



Super High Opportunity Strategies and
Solutions

Empowering marginalized communities
by facilitating voter registration
programs and advocating for
progressive policy





Low Propensity

- We reject the idea of low propensity voters. This concept places the blame at the feet of the victimized, marginalized and ignored.
- We believe that targeting the potential voters that political machines overlook, will result in a generation of super voters who will participate in election cycles now and for decades to come.



How will **SHOTS²** make
a difference?

■ **Voter Registration**

Voter Registration is the first step in building an informed, powerful electorate. Our work is centered on students, justice impacted folks, and underrepresented communities.

■ **Policy Guidance for Lawmakers**

We work with numerous organizations to create policies that create joy in community.

■ **Same-Day Voter Registration**

Advocating for same day voter registration can drive turnout and drive progressive change.



SHOTS²

To Do List

- Register 40,000 Georgians
- Create a research-driven political playbook for Georgia lawmakers
- Assist 5,000 justice impacted Georgians with voter registration and early probation termination
- Promote legislation to make Georgia the only Southern state to have Same Day Voter Registration
- Teach other organizations how to build effective voter registration programs



In 2020, I began my journey as a canvasser during the Presidential and U.S. Senate elections in Georgia. **I fell in love with the work, especially the conversations with young people who felt disillusioned by a system that never seemed to work for them.** I'll never forget one 18-year-old Black voter who told me he'd never considered casting a ballot. After three weeks of difficult conversation, he decided to vote early. I cried. That moment shaped my path.

By summer 2021, I was leading a voter registration program in Fulton County. We grew from 7 canvassers to 85 and later expanded to 150 for the Atlanta municipal elections. Since 2022, I've managed the largest paid vendor voter registration program in the country. In 2023 and 2024 alone, our efforts helped 104,297 Georgians register to vote.

I'd like to build something bigger—a **nonprofit committed to building long-term power in underrepresented communities, especially among young people, justice-impacted individuals, and working-class Georgians.** Our work is data-driven and rooted in research: we collect surveys to understand the issues that matter most to our communities and use that insight to drive registration, education, and advocacy efforts.

We stand firmly with organized labor, and our coalition-building approach allows us to scale our impact while staying deeply connected to the people we serve. Over the next year, we aim to:

- **Register 40,000 Georgians to vote**
- **Create a comprehensive policy playbook for Georgia lawmakers based on the priorities of the people we engage**
- **Advocate and lobby for same-day voter registration in Georgia**
- **Support organizations nationwide in building a new electorate through strategic, research-informed voter registration**

We are seeking funders who believe in community-rooted solutions in strengthening democracy. Together, we can transform civic engagement—not just in Georgia, but across the country.

Thank you for considering this opportunity to invest in long-term, people-powered change.

