



LEAGUE *of* UNITED LATIN AMERICAN CITIZENS COUNCIL 307

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LULAC Iowa kicks off statewide caucus education, outreach campaign to Latinos

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DES MOINES – The League of United Latin American Citizens, Council 307 kicked off Latino Vote Iowa, the first-ever statewide caucus outreach and education campaign to the Latino community, and will hold more trainings in the weeks to come.

“We want our community to understand the caucus process and to be comfortable with that process. It is our democratic right. We want our people to know that you don’t have to be a party insider in order to participate,” said Joe Enriquez Henry, president of Council 307 and National LULAC Vice President of the Midwest.

LULAC wants to encourage 10,000 to 20,000 Latinos to participate in the caucuses. About 200,000 Iowans are expected to participate in the 2016 Iowa Caucuses, both the Democratic and Republican caucuses.

“We want to significantly increase our participation in the Iowa Caucuses,” Enriquez Henry said. “We are confident Latinos can be at least 10 percent of the participants on caucus night.”

The campaign began on Sunday with a caucus training in Des Moines. Volunteers then knocked on doors in precinct 111 in West Des Moines, where 120 Latinos are registered to vote. Volunteers will return to the area this week to knock on remaining doors.

The next training is from 1 to 2:30 p.m. Sunday, Nov. 8 in the Gallery Room at Memorial Union at Iowa State University. LULAC will partner with students from Iowa State for the training. Additional trainings will be held throughout Iowa during the remainder of the year to educate and prepare volunteers.

This grassroots campaign will include four field staff and a communications director. LULAC Political Director Christian Ucles and Enriquez Henry will lead caucus trainings to teach participants about the caucuses, the differences between the Republican and Democratic caucuses, and how to participate.

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Latino Vote Iowa's outreach will draw from a pool of about 50,000 registered Latino voters statewide. The campaign will focus on the 14 Iowa counties that have the highest percentage of Latino voters. These counties are: Black Hawk, Buena Vista, Crawford, Dallas, Johnson, Linn, Louisa, Marshall, Muscatine, Polk, Pottawattamie, Scott, Wapello and Woodbury. They represent about 29,500 registered Latinos.

This outreach includes 764 precincts of the more than 1,740 precincts in the state. Some precincts in Des Moines already have more than 300 registered Latino voters. The state will be divided into four sections. Each field campaign staff will be in charge of reaching out to about 6,000 registered Latino voters.

"In those counties we have a larger voice, and we will make an impact," Enriquez Henry said.

The campaign includes paid phone calling, mailings and door-to-door canvassing, where volunteers and field staff will talk to Latinos about the caucuses and issues that are important to them in the presidential race.

For more information, contact Joe Enriquez Henry at 515.208.7312; or Melissa Walker at 515.681.7731 or mwmediaconsultants@yahoo.com, or visit www.lulaciowa.org.

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