
EXECUTIVE SUMMARY

In order to maximize Muslim American voter turnout during the 2020 election cycle, our community is in need of a structured framework to approach this critical time in our nation's history.

With serious challenges such as the Muslim Ban, harmful surveillance and profiling programs, and the continued violation of religious freedom of Muslims across the globe, the importance of Muslim American voter participation in this upcoming election cycle is greater than it has ever been. We need tools to successfully galvanize Muslim Americans at the polls to ensure that our voices are heard. This is precisely the intent of this toolkit: to empower community leaders to cultivate change in the areas that matter most to them.

This manual provides a comprehensive overview of Emgage's organizing initiative. Its purpose is to guide community leaders and organizers in developing and executing an efficient and sustainable program. In it, we cover community outreach initiatives, voter registration tactics, get-out-the-vote plans, developing leadership teams, designing state-specific metrics, and ultimately, increasing voter turnout. We also discuss the secrets of effective management: rules and regulations, methods of communication, budgeting, logistics, and activity guidance.

DOCUMENT HIGHLIGHTS

Organizing 101: The Basics

Learn how to create and scale an organizing operations. Become familiar with key leadership roles to manage the ground game and how to recruit committed volunteers.

Implementing Your Program

Campaign organizing can be a year-round effort, depending on the election cycle—the key is to plan far in advance. The first step in creating a timeline for your organizing program is to identify SMART strategic goals in three phases, and reverse engineer your game plan.

Voter Outreach

Once the foundational components of an organizing effort have been built, this section walks you through the nuts and bolts of voter outreach: knocking on doors, making calls, registering voters, and building engagement that gets out the vote (GOTV) on election day!

Conclusion

For the Muslim community, the importance of civic engagement has grown significantly in the past decade, and especially in the past two years. In 2018, Emgage tracked over 100 Muslim candidates running for office and we have already witnessed historic wins in our congressional representation. Although these wins are historic today, it is our hope that these campaigns become the norm for our community and that young Mohameds and Ayshas will be motivated to get involved in the civic and political space.