

eMgage

Empowering Engaged Muslims

Muslim Vote Impact

From protecting civil liberties to fixing our healthcare and strengthening the economy, we strive to help American Muslims be defined by what they stand for. Together we are helping to educate and mobilize our community to become a force for positive change and build the next generation of civic leaders.



From mobilizing thousands of voters across swing states, to defeating anti-shariah bills and knocking out Islamophobic elected officials, Engage is the most effective tool in protecting the rights and privileges of American Muslims.



WHY ENGAGE

ABOUT EMGAGE



OUR VISION

Emgage serves as the nation's leader in civic engagement in decreasing voter inequality and increasing representation by implementing an ecosystem of programs to develop the capacity of the Muslim voter which will ensure our narrative is a part of the American fabric.



OUR MISSION

Emgage seeks to educate, engage and empower American Muslim communities through educational events, voter initiatives, and leadership development for the purpose of creating a community of equitable, knowledgeable, and motivated citizens.

WHO WE SERVE

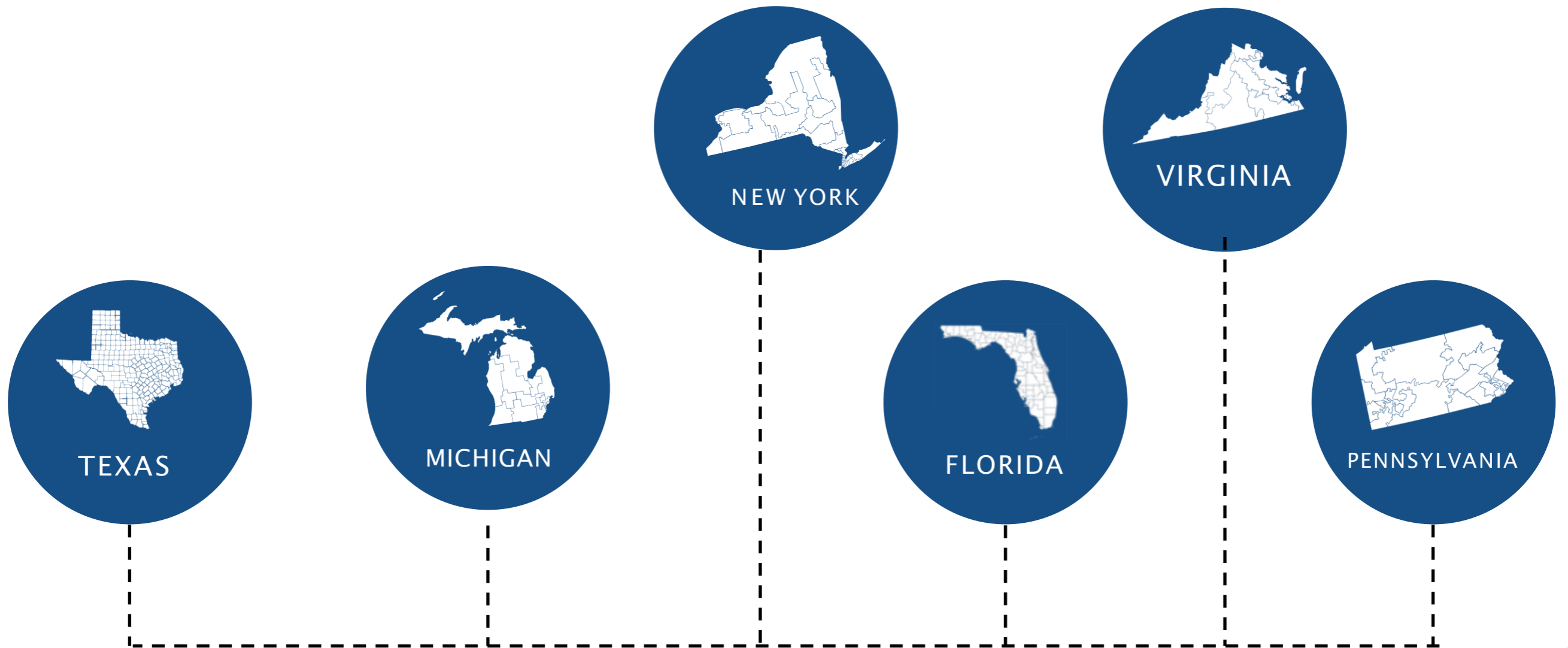
In 2018, the majority of births in the U.S. will be from minorities

The Emerging Majority

- Latinos
- African-Americans
- American Muslim
- Asian Americans/
Pacific Islander

A key component of this new “Emerging Majority” - American Muslim Voters - will play a critical role in shaping the future of our country.

