of color who often face enormous obstacles to voting and historic disenfranchisement. Where other 2020 campaigns relied exclusively on mail, digital or broadcast to talk “at” voters, or remote communications strategies like phone-banking or relational texting, our comprehensive program positioned conversations at the doors at the center. UNITE HERE has learned through decades of organizing that there is no replacement for talking *with* voters—in person, one on one.

In total, UNITE HERE had 1,700 full-time canvassers knocking on doors, plus 1,000 national phone bankers and hundreds more part-time volunteers. All told, our members and staff spent over 500,000 hours contacting voters in these four states. We knocked on the doors of 3 million voters, and dialed over 10 million phone numbers.

We identified a total of 440,000 infrequent voters to vote for Joe Biden and Kamala Harris. This includes:

- 102,000 in Nevada
- 125,000 in Arizona
- 67,000 in Pennsylvania

A total of 125,000 of the voters we spoke to had not voted in 2016 in their current state. This includes:

- 42,411 in Nevada
- 48,364 in Arizona
- 34,863 in Pennsylvania

Over **two-thirds of our voter outreach targeted people of color**, identifying a total of 287,613 voters of color to support Joe Biden.

We helped all of these voters **make a plan to vote** for Joe Biden.



NEVADA HIGHLIGHTS

For the 2020 presidential election, UNITE HERE's Culinary Union and UNITE HERE International Union ran the union's largest political operation to date in Nevada.



Our union was critical to delivering in 2008, 2012 and 2016. But Democrats' margins of victory had diminished in each of those successive victories. And with other groups by deciding not to conduct door-to-door canvassing, we knew it was our responsibility to mount the most robust program in our history.

Our 500 campaigners, spread between Las Vegas and Reno, were responsible for:

- Knocking on the doors of 745,000 voters
- Having 130,000 face-to-face conversations with voters
- Making 2 million personal phone calls (in 6 different languages), in addition to 242,400 automated calls to Culinary Union members, their families, and voters throughout Nevada
- Identifying 102,000 unique Joe Biden supporters, and
- Sending 5.6 million pieces of mail

Leading others in the field

We launched our campaign on August 1, 2020. In addition to grappling with the pandemic, our canvassers in Las Vegas faced a historic heat wave, and in Northern Nevada we were confronted with severe smoke from the California wildfires.

For more than two months, until well into October, we were aware of only one other Nevada canvassing effort in the presidential race: the Trump campaign.



Multilingual, multiracial, cross-party approach

Our operation was led by our members—many of whom had been laid off as a result of the COVID-19 pandemic—and we reached out to voters in their native languages: English, Spanish, Tagalog, Amharic, Cantonese and Mandarin.

We knocked on the doors of over 50% of all Black and Latinx voters in Nevada. At the same time, one-third of our voter universe was white, and one-third was registered without a party affiliation. We identified 42,000 voters to vote for Joe Biden who had not voted in the 2016 election.



While the full data file remains to be updated, we are confident that in every category—race, partisanship, likelihood to vote—the voters we identified to vote for Biden turned out in higher numbers than other such comparable voters.

Results

According to the final results, Joe Biden beat Donald Trump in Nevada by 33,596 votes (2.4%). That's 6,394 more votes than Hillary Clinton's 2016 margin over Trump in the state. Biden's raw vote margins over Trump also exceeded Clinton's in Clark County (90,992 vs 82,170) and Washoe County (11,368 vs 2,621). What's more, Biden won over 50% of all ballots cast statewide, compared to Clinton's 48%.

RECLAIMING PENNSYLVANIA

As the state of the national presidential race tightened, UNITE HERE Philadelphia joined with UNITE HERE affiliates across the country, the UNITE HERE Black Leadership Group and our non-profit partners to stage a GOTV operation in a critical swing state.

Four years ago, Trump won the state by 44,000 votes, the closest margin for a presidential race in many years in Pennsylvania. In Philadelphia alone, over 250,000 registered Dems did not vote in 2016. Dissatisfaction with Donald Trump is high, and for the last four years, we have known that channeling that anger into votes in 2020 would be critical to success, but there were many obstacles to voting this year. The city is still in the grips of the pandemic and its associated economic crisis. Gun violence is at an all time high. Additionally, major changes to voting procedure allowed no-excuse mail-in voting for the first time in the state's history, but the process was complicated and confusing. Philadelphians were going to support Joe Biden and Kamala Harris, but only if they were able to actually cast their votes.

With resources in place, in a few short days we were able to ramp up a large-scale operation that included 200 canvassers, leads, and support staff from October 1 through October 31. For the final weekend of GOTV, total staff ballooned to 500. This effort was supported by over 200 additional volunteer shifts. Overall numbers are as follows:



- Knocked on the doors of 575,000 voters
- 78,000 face-to-face conversations with voters
- 67,000 identified Biden/Harris supporters
- 34,863 of the identified above did not vote in 2016

The work on the doors was supplemented by our national phone bank, which focused primarily on Philadelphia voters who had a mail-in ballot in hand that not been returned. That phone bank achieved:

- 446,935 phone calls
- 17,234 conversations with voters
- 10,182 identified Biden/Harris supporters

Our canvass focused on low-income communities of color (average 89% residents of color, median income \$28,482). When all was said and done, 86% of our IDs were Black or Latinx and 53% were women.

