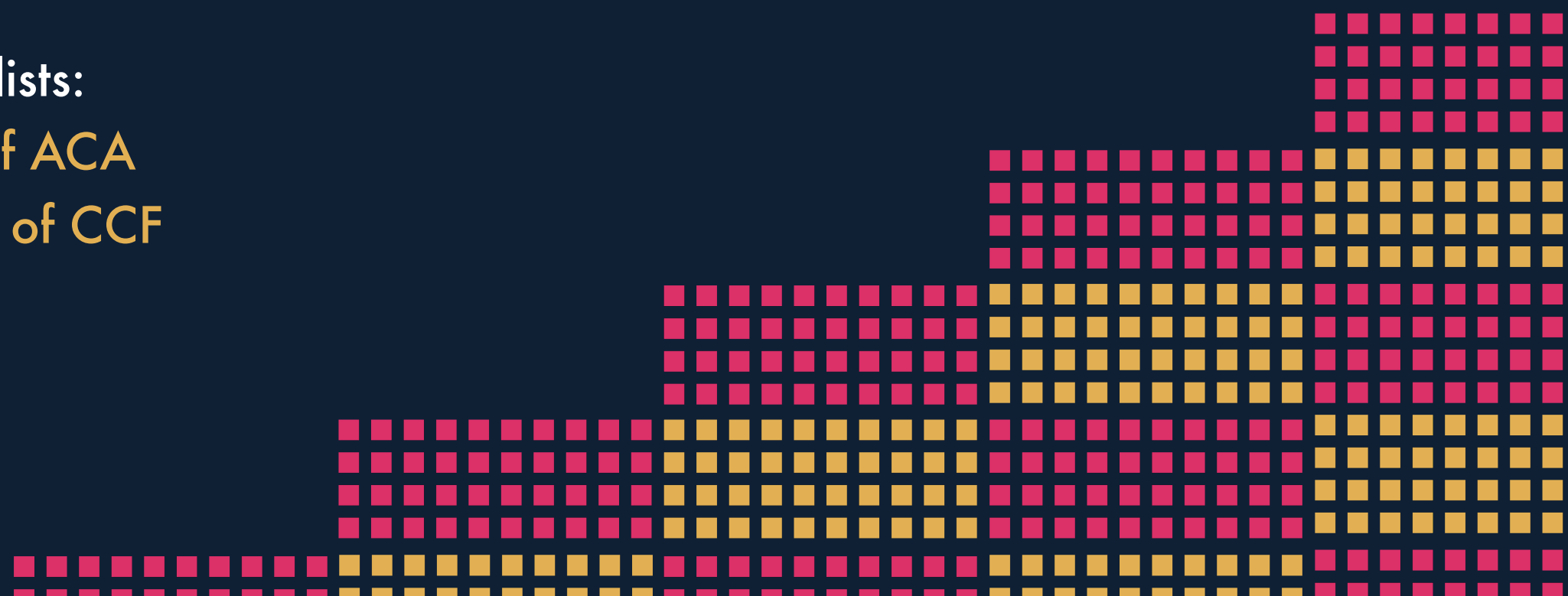


VOTER ENGAGEMENT IN IMMIGRANT COMMUNITIES

Guest Panelists:

Peggy Du of ACA

Stacy Bahri of CCF



ABOUT NONPROFIT POWER 2022

- Uplift nonprofits doing voter engagement in niche spaces
 - Platform for them to tell their story
- Educate on the necessity of voter engagement in those spaces
 - Show that every community deserves representation
- Provide tailored strategies that have been tested by nonprofits
 - Collective hub for tried and tested strategies in niche spaces

OUR PREVIOUS INSTALLMENT

Engaging Small Towns and Rural Areas

- Explain how Rural and Small Towns are underserved
- Define what constitutes as a Small Town or Rural Area
- Strategies on Engaging Rural and Small Towns
- Profiles of groups working in those areas

THE POWER OF IMMIGRANTS

- Communities of first- and second-generation immigrants exist across the country
 - Built robust networks of mutual support
- Some immigrants may not have the right to vote
 - American born or naturalized families and friends can vote
- Nearly 45 million first generation immigrants in the United States
 - of which...