WHERE WE SERVE



These states represent **125** out of **270** votes needed to win a Presidential election

HOW WE WORK

eMgage

Leadership Development
Voter Education
Voter Engagement

eMgage
ACTION →

Issue Advocacy
Candidates
Legislative Agenda

eMgage PAC

Endorsements
Campaigns
Fundraising



POLITICAL IMPACT



EMGAGE BY NUMBERS

2016 AMERICAN MUSLIM VOTER TURNOUT

12.1%



15.7%



13%



8.9%



Between 2012 and 2016, Muslim American voter turnout **increased** 12.4% in states we engaged with

10,392
CANVASSED

12.4%

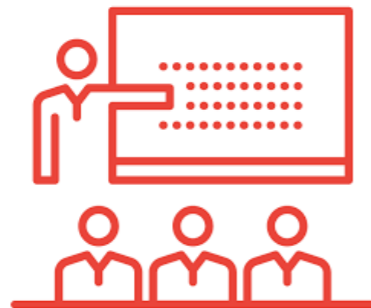
average *increase* in *registered* American Muslim voter turnout across these four states

7.4%

average *increase* in *voting eligible* American Muslim voter turnout across these four states

GET OUT THE VOTE (GOTV)

In order to educate Muslims about the civic process and recruit volunteers for local GOTV efforts, volunteers assisted as mosque captains, at voter registrations, and as election officers