The block of votes that put Joe Biden over the top came from Philadelphia. After the election, UNITE HERE partnered with labor and other community groups to design actions that framed the days of ballot counting as joyous and celebratory. This culminated in a rally and march in Center City Philadelphia on November 7, which took place a few short hours after the race was called in the state.

FLIPPING ARIZONA

For the 2020 presidential election, UNITE HERE Local 11, along with its sister organization CASE Action, ran its largest political operation to date in Arizona. We defeated Sheriff Joe Arpaio in 2016, and elected the first Democratic U.S. Senator in 30 years (and first female senator ever in state history), so we felt confident that this was the year we were finally going to turn the state blue.

Numbers of COVID-19 cases spiked in the summer, but we knew that we had to go out into the field and canvass if we were going to be successful. After seeing the protocols that the Hospitality Training Academy developed to put members back to work preparing food for needy seniors in Los Angeles, we felt confident to pilot the first contactless canvass operation in the country.



By Election Day, we had 400 staff and volunteers in the field to hit 20,000 doors a day. Over the course of the campaign (since late July), we were able to:

- Knock on the doors of over 1 million voters
- Have over 200,000 conversations with voters
- Make 2.5 million phone calls
- Identify 125,000 unique Joe Biden supporters
- Identify 48,364 voters for Biden who did not vote in 2016

Hitting the doors in the heat

We launched our campaign in late July, right before the Arizona primary election. We developed our contactless canvass operation after working with the Hospitality Training Academy, which successfully put hundreds of cooks and dishwashers back to work to prepare over a million meals for seniors. Arizona experienced record-breaking heat, with 34 days over 110 degrees, and a whopping 144 days over 100 degrees!

We were the pioneers in our state coordinated-independent campaign, with the other field operations following our lead in the subsequent weeks and months.



Our original goal was to hit 500,000 doors, which we eventually upped when we saw that we were the first to reach the field.

A multi-racial coalition that reached across party lines

Our operation was led by UNITE HERE members—many of whom had been laid off as a result of the COVID-19 pandemic. Our canvassers ranged in age from 15 to 75; they were white, Latinx, African American, Native American, and Sudanese-American.

About 50% of our universe was POC and Latinx, and the rest suburban. We went to the broadest swath of voters that we ever have, including Independent and Republican voters. We identified 48,000 voters to vote for Joe Biden who had not voted in the 2016 election.

Results

On November 12, 2020, Arizona was called for Biden with an 11,536-vote (0.3%) statewide lead over Trump.

A total of 3.3 million votes have been reported—a record number of votes cast in Arizona.

Hillary Clinton won 1,161,167 votes in 2016 in Arizona (compared to Biden's 1,663,460), losing to Trump in the state by 91,234 votes. Trump beat Clinton in Maricopa County by 37,000 votes, but is losing to Biden by 170,495 votes.

FLORIDA HIGHLIGHTS:

- Over 300 hotel housekeepers, dishwashers, cooks, and casino attendants knocked on the doors of 580,000 voters statewide from August through November.
- 6,000,000 total phone calls made.
- 260,000 conversations with voters.
- UNITE HERE focused almost exclusively on Black and Brown voters (85-90%).
- Identified more than **85,000 people who had not voted in 2016** and helped them to make a plan to vote for Joe Biden this year.
- Biden won in all five of the counties where UNITE HERE spent most of its canvassing effort.



Hospitality Workers: Making a Critical Difference in Florida

The hospitality industry and its workers are a crucial component of Florida's economy. During these last many months, hundreds of people working in this industry have laid the foundation of their political power through the work of our union.



In Florida, UNITE HERE hospitality workers—primarily Black and Latinx workers whose jobs and families have been hit particularly hard by COVID-19—got out on the doors first and stayed out longest to get out the vote for the Democratic nominees. We've worked to make a critical difference in Florida where, in 2016, Donald Trump won by only 1% and 500,000 registered democrats did not vote. UNITE HERE focused its efforts on South and Central Florida, where thousands of our members in the hospitality industry live and work.

Our work made the critical razor edge difference in the passage of Amendment 2, which will gradually increase **Florida's minimum wage to \$15**. That amendment could only pass with 60% support from voters, and it passed with 61%. Florida is the eighth state in the country and the **first state in the South** to raise its minimum wage to \$15. This wage increase is a critical step forward for working families in Florida.

We won all of the down ballot races that we supported, including the first woman mayor of Miami-Dade County and three Miami-Dade County Commission races.

Since August we've pushed to get out the vote for Mayor-Elect Daniella Levine Cava, with more than 160 canvassers going door to door every day and more than 800,000 pieces of literature sent out to support her campaign. Our team dedicated over 36,000 hours to secure her seat as County Mayor.

OTHER FORMS OF VOTER OUTREACH

PAID DIGITAL

In addition to other traditional methods of voter outreach, UNITE HERE used a paid digital media program to reach unlikely or infrequent voters in the battleground states of Nevada, Florida and Pennsylvania, using 15-second ads in English and Spanish, depending on the target. We ran more than 100 micro-campaigns to determine which ads would perform best among voters outside of the traditional Democratic voting base as our primary target was a universe of non-party affiliated/independent voters, and among a secondary universe likely voters who didn't vote in 2016, but did vote in the 2018 midterm elections.

