

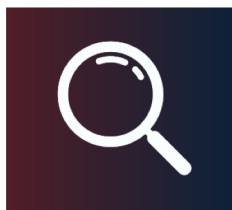
Making Voter Registration Drives More Culturally Competent

September 2, 2021

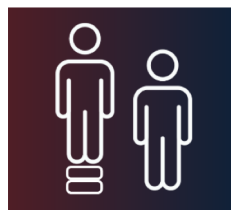


NONPROFIT POWER

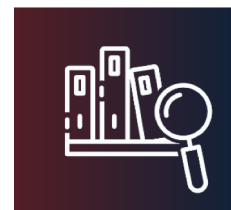
Engaging Voters for a More Inclusive Democracy



Field program
overview



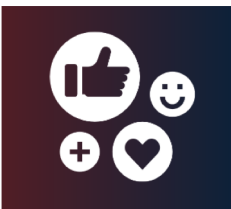
Findings on
demographics
& turnout



Case studies on
anchors & sites



Practitioner's
report



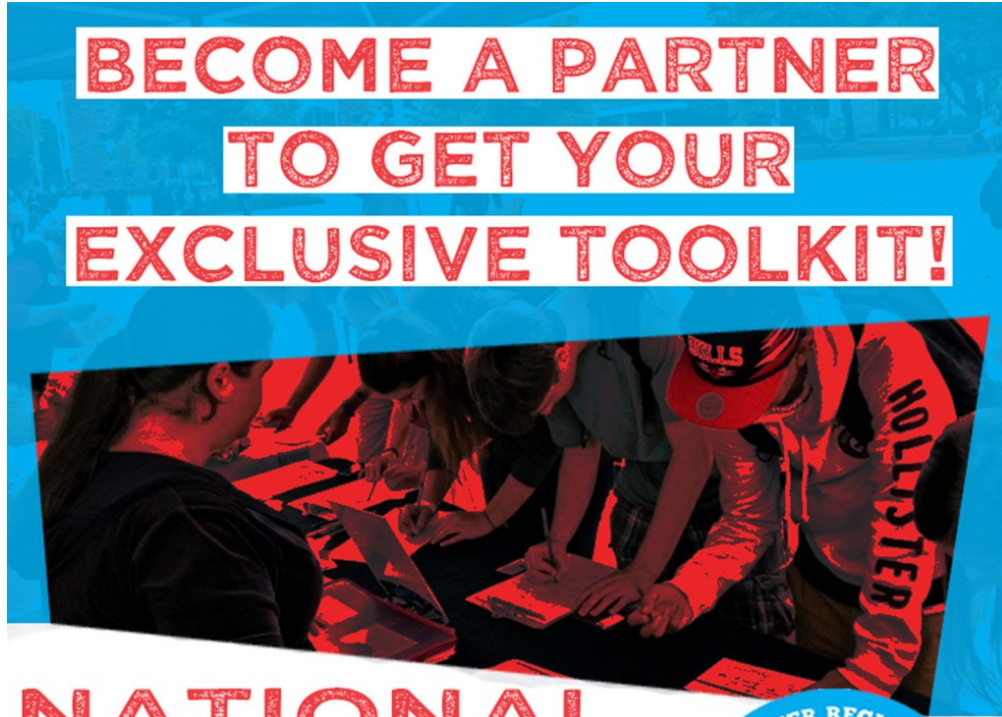
Social assets
toolkit



Methodology

Visit Nonprofitvote.org/nonprofitpower/ for the full report

Sign up for National Voter Registration Day



Why sign up?

- Free posters and stickers
- Resources on how to run a great event in-person or online
- Get connected with local leaders championing this work
- Join a nationwide movement for civic engagement

Agenda

- What does Cultural Competency mean?
- How have organizations made their voter registration efforts more culturally competent?
- Q&A with speakers