CIVIC TRAININGS

23

**CIVIC
TRAININGS**



PHONE BANKING

10,392

CANVASSED



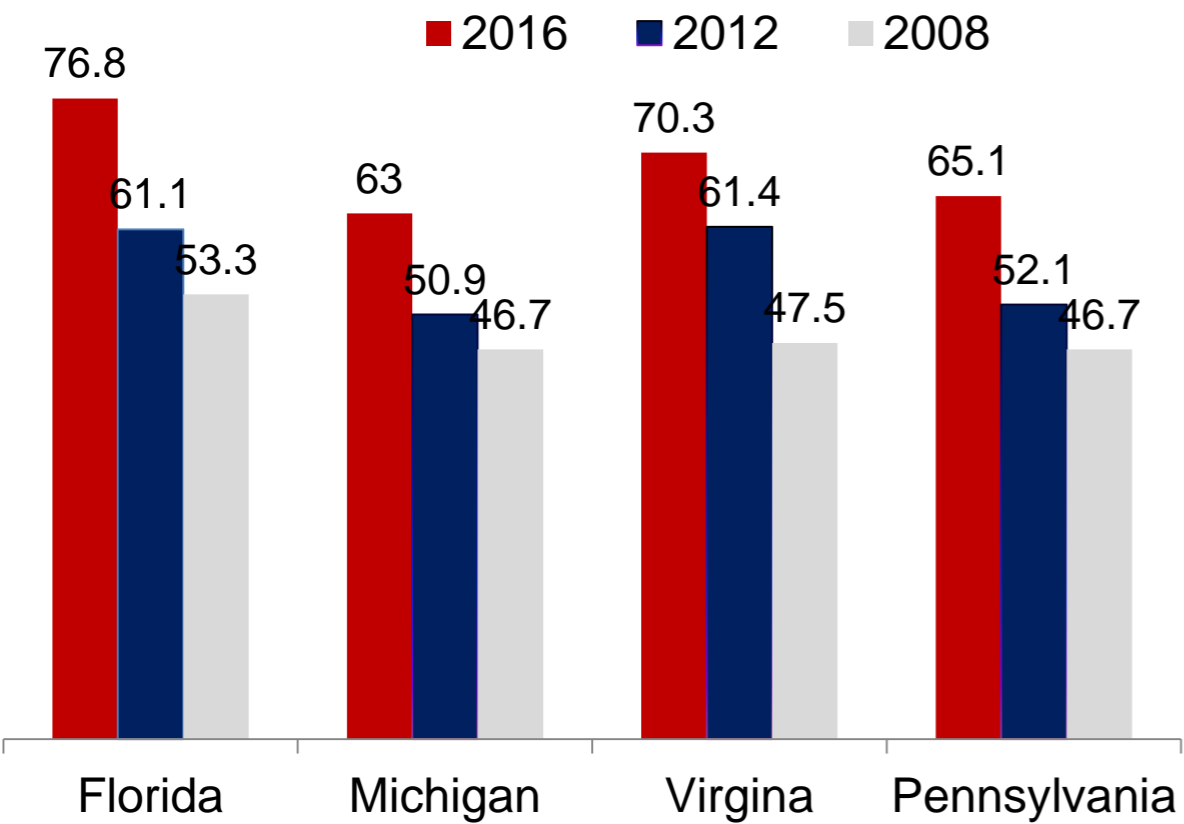
CANDIDATE FORUMS

27

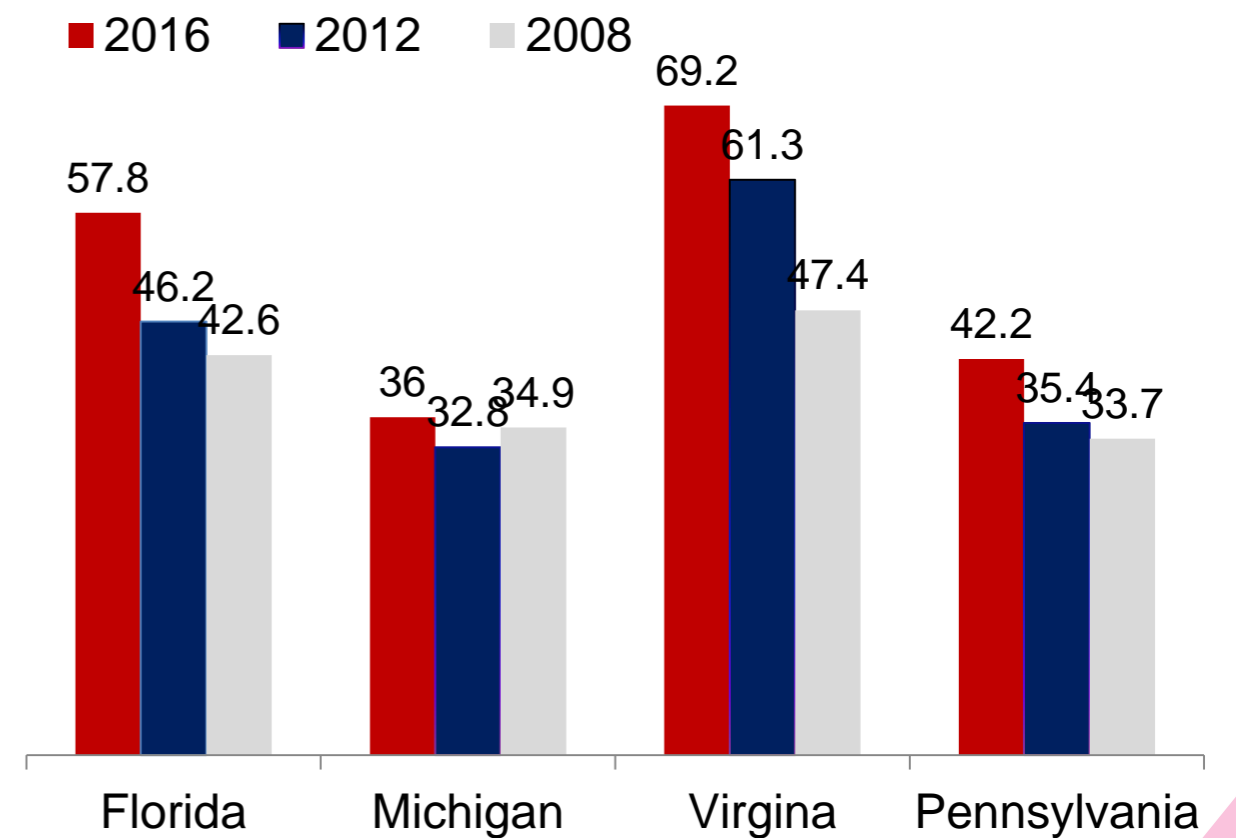
**CANDIDATE
FORUMS**

2016 MUSLIM VOTER TURNOUT

Registered Muslim Voter Turnout



Voting Eligible Muslim Population Voter Turnout



PENNSYLVANIA