Paid Digital Ad Summary:

- Impressions: 64,032,940
- Video Starts: 54,319,025
- Completed Views: 38,469,606
- Completed Percentage: 71%

ORGANIC DIGITAL

In addition to UNITE HERE's paid digital advertising program, UNITE HERE leveraged a multi-state organic digital media strategy that showcased the canvassers and the issues animating the campaign in thousands of social media posts that appeared on UNITE HERE social channels in battleground states and national feeds using the #TakeBack2020 hashtag, which by election week had taken on a life of its own:

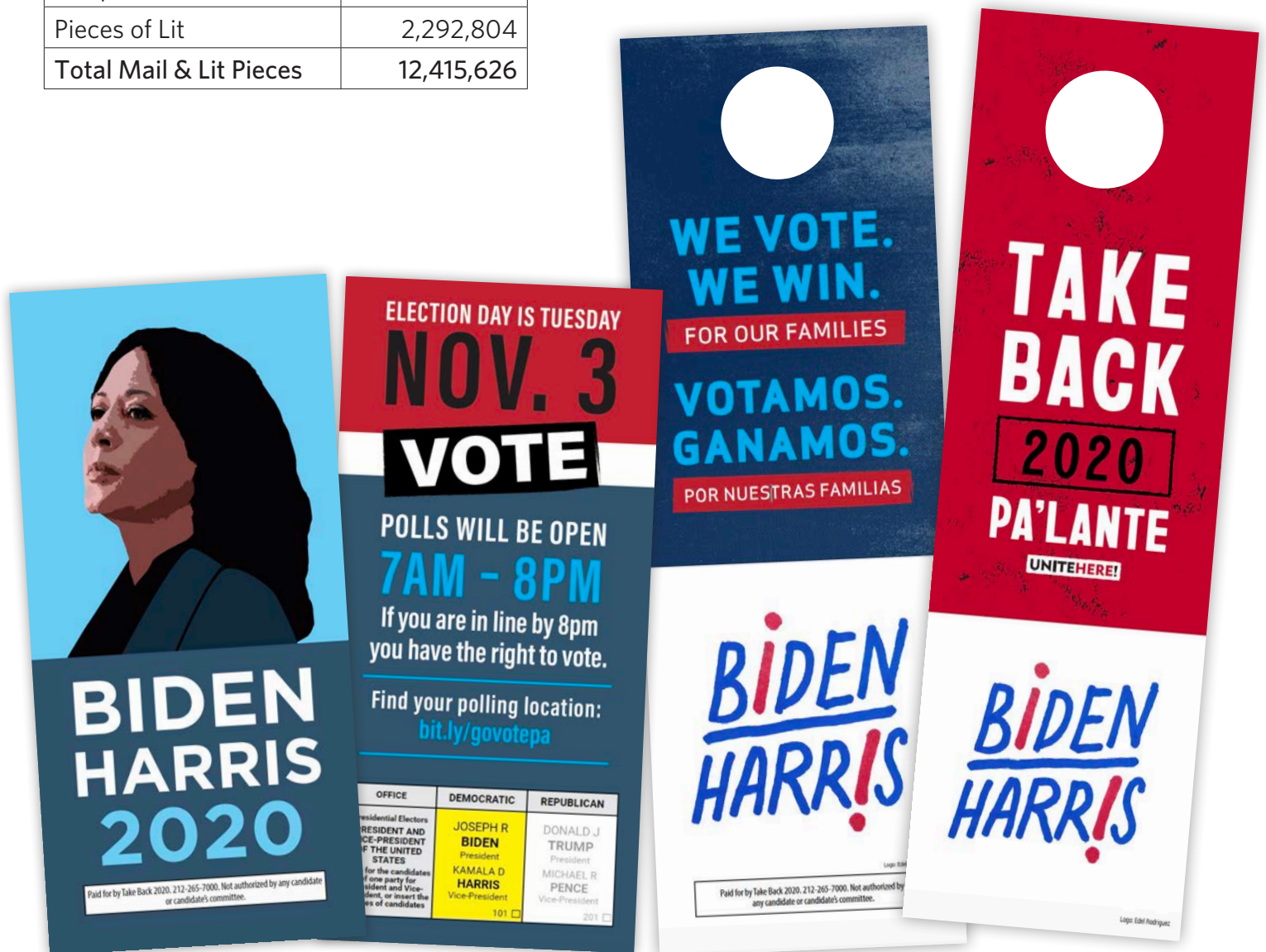
#TakeBack2020 Snapshot: October 24–November 6

- Estimated Reach: 9M+
- Impressions: 22M+
- Tweets: 3,000
- Contributors: 1,200+

MAIL AND LITERATURE

UNITE HERE created and distributed over 12 million pieces of mail and door literature.

Unique Mail	55
Pieces of Mail	10,122,822
Unique Lit	46
Pieces of Lit	2,292,804
Total Mail & Lit Pieces	12,415,626



EARNED MEDIA

Through a comprehensive earned media program, UNITE HERE was able to uplift and amplify the stories of workers left behind by the Trump Administration to inject substance into stories run by local and national media outlets about the issues driving voters to the polls. In so doing, UNITE HERE has been able to reclaim from Trump the populist narrative in key battleground states that he was a champion for working people by illustrating in no uncertain terms the failure of his administration to support people struggling to make ends meet when they needed it most. Simultaneously, UNITE HERE uplifted the voices of our mostly Black and brown members canvassing for Biden to amplify their role in shaping the outcome of this election.

Here are some highlights.

