

Trusted Messenger Program

Personalized slates from someone you trust



Supported by the Latino Labor Leadership Council (“LLLC”)

Trusted Messenger Program does **not** endorse any specific slate. Instead, it builds the **infrastructure** that empowers and supports individuals to engage, recommend, and promote **their** preferred slate of candidates within their own circles of influence, resulting in higher voter turnout.

These influential figures leverage their established trust and community networks to amplify campaign messages, making their endorsements more persuasive than traditional advertising. The program will strategically distribute the slate through multiple channels.

Key Partners

- **Unions:** Leaders reflect member values, using voter education and worksite outreach to promote slates.
- **Precinct Chairs:** Grassroots organizers with direct voter connections, ideal for endorsing judicial candidates.
- **Organizations:** Churches, NAACP, Area 5 Democrats, mosques, synagogues, and civic groups amplify slates via existing networks.

Communication Channels

- **Mailers:** Tailored with trusted messenger’s photo/message.
- **Digital:** Text messages, robocalls, voice drops, and social media posts.
- **Events:** Breakfasts or community events with slate integration.
- **Canvassing:** Door-knocking and workplace visits.

Elected officials and organizations do not qualify, only individuals.

THE TRUSTED MESSENGER PROGRAM PROVIDES THE INFRASTRUCTURE AND RESOURCES FOR THE INFLUENTIAL LEADERS TO PROMOTE A SLATE.

OUR TRUSTED MESSENGERS HAVE 500 TO 1000 REGISTERED VOTERS IN THEIR NETWORK AND OUR PLAN IS TO REACH 150,000 VOTERS IN THE PRIMARY ELECTION OF MARCH 2026.