80,518 Muslim American voters

2010

Senate Race
PAT TOOMEY [R]
won by 80,229 votes

2012

Presidential Race
BARACK OBAMA [D]
won by 309,840 votes

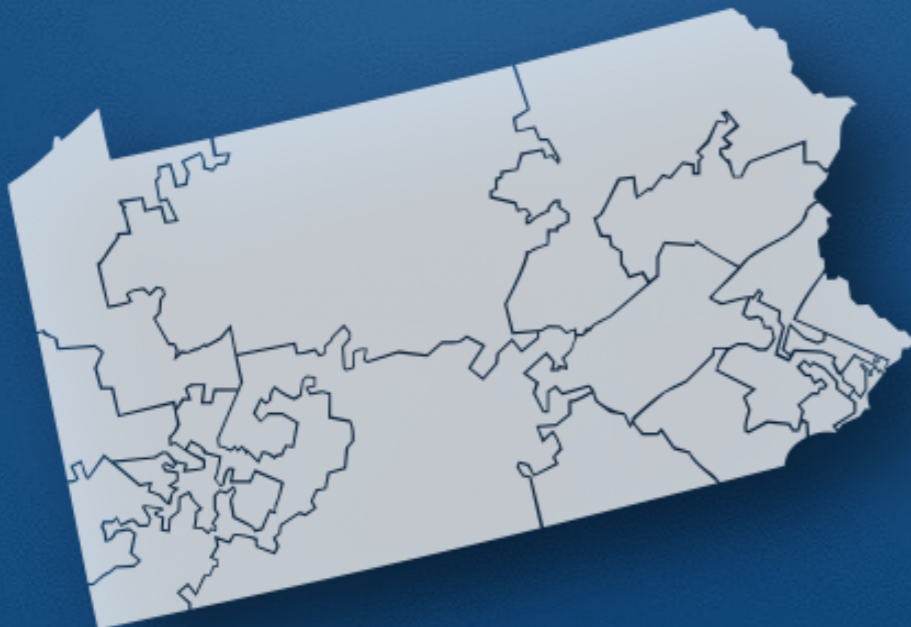
Congressional Race
KEITH ROTHFUS [R]
won by 11,943 votes

2016

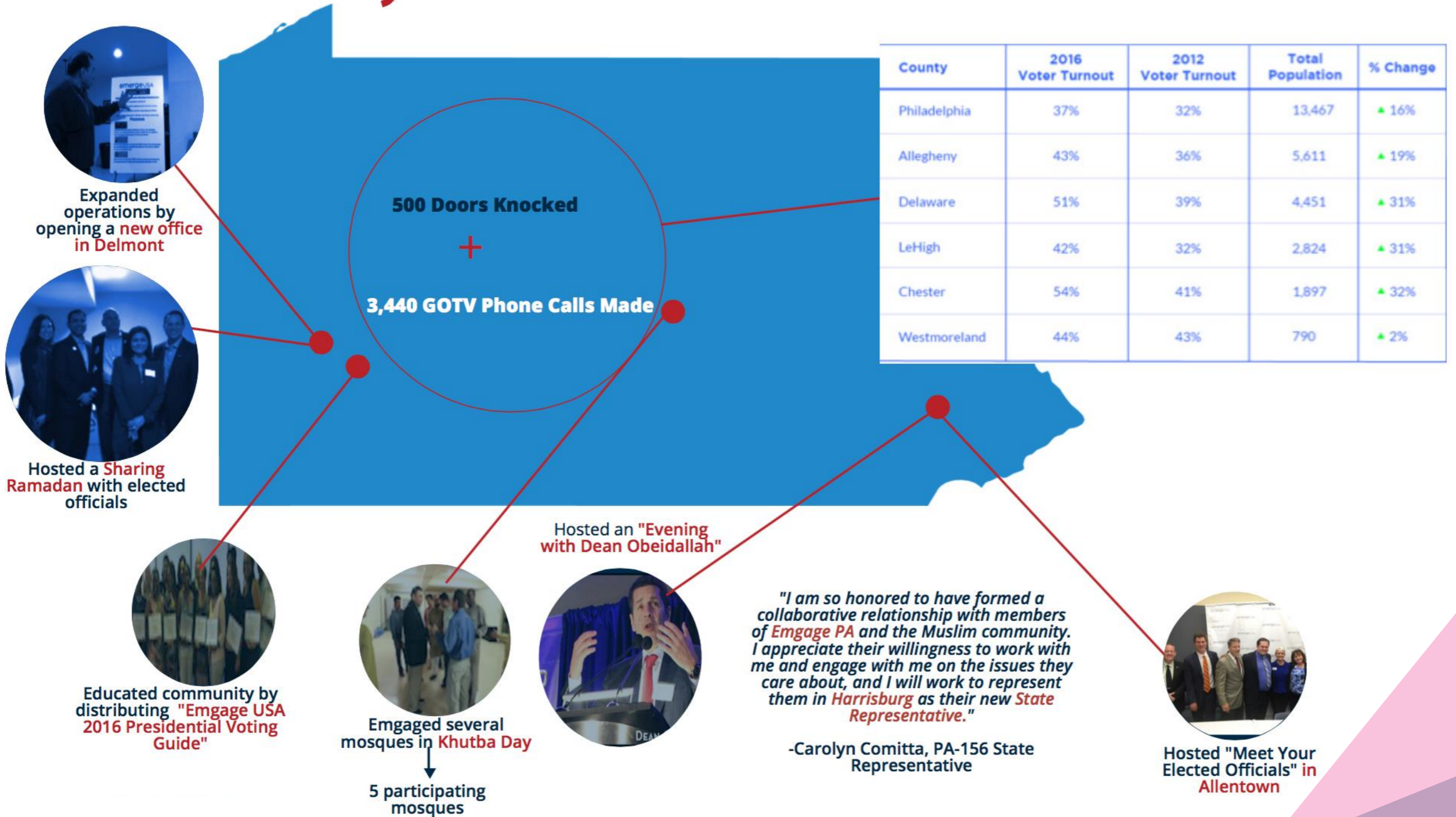
Presidential Race
HILARY CLINTON [D]
won by 475,277 votes