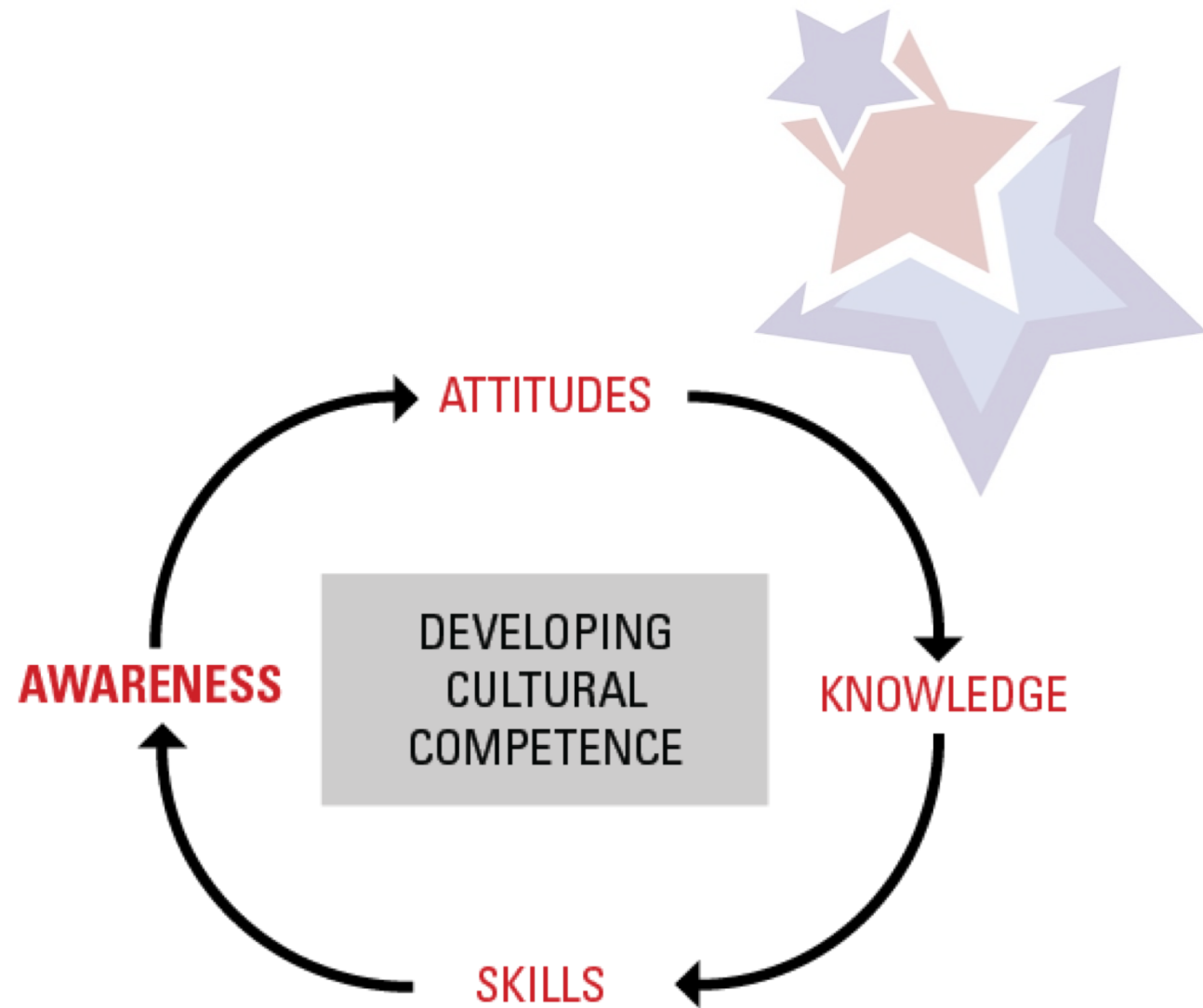
Nadia Alamah
APIAVote-MI



Ramdat Singh
Caribbean Equality Project

What is Cultural Competency?

- The **ability to understand, appreciate and interact** with people from cultures or belief systems different from one's own
- A set of congruent behaviors, attitudes, and policies that come together in a system, agency, or among professionals that **enables effective work in cross-cultural situations**

