AAPIs for Civic Empowerment Education Fund (AAPI FORCE-EF) is a network organization that advances policies, campaigns and issues that support working-class Asian Americans and Pacific Islanders through voter mobilization. AAPI FORCE-EF is composed of five steering committee organizations across California, which includes Hmong Innovating Politics, Khmer Girls in Action, Chinese Progressive Association, Asian Pacific Environmental Network, and Filipino Advocates for Justice.
Since the organization was established formally as a fiscally-sponsored project in 2017, one of our major and early objectives was to build AAPI progressive political power through the decades-long effort to reform the racist and anti-working people aspects of Proposition 13 and California’s regressive tax system. Together with our multiracial statewide alliance Million Voters Project (MVP), we mobilized hundreds of thousands of voters to show our strength in numbers, and vote for the future that we deserve. We built unprecedented statewide support for Proposition 15 - Schools and Communities First, a ballot measure campaign to shift resources back to our schools and communities by closing the corporate property tax loophole.

For the November 2020 election and Prop 15 campaign, AAPI FORCE-EF ran an elaborate and innovative field and communications program to educate and mobilize AAPI voters. In addition to our steering committee organizations, we expanded our field partners and collaborated closely with network members such as Jakara Movement, Asian Youth Center, South Bay Youth Changemakers, and Pilipino Workers Center.
OVERVIEW OF OUR FIELD PROGRAM

Asian American and Pacific Islander voters consist of close to 10% of the CA electorate, about 2.2 million registered voters. Below is a breakdown of specific counties where AAPI voters that we talked to had above 10% support rate than overall Prop 15 turnout.

<table>
<thead>
<tr>
<th>County</th>
<th>Support Rate of Our Contacts</th>
<th>% Yes on P15 of All Voters</th>
<th>Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contra Costa</td>
<td>65.63%</td>
<td>54.80%</td>
<td>+10.83</td>
</tr>
<tr>
<td>Fresno</td>
<td>71.34%</td>
<td>41.00%</td>
<td>+30.34</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>78.47%</td>
<td>53.50%</td>
<td>+24.97</td>
</tr>
<tr>
<td>Sacramento</td>
<td>67.52%</td>
<td>45.90%</td>
<td>+21.62</td>
</tr>
<tr>
<td>San Diego</td>
<td>79.72%</td>
<td>44.10%</td>
<td>+35.62</td>
</tr>
<tr>
<td>San Joaquin</td>
<td>63.19%</td>
<td>40.50%</td>
<td>+22.69</td>
</tr>
</tbody>
</table>

In the seven weeks leading up to the election, the AAPI FORCE-EF field partners accomplished:

- **450K attempts calling AAPI voters**
- **34,730 conversations with voters**
- **8,837 voters re-contacted for GOTV (94% solidified support for Prop 15)**
- **70% of voters we talked to supported Prop 15**
We spoke with voters in 32 different counties across California. The top 5 counties where we had the most number of conversations are shown below:

<table>
<thead>
<tr>
<th>County</th>
<th>Contacts (conversations)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>12,900</td>
</tr>
<tr>
<td>San Francisco</td>
<td>4,360</td>
</tr>
<tr>
<td>Sacramento</td>
<td>3,391</td>
</tr>
<tr>
<td>Alameda</td>
<td>3,350</td>
</tr>
<tr>
<td>Santa Clara</td>
<td>2,285</td>
</tr>
</tbody>
</table>

Our field program outreach included phone banking, peer texting, and relational organizing.