DONALD TRUMP [R]
won by 344,292 votes

Congressional Race
DWIGHT EVANS [D]
won by 287,383 votes



Pennsylvania |



VIRGINIA

41,000 Muslim American voters

2012

Attorney General Race
MARK HERING [D]
won by 165 votes

Senate Race
TIM KAINE [D]
won by approx. 20,000 votes

Congressional Race
SCOTT RIGELL [R]
won by 23,683 votes

2016

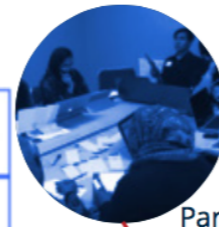
Presidential Race
HILARY CLINTON [D]
won by 212,030 votes

Congressional Race
HOWARD SMITH [D]
won by 129,399 votes



Virginia |

County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Fairfax	69%	69%	33,375	▲ 15%
Loudoun	75%	75%	9,963	▲ 19%
Prince William	70%	70%	9,050	▲ 21%
Arlington	64%	64%	3,782	▲ 12%



Partnered with **Makespace** to phonebank communities



Hosted **Virginia Eid Gala** with special guest **Dean Obeidallah**

250 Participants



Organized a **Virginia healthcare town hall** with **Lt. Governor Ralph Northam** and **AAPNA**



Coordinated **Muslim Capitol Day** in Richmond

"America is at its strongest when every citizen participates in the political process. EmgageUSA does great work in engaging Muslim, Arab, and South Asian American communities to participate in the political process and I look forward to continuing to work with them."
-**Barbara Comstock** Congresswoman, Republican, District 10

"Emgage Virginia makes the heavy work of organizing, informing, and training voters across the Commonwealth look easy. At this critical time in our politics, their work empowering Muslim, South Asian and Arab American communities to speak up and speak out is invaluable."
-**Lt. Governor Ralph Northam**

3,000 Voter Cards Distributed

MICHIGAN

119,634 Muslim American voters



○ 2008

RASHIDA TLAIB [D]
with 90% of the vote she
becomes the first Muslim
women to serve in the
Michigan State House of
Representatives

○ 2012

Congressional Race
DAN BENISHEK [R]
won by 2,297 votes

Congressional Race
KERRY BENTIVOLO [R]
won by 22,907 votes
*(Bentivolo actually beat a Muslim
American candidate, SyedTaj)*

○ 2016

ABDULLAH HAMMOUD [D]
becomes first Muslim man from the
city of Dearborn to serve in the
Michigan State House of
Representatives