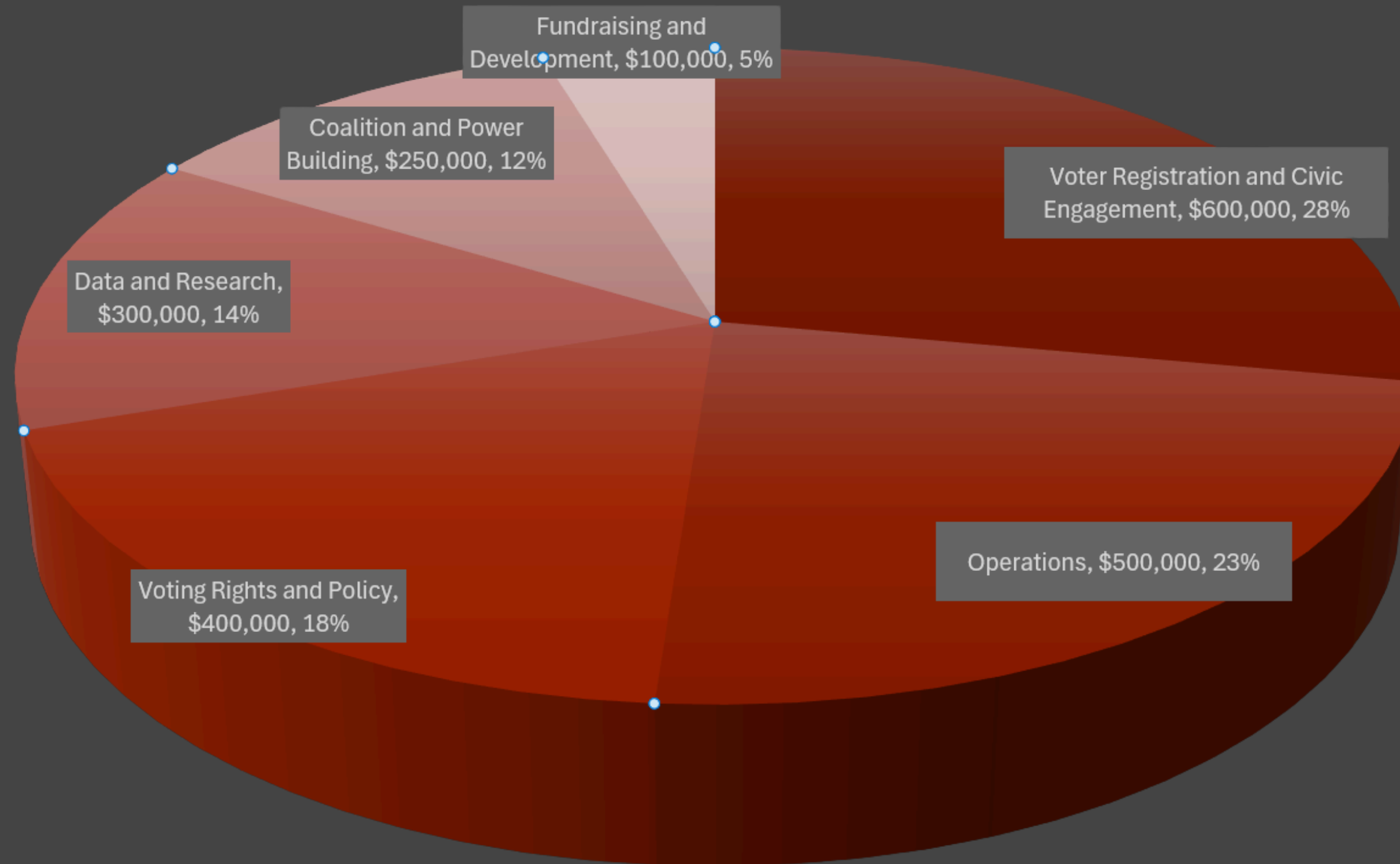
With gratitude and purpose,|


SHOTS²





2026 Budget Projection



Total Budget

\$5,000,000



Why Invest in

SHOTS² ?



- **We Reject Deficit Thinking:** We don't call them "low propensity"--we see *high opportunity voters* whose power has been systematically denied, not neglected by their choice.
- **We Deliver Scalable, Proven Results:** Our leadership team has assisted over 100,000 Georgians over the last 2 years and ran the nation's largest paid vendor registration program.
- **We Build the Blueprint, Not Just the Moment:** SHOTS² develops research-driven tools for lawmakers, pushes transformative legislation, including Same Day Registration, and teaches others how to build as we do.
- **We are Community-Informed at Every Step:** Our programming is driven by research, data and direct input from the communities we serve.
- **We Are Transparent and Accountable Partners:** We report on every dollar. Funders receive detailed financials, outcome metrics, and impact stories aligned with their program goals.
- **We Hire the People We Serve:** From the front lines, to the boardroom, our team reflects the communities we serve. We believe the best way to reach the community is to be from the community.





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Super High Opportunity
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8735 Dunwoody Place #7164
Atlanta GA 30350

To make an investment in

SHOTS²

please contact:
Sean Mims, Founder
sean@shotss.org
shotss.org

