



ASIAN AMERICANS
**ADVANCING
JUSTICE**
ATLANTA

Campaign Communications

Raymond Partolan, Program Associate

Thursday, May 18, 2017

Building Power For Good In The South

Organizational Overview

- Mission Statement:
 - We are the first nonprofit law and advocacy center dedicated to protecting and promoting the civil, social, and economic rights of Asian Americans, Native Hawaiians, and Pacific Islanders in Georgia and the Southeast.
- Vision Statement:
 - Our vision is to create a social movement in the Southeast where individuals are fully empowered, active in civic life and working together to promote equity and fair treatment for all.
- Program Components:
 - Civic Engagement
 - Policy Advocacy
 - Legal Services
 - Leadership Development



2016 Successes

- Founded the *Georgia Immigrant Alliance of Civic Empowerment*
 - Co-convened by CPACS
 - Partner groups: Asian-serving, Latino-serving, African Diaspora-serving organizations
- Registered over 6,500 people to vote in Georgia alone (in over 51 counties)
- Made over 11,000 door knock attempts
- Made over 200,000 phone attempts
- Covered over 36 different voting precincts for *Election Protection* on Election Day
- Voter Education: Nonpartisan Voter Guide + Constitutional Amendments Guide
- 2017 – Know your rights cards in 23 different languages



Strategies that Work

- Multilingual Engagement
 - Door Hangers in 5 different languages
 - Voter Guide in 7 different languages
 - Robocalls
 - Volunteer pairings in the field
- Messaging
 - Simple and concise
 - Multi-generational
 - Consider self interest into your “ASK”
- Technology Solutions
 - MiniVan (field)
 - Canva (design)
 - Schedule social media posts
 - Use videos to your advantage: [CLICK](#), [CLICK](#), [CLICK](#)
- Organizational Efficiency
 - Get creative with your office set up!
 - Overorder materials, but don't overdo it!
 - Attention-grabbing giveaways (e.g. stickers)
 - Delegate tasks and focus on overall strategy



DOOR HANGERS



我们的投票
我们的未来

Nuestro Voto
Nuestro Futuro

우리의 한표!
우리의 미래!

如欲了解詳情，請參閱我們的網站
advancingjustice-atlanta.org

Para más información, visite nuestro sitio web:
advancingjustice-atlanta.org

보다 자세한 내용은 기관 웹사이트를 참조하여 주십시오
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VOTE FOR YOUR U.S. REPRESENTATIVE!

YOUR REPRESENTATIVE DECIDES YOUR

**HEALTHCARE
TAXES
IMMIGRATION
EDUCATION**

VOTE on APRIL 18th

Run-off Election - June 20th

**OUR VOTE!
OUR FUTURE!**

For More information, visit
advancingjustice-atlanta.org
or contact us at 404-585-8446
rpatorlan@advancingjustice-atlanta.org

For More information
Contact Diana Bui
770-936-0969
countmein@cpacs.org

3 Steps

Vote This Year!

JOIN US

NOVEMBER 8TH
ELECTION DAY

- 1. GET SIGNED UP**

Register to vote online or contact us for a paper form
Register here: <http://bit.ly/americansvote>
- 2. GET READY TO VOTE**