GENERAL

- Huffington Post: [They Lost Their Jobs In The Pandemic. Now Defeating Trump Is Full-Time Work](#)
- American Prospect: [The Only Precinct Walkers](#)
- The New York Times: [Women Could Decide the Election. Here's How They're Voting.](#)
- Vice News: [Here's What Labor Unions Say They're Doing to Protect the Vote](#)
- The Nation: [Opportunity Knocks: Canvassing in the Time of Covid](#)
- The Washington Post: [In campaign's waning days, both candidates seek to shore up support from Latino voters](#)
- CNN: [Pro-Biden unions, many contending with the coronavirus, double down in campaign's closing days](#)
- CNN: [Labor unions in battleground states campaign for Biden in final days of the election](#)
- NBC News: [How Latino voters could swing the election in battleground states](#)

PENNSYLVANIA

- American Prospect: [Election Day, Philadelphia: Getting Out the Vote](#)
- Philadelphia Inquirer: [Canvassing effort in West Philly links election to fight against police brutality: "You're knocking to save a life"](#)
- The Philadelphia Tribune: [Union deploys army of door-knockers into low turnout communities](#)
- NBC News: [Out of work hospitality workers energize Black, Latino voters in Philadelphia](#)
- Fox 29: [Residents gather for peaceful rally in West Philadelphia](#)
- PBS Philadelphia: [Hospitality workers canvass for Biden, hoping to boost Black and Latino vote in Philly](#)

NEVADA

- The AP: [Despite past Democratic wins, Trump making a play for Nevada](#)
- New York Times: [In Las Vegas, culinary workers are out of work and eager to vote](#)
- Washington Post: [In campaign's waning days, both candidates seek to shore up support from Latino voters](#)

- CNN: [A whole new ground game](#)
- Eater: [Culinary Union Members Canvass the Streets of Las Vegas, Hoping to Deliver a Nevada Win for Biden](#)
- The Nation: [Will Union Workers Deliver Nevada for Biden?](#)
- Vox: [Hispanic voters helped decide the election—and not just in Miami-Dade](#)
- The Nevada Independent: [From East Las Vegas to Summerlin, a divided Nevada shows its stripe before Election Day](#)
- Las Vegas Sun: [Laid-off worker part of Culinary Union army knocking on voters' doors in Las Vegas](#)
- PBS: [Latino Vote - Dispatches from the Battleground](#)
- The Telegraph: [Donald Trump gambles on flipping Nevada with focus on economy as pandemic leaves Vegas casinos empty](#)
- Las Vegas Sun: [Rally energizes political canvassers deployed by the Culinary Union](#)
- The New York Times: [A couple of weeks became months on end](#)

ARIZONA

- Wall Street Journal: [The Battle to Swing an Arizona County in the 2020 Election, One Door at a Time](#)
- The Guardian: ['Truly remarkable': Arizona activists celebrate as conservative stalwart shifts blue](#)
- Politico: [Inside the machine to turn out Arizona Latinos—and flip the state blue](#)
- CBC News: [Democrats hope for historic win in battleground Arizona](#)
- AFP: [Biden supporters flock to Arizona to rally vote](#)
- The Los Angeles Times: [Biden supporters flock from other states to door-knock in Arizona, where it matters](#)
- Teen Vogue: [Joe Biden, Mark Kelly Wins in Arizona Were Fueled By Young Organizers](#)

FLORIDA

- CBS News: [Labor unions reach out to infrequent Florida voters in final stretch of campaign](#)
- CBS Evening News: [Biden and Trump battle for Florida's key voter groups](#)
- CBS News: [Floridians hit hardest by pandemic work to get out the vote](#)
- Miami Herald: [With Florida's hotel workers still jobless, unions pivot to canvass for Democrats](#)
- Teen Vogue: [UNITE HERE's Take Back 2020 Campaign Has Canvassers Like Bettylourde Guerrier Knocking on Doors in Florida](#)
- WTSP: [Jill Biden to participate in 'UNITE HERE' Florida virtual roundtable](#)
- The 19th: [In Florida, a \\$15 minimum wage amendment could benefit women the most](#)

FUNDING

UNITE HERE International and affiliates invested \$13 million of our own money for an overall \$30 million program, made possible by the support of allies in the labor movement, progressive funders and individual donors. Most of this campaign was waged under the auspices of Take Back 2020 and UNITE HERE PAC, two federal independent-expenditure PACs created by UNITE HERE and its members, as well as through UNITE HERE Action Fund (501(c)(4)).

II. BALLOT CURING

Many Americans—particularly people struggling to make ends meet and people of color—experience tremendous obstacles to voting, which were only compounded this year with the pandemic. While many states expanded mail-in voting options to ensure safe participation in the November election, many voters struggled to navigate the process, which required special attention by our door-to-door canvassing teams before and after Election Day. In the days leading up to November 3, as ballots faced rejection for minor technicalities, UNITE HERE developed a ballot-curing program to help voters act to ensure that their votes would count.

When it became clear that ballot curing might be the difference between Georgia going blue or not, UNITE HERE Local 23 in Atlanta stood up a canvassing operation in less than a week, building a team of more than 30 trained canvassers leading up to Election Day to chase absentee ballots in Atlanta and Columbus. As soon as the state publicly released the cure list, UNITE HERE quickly pivoted its operation. By Election Day, America Votes and New Georgia Project turned over the entire ballot cure list to UNITE HERE, entrusting us to train and coordinate volunteers from all over the state to work on ballot cures in 12 counties. By Friday, November 6, we had 70 people working on ballot cures. UNITE HERE's ballot-chasing and ballot-curing canvass knocked on over 5,000 doors and contacted over 1,500 voters who either had not turned in their ballots or needed to cure their ballots by Election Day. Notably, when operating under a tight deadline for curing, our union was able to cure or confirm the curing of over 800 rejected vote-by-mail ballots within 48 hours.

