THE SVREP FLORIDA PROJECT

Since 2000, Southwest Voter Registration Education Project (SVREP) has carried out Voter Registration and Get Out the Vote campaigns in Florida. Our first year ever in Florida, with a small budget and high expectations, SVREP registered nearly 5,000 new Latino voters in Miami-Dade, Broward and Palm Beach Counties. By 2004, the organization had developed networks around the burgeoning Latino enclaves in Florida and working in south Florida, along with Collier, Hillsborough, Osceola, Orange, Seminole and Volusia counties, SVREP nearly tripled their output registering almost 15,000 new voters and conducted an extensive GOTV effort in the south Florida area.

SVREP foresaw the importance of the Latino vote in 2000 and beyond. In 2000, SVREP may have been the only national organization seeking to increase the number of Latino voters in the state. The results of 2000 opened the flood gates for others who took notice of a new swing voter in Florida.

SVREP would like to continue to drive up Latino registered voter numbers in Florida for 2008. We would like to register 25,000 new voters in the following counties: Miami-Dade, Broward, Palm Beach, Indian River, Collier, Orange, Seminole, Osceola, Volusia and head west to the Hillsborough area.

Our target Latino populations should be young voters, women voters and many new recently naturalized citizens. With established networks already established in Florida, SVREP could start to mobilize our people as early as possible in 2008.

BUDGET:

25,000 new Latino registered voters       $500,000
12,500 new Latino registered voters       $250,000

Note: These amounts would include several Latino Academies which would be held in key areas around Florida.