

2022 Midterm Elections POST ELECTION REPORT



Executive Summary

Asian and Pacific Islander American Vote (APIAVote) is the preeminent national nonpartisan nonprofit that promotes civic participation in Asian American and Pacific Islander (AAPI) communities through engagement, education, and partnerships. Since 2007, APIAVote has fostered a culture of democratic participation within AAPI communities, resulting in the highest-ever voter turnout (60%) in the 2020 presidential elections and continued growth in the 2022 midterm elections.

With decades of experience in elevating AAPI civic engagement, APIAVote has maintained a longstanding established reputation among AAPI, civil rights, and voting rights-serving groups across the country. Our deep network of coalitions and partnerships on a national, state and local level have been instrumental to our success. It has enabled us to pool our collective strength and resources to achieve our shared vision, with greater impact and efficiency.

To accomplish our mission, APIAVote invests in and partners with a nationwide coalition of organizations who are "trusted messengers" of their communities. This Alliance for Civic Empowerment (ACE) comprises over 80 state and local partners in 29 states. In 2022, APIAVote subgranted over \$1M in general operating funds to local partners in addition to a year-long curriculum of training, and wrap-around capacity-building support to bolster their capacity to plan and execute civic engagement programs.

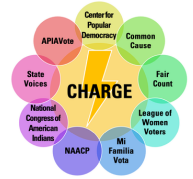
APIAVote's training and wrap-around support provides critical coaching technical support to all partners, regardless of whether they received a subgrant from APIAVote. This included helping partners roll out civic technology tools, develop comprehensive field and communications plans, and cost-savings by participating in APIAVote's national translated direct mail program and voter protection services through management of the 1-888-API-VOTE hotline.

Sustaining and continuing to build the movement to ensure that AAPI voices and concerns are heard and valued in the halls of power is critical as more elections are being decided by thinner margins and traditional voters are becoming less persuadable. This report showcases the qualitative and quantitative evidence of APIAVote and its network's impact, through its unique approach to operations and programming, as well as highlighting the way APIAVote builds alliances to achieve these results.

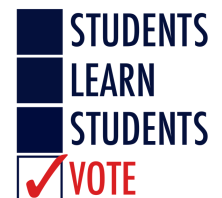
Christine Chen

Co-Founder & Executive Director, APIAVote

National Affiliations & Partnerships



Redistricting Justice
for Washington



National Voter Registration Day
Election Hero Day
Vote Early Day
National Voter Education Week
Disinformation Defense League
Disinformation Defense Federation
Students Learn Students Vote
American Political Science Association
Election Assistance and Policy (EAP) Standing Committee

- National Task Force on Election Crises

Building Back Together

- Language Justice Committee

Defend the Future (DTF)
National Immigrant Inclusion Conference (NIIC)

- Steering Committee

Election Protection
Redistricting Justice for Washington
National Council for Asian Pacific Americans (NCAPA)

- Civic Engagement Committee
- Language Access Committee
- Civil Rights Committee

CHARGE (Coalition Hub for Advancing Redistricting & Grassroots Engagement)

2022 Midterm Elections: Post Election Report

A map of the United States with states colored in two categories: purple and light gray. The purple states are WA, OR, CA, NV, UT, AZ, NM, TX, MN, IA, MO, WI, MI, IL, IN, OH, PA, NY, NJ, DE, MD, VA, NC, TN, GA, FL, and HI. The light gray states are MT, ND, SD, NE, KS, OK, AR, MS, AL, SC, WV, KY, TN, KY, WV, CT, RI, NH, ME, VT, and AK. A small purple square is located to the right of the main map.