UNITE HERE also pivoted its canvassing operation in Nevada and Arizona to cure ballots to ensure every vote counted and margins for Biden held. At the end of Election Day, the Nevada Secretary of State reported that Biden's statewide lead over Trump was less than 8,000 votes, with some 200,000 ballots left to count. UNITE HERE immediately stood up a robust ballot curing operation, sending 150 canvassers across Las Vegas beginning the next day. We chased a universe of 2,000 largely Democratic and other pro-Biden voters in both Northern and Southern Nevada. Our ballot cure program had two prongs: on the one hand, we had to chase first-time voters who had registered to vote online and needed to present a valid form of identification for their votes to count (the deadline for which was Thursday, November 6). At the same time, the largest number of ballots needing curing resulted from apparent signature mismatch issues identified by county elections departments. As Biden's margin of victory grew to exceed Clinton's in 2016, we wound down the program on Tuesday, November 10. In total, UNITE HERE cured 915 ballots in-person in Nevada. In Arizona, our canvassers got to work after Election Day, reaching out to hundreds of voters and curing 255 votes in-person. Prior to Election Day, we also had a team of 30 canvassers in Florida curing ballots full time for two weeks.



III. Protecting the Vote and Peaceful Transition of Power

UNITE HERE joined a coalition of progressive organizations in the weeks leading up to Election Day to ensure the integrity of the election and a peaceful transition of power in the event that Trump or his supporters might try to interfere with the count, claim an early victory, wage a war of disinformation or unlawfully cling to power—an anticipation that of course has been borne out by sad reality.

UNITE HERE appointed staff to take part in national briefings led by the Democracy Defense Coalition and identified leaders in 10 battleground states to take part in state structures preparing to mobilize after the election. UNITE HERE mobilized hundreds of its members to take part in these events in the days following the election, beginning Wednesday, November 4 through a national day of action on Saturday, November 7.



Crucially, UNITE HERE anchored the coordination, logistics and program of many post-election events in Philadelphia, including the “Voters Decided National Day of Celebration” on November 7. UNITE HERE turned out hundreds of members daily for actions and mobilized hundreds of additional members in the surrounding states to participate in Saturday’s culminating event. The post-election mobilization effort in Philadelphia was particularly significant, as racial tensions and threats of violent protests mounted in the days following the killing of Walter Wallace. Through our actions on the ground, we were able to reframe the protracted period of ballot counting in Pennsylvania as days of jubilant celebration of democracy as the world watched the count come in, which concluded with thousands dancing in the streets in downtown Philadelphia on November 7, when Pennsylvania—and the nation as a whole—was called for Biden.

UNITE HERE also assembled a team of 15 communications staffers in battleground states who met daily during election week to align our messaging with the progressive movement, pivot when necessary, and affirm the importance of counting every vote and allowing the will of the majority to decide the fate of the nation. In so doing, UNITE HERE was able to harness its digital megaphones that reach hundreds of thousands of members and allies nationwide to help amplify the progressive movement’s post-election defense message.

With Trump refusing to concede, UNITE HERE remains vigilantly watchful and ready to take action to ensure that the will of the people is carried out through the peaceful transition of power to President-elect Joe Biden and Vice President-elect Kamala Harris.

UNITE HERE VOICES

UNITE HERE International



D. Taylor, President

"I'm incredibly proud of UNITE HERE and our members. It was clear that we needed to take back our country, and even more clear how to do it: through face-to-face conversations and the type of in-person organizing that our union does best. With Take Back 2020, we built a program that made a critical difference in Nevada, Arizona, and Pennsylvania, and we thank the other labor unions, progressive allies, and individual donors that worked with us to accomplish that goal.

"We expect the new administration to provide economic relief for workers left jobless by COVID-19 and to support workers to join unions. Protecting access to quality health care, implementing structural change for racial equity and immigration reform, and ensuring that workers are at the center of the economic transition necessary for climate change are the key issues. UNITE HERE is proud to have made a critical difference in this election so that agenda can move forward."



Gwen Mills, Secretary-Treasurer and acting Political Campaigns Director

"The key takeaway from this election is that workers saved our democracy—hotel and food service workers whose names the world will never know did the essential door-to-door canvassing required to turn out the infrequent voters who brought Biden and Harris over the top; with their votes comes a mandate for policies to support working and low-wealth people.

"Where others saw obstacles to door-to-door political organizing, we found solutions to make the work safe through our 'contactless' canvassing model, because there is no replacement for in-person conversations, when it comes to moving infrequent voters who face enormous barriers to voting and decades of disenfranchisement. Our bold innovations blazed a path for other campaigns by showing that the essential work of democracy could be done safely and effectively during COVID."