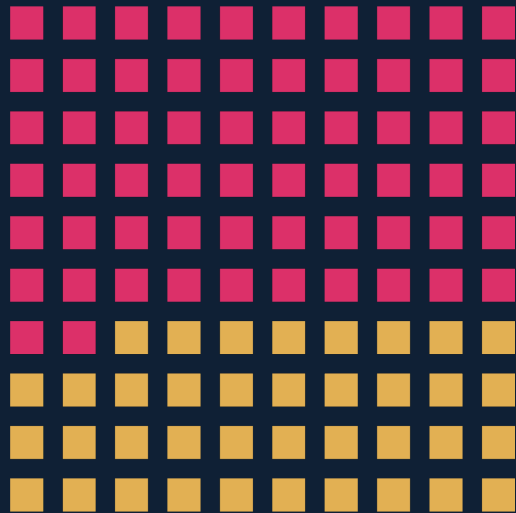
THE POWER OF IMMIGRANTS

23.2 MILLION

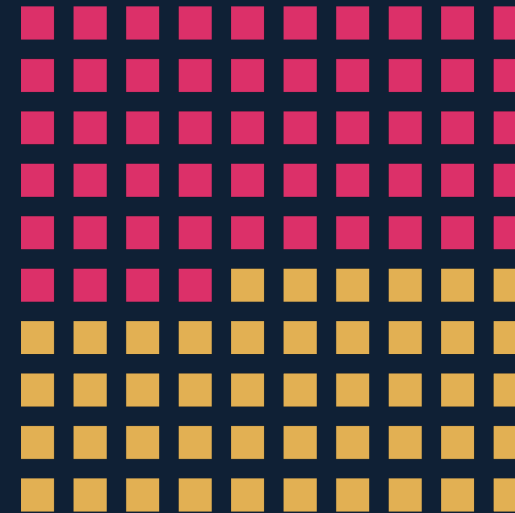
ESTIMATED ELIGIBLE IMMIGRANT VOTERS AS OF 2020

PEW RESEARCH CENTER FINDINGS

US born voters have a higher turnout than foreign born voters



62 percent of US born voters turned out in the 2016 election



54 percent of foreign born voters turned out in the 2016 election

WHY ENGAGE?

- Nonprofits have critical advantages
 - Trust
 - Respect
 - Shared language and beliefs
- Help the community see the importance and benefits of voting

BARRIERS AND STRATEGIES

Barrier: Lack of Visibility

Rarely see elected officials who share their countries of origin, languages, or cultural traditions

Strategy: Emphasize community power instead of individual rights

Integrate voting into cultural events to strengthen pride and sense of unity

If you're not a member of the community: Start by attending events and building relationships

BARRIERS AND STRATEGIES

Barrier: Language Barriers

As of 2018, just over half of immigrants aged 5 or older are proficient in English

Strategy: Ensure that materials are translated accurately

Have your text reviewed by a native speaker who understands the context

Strategy: Take into account the platform you will use to transmit the message

BARRIERS AND STRATEGIES

Barrier: Unfamiliarity or distrust in the process

Voting process can seem complicated or they are skeptical of candidates

Strategy: Provide clear and unbiased information for voters

Invite elected officials to talk about how they would support your community

Strategy: Walk voters through every step of the process  Nonprofit VOTE

BARRIERS AND STRATEGIES

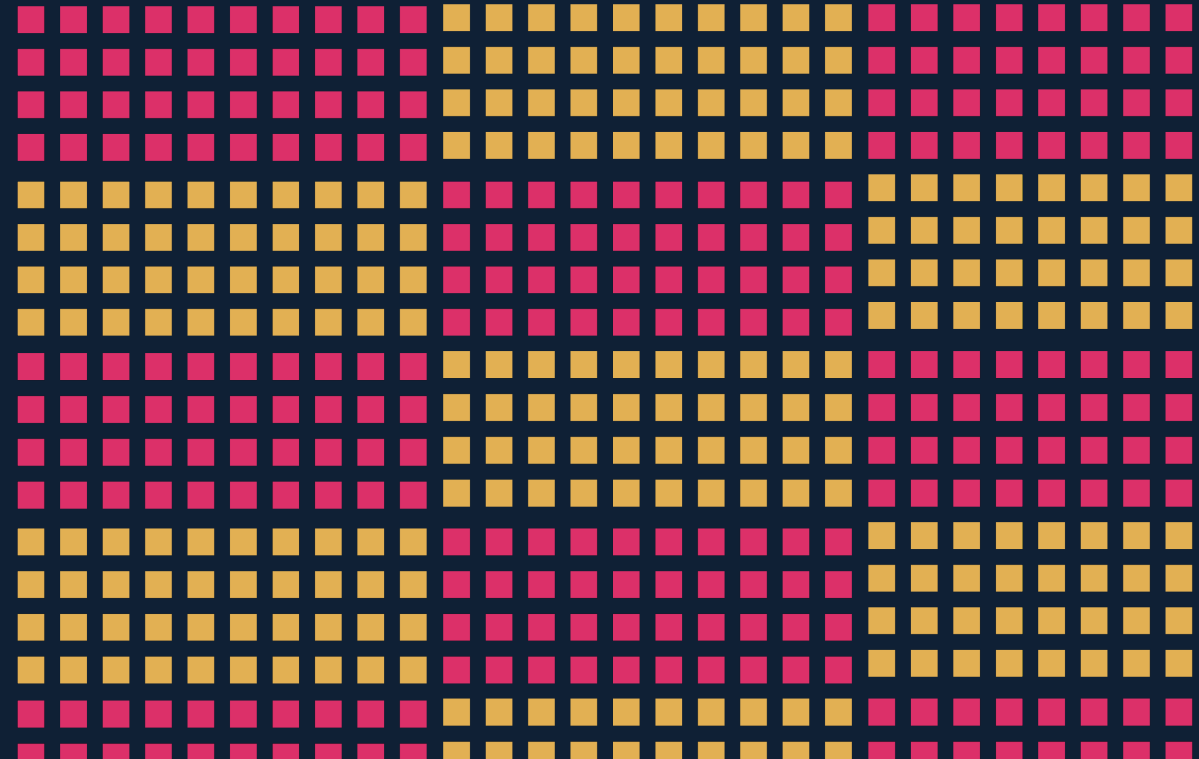
Barrier: Not eligible to vote

Impossible to tell if an adult is eligible to vote just by looking at them

Strategy: Still engage with people who may not be eligible to vote

Can still be involved in the civic process by supporting and encouraging others to vote

OUR PANELISTS





**PEGGY
DU**



**Association of Chinese
Americans**

acadetroit.org



**CHALDEAN COMMUNITY
FOUNDATION**

STACY BAHRI



Chaldean Community
Foundation

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THANK YOU

Please lookout for the **Nonprofit Power** mini-report soon!