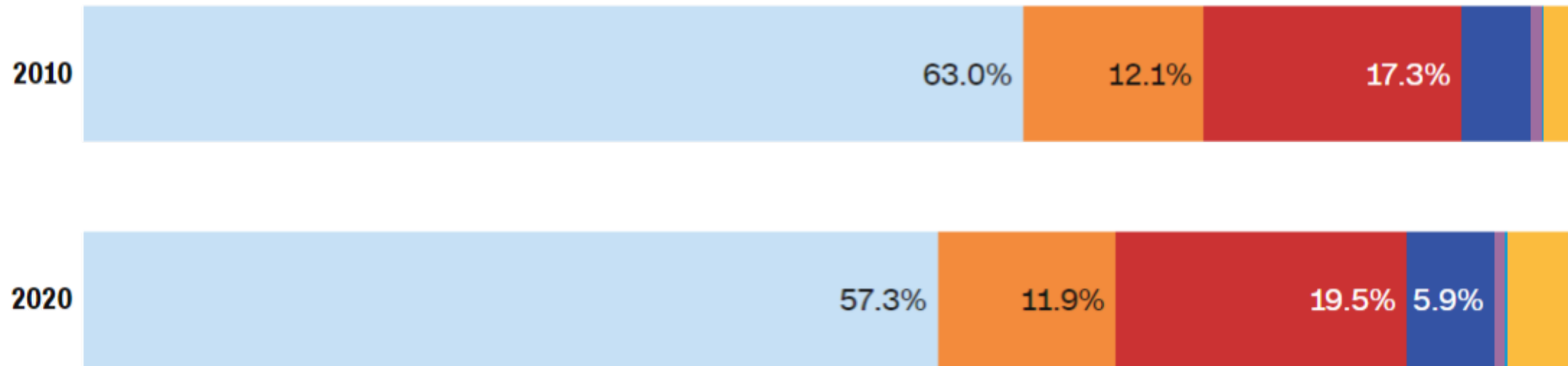


Why does it matter to voter registration drives?



The United States is becoming less White, more multiethnic and multiracial

White Black Hispanic or Latino Asian Native American or Alaska Native
Native Hawaiian or Pacific Islander Two or more races Other



Why does it matter to voter registration drives?



By using a culturally competent approach to reaching voters, you can:

- Attract and engage new individuals
- Build trust in your organization and improve your reputation
- Learn new approaches and ways to relate to individuals different than yourself
- Have fun
- Close voter participation gaps

By ignoring cultural differences you risk:

- Alienating or missing people in your community that need to be registered
- Being perceived as less relevant or out of touch
- Perpetuating inequity by primarily registering those who are already better represented at the polls

Many cultural differences to consider

Have you heard the phrase “Meeting people where they’re at”?

Use principles of cultural competency to

- Recognize differences
- Find strategies and solutions that affirm people’s identity and meet their needs



Gender



Age



Ethnicity

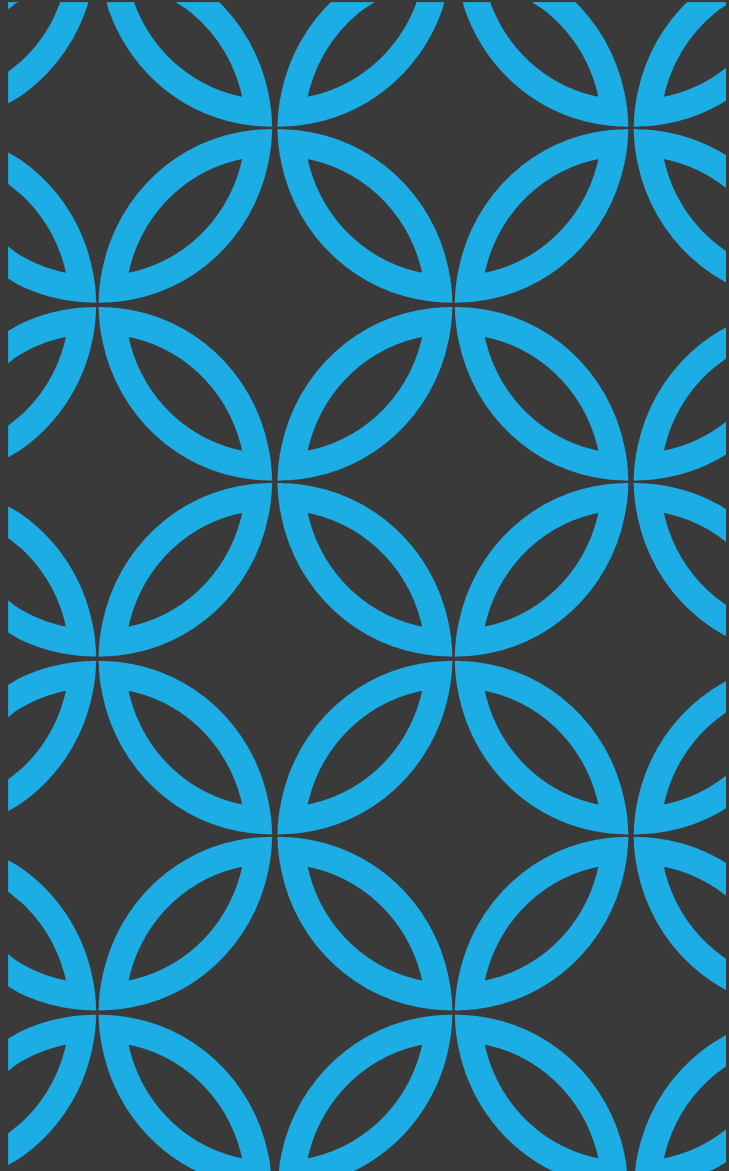


Disability



Sexual
Orientation





MAKING VOTER REGISTRATION DRIVES MORE CULTURALLY COMPETENT

An APIA Vote-MI Perspective

2007

APIAVote-MI began as an outgrowth of an ad hoc group of Asian American individuals and organizations that organized to inform APIA voters about affirmative action and the harms of Proposal 2 in 2006.

