

## LOGO

## RED BLUE AND WHITE HORIZONTAL LINE

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We want an American where Muslims can become City Council, Mayors, Member of Congress and US presidents. \_\_\_\_\_ GRAPHIC

We envision to prepare our next generation of Muslim leadership at local and national levels to represent the under represented and underserved Muslim community.

We want to get the Muslim Youth the chair on table where decisions are made.

\_\_\_\_\_ GRAPHIC

***Abstract Design with animation : Your vote is your power to empower your community.***

There are 1.2 million Muslims in New York City. They contribute \$17 billion to city's economy. Total NYC Budget \$101 billion is the city budget.

Amount of resources and funding back to Muslim Community is minute.

Your vote means more funding and resources for the Muslim Community.

**Our collective power lies in our ability to make our voices heard. The single most effective way to have your voice heard is by voting. Voting is how we hold elected officials accountable for the decisions they are making on our behalf.**

## TOGETHER WE WORK:

By joining together to demand that we are included in the process of drawing fair district lines, we can ensure we have the opportunity to elect leaders who will truly represent us. Speak out for your community, your family, and your future today!

## DROPBOX MENU:

When pointer is placed **slider is initiated into:**

Volunteers are essential to sustaining many of our outreach programs and initiatives. If you are looking for an opportunity to make an impact in your community during an election, or throughout the year, we welcome you to join our national corps of volunteers. Here are a few opportunities for you to consider:

Looking to share your time and talents with New Yorkers in need? MVP welcomes your volunteer efforts to help us serve individuals, families, and communities to help them get their vote out.

We support state nonprofit associations and civic engagement initiatives, who in turn recruit and support nonprofits in their state to do on-the-ground voter engagement work with the communities they serve. The sites are primarily human service nonprofits such as community health centers, food pantries, housing coalitions, and mutual aid associations.

**Join the movement:**

Name \_\_\_\_\_

Email \_\_\_\_\_

Number \_\_\_\_\_

## **What we do**

### **A COALESCING FORCE**

We find part time jobs and internship programs for our Muslim youth in the local city council, borough president and mayor office to build a pipeline for our future political leadership in the city.

We remain a uniting force in the movement, coalescing together leading voices and organizations to collaborate on initiatives that bring us closer to the future we all envision. We integrate voter engagement into their ongoing activities and services. In doing so, we work to promote higher voter and civic participation, especially among populations new to the process or with a recent history of lower voter turnout.

### **CLAIM YOUR POWER**

Muslims Are The Fastest Growing Demographic In The United States With That Growth Comes The Power To Impact The Decisions Being Made At All Levels Of Government. If We Vote, Organize, And Fight For The Things We Believe In, With Our Numbers, We Can Effect Real Change.

Let the line drawers know who you are and where you are. Everyone has a role in fair districting. Now is the time to uplift stories of where our growing communities live and work so that our elected officials are held accountable.

Fastest Growing Population \_\_\_\_\_ GRAPHIC

In the past two decades, Muslim Americans have become one of the fastest growing racial or ethnic groups in the United States

We Shape Elections \_\_\_\_\_ GRAPHIC

The Muslim Americans electorate is a formidable community with the power to shape and influence elections down the ticket throughout the state New York.

Representation Matters \_\_\_\_\_ GRAPHIC

The decisions made by policymakers and our representatives at all levels of government impacts our day-to-day lives – from how much funding local schools get to policies around crime prevention and gun safety.

Impactful Economic Strength \_\_\_\_\_ GRAPHIC

**Abstract Design or Animation:** *Let the line drawers know who you are and where you are. Everyone has a role in fair districting. Now is the time to uplift stories of where our growing communities live and work so that our elected officials are held accountable.*

**We need to make it clear that it is we, the voters, who pick our leaders, and not the other way around.**

## **OUR PARTNERS:**

### **Partners logo**

Dropdown Menu when cursor is place there:

**Partner with us** small tab opens up:

We are always seeking national, state, or regional service-based nonprofits to join us as partners in voter engagement. Now is the perfect time to join us in making sure democracy is accessible to everyone.

