



LIFT EVERY  
VOICE & VOTE  
POWERED BY THE NATIONAL BLACK EMPOWERMENT COUNCIL  
DETROIT

## BLACK CHURCH-LED GOTV CAMPAIGN SEES 2X TURNOUT RATE COMPARED TO REST OF CITY

*The Lift Every Voice and Vote Detroit Activation Demonstrating Power of Faith-Led Mobilization Through Volunteerism and Network Building*

**DETROIT, MI** — New early turnout data from the Lift Every Voice and Vote Detroit (LEVVD) campaign shows that faith-led, relational organizing is working, fast. With 7 days remaining in the 2025 municipal election, turnout among Black voters targeted by the campaign is already 10.3%, nearly double the citywide average of 5.3%, and triple the turnout of non-Black voters in the same geographic footprint (3.3%).

This effort, powered by a lean but committed volunteer network, demonstrates the effectiveness of rapid community mobilization, trusted messenger engagement, and faith-rooted outreach. LEVVD churches are not only outperforming city averages, they're on track to significantly surpass 2021 turnout levels (13.6%), well before in-person early and election day voting begins.

**"This is proof that Black voters—when organized with care, intention, and trust—move. We didn't just build turnout; we built infrastructure,"** said Darius Jones, President and Founder of the National Black Empowerment Council (NBEC), which launched the LEVVD initiative. **"Through church-centered, relational organizing, we're far outpacing Detroit's citywide average and laying the foundation for even greater mobilization this fall and in 2026. Our faith leaders are leading the way, and their communities are following."**

LEVVD's approach is powered by relational organizing, where churchgoers reach their own networks to turn out voters. Those efforts have a ripple effect, spilling over into surrounding communities and inspiring civic participation far beyond the walls of any one congregation.

Much of this turnout success is rooted in Lift Every Voice and Vote's church partnerships. While just 20% of registered Detroit voters are on the Permanent Absentee Ballot (PAB) list, 33.5% of the campaign's relational universe is enrolled and church-mobilized voters are returning their

ballots at a rate 17% faster their neighbors. This is thanks to consistent follow-up, targeted outreach, and trusted community leaders.

**“The early turnout results are incredible, but they don’t surprise me,”** said Apostle Wayne T Jackson of Great Faith Ministries. **“Our members are showing up because they care about their communities, their kids, and their future. When we commit our voices, our pulpits, and our people to civic life, transformation follows. We’re not just turning out votes, we’re turning on a movement.”**

**“We preach weekly about responsibility to oneself and one’s community, and now we’re seeing the fruit of that duty,”** said Pastor David Haddon of High Praise Cathedral of Faith. **“Our members are showing up at more than twice the city’s turnout rate. But this campaign isn’t just about numbers, it’s about network. People who see their neighbors engaged are getting engaged too. That’s what relational organizing does, it creates a chain reaction.”**

With more congregations joining each week and Election Day still ahead, LEVVD churches are continuing to turn out the vote with events that bring community, culture, and civic engagement together.

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#### **About Lift Every Voice & Vote Detroit**

Lift Every Voice & Vote Detroit is a grassroots initiative powered by the National Black Empowerment Council. It exists to make civic engagement joyful, accessible, and meaningful by working through trusted faith communities to build a movement centered on faith, culture, and voter participation.

#### **About The National Black Empowerment Council (NBEC)**

The National Black Empowerment Council (NBEC) is a membership organization dedicated to closing systemic wealth, influence, and achievement gaps for African Americans. By empowering leaders and fostering strategic collaboration, NBEC enhances the work of social justice groups and legacy civil rights organizations. Through high-level advocacy and global partnerships, NBEC expands access to resources, networks, and opportunities, ensuring Black communities thrive in an interconnected world.