



**we help you  
find your people**

**Join the movement**

## Gabri Cabán Cubero (they/them)

Data Director, Alabama Forward

Executive Director, People's Budget Bhm

- In 2017, I found myself in the wrong space. I came to Alabama with a job offer at **an organization I thought was the right fit for my journey as an activist and organizer.** I was wrong.
- It took me **several years to find my place** - to find people who cared about what I cared about, who held values similar to mine, and who wanted to do something about it. **A place where I'd be in community and I could learn!**







## **Desiree Perez (they/she)**

Data & Research Coordinator, Instituto

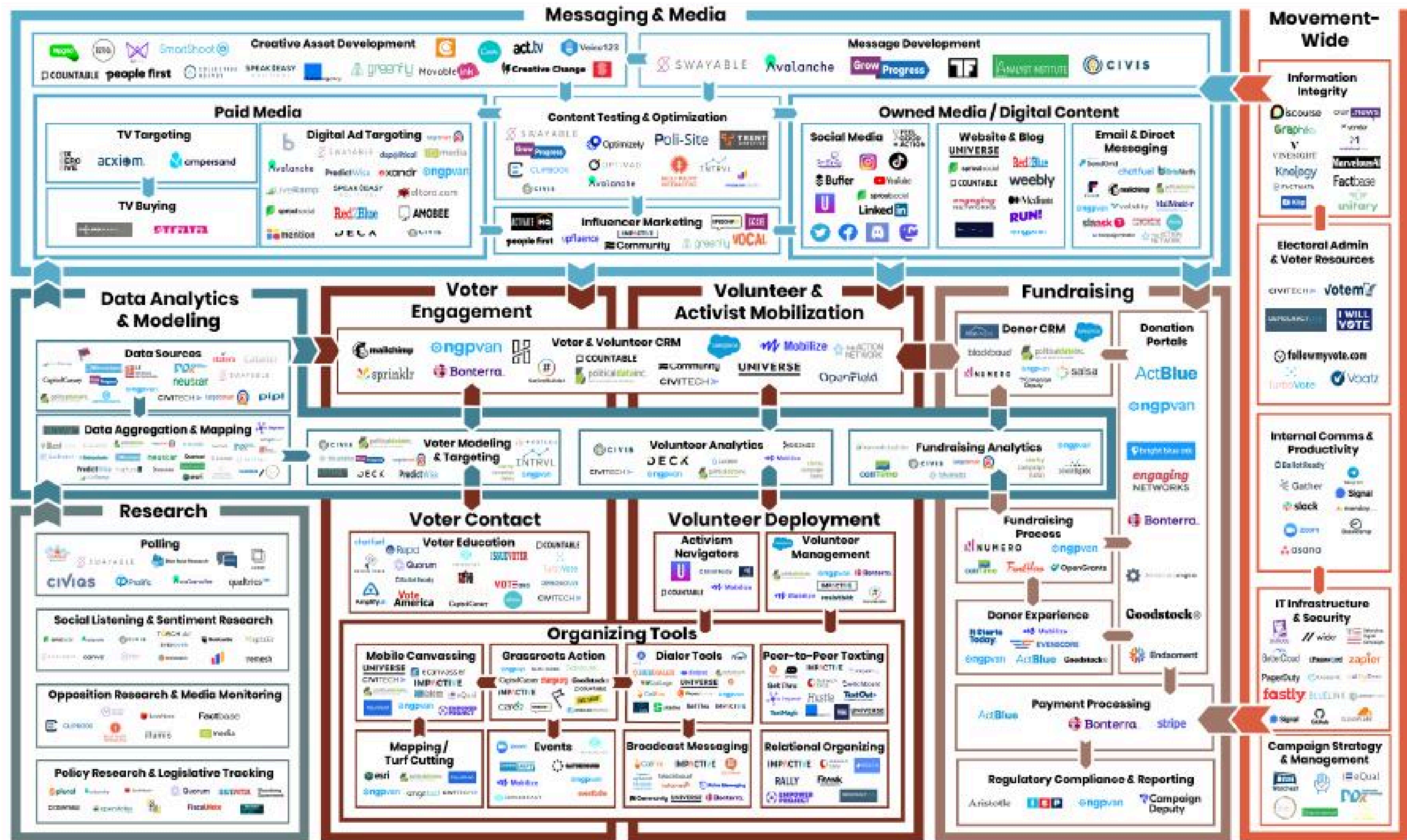
- Became politically aware / active in High School
- Struggled to find:
  - Organizations who worked on issues I cared about that also shared my values
  - Engaging volunteer opportunities based on my interests
- Took another decade to find my movement home