Expect your voter precinct card in the mail

Get all the info about what's on your ballot: www.mvp.sos.ga.gov
- 3. GO VOTE**

A. Bring a valid form of ID to show poll workers

B. Fill out a Voter Certificate Form

C. Give your form to poll workers

D. Get your yellow access card for the voting machine

→ then ←

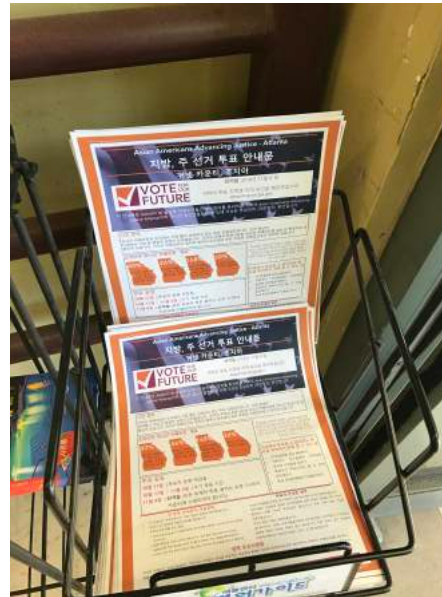
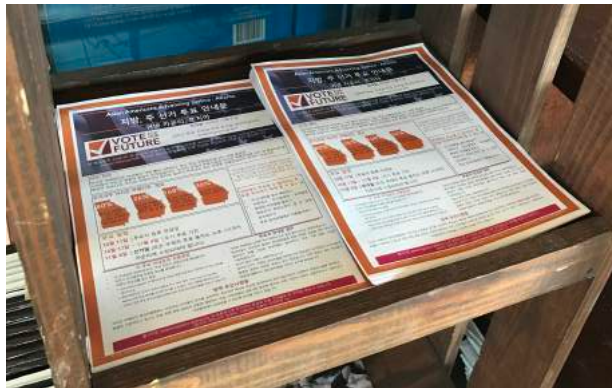
E. Select who you want to vote for and cast your ballot!

CONTACT US | For more information call us at **404-585-8446**.
Check your registration and polling location at www.mvp.sos.ga.gov

VOTER GUIDE / BILLBOARD



286,000 weekly views for 3 weeks



Media Engagement

- Paid v. Earned Media
 - If you have the resources, invest in paid media:
 - Strategic billboard placement
 - Strategic ad placement (e.g. Newspaper Ads, TV Ads, etc.)
 - Earned Media:
 - Be able to write press releases at a moment's notice
 - Give the press a unique angle to cover the story
- Mainstream v. Ethnic Media
 - Develop rapport with ethnic media outlets
 - Ethnic media often re-reports mainstream media

MEDIA HITS

The Washington Post

Welcome to cyberspace, where every second hackers exploit old systems to scam, steal and threaten. **THE THREATENED NET** AVAILABLE NOW

Politics

A growing conflict over voting rights is playing out in Georgia, where the presidential race is tightening



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NEWS MAR 28 2016, 10:48 AM ET

Georgia Ends Legislative Session Without Passing Trio of Possibly Anti-Immigrant Laws

by CHRIS FUCHS

Three pieces of legislation — including a resolution to amend Georgia's state constitution to make English the official language — died on the last day of the state's General Assembly session early Friday morning.

A senate bill mandating that motorists with deferred action status apply for a special driver's license and another requiring American citizenship of anyone appointed to local boards, commissions, or councils also failed to make it out of the state's legislature.

"This is a victory for our communities here in Georgia," Stephanie Cho, executive director of Asian Americans Advancing Justice — Atlanta, said in a statement. "We will continue to fight against these discriminatory and unnecessary policies that aim to hurt immigrants and negatively impact our local and state economy in the years to come."

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Judge orders Georgia to release database records on voter registration

GEORGIA-POLITICS

By Kristina Torres - The Atlanta Journal-Constitution



Sharon Huff of Atlanta fills in a voter registration form at a desk that the group Asian Americans Advancing Justice-Atlanta set up in The Sweet Auburn Curb Market in August. HYOSUB SHIN / HSHIN@AJC.COM

215 Media Hits in 2016

LESSONS LEARNED

- Consider strategic timing
 - Jump on press releases ASAP
 - Give voters sufficient time to consider your voter education materials
- Resources are limited
 - Strategically place giveaways and consider that people will swipe *all* your free stuff if you let them!
- Consider Limited English Proficiency (LEP)
 - In Georgia, more than 40% of AAPI adults are LEP
 - Put your LEP canvassers to work by assigning them ethnic-specific turf
- Be more intentional about mainstream media outreach
 - Ethnic media picks up mainstream media.
 - Mainstream media makes our voices heard in a larger segment of the community (shows legislators, constituents, etc. that Asians matter too)
- **EVERYTHING IS COMMUNICATIONS!**
 - Even people who oversee field operations need to coordinate with communications staff to make sure the right message gets out!

CONTACT ME!



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