

## Summer 2024 Rural Roundup



**From** Team New Rural Project <info@newruralproject.org>  
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**Date** 2024-09-28 10:00

# The New Rural Project's Rural Roundup Monthly Newsletter

Dear Steve,

Summer was a busy time for New Rural Project. From Juneteenth celebrations to the launch of another Beauty Shop Conversation: C.U.R.L.S. session, our team has been out in rural North Carolina communities, listening to folks and helping them see the benefits of civic and electoral engagement.



In May, Regional Organizing Director Quanisea "Nisea" Moses was promoted to Organizing Director! Nisea was the very first external hire NRP made starting with us in September 2021, and we look forward to her continued leadership. We also hired organizers in multiple focus counties so that we can reach more people than ever before. This presidential election year, our work to engage and listen to rural voters and provide vital voting-related information is particularly important.

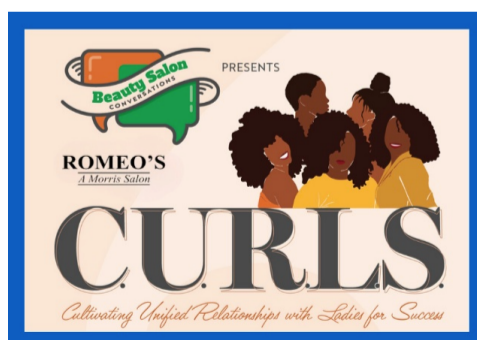
**We look forward to your continued support of our work to ensure we reach tens of thousands MORE voters before November 5.**

With gratitude,

Cynthia L. Wallace  
Executive Director  
New Rural Project

**Donate NOW to help us reach rural voters before Nov 5!**

## **LISTENING**



In July, our **Beauty Salon Conversations: C.U.R.L.S** program launched in Hoke County. Hoke C.U.R.L.S. chair Romeo Morris, owner, and stylist at Romeo's Salon, graciously partnered with us and opened up his salon, showing his commitment to his community. We had a full house for each session!

On three consecutive Sunday afternoons (July 21, July 28, and Aug 4), our **Program Assistants, Tia Thomas and Kia Smith**, and **Executive Director, Cynthia Wallace**, welcomed Black women from around Hoke County in Raeford to listen, learn, and "bring the heat and the tea" about health & wellness, entrepreneurship, and the importance of civic engagement.



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Our first session kicked off with a discussion of mental health, stress, and wellness for women of color led by two local women with great experience in the topic. Our second session focused on entrepreneurship and **Jamilah Garrett**, business owner, PNC Bank branch manager, and Hoke native, had the awesome idea for the ladies to 'pitch' their business to the group, allowing self-reflection and feedback.

We were honored to have several distinguished elected officials join us for the final session, including **NC State Senator Val Applewhite**, **NC House Representative Frances Jackson**, and **Raeford Councilwoman Jackie McLean of Hoke County**.

These community leaders offered participants a unique opportunity for the group to hear directly from elected officials on the work being done and how it impacts the issues we all care about. This was a first for many folks!



We ended with our graduation celebration and registered three voters! Other team members including our Organizing Director, **Nisea Moses**, Digital Organizer, **Lauren Garland**, and Communications Fellow, **Eric Reeves**, added to a successful Scotland C.U.R.L.S!

## UPCOMING

In our next Rural Roundup, you'll hear about our successful **Scotland C.U.R.L.S.** program that ran September 15, 22, and 29 at EGO's salon in Laurinburg with salon owner and Chair Shea Pennington. At our September 22 session on Mental Health, Stress, and Wellness, we had our largest C.U.R.L.S. session yet - 43 women were in the salon!



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## CIVIC ENGAGEMENT

On June 8, Organizing Director **Nisea Moses**, Hoke County Organizer **Fallon Procter**, and Program Assistant **Tia Thomas** dined with new and old friends and partners at the Hoke County NAACP Breakfast.



On the same day, June 8, **Nisea**, former Program Director **Alexa Roberts**, and Digital Organizer **Lauren Garland** participated in the Sandhills Pride event in Moore County.



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### Juneteenth 2024

This year, NRP participated in four, count 'em four, Juneteenth celebrations! On June 15, our Organizing team led the efforts of other NRP staff members and volunteers to support events in Anson, Hoke, Scotland, and Union counties.



We reached hundreds of folks across the counties, discussing everything from voter photo ID requirements to Medicaid expansion to the SUN Bucks program, a new benefit for families with eligible school-aged children that provided \$120 per child to buy groceries during the summer.

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### Back-to-School Events



In August, NRP participated in "Back-to-School" events in Anson, Hoke, Scotland, and Union counties led by our County Organizers. NRP team members and volunteers handed out bags of school supplies to students and provided their parents with information about the new voter photo ID law, upcoming election dates, the SUN Bucks program, and Medicaid expansion.