2008

Our first full year of electoral activity, we registered almost 1000 voters; collected more than 800 community surveys; sent over 10,000 Get Out The Vote mail pieces to APIA voters; and called more than 2000 APIA voters to remind them to vote. We held 4 voter education events and mobilized more than 100 Election Day volunteers.

2010

APIAVote-MI served as a community partner of the U.S. Census Bureau and worked with American Citizens for Justice (ACJ) on a successful joint Census Project to increase the decennial Census participation rate of Asian Americans in Michigan. The project reached over 9,500 members of the APIA community and we participated in more than 80 community events.

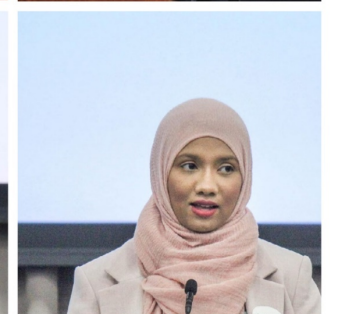
ABOUT APIA VOTE-MI: OUR STORY

ABOUT APIA VOTE- MI: OUR STORY

Who We Serve

Our Mission and Values

Project Highlights



OUR PROJECTS

National Voter Registration Day Partner

Phone Banking

Voter Registration Drives

CASE STUDY: PHONE BANKING



What we did:

Multilingual availability



What worked well

Diverse pool of volunteers
Taking advice from reliable sources



Cultural Competency Focus

Auditory- measure, tonality,
pauses, etc.



CASE STUDY: VOTER REGISTRATION DRIVES

What we did

- Provision of translated materials
 - Include on signs and promo materials as well

What worked well:

- Being attentive
- Building rapport
 - Listening, patient, welcoming

Cultural Competency Focus

- Diverse range of volunteers
- Making content accessible

TIPS FOR INCREASING CULTURAL COMPETENCY: THE BASICS



Listen! Listening is universal



Build rapport, ask open-ended questions



Be ready to share resources to multilingual content if available/where applicable



Handle discomfort with grace; offer help and support

TIPS FOR INCREASING CULTURAL COMPETENCY: VOTING

Starting a conversation about voting

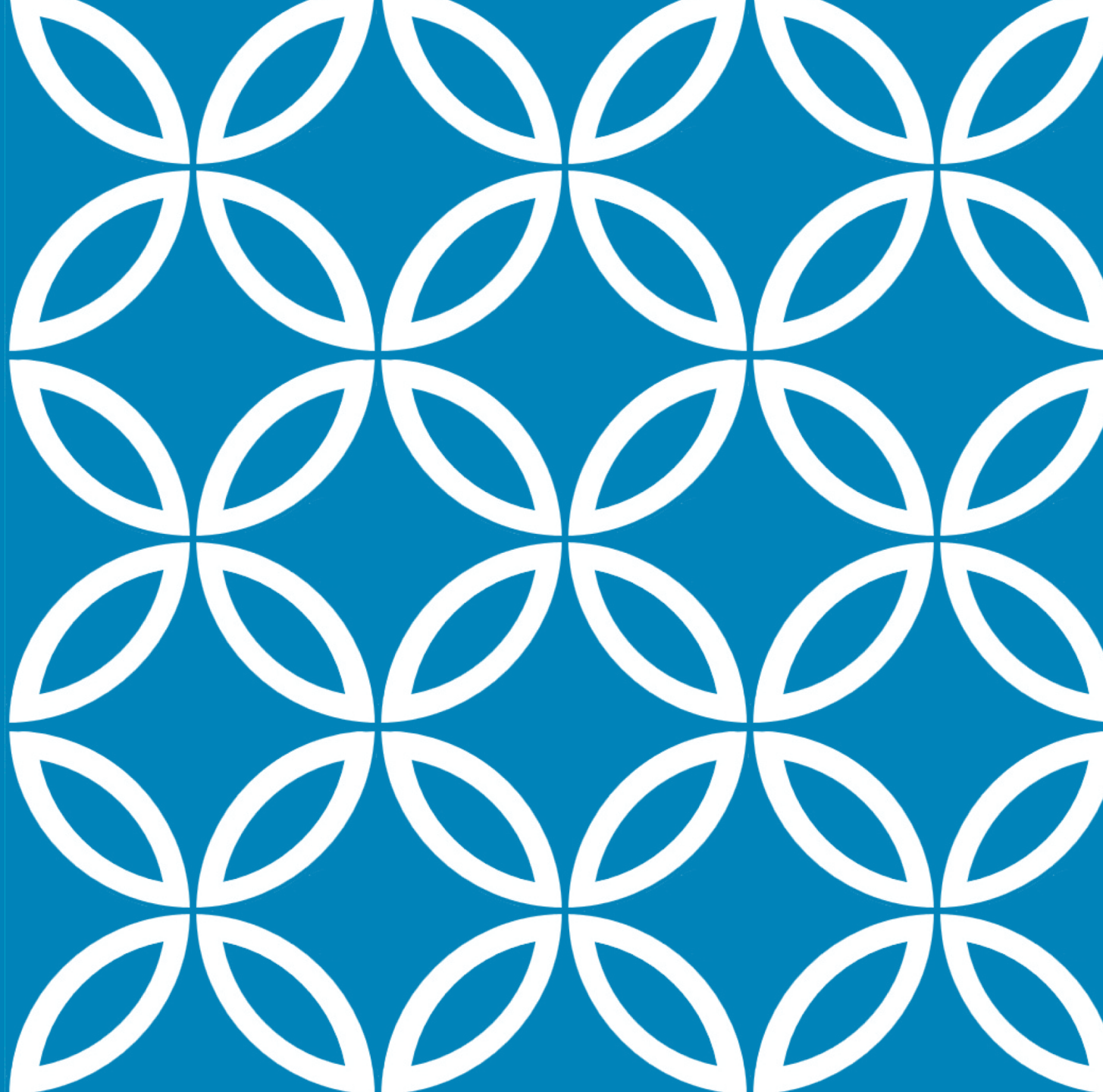
- Can I ask you what your views are on voting?