Michigan |



County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Wayne	31%	28%	44,753	▲ 11%
Oakland	39%	34%	16,468	▲ 15%
Macomb	36%	30%	12,538	▲ 20%
Washtenaw	32%	29%	4,617	▲ 10%
Ingham	28%	27%	2,097	▲ 4%



"Emgage is an incredible asset to the community. They are filling a void that was desperately needed. Their mission to educate, engage, and empower the community via the political process is vital to the future of our nation. Only through an educated and engaged population can we ensure that our nation stays the most amazing democracy on Earth."
 -State Representative Abdullah Hammoud (D)



Hosted **voter registration** drives at mosques across the state



30 voter registration drives

19,592 GOTV Phone Calls
496 New Voters



Held **2** debate watch parties and **1** Election Watch Party



Held **9** candidate forums in partnership with other organizations

TEXAS

200,000 Muslim American voters

2012

House Race 2nd District
TED POE [R]
won by 159,664 votes

House Race 14th District
RANDY WEBER [R]
won by 131,460 votes

House Race 23rd District
PETE GALLEGOS [D]
won by 96,676 votes

House Race 36th District
STEVE STOCKMAN [R]
won by 165,405 votes



2016

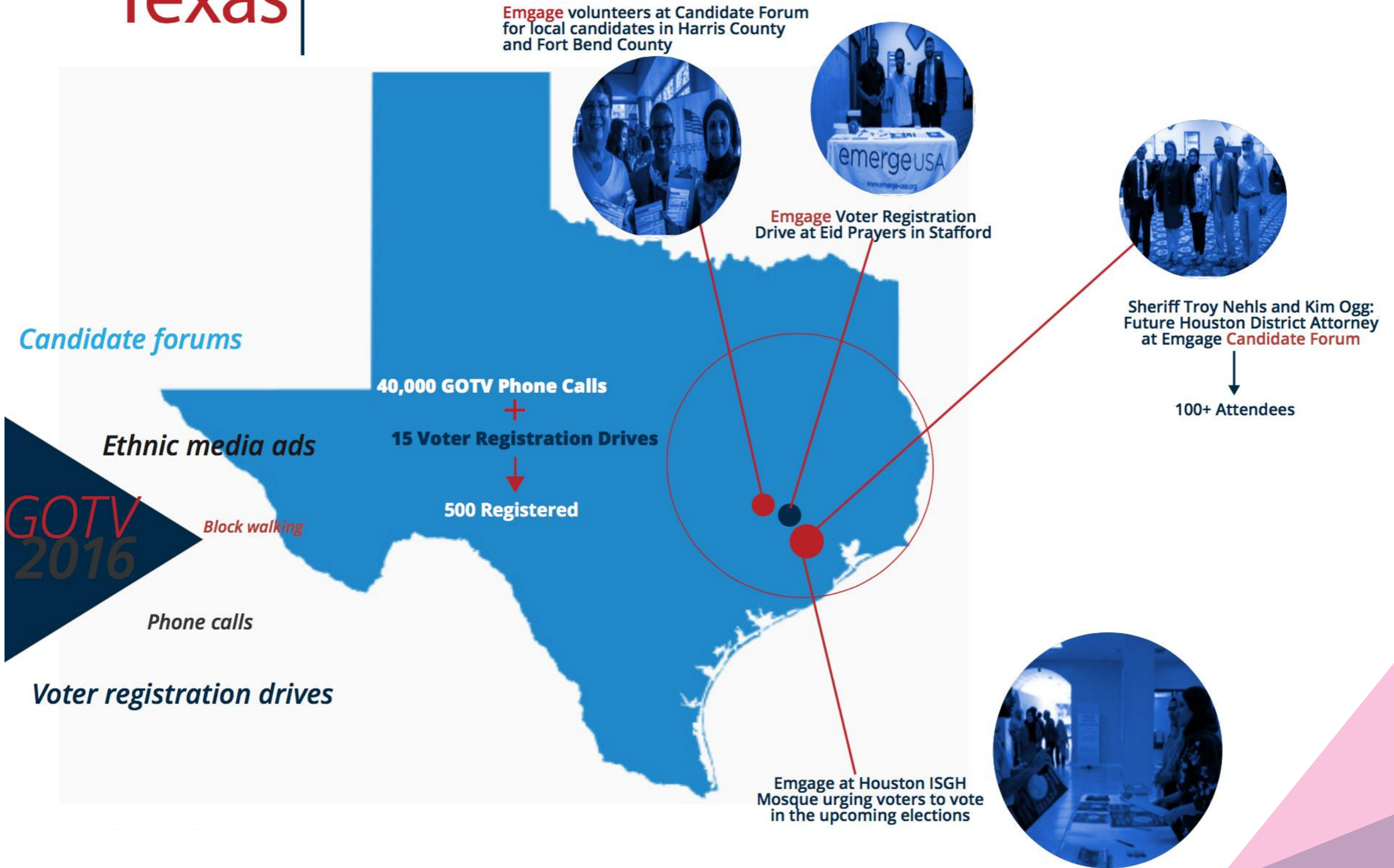
House Race 14th District
RANDY WEBER [R]
won by 61,577 votes