National ACE Partners

Arizona: Arizona Asian American Native Hawaiian and Pacific Islanders for Equity (“AZ AANHPI for Equity”)

California: Asian Americans for Community Involvement (“AACI”), Asian Law Alliance, Asian Pacific Islander Initiative (“API Initiative”), Filipino Resource Center, Orange County Asian Pacific Islander Community Alliance (“OCAPICA”)

Colorado: National Federation of Filipino American Associations – Region 5 (“NaFFAA Region 5”)

Florida: Asian Americans Pacific Islanders Coming Together (“ACT”), Asian American Federation of Florida (“AAFF”), Florida Asian Services (“FAS”), Greater Orlando Asian American Bar Association (“GOAABA”), National Association of Asian American Professionals – Orlando (“NAAAP – Orlando”)

Georgia: Asian Americans Advancing Justice – Atlanta, Center for Pan Asian Community Services (“CPACS”), Georgia Redistricting Alliance (“GRA”)

Hawaii: Council for Native Hawaiian Advancement (“CNHA”)

Illinois: Asian Americans Advancing Justice – Chicago

Iowa: Iowa Asian Alliance (“IAA”)

Louisiana: VAYLA – New Orleans

Massachusetts: Boston Chinatown Neighborhood Center, Chinese Progressive Association – Boston (“CPA – Boston”)

Michigan: APIAVote – Michigan, Rising Voices Fund

Minnesota: Asian American Organizing Project (“AAOP”), CAPI USA

Missouri: Missouri Asian American Youth Foundation (“MAAYF”)

Nevada: Asian Community Development Council (“ACDC”)

New Jersey: AAPI Montclair, Sikh American Legal Defense and Education Fund (“SALDEF”), National Federation of Filipino American Associations – New Jersey Chapter

New Mexico: New Mexico Asian Family Center (“NMAFC”)

New York: Minkwon Center for Community Action, Asian American Federation (“AAF”), APAVoice Coalition

North Carolina: North Carolina Asian Americans Together (“NCAAT”)

Ohio: Asian Services in Action (“ASIA”), Ohio Chinese American Association, TARGET Ohio

Oregon: Asian Pacific American Network of Oregon Communities United Fund (“APANO”)

Pennsylvania: Asian Americans United, Southeast Asian Mutual Assistance Association Coalition (“SEAMAAC”), VietLead, Pennsylvania Immigration and Citizenship Coalition (“PICC”)

Rhode Island: Center for Southeast Asians (“CSEA”)

Tennessee: API Middle Tennessee

Texas: OCA – Greater Houston, South Asian American Voter Empowerment Texas Education Fund (“SAAVETX Education Fund”), Asian Texans for Justice (“ATJ”)

Utah: National Tongan American Society

Virginia: Hai Hua Community Center, New Virginia Majority Education Fund, Sikh American Legal Defense and Education Fund (“SALDEF”), National Federation of Filipino American Associations – Region 2 (“NaFFAA Region 2”), Voice of Vietnamese Americans (“VOVA”)

Washington: Asian Pacific Islander Americans for Civic Empowerment (“APACE Votes”), Asian Counseling and Referral Service (“ACRS”)

Wisconsin: Freedom, Inc., Wisconsin AAPI Coalition

2022 Program Impact Metrics

The following figures represent the collective Impact Metrics of the programs conducted by APIAVote's ACE Network in 2022. Individual state reports for detailed information about each subgrant partner's programs.

Resource Investments
\$1M+ Subgranted to ACE Collaborative Members
\$1M+ Invested in National Multilingual Direct Mail Program

National Field Program	
11,000+ Voters Registered	86K+ Door Knock Attempts
1.02M+ Voters Targeted	1.68M+ Phone Calls Made
1.02M+ Voters Contacted	2.3M+ Text Messages Sent

Communications	
Translations into 16 Languages	
100+ Media Hits and Interviews	
2.05M+ Direct Mail Pieces Sent	368 Digital Ad Units Placed
33 Different Versions	9.2M Impressions via Digital Ads
17 States Targeted	1.1M Engagements via Digital Ads
Another 153,000 Sent for Georgia Runoffs	1.6M Video Ad Thruplays

2022 Program Impact Metrics

The following figures represent the collective Impact Metrics of the programs conducted by APIAVote's ACE Network in 2022. Individual state reports for detailed information about each subgrant partner's programs.