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## **ELECTORAL ENGAGEMENT**

### **Text Banking**



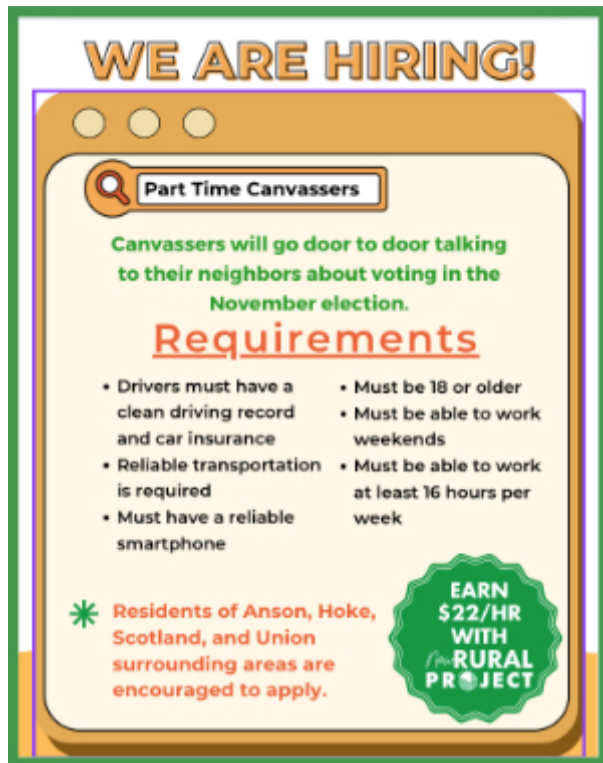
On August 22, New Rural Project joined with Vote Riders for a virtual text bank. We reached out to thousands of voters in NRP's North Carolina focus counties to remind them that a photo ID is needed to vote this year. We provided them with information about acceptable types of IDs and to let them know they can obtain a free photo ID from their county board of elections if they need one.

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### **Canvassing**

For the first time, the Organizing team led our efforts to open satellite offices to increase the safety and effectiveness of our organizing work through the 2024 election season. In addition to our headquarters in Anson County, we opened offices in Union, Scotland, and Hoke counties in July and August!





Organizing Director, **Nisea**, and our county organizers started knocking on doors in early July to understand the issues impacting our rural neighbors. The Organizing team has helped hire over 30 canvassers who they manage along with our partner Open Answer. Our paid and volunteer canvassers are working to help us achieve our goal of knocking on **two to three times more doors** than we knocked in 2022 and 2023!

Canvassing happens every week Wednesday - Sunday in Anson, Hoke, Scotland, and Union County through Election Day, November 5. **We're still hiring part-time canvassers**, especially in Hoke and Scotland to help us have those very important "front porch conversations". To apply click [here](#) TODAY.

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## OTHER UPDATES

### Hiring

NRP is hiring a [Finance & Operations Director](#) to oversee NRP's key systems including financial management, human resources, and general operations. Apply or share our application that can be found [here](#).



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### In The News

On June 30, Executive Director Cynthia Wallace appeared on WSOC-TV's "The Political Beat with Joe Bruno" where she discussed the presidential debate and both presidential candidates' lack of focus on the issues that concern rural voters. Click [here](#) to watch the interview.



On Aug 5, Cynthia participated on an in-person panel for WFAE's daily show, Charlotte Talks. **The panel was titled "Politics Monday: Can Democrats make up ground in rural NC?"** The panel also included Chris Cooper, director of the Haire Institute for Public Policy at Western Carolina University, Nathan Dollar, Director of Carolina Demography at UNC-Chapel Hill's Carolina Population Center, and Steve Harrison, WFAE political reporter. [Click here to listen to the full show.](#)

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## **Volunteer Appreciation**

Volunteers are the heart and soul of New Rural Project and in July, we held two "Volunteer Appreciation" dinners in Scotland and Anson counties. Our July 23 dinner in Laurinburg at the I. Ellis Johnson Community Center had a great turnout and folks enjoyed the food and the fellowship.



On July 25, we gathered at La Suerte De Sake Mexican Grill in Wadesboro where our volunteers enjoyed a delicious taco bar and a chance to visit with other volunteers while learning about NRP's strategy to increase civic engagement in their community.



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## **2024 GENERAL ELECTION INFORMATION**

**North Carolina  
2024 General Election Dates**

**Sept. 24, 2024:** County boards of elections begin mailing absentee ballots to eligible voters who submitted an absentee ballot request form.

**Oct. 11, 2024:** Voter registration deadline (5 PM)

**Oct. 17, 2024:** In-person early voting begins; same-day registration available


**Oct. 29, 2024 -** Absentee ballot request deadline (5 PM)\*

**Nov. 2, 2024:** In-person early voting ends (3 PM)

**Nov. 5, 2024:** GENERAL ELECTION DAY

**Nov. 5, 2024:** Absentee ballot return deadline (7:30 PM)\*

\* Note: Voter registration & absentee voting deadlines are different for military & overseas citizen voters.



We're **less than 40 days away from Election Day on Tuesday, November 5!**  
 In North Carolina, we're **less than 30 days** away from the beginning of early in-person voting on Thursday, October 17!

Now is the time to check your voter registration and make sure you're ready to vote and have a voting plan. If you live in North Carolina, you can check your voter record [here](#); if you live outside of North Carolina, you can check your registration at [ballotready.org](http://ballotready.org).

In North Carolina, one-stop, in-person early voting **begins Thursday, Oct. 17, and ends Saturday, Nov. 2.** You can check your county's early voting locations and hours [here](#).

Thanks for reading! We appreciate you!

**Team New Rural Project**

**DONATE**

**VOLUNTEER**



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