NEVADA



Geoconda Argüello-Kline, Secretary-Treasurer, UNITE HERE's Culinary Union

"The Culinary Union is proud to have mobilized tens of thousands of hospitality workers and voters to elect representatives who will fight for our families, due to the efforts of the largest political team comprised of 500 UNITE HERE and Culinary Union canvassers on the ground statewide who knocked on the doors of 745,000 voters. The unprecedented turnout in Nevada, which was led by those most directly impacted by the COVID-19 pandemic, is a mandate on Donald Trump's failed leadership. Ever since he assumed the office, Trump has been a daily threat to the livelihoods of workers and our families. We are taking back our country and delivering Nevada for political candidates who will represent working families

and fight for our issues. Nevadans need comprehensive COVID-19 relief now, a fair economy that centers workers, racial justice that ensures Black Lives Matter, and a democracy that includes all of us—whether we are Black or white, Native or new immigrant, Latinx or Asian."

PENNSYLVANIA

Nicole Hunt, President, UNITE HERE Local 634

"This is what we do as a union—we organize. The members I work with are primarily Black and Brown leaders who need to see a change in this country. They had lost hope in the system so they did not vote last election and they may not have this year either. But we went to them to help them find their voice, to let them know their vote matters. We're proud of the work we have done, and we are proud to have taken our country back."



Rosslyn Wuchinich, President, UNITE HERE Local 274

"We believe we made the difference in Pennsylvania by focusing our efforts in the disenfranchised Black and Brown communities where most of our members live. Four years ago, when a hotel owner won the State of Pennsylvania and the White House, we pledged to do whatever was needed to take back our country. And despite a pandemic that has devastated our industries and our communities, we did just that. That is a testament to how our union brings together those from all walks of life to harness our collective power and win for all working people."

ARIZONA

Susan Minato, Co-President, UNITE HERE Local 11

“UNITE HERE Local 11 has been running political campaigns in Arizona since 2007. During this pandemic, this cycle has been no exception. We knocked on the doors of over a million voters, made 2.5 million calls, and talked over 200,000 Arizonans. More important than any demographic changes, it is the face-to-face conversations with voters that has made Arizona turn blue in 2020.”



FLORIDA



Wendi Walsh, UNITE HERE Florida Political Director

“The hospitality industry and its workers define Florida. During these last many months, our members have laid the foundation of their political power, which will only get bigger and stronger moving forward. Regardless of election day results, nobody should ever underestimate the power of UNITE HERE’s members in Florida. Our members may be in the background at work, but they are organized, focus, trained, and powerful—and they’re paying attention. Although we did not win the Biden vote in Florida, we did see major victories at the local level with the election of Mayor Daniella Levine Cava, Commissioner Eileen Higgins, Commissioner Keon Hardemon, and Commissioner Oliver Gilbert, as well as with Florida’s Amendment 2

to raise the minimum wage from \$8.56 to \$15 in September 2026. Hospitality workers canvased extensively in South and Central Florida to secure these victories. Through our Take Back 2020 campaign we dialed more than 6,000,000 phone numbers, knocked over 450,000 doors, and had 260,000 conversations with voters statewide. These numbers reflect UNITE HERE as the largest canvassing operation in the state of Florida. I am confident that these election day results show that if you stand with our members, they’ll stand with you,”

OUR CANVASSERS

Earlene Bly - Philadelphia



Earlene Bly is a grandmother who was born and raised in Philly. A former hotel room attendant, she spent most of her work life in the industry. She canvassed full-time during the election.

"I believe in 2nd chances. I'm proud to be a recovering addict, and I'm willing to give Biden and Harris a 2nd chance to fix any past mistakes. I truly believe they will make a difference in this country, so I don't have to fear for the safety of my children and grandchildren."



Rob Pate - Philadelphia

Rob Pate was born and raised in Philly. As a casino cook, Rob was laid off for many months due to COVID. He canvassed full-time during the election.

"I have 5 children, ages 9, 10, 13, 15 and 16. What bothers me most is the blatant racism that Trump encourages. Growing up in the South, I was disrespected because of the color of my skin. I don't want my kids to grow up being treated differently because they're Black."

Nene Diallo - Philadelphia

Nene Diallo is an immigrant from Guinea, West Africa who has lived in Philly for over a decade. She was laid off from her airline catering job last Spring and recently became a citizen last Fall. She canvassed full-time during the election.



"My husband was deported back to Guinea shortly after I became a citizen, and I'm now raising my three children by myself. That includes helping them with virtual learning, which has been very challenging for them. I'm eager to vote for president for the first time."

Corean Holloway - Philadelphia

Corean Holloway is a long-time union leader and a laundry attendant at the Radisson Warwick Hotel. She canvassed full-time during the election.



"I was born and raised in South Carolina, and my siblings and I were the ones to desegregate our elementary school, so we know a little bit about standing up to take what's ours. Trump's response to COVID-19 has been a disaster— we need a change in the White House."

Briheem Douglas - Philadelphia



Briheem Douglas is the father of 3 small boys, born and raised in Philly. He is a former stadium concessions worker and canvassed full-time during the election.

"My 21-year-old niece Brianna was hospitalized on the same day she was supposed to graduate from high school. She passed away in late Sept leaving behind a 1-year-old daughter, who my family is now caring for. This didn't have to be. I dedicate my work on this campaign to her memory."



Charles Patton - Philadelphia

Charles Patton was born and raised in Philly. He was laid off from his food job at PHL airport. He cares for his mother who is disabled, and healthcare is

a big issue for him. He canvassed full-time during the election.

"COVID-19 would never have gotten this big if somebody else was President, somebody who spent more time focusing on what actually matters, instead of tweeting."

Renee Wilson - Philadelphia

Renee Wilson was born and raised in Philly. She was a long-time worker in casino and hospitality industries, and was laid off from her job as a hotel front desk agent. She canvassed full-time during the election.