Policy and Advocacy
1,100 Calls to Election Protection Hotline
50+ Citations of the Asian American Voter Survey
50 AAPI Demographics State Fact Sheets Distributed to Elected Officials

Youth
16 Partnerships with University Associations
596 College and High School Students Engaged in Youth Programs

Disinformation Reports
100+ Select Subscribers including DHS, DNC, Common Cause, Voto Latino
Disinfo Monitors in 12 States

Opportunities, Challenges & Threats

Opportunities

- **The AAPI community remains one of the fastest-growing major racial groups.** According to the decennial census, the population of “Asian Alone or in Combination” grew by 38.6% between 2010 and 2020; The population of “Native Hawaiian and Other Pacific Islander Alone or In Combination” grew by 29.5%. Meanwhile, the population of “White Alone” has dropped by 8.6% in that same time period.
- According to the US Census, by 2060 the Asian American population is projected to grow 101%, or 36 million, and represent about 10% of the total US population.
- **There are over 1M Asian American eligible voters who are not yet registered to vote nationwide** according to the U.S. Census Current Population Survey, Voting and Registration Supplement, 2020.
- **AAPIs have played a decisive role in elections.** In 2020, over 4 million Asian Americans voted, a 47% increase over 2016, where the national average was a 12% increase. That year, the number of AAPIs who voted superseded the margin of victory in a number of key battleground states, e.g. Arizona, Georgia, North Carolina, and Nevada.
- **The impact of Asian American and Pacific Islander voters continues to grow as more elections are won by thinner margins.** According to TargetSmart’s Tom Bonier, control of the US House of Representatives in 2022 was determined by just 3,340 ballots in the five closest House races. However, 52% of Asian Americans said they had not been contacted at all by the Democratic Party in the past year, and 60% of Asian Americans had not been contacted at all by the Republican Party in the past year.
- **The resurgence of anti-Asian hate starting in 2020, has inspired a growing number of AAPIs to vote and organize around causes** that focus on finding solutions to threats to their personal safety and address the “perpetual foreigner” myth that marginalizes our communities.

Opportunities, Challenges & Threats

Challenges

- **A new funder ecosystem to support AAPI civic engagement organizations needs to be built.** With the Coulter Foundation slated to sunset operations in 2025, the entire civic engagement ecosystem that has long relied on their financial support will be tasked with determining the most appropriate course of action moving forward.
- **To improve volunteer recruitment and retention, organizations involved in nonpartisan civic engagement work require additional resources and capacity.** This is particularly crucial as there is a growing preference to volunteer for partisan work, making it increasingly difficult for nonpartisan organizations to establish and maintain a strong volunteer base.
- **A more effective way to efficiently exchange information between national and local organizations is needed.** Establishing a more efficient reporting pipeline is crucial for national groups to gain a more comprehensive understanding of policies and laws at the state and local levels and how they affect local communities. This will also improve the coordination of response efforts by national groups to assist local issues.
- **There is a need to develop the requisite capacity to effectively engage with communities experiencing rapid growth.** This involves identifying and investing in new partnerships while enhancing our existing infrastructure and capacities. Additionally, given our current presence in only 28 states against AAPI growth across the country, expanding our reach into all states is imperative.

Opportunities, Challenges & Threats

Threats

- **The increasing geopolitical tensions between the US and China** have led some politicians and other individuals to propagate a damaging narrative about people of Chinese and more widely Asian descent. This narrative falsely portrays Asians as perpetual foreigners who are not fully committed to the United States. It is critical to recognize that these harmful insinuations and accusations can fuel anti-Asian sentiment, which can manifest in various forms of discrimination and prejudice.
- **Historically, AAPI organizations have received less than half of 1% of philanthropic funding from foundations.** Though this has improved somewhat in recent years, much more funding is needed to serve the increased needs and expansion of AAPI communities as they face growing difficulties. Lack of funding also limits local community-serving organizations' capacity to meet the basic needs of their local communities.
- **In recent years, legislators have introduced a record number of restrictive voting bills.** State voter suppression laws include those that restrict the availability of absentee/mail-in ballots, remove ballot drop boxes, limit early voting opportunities, create confusing voter ID requirements, purge registered voters from the rolls, and reduce polling places. These provisions disproportionately impact the AAPI community, making it more challenging for them to exercise their right to vote.