Try to get context for someone's discomfort with voting

- Show interest in story
- Ask about previous experiences with voting and civic engagement

Prepare for general cultural cues ahead of time

- ex. eye contact, body language discrepancies, if some cultures or faiths prefer specific gender interactions, etc





MORE TIPS FOR INCREASING CULTURAL COMPETENCY

A note about ethnocentrism

Tips for managing one's ethnocentrism

Checklist for checking yourself

Professional development

Trainings using credible resources for familiarizing with cultural competency

Partner with other organizations to provide in-depth training

Email me at
nadia@apiavotemi.org
for any general
questions or support.

**THANKS FOR JOINING IN
TODAY!**

Making Voter Registration Drives Culturally Competent

A Caribbean Equality Project- NY Perspective



About the Caribbean Equality Project

Founded in 2015 by [Mohamed Q. Amin](#) in response to anti-LGBTQ+ hate in Richmond Hill, Queens, NY, the Caribbean Equality Project (CEP) is a community-based organization that empowers, advocates for, and represents Black and Brown, lesbian, gay, bisexual, transgender, gender non-conforming, and queer Caribbean immigrants in New York City. Through public education, community organizing, civic engagement, storytelling, and cultural and social programming, the organization's work focuses on advocacy for LGBTQ+ and immigrant rights, gender equity, racial justice, immigration and mental health services, and ending hate violence in the Caribbean diaspora. To date, CEP is the only educational-based agency serving the Caribbean-American LGBTQ+ community in New York City, with a dedicated aim to cultivating supportive and progressive Caribbean neighborhoods free of violence, oppression, and discrimination. CEP's organizing fosters solidarity, community partnerships, and greater family acceptance.



Our Culturally Competent Civic Engagement Campaign

 **MASH-UP DE VOTE**
OUR VOTE, OUR VOICE



Our Culturally Competent Voter Registration

- ❖ Street Canvassing
- ❖ Tabling at our Pop up Food Pantries
- ❖ Phonebanking
- ❖ Textbanking
- ❖ Community Rallies



Tips for Increasing Cultural Competent Voter Outreach

- ❖ Community Partnerships
- ❖ Meet community members where they are at
- ❖ Use Culturally relevant language
- ❖ Blending culture with civic engagement
- ❖ Knowing your community



Connect with us!

- ❖ Follow Caribbean Equality Project on Instagram, Twitter & Facebook
- ❖ Email Ramdat Singh at ramdat@caribbeanequalityproject.org





Question & Answer



Thank you for joining us!

Please take a brief survey to provide us feedback.

You will receive a follow up email next week with recording and slides.

Find us on social:



@npvote



/nonprofitvote