



Rural Arizona Action

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RURALAZACTION.ORG



State: Arizona

Core Constituency/Target Audience: Rural Arizona communities

Website: ruralazaction.org

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Rural Arizona Action (RAZA) seeks to create more equitable and just systems through advocacy, accountability and leadership training in rural Arizona communities. RAZA was founded as a response to the lack of resources and year-round civic engagement opportunities available in rural Arizona. RAZA and Rural Arizona Engage, their affiliated 501(c)3 organization, educate, advocate and coordinate in rural communities to build communities of educated, empowered and engaged voters. RAZA develops long-term organizing capacity and creates professional development opportunities for rural organizers.

STATE LEGISLATIVE WORK

State legislative campaigns are critical to RAZA's mission of building community engagement in rural communities. Their co-founders met and developed the idea of RAZA after running for state legislative office in rural Arizona. RAZA works to recruit progressive candidates in rural Arizona legislative districts and mobilize voters during those campaigns. They register voters, run issue campaigns, mobilize voters during GOTV, and develop community leaders.

ACCOMPLISHMENTS

In 2020, RAZA helped win 3 key city council elections and 2 school board elections. They knocked on over 49,000 doors across their target communities. RAZA estimates that their organizing moved the needle in their target communities by 2-3 percentage points, which helped deliver Arizona to Senator Mark Kelly and President Joe Biden.

GOALS IN 2022 CYCLE

RAZA is working to recruit candidates at the school board, city council and state legislative level in rural AZ districts. They launched a voter registration program in early 2022 with a goal of registering 5000 rural Arizona voters. They also aim to knock on at least 100,000 doors throughout the year.

Between January and September of 2022, RAZA aims to hire at least 100 paid canvassers, with a goal of helping those canvassers develop into canvass leaders, community organizers and digital organizers. Sister District's fundraising will allow them to recruit and train a full-time organizing staff of BIPOC rural community members.

STATE BRIDGES SPEAKERS

Natali Fierros-Bock



Natali Fierros-Bock serves as Co-Executive Director of RAZA. She is a fourth-generation Arizonan. As a public school educator, Natali has first-hand knowledge of the struggles facing Arizona's rural communities. She ran for State Senate in 2018 to address those issues and create win/win solutions for children, teachers, and communities.

Her experience campaigning gives her first-hand insight into the gaps between rural voters and their understanding of their role in the democratic process. Natali's grassroots efforts are rooted in community organizing and relationship-building. As Chair of Legislative District 8 Democrats, she helped to build and train the largest group of precinct committee people in Pinal county.

Pablo Correa



Pablo Correa serves as co-Executive Director of RAZA. He comes from a working-class family in Casa Grande, Arizona. At 17, he left home to serve in the Marine Corps and for the next five years dedicated his life to service. Once honorably discharged, Pablo returned to Casa Grande to raise a family and got a job driving a forklift at a local warehouse.

Like many, Pablo became engaged after the 2016 election. In 2018, he ran for the Arizona House of Representatives. While the campaign came up short, Pablo worked with Natali to harness the movement they created and turn it into RAZA. Pablo is a graduate of the Hispanic Leadership Institute, the Leading for Change Campaign Management, Candidate, and Fellowship Programs and most recently a graduate of the Monzón Fellowship.



IN THE NEWS

- Voting rights event in Eloy celebrates culture and hopes for change
- Final ballots give victory to MUSD override
- Finchem recall campaign workers organized, motivated

ARIZONA FAST FACTS

- **Current Control:** Republican Trifecta (since 2009)
- **Gubernatorial Election:** 2022
- **Length of State Senate & House term:** 2 years
- **Redistricting:** Congressional and state legislative lines drawn by the Arizona Independent Redistricting Commission
- **Sister District Target:** Blue Flip