82 PAID PHONE BANKERS

482 VOLUNTEER SHIFTS

9 LANGUAGES

ENGLISH
CHINESE (MANDARIN & CANTONESE)
HMONG
LAO
THAI
VIETNAMESE
PUNJABI
KHMER
TAGALOG
OVERVIEW OF OUR COMMUNICATIONS STRATEGY

Our coalition utilized social media, paid advertising, artist commissions, earned English-language media, earned ethnic media, and print mail as part of our communications strategy to mobilize voters.
Our GOTV messaging, which centered working-class and progressive values, culminated in our 2020 Voter Guide. The guide shared our voting recommendations on statewide ballot propositions as well as important deadlines, frequently asked questions, and information on how to vote by mail or safely vote in-person.
THE VOTER GUIDE WAS DELIVERED TO:

**166,270** DIGITAL USERS

**38,000** LOW-PROPENSITY HOUSEHOLDS (PHYSICAL COPIES)
OUR IMPACT ON AAPI TURNOUT

From years of organizing with our communities and talking to AAPI voters, we know there are many barriers to AAPI civic engagement. Our approach is to invest in year round engagement with voters and conduct in-language, culturally specific outreach. We aim to support AAPI communities to better understand how to participate in the various levels of government and lead the change that we want. The following tables share some highlights in voter turnout, first time voters, and ways that we developed leadership and involvement from our community beyond the election.

IMPACT COMPARISON TO OVERALL TURNOUT

<table>
<thead>
<tr>
<th>Turnout Comparison</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall turnout of AAPI voters statewide</td>
<td>78%</td>
</tr>
<tr>
<td>Turnout of target voters in universe</td>
<td>77%</td>
</tr>
<tr>
<td>Turnout of our supporters</td>
<td>81%</td>
</tr>
</tbody>
</table>

Overall turnout of AAPI voters for the November 2020 election in CA was 78%. The voters whom we focused our outreach on voted at a rate of 77%. When we looked at the turnout of the supporters we successfully outreached to about Prop 15, those voters voted at 3% higher (81%) than all AAPI voters.
Khmer Girls In Action had a significant impact in mobilizing POC and Southeast Asian voters in Long Beach, with their supporters at 12.21% higher turnout than their peers that KGA did not reach.

Filipino voters outreached by Pilipino Workers Center voted at a rate 7.09% higher than the overall community.

Both Asian Youth Center and South Bay Youth Changemakers launched their voter outreach programs for the first time and were from regions (San Gabriel Valley and Santa Clara County) where we previously did not have field partners. Their results in turnout are greatly encouraging as they show the immediate impact of these emerging organizations.
Part of our field goals was to increase turnout of low propensity AAPI voters through a combined approach of contacting voters multiple times in the year, in-language voter education, and integrated communications strategy. When looking at voters we talked to who were low propensity voters, several specific communities saw significant increases in turnout. For example, Hmong Innovating Politics who called Asian American, Pacific Islander and Hmong voters in Sacramento County and the Central Valley saw a 24.75% increase in turnout for low propensity voters. These voters are typically ignored by traditional campaigns, and our results show how important this kind of outreach is in moving less frequent voters to the polls.

LOW PROPENSITY VOTERS

A voter propensity score is a score assigned to each voter in advance of an election indicating the person’s likelihood of voting in that election, based on past voting history, demographics and other factors. Low propensity voters are those who are less likely to vote.
FIRST TIME VOTERS

Through our November 2020 field program, we contacted 6,417 first time voters where 74.36% of them actually voted. When comparing with the overall first time voter turnout rate in our target areas, first time voters that we outreached ended up voting at a 3% higher rate than voters we didn’t contact.

6,417
FIRST TIME VOTERS CONTACTED

74.36%
OF CONTACTED FIRST TIME VOTERS ACTUALLY VOTED
BASE BUILDING AND LEADERSHIP DEVELOPMENT

200+
VOLUNTEERS RECRUITED AND TRAINED TO SUPPORT PROP 15 AND GOTV EFFORTS

482
VOLUNTEER SHIFTS MOBILIZED FOR PHONE BANKING, TEXTING, AND RELATIONAL ORGANIZING
63 volunteers mobilized to write GOTV postcards

1,100 infrequent AAPI voters received handwritten postcards

8,500+ voters identified who wanted to continue to be engaged
With Empowering Pacific Islander Communities, we launched the Pacific Islander Civic Engagement Fellowship, a 10-week program that trained six young organizers in voter mobilization and community outreach.
THANK YOU FOR BUILDING POWER WITH US.

www.aapiforce-ef.org