



THE NEW GEORGIA PROJECT  
ACTION FUND

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NGPAF.ORG



**State:** Georgia

**Core Constituency/Target Audience:** Voters of color

**Website:** [www.ngpaf.org](http://www.ngpaf.org)

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The New Georgia Project Action Fund's (NGPAF) mission is to increase civic participation of underrepresented and underserved communities of color in Georgia by building grassroots political power in support of progressive candidates, policies, and issues.

Georgia's demographics are rapidly changing, with communities of color making up the fastest growing populations in the state. Despite these changes, Black, Latinx, Asian American and other Georgians of color have been intentionally excluded from the political process. To meet the changing demographics of Georgia, harness the unheard voices of Georgia's underrepresented communities, and position the state for leadership in the South and across the country, NGPAF is laser-focused on engaging and mobilizing the New Georgia Majority--voters of color, young voters, and first-time voters.

In 2020, NGPAF relied on their extensive experience deeply engaging Georgians across the state to flip Georgia blue for the first time in almost 3 decades and to elect Georgia's first Black and first Jewish U.S. Senators. Their organizing team focused on deep canvassing to understand the needs and concerns of their communities. To ensure that voters turned out in every election in 2020, they connected the issues their constituents care about to the importance of voting. NGPAF's success in 2020 is the result of years of organizing led by NGPAF and their grassroots partners--local organizations that are a part of a multi-racial coalition committed to building power in communities of color across all of Georgia's 159 counties.

## ACCOMPLISHMENTS

In the 2020 election cycle, NGPAF and NGP significantly expanded their voter registration and mobilization efforts, growing in scale and capacity. This culminated in record-setting voter contact and voter turnout, particularly during the US Senate runoff election. Together, NGPAF and NGP collected and submitted a total of 21,622 voter registration forms in the 2020 election cycle, 6,681 of which were collected and submitted in less than five weeks during the runoff election voter registration period.

NGPAF understands that registration without mobilization and advocacy accomplishes little. Thus, their efforts go beyond the collection of forms – they are organizers, focused on building power for Georgians who have historically been disenfranchised or simply ignored.

Broadly, their voter outreach and mobilization program focused on low propensity Black voters. They also focused geographically on the growing metro Atlanta region, the metro Albany, Augusta, Columbus, Macon, Savannah regions, as well as Georgia's Black Belt--rural areas with Black populations mostly ignored by parties and organizations for the past generation.

Throughout the 2020 election cycle, NGPAF had millions of conversations with Georgia voters via phone, text, and door-to-door canvassing. In the runoff alone, **they attempted 64 percent of their 1.4 million target voters three or more times each.**

## NGPAF'S APPROACH TO ACTIVISM

NGPAF's work is rooted in three strategic pillars: **civic engagement and mobilization, grassroots power-building, and advocacy.** Their approach aims to create a permanent, year-round, progressive infrastructure that will build power in Georgia's most marginalized communities and will implement, defend, and expand a progressive agenda in Georgia and across the South.

NGPAF is very intentional about engaging and mobilizing Georgia voters differently. Their strategy stretches beyond solely transactional outreach to voters during election cycles. Their deep canvassing and relational organizing strategies will continue to prove critical during and, in particular, in between future cycles. They have created the model for the rest of the South, as well as other swing states across the country.

## IN THE NEWS

- [CEO of NGP goes after corporations supporting politicians voter suppression efforts](#)
- [Black Voters Matter Fund, NGP, Rise, Inc. sue state over voter suppression bill](#)
- [Democrats look to Georgia model ahead of 2022 Senate races](#)
- ['The new Georgia is real': NGP CEO on historic Senate runoff victories](#)
- [Turning out the vote in Georgia](#)

## GEORGIA FAST FACTS

- **Current Control:** Divided Government (since 2005)
- **Gubernatorial Election:** 2022
- **Length of State Senate & House term:** 2 years
- **Redistricting:** The Georgia State Legislature draws Congressional and state maps
- **Sister District Target:** Blue Inroads

## STATE BRIDGES SPEAKER

### **Brandon Brown, Political Analyst**



Brandon Brown is the Political Analyst for the New Georgia Project Action Fund, where he is responsible for planning, creating and managing political efforts and strategy in Georgia. Being from Stone Mountain, GA, it was important that he invested in the state and communities that he grew up in. He has extensive experience in the field of politics, campaigning, fundraising, organizing, business development and creating relationships in an effort to move organizations and goals forward. In his spare time, he also owns and operates a graphic design company called Poligraphix.

As an labor organizer for United Auto Workers, Brandon spent years traveling the country advocating and organizing for worker's rights. This experience cemented his love for helping people, which then led him to working on campaigns in Georgia local and state politics. Brandon has worked on multiple levels of campaigns, from canvassing to campaign manager, working with over 40+ campaigns. In addition to working directly on campaigns, he also spent 4 years working in political fundraising, raising millions of dollars as a fundraiser, before transitioning to the role of business development director.

His experiences have led him to creating a career centered around meeting people where they are and finding solutions to how we help those that need help the most. New Georgia Project has been the perfect fit of combining political change with a focus on helping people. In the words of his alma mater Morehouse College, *et facta est lux* (and there was light). Brandon believes it's important that we continually serve and be a light to others around us.