Asian Americans Advancing Justice – Los Angeles (www.advancingjustice-la.org) was founded in 1983 is the largest organization in the country focusing on legal and civil rights for the Asian American, Native Hawaiian and Pacific Islander (AANHPI) community. AAJLA’s electoral advocacy work, “Your Vote Matters!” focuses on a multilingual voter education and mobilization campaign microtargeting in a broad range of AANHPI communities ethnicities and languages. The YVM campaign has been running twice every year since 2012 and in 2014, campaigns were run for the June and November elections.

The YVM campaign expanded our targeted voters into seventeen languages (Arabic, Bangla, Burmese, Cambodian, Cantonese, Mandarin, Tagalog, Hindi, Japanese, Korean, Malay, Urdu, Samoan, Thai, Tongan and Vietnamese) across Los Angeles and Orange County. The campaign's goal is to first, break barriers to the voting process with multilingual ethnic microtargeting and second, to build the AANHPI electorate by shifting low-propensity voters into habitual voters. To achieve this, we used a three-pronged strategy of tactics of 1) direct voter contact 2) community partnerships and 3) media & publicity.

For both the June and November campaigns, the message was primarily a non-partisan, get-out-the-vote message that aimed to close barriers to the voting process. We aimed to have conversations that were engaging. In November’s effort, we focused on a message that incorporated education issues as a primary reason to go to the polls. Building on the success of our past campaigns, the Your Vote Matters 2014 was resoundingly successful as the first and largest AAPI non-partisan electoral campaign to implement such a wide breadth of languages and ethnic groups.

The Strategy
The AANHPI population nationally is about 17.1 million, according to the 2010 Census. The population in Southern California is particularly diverse and has many different language needs. In LA County, Asian Americans are most likely to be Democrat, while those who have no party affiliation outnumber Republicans (37% DEM / 26% REP /35% DECLINE). More AANHPIs are voting now than ever before – there are 459,688 registered Asian American voters in Los Angeles (10% of total) and 230,112 voters in Orange County (14% of total). While Asian Americans registered to vote are moving to the ballot, more work needs to be done to help them become citizens, register them to vote, and engage them in the process.

The strategy we used in creating our campaign plan took into consideration the following:

- Only a limited percentage of the AANHPI community live in ethnic hubs – most are spread out.
- The community is not “apolitical” – they are very politicized within their own ethnic communities, as is apparent by the articles in their own ethnic media.
- Asian American voters are disproportionately immigrant with 61% of registered voters in California that is immigrant. This means tactically, multilingual outreach is CRUCIAL to reach these communities.
- Asian American voters are less likely to be affiliated with a political party, which means they are a sizeable potential swing vote that responds more to issues than to partisan appeals.
- In 2006 & 2008, our APALC non-partisan voter efforts called 70,000 bilingual voters. The typical GOTV effort moves people to a 3-4 percentage point increase; in comparison, our multilingual phone bank had a 17 percentage point increase for the June 2008 campaign.
- AAPI Voters face barriers at the ballot – campaigns need to address these barriers, which include access to information; access to mechanics of voting; access to engagement; access to in-language resources; and access to protection of voting rights.
Your Vote Matters Campaign 2014

The Your Vote Matters 2014 campaign incorporated the following tactics into our efforts. We primarily targeted low-propensity voters who we defined as having voted one, two or three major elections, were young voters between 18-24 years old, or newly registered voters. We additionally reached out to people who were likely to vote by mail the first two weeks, and then poll day voters during the last two weeks of leading up to Election Day.

Phone Banks – For our June campaign, the first week of the campaign we sent out 5,392 English emails to voters; In November, we sent out 8,217 English emails in LA and OC, and 2,641 Chinese emails in LA. In June we attempted 14,518 calls and canvassing and of the surveys or various Islander Voters. AAAJLA Your America, and locally with KPCC. In conjunction with our community partners we were able to get media hits in various ethnic media hotlines were able to assist voters in Voter Hotline in OCAPICA, Pilipino Worker Center, Thai CDC, SA Empowerment, Empowering Pacific Islander Communities, KIWA, Khmer Girls in Action, Muslim Public Affairs Council, include our campaign. We targeted the organizations based on what ethnic community the groups served in Los Angeles. Our partners’ membership and and Parent Leadership Development program. Project Higher Opportunity Grant.

Innova voted. We used priority issue surveys to understand what issues were important to our community, as well as a tool to start conversations. We collected thousands of surveys from phone calls, outreach events and canvassing and of the surveys collected we found the following priority issues:

<table>
<thead>
<tr>
<th>November 2014 Phone Bank (Los Angeles County)</th>
<th>November 2014 Phone Bank (Orange County)</th>
<th>November 2014 Community Partners (print)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priority Issue #1</td>
<td>36% education, 19% healthcare</td>
<td>71% education</td>
</tr>
<tr>
<td>Priority Issue #2</td>
<td>22% healthcare, 21% education</td>
<td>61% healthcare</td>
</tr>
<tr>
<td>Priority Issue #3</td>
<td>19% healthcare, 11% education</td>
<td>59% civil rights</td>
</tr>
</tbody>
</table>

Statewide Voter Guide - We collaborated again in November with Asian Pacific Environmental Network to create a California AAPI Statewide Voter Guide. We supported the social media push of the guide.

Community Engagement Academy – In August, we hosted our second annual Community Engagement Academy. We hosted 25 local organizers in post-college age range to a three day training around tools necessary for running a local electoral campaign. Most of the participants were sent through our community partnerships.

Innovative Youth Grant - We partnered with four youth organization and provided $1,000 grant opportunities for various projects. Our youth organizations were USC’s Asian Pacific American Student Assembly, the Vietnamese community focused Project Higher Opportunity for Education, UCLA’s South Asian women’s organization UCLA Chai Talks and AAAJ-LA’s Youth and Parent Leadership Development program. The youth attended a training over the summer, were coached on their campaign plan and had regular team check-ins.

Community Partnerships – We provided subgrants to fourteen community partners over the course of our November campaign. We targeted the organizations based on what ethnic community the groups served in Los Angeles. Our partners include API Equality, Asian Youth Center, Council for American Islamic Relations, Center for Asian Americans United for Self Empowerment, Empowering Pacific Islander Communities, KIWA, Khmer Girls in Action, Muslim Public Affairs Council, OCAPICA, Pilipino Worker Center, Thai CDC, SALDEF, and South Asian Network. We distributed community voter outreach kits to our partners to distribute (multilingual t-shirts, stickers that say “I’m Chinese and My Vote Matters” etc., buttons with “vote” in nine different AAPI languages and bilingual posters).

Voter Hotline - We had voter hotlines in multiple languages set up and distributed them in all of our outreach materials. The hotlines were able to assist voters in English, Korean, Chinese, Khmer, Vietnamese and Thai.

Media – Our campaign made significant press hits this cycle, getting coverage nationally on NPR, internationally on Voice of America, and locally with KPCC. In conjunction with our community partners we were able get media hits in various ethnic media.