Solutions & Next Steps

APIAVote is leveraging its established proven core competencies; identifying and growing strong independent local partners, executing a national multi-language multi-touch voter outreach program, and having a unique insight from and connections with the most trusted leaders in the national AAPI ecosystem, in order to sustain and entrench a culture of civic engagement within the AAPI electorate.

2023–2024 Priorities

National Field Program

- Support partner led voter engagement strategies for 2023 municipal and statewide election efforts with subgrants, training, and technical support.
- Invest in local grassroots partners who directly serve and best understand their communities' needs to advocate on issues important to them.
- Recruit national corps of volunteers who can be activated to support partner initiatives
 - ERG participation in Civic Holidays
- Begin the Norman Y. Mineta Leadership Institute training series starting in summer 2023 to prepare partners to run our largest nonpartisan voter engagement program to date in 2024.
 - Trains nonprofit staff, community leaders and volunteers in various cities across the country on the foundations of executing successful nonpartisan AAPI voter engagement campaigns specific to their localities.

Policy and Advocacy

- Work in coalition with national and state-level partners to promote voting rights legislation and policies the promote:
 - The Leadership Conference on Civil and Human Rights
 - Coalition Hub Advancing Redistricting & Grassroots Engagement ("CHARGE")
 - Defend the Future

Strategic Communications

- Expand digital ads to reach a broader audience and engage with new voters.
- Collaborate with influencers on social media to uplift our messaging and issues impacting our communities.
- Continue to raise our public profile as a national authority on the AAPI electorate.
- Increase the number of translated materials and inclusive content that allows our audience to see themselves as part of their democracy.

Youth Engagement

- Retool Youth Engagement program to meet the needs of a post-COVID generation.

2024 General Planning

- Launch a Regional Town Hall series in Fall of 2023 to discuss and frame the most pressing issues and topics that are anticipated to be used during the 2024 election with AAPI community members.
- Plan for the 2024 Presidential Town Hall will begin in Q2 of 2023.

Subgrantees

Arizona	<u>AZ AANHPI for Equity</u>
California	<u>Asian Law Alliance</u>
California	<u>Asian Business Association Foundation – San Diego</u>
Colorado	<u>NaFFAA Region 5</u>
Florida	<u>Asian Americans & Pacific Islanders Coming Together (ACT)</u>
Georgia	<u>Asian Americans Advancing Justice – Atlanta</u>
Georgia	<u>Center for Pan Asian Community Services</u>
Iowa	<u>Iowa Asian Alliance</u>
Michigan	<u>APIAVote – Michigan</u>
Michigan	<u>Rising Voices Fund</u>
Minnesota	<u>Asian American Organizing Project</u>
Minnesota	<u>CAPI USA</u>
Missouri	<u>Missouri Asian American Youth Foundation</u>
New Jersey	<u>NaFFAA New Jersey</u>
New Jersey & Virginia	<u>Sikh American Legal Defense and Education Fund (SALDEF)</u>
New Mexico	<u>New Mexico Asian Family Center</u>
Ohio	<u>TARGET OHIO</u>
Pennsylvania	<u>Asian Americans United</u>
Pennsylvania	<u>Southeast Asian Mutual Assistance Association Coalition</u>
Pennsylvania	<u>VietLead</u>
Texas	<u>Asian Texans for Justice</u>
Texas	<u>OCA Greater Houston</u>
Texas	<u>South Asian American Voter Empowerment Education Fund (SAAVE TX Education Fund)</u>
Utah	<u>OCA Utah</u>
Utah	<u>National Tongan American Society</u>