"I got COVID-19 from a guest at my hotel back in March. I got very sick and was hospitalized, in part because I had pre-existing medical issues. After I recovered and returned to work, I was laid-off. I want to Take Back our Health because I need affordable health care that covers pre-existing conditions."



Nataly Rivas - Las Vegas

Nataly Rivas is a 22-year-old daughter of a Culinary Union member. She decided to do political work in 2020 because she wants change in government. She wants young voters like herself to vote and make a change for the future her parents, grandparents, and her future

children. She is half Salvadorian and her family members have Temporary Protected Status (TPS). When Trump took office in 2017, he ended TPS for more than 6,000 Nevadans and they have been fighting since then to keep their status. She knows that Trump has not done anything to improve lives of working families. She thinks Trump only cares about the 1%. She knows young voters will make a difference this election.



Lucela Watson - Las Vegas



Lucela Watson is a porter on the Las Vegas Strip and a Culinary Union member for 3 years. Lucela took a political leave of absence because she believes that Biden will do better by immigrants in America.

Even though Lucela could not vote, she braved the hot 115+ Las Vegas summers to make sure that those who could vote, cast their ballots by November 3. Lucela looks forward to the day she becomes a U.S. citizen and is reunited with her daughter who still resides in the Phillippines.

"I need Joe Biden in the White House for immigration reform and job security. I want to be reunited with my daughter, but when I am, I also need to have my good union job and health benefits so I can provide her with a good life. That's why we need a President who will support strong protections for workers."

Chad Neanover - Las Vegas



Chad Neanover is a cook at Margaritaville on the Las Vegas Strip. He has been a Culinary Union member for 17 years, and he knocked on doors to get out the vote for Joe Biden and Kamala Harris in 2020. His family depends on his great

union health insurance as his wife has diabetes and recently suffered a stroke.

"Donald Trump represents everything that wants to get rid of everything my union has given me. He is a threat to my health insurance, collective bargaining for workers, and my son's fundamental rights as an LGBTQIA+ American."

Donna Kelly-Yu - Las Vegas

Donna Kelly-Yu is a butler dispatcher at Caesars Palace in Las Vegas, Nevada. She has been a Culinary Union member for over 20 years. Donna wanted to knock on doors in 2020 because Donald Trump's policies have impacted

her family and her job. Donna was laid off from her job due to COVID-19 shutdowns and did not receive her unemployment for 11 weeks which was a really hard struggle for her. Her son-in-law is in the process of becoming a U.S. citizen, and she would like her family to be safe from Donald Trump's cruel immigration policies.

"I believe in respect and dignity. We need to be respected and the President doesn't respect us. We should all treat each other with respect and dignity, not matter who we are."



Gladis Blanco - Las Vegas

Gladis Blanco is a guest room attendant at Bellagio on the Las Vegas Strip, and has been a Culinary Union member since 2011. Her daughter graduated from high school during the COVID-19 pandemic and has begun classes at a local college/university.



"I decided to knock on doors because one of the biggest issues is immigration. I think of all the people Trump has affected since he has been in office, and it made me want to work to kick him out. I also like Biden for supporting kids to go to college, making college more affordable."

Juston Larson - Las Vegas

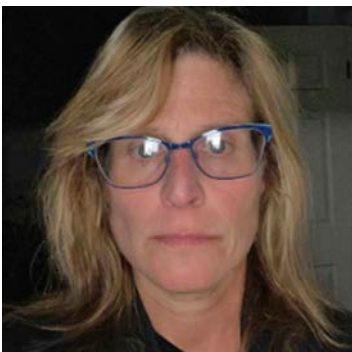


Juston Larson is a Starbucks Barista at McCarran Airport in Las Vegas, Nevada. Juston has been a Culinary Union member for 6 years. Juston has severe allergic asthma which requires him to carry medication at all times. He is concerned

about his ability to live freely as a Black, gay man in America under Donald Trump.

"From the very beginning 4 years ago, when Trump got elected I knew that I would have to do everything I could to get rid of him as the leader of this country. He discrimination against Black people, people of color, people who are LGBTQIA+, and people like me who need healthcare and have preexisting conditions."

Kristie Strecj - Reno



Kristie Strecj is a bartender at Circus Reno. She depends on her union health insurance to take care of her son who has preexisting health conditions.

"Everything Donald Trump stands for,

I disagree with. The division he is causing. The children at the border separated from their parents. His mishandling of the COVID-19 pandemic and the economic crisis that followed. He even wants to take away healthcare for people like me and my son who have preexisting health conditions."

Marlene Sanches - Reno

Marlene Sanchez is a bartender at Circus Circus in Reno, Nevada. She knocked on doors for Joe Biden and Kamala Harris during the 2020 election cycle because Donald Trump's mishandling of the coronavirus pandemic.



"Trump messed up the COVID-19 response. I am worried about losing my healthcare because I am laid-off. We need real leadership in the White House that will take control of this virus and its impact on human lives and the economy."

Rocha - Las Vegas

Rocha is a utility porter at The Strat in Las Vegas, Nevada, and has been a Culinary Union member for 16 years. Rocha has a mixed-status family, and is a proud member of the LGBTQIA community.



"I'm fighting to take back the White House from Trump because he is anti-union, anti-immigrant, and anti-LGBTQIA."