We know that you are unique and ideally positioned to effectively engage yourself and the communities you serve in democracy. We want to help you get there. \_\_\_\_\_ GRAPHIC

## **ENDING:**

**Fighting for fair districting keeps our communities from being divided and our voices from being silenced.**

## **PROTECTING OUR VOTING RIGHTS**

**More than a century after the right to vote was declared fundamental, that right is under attack. Efforts to make it harder for racial minorities to participate in the political process are proliferating across the country state by state- and we're fighting those efforts in court.**

## **FOOTER**

### **LOGO**

### **ADDRESS**

### **FB, TWITTER, LINKEDIN**

### **RED BLUE AND WHITE HORIZONTAL LINE**

## **VOTER ENGAGEMENT**

MVPVote's Alliance for Civic Engagement (ACE) is a national network of local and state-anchored partners who engage their communities to conduct grassroots voter contact and education programs. Year round, MVPVote works its ACEs in 28 states, as well as other national organizations and coalitions to ensure that every MVP voter has the information they need to confidently and successfully cast a ballot.

Our grassroots voter contact and education program works with and provides direct funding to our network of community-based partners to implement our multitouch voter engagement program that aims to contact voters through phone and text banking, multiple rounds of targeted translated mailers, coordination of door-to-door canvassing, and investments in ethnic media, targeted social media advertisements and content.

By establishing and sustaining a culture of voting among MVP voters, both old and new, we are working to give our communities a stronger political voice, so that the issues we care about are heard by politicians and elected officials.

## **VOTER EDUCATION**

A critical component of (MVP) mission is to educate and empower newer immigrants to participate in the electoral process. By conveying culturally appropriate and translated messages and engaging trusted messengers and outlets, we can effectively engage this base of voters.

MVP's Communications Program is a multi-pronged effort, focusing on not just mainstream media, but also paying attention to ethnic media. Through long-term partnerships, MVP provides ethnic press with more tools, access to research and data, and information on the elections that they may not previously have had the capacity to cover. Their increased reporting and coverage of elections, on the other hand, will directly impact communities that depend on ethnic media.

MVP electorate has found that 48% of the MVP population consumes ethnic media, a number that rises to 55% in MVP communities that are above fifty years of age. Thus, building rapport and an infrastructure with ethnic media is crucial to ensure that our communities are receiving accurate information on how to vote and how to follow the elections.

This infrastructure has allowed MVP to purchase ads in ethnic media with our election protection work and specifically to advertise our election hotline, available in several languages. Building this permanent infrastructure not only increases the bandwidth of ethnic media coverage of elections, but also reaches more of our community who may be limited English proficient, to learn how to register to vote and the various ways one can vote.

## **TRAINING**

### **Training Objectives**

To achieve this vision, the trainings will focus on three areas:

- Provide a framework for civic engagement and political organizing
- To provide a political framework regarding the importance of electoral organizing for MVP communities.

- To deepen our political analysis of MVP in our political system.
- To teach the rules and regulations for 501(c)3 organizations.
- Provide participants with organizing tools to effectively build civic engagement programs
- To provide tools that fosters our communities' knowledge of outreach in order to create and implement effective voter registration, education and mobilization programs.
- To teach how to incorporate civic participation into an organization's existing programs and structure.
- To provide strong communications guidance.
- To teach how to design and conduct evaluations and learn how to measure programs and its impact.
- To support and nurture the next generation of leaders and volunteers.
- Increase and encourage regional partnerships
- To provide a forum to share successful organizing models and lessons learned from local partners.
- To develop a strategic plan focused on building capacity for the organizations to contribute to this joint effort.

#### **ELECTION PROTECTION:**

MVP works to ensure that our communities' voices and priorities are included in legislation related to voter protection, voting rights and other important civic issues.

Our Election Protection initiative entails the following:

We manage the 1-888-MVP-VOTE election protection and information hotline to answer state-specific questions or concerns about voting for callers in the language they are most comfortable in. The hotline is provided in partnership with Advancing Justice | AAJC and the Lawyer's Committee.

Through coalition-building, we coordinate responses to key policy decisions, ensuring that senators and representatives know that MVP communities have a stake in key legislative decisions.

We gather, analyze and disseminate data and research to policy-makers and stakeholders, providing them with the data-based evidence they need to make informed decisions regarding MVP communities. A key initiative for this is the bi-annual Muslim Voter Survey (MVS), conducted as a partnership between MVP, MVP Data, and Advancing Justice.

Along with local and national partners, we provide assistance in making sure appropriate in-language materials are made available to local election officials as they expand language accessibility in their jurisdictions. Under section 203 of the Voting Rights Act, this language accessibility is required when specific language population criteria are met.

We provide a platform for elected officials, experts and community organizers to convene and share their knowledge and insights on the legislative and civic issues impacting MVP communities.

Through amplifying MVP voices and sharing stories that show the impact of crucial voting legislation, we spread awareness on how policies and legislation on voting affects the everyday lives of MVPs.