fyp

# Finding Your People is Hard





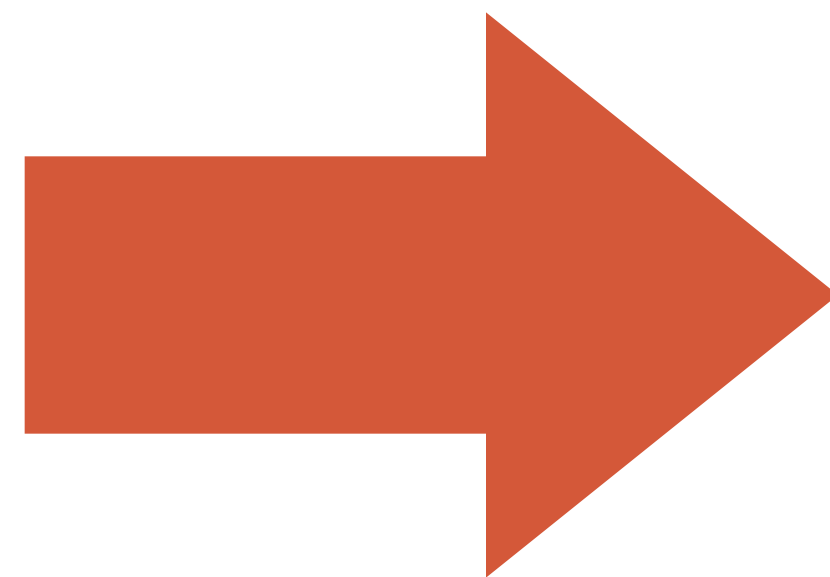
**ISSUES**

+

**VALUES**

+

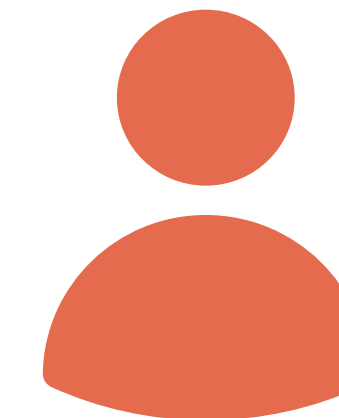
**ACTIONS**



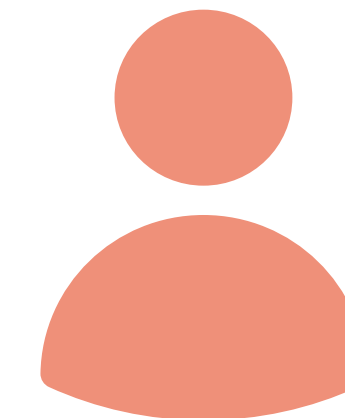
**CUSTOMIZED MATCHES  
IDENTIFY YOUR PEOPLE**



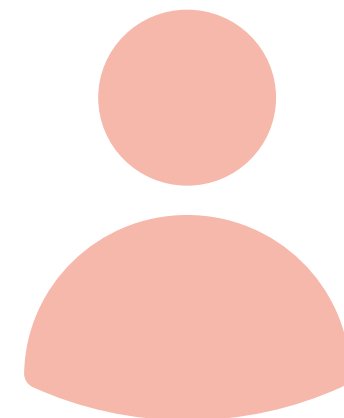
**100%**



**80%**



**60%**



**40%**



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# This is just the beginning

- Voter-file matching and pathways to register, update registration, or find election-related info
- Enriching recommendations with demographics/lived-experiences, and skills
- API integration with tools like existing technology (like Mobilize) to ease event management for organizations already using other tools
- Volunteer management tools for organizational users