Larry Turner - Las Vegas



Larry Turner is a casino porter at Four Queens in Downtown Las Vegas, Nevada. He has been a Culinary Union member for over 30 years.

"I decided to knock on doors to defeat Donald Trump because Trump is a threat to my healthcare and my union. Trump is trying to destroy my union."

Atilano Salgado - Las Vegas



Atilano Salgado is a cook at Harrah's. He took a political leave of absence with his union to fight for his family members who have DACA.

"DACA recipients need a pathway to citizenship. I am fighting to take back equality for all, and our basic human rights."

Marisela Mares - Phoenix



Food service worker, Latina. Marisela was instrumental in helping organize her 800 food service coworkers in the middle of pandemic to win the union. Canvassing in Arizona since August.

"I first got involved with electoral politics when I was just 14, as a volunteer on the Adios Arpaio campaign. One of the things that pushed me to action was growing up in Arizona during SB1070—I witnessed my state's anti-immigrant tendencies firsthand. I'm also a member of the LGBTQIA community, and having access to healthcare is crucial for me."

Lucia Salinas - Phoenix

Cook at Phoenix Sky Harbor Airport, Lucia was laid off and lost her healthcare after the pandemic began. Canvassing since August in Arizona.

"When I lost my job because of the pandemic, it took two months for my unemployment to kick in, and when it did, the \$214 a week I received wasn't enough. I had to collect scraps of metal and ration diabetes medication between myself and my mother. I went back to work in July, but I don't work enough hours and so I don't qualify for health insurance through my employer."



Marilyn Wilbur - Phoenix

Food service worker at Arizona State University, Black American. Canvassing in Arizona since August.

"I'm a cancer survivor and military veteran—I served four tours in Iraq. I'm also a single mother who is parent to a child with special needs. So there are so many things at stake for me and my family in this election, including racial and economic justice, and health care for my family."



Jaime Gomez - Los Angeles/Phoenix



A cook at the Balboa Bay Club, Jaime was laid off in March because of the pandemic and was brought back to work in May.

"Trump's failed coronavirus response made me the sole

provider for my family. In addition to economic support, my 63-year-old father lost his job due to the pandemic, and he depends me for health care. I came to Phoenix from Los Angeles in September to canvass and flip the state. We deserve better than Trump."

Sabino Jarquin - Miami



Nicaraguan server who was laid off due to COVID-19 from La Pausa, Areas USA at Miami International Airport. He tested positive and was hospitalized and intubated for over two weeks with COVID-19 along with his wife. Canvassing in Miami-Dade.

"I'm canvassing because receiving unemployment benefits in Florida has been a complete disaster. Trump and Governor DeSantis have failed us. After being laid off and hospitalized with COVID-19, I came home to a pile of bills and no idea how I would pay them."

Yolette Lareus - Miami

Cook for 27 years at Calder Casino. Single mom of two who was laid off in March due to COVID-19. She's struggled for months to receive a \$275 weekly unemployment payment from Governor DeSantis.

"Donald Trump insulted my home country of Haiti, calling us a 'shithole country.' But I'm not a shithole person, and I don't see how Haitians in America, like me, can make it through another four years of Trump."



Faberna Pierre - Miami

Young Haitian cashier laid off from the Fort Lauderdale Airport in March due to COVID-19. She waited seven months before receiving her first unemployment check the State of Florida.

"I immigrated with my parents from Haiti when I was 15 years old. For people like me and my parents, our lives depend on this election. I've knocked on over 3,000 doors, and my mom is calling all her friends, helping to arrange rides. Everything is on the line."



Harry East - Miami



Black American. Laid off banquet server at the Diplomat Beach Resort who has worked in the hospitality industry for over 45 years.

"I'm 64 years old and I've had two knee surgeries, but I don't let that slow me down. I'm walking the streets, canvassing every day, because I'm fiercely committed to delivering Florida for Joe Biden."

Charles Williams - Orlando



Cook at Disney World, Black American canvassing in predominantly African-American neighborhoods in Orange County,

encouraging less likely voters to get to the polls. He lives with his wife in Polk county.

"This Spring, I lost my mother to COVID-19, so I'm canvassing in her memory. We need to elect Joe Biden to prevent more deaths as this pandemic goes on, to make sure that my mother's death and the deaths of the hundreds of thousands of others aren't in vain."

Francesca Clerizier - Orlando

Housekeeper at Disney World, is a widow and the mother of six children. She is a TPS holder from Haiti.

"I have Temporary Protected Status, so I can't vote in this election. But for TPS holders like me, everything is on the line. Under another Trump presidency, I'm worried that I will be deported, and my family separated. I canvass because I want people who are able to vote to think of me when they cast their ballot."



Jessica Pedro - Orlando

Cook at Disney World. Puerto Rican, Hurricane Maria refugee who is the only member of her family on the mainland U.S.

"This will be my first time ever voting in a presidential election, because this is my first election on the mainland. I came to Florida after Hurricane Maria, and I'm here supporting my family who are still feeling the effects of Trump's disastrous response to the hurricane. Puerto Ricans like me remember Trump's response to the hurricane, and we're going to remind him on Election Day."



John Restrepo - Orlando

Server at Disney World, 25 years old. Arrived from Colombia with his parents when he was six. DACA recipient.

"I have DACA, and because of that I'm not able to vote in the election. I'm canvassing because this election is so important, and I feel that I can do my part by making sure that others take advantage of their opportunity to cast a ballot."



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