House Race 18th District
SHEILA JACKSON [D]
won by 150,157 votes

House Race 36th District
BRIAN BABIN [R]
won by 193,675 votes

House Race 137th District
GENE WU [D]
won by 18,088 votes

Texas



FLORIDA

124,000 Muslim American voters

2012

House Race 5th District
C. BROWN [D]
won by 119,884 votes

House Race 9th District
A. GRAYSON [D]
won by 66,114 votes

House Race 18th District
P. MURPHY [D]
won by 1,907 votes

House Race 20th District
A. HASTINGS [R]
won by 184,764 votes



2016

House Race 5th District
A. LAWSON [D]
won by 85,646 votes

House Race 7th District
S. MURPHY [D]
won by 10,346 votes

House Race 9th District
D. SOTO [D]
votes by 50,682 votes

House Race 20th District
A. HASTINGS (D)
won by 166,373 votes

Florida |



County	2016 Voter Turnout	2012 Voter Turnout	Total Population	% Change
Broward	48%	38%	16,533	▲ 26%
Miami-Dade	42%	34%	12,386	▲ 24%
Orange	48%	35%	10,655	▲ 37%
Palm Beach	49%	40%	9,150	▲ 23%
Hillsborough	17%	35%	7,831	▼ -51%
Duval	43%	37%	4,793	▲ 16%
Pinellas	44%	36%	4,269	▲ 22%
Seminole	51%	41%	3,242	▲ 24%
Osceola	43%	29%	2,239	▲ 48%
Polk	41%	34%	1,741	▲ 21%

NEW YORK

397,488 Muslim American voters

2012

Congressional Race
CHRIS COLLINS [R]
won by 4,312 votes

Congressional Race
BILL OWENS [D]
won by 4,985 votes

Congressional Race
CHRIS GIBSON [R]
won by 15,950 votes

2016

Congressional Race
CHRIS COLLINS [R]
won by 113,053 votes

Congressional Race
ELISE STEFANIK [R]
won by 95,725 votes

Congressional Race
JOHN FASO [R]
won by 24,947 votes





EMGAGE CASE STUDIES

Engage Case Study: Allen West Defeat

What we did:

- Mobilized the community in key district by door-to-door campaigns and phone banking
- Utilized our unique communications model to educate the community about Allen West's Islamophobic's views and statements.
- Utilized Engage Action to raise money for his opponent and distributed our voter card.
- Mobilized 2,500 voters in a swing district with a 90% turnout.



“ . . . We are against something that is a totalitarian theocratic political ideology and it is called Islam.”

- Allen West, 2010 CPAC Conference

Emgage Case Study: Abdullah Hammoud Victory

What we did:

- Mobilized the Dearborn community through phone banking, candidate forums and canvassing.
- Utilized our communications model to inform community about key positions and initiatives.
- Mobilized voters in Michigan's 15th House District which contributed to a 61.77% general election victory



"Only through an educated, and engaged population can we ensure that our nation stays the most amazing democracy on Earth."

- State Representative Abdullah Hammoud

Engage Case Study: Ilhan Omar Victory

What we did:

- Mobilized the community to fundraise a Minnesotan candidate
- Utilized our communications model to inform community about key positions and initiatives.
- Continued to support Ilhan Omar as she continues to fight for her constituents after her win.



“Young Muslims are taking the lead in organizing their communities to be more involved and engaged and Engage is on the forefront of that.

- State Representative Ilhan Omar

2016 RECAP

77,431

Muslim American voters canvassed

25

Counties Engaged

\$2M

Raised via Emgage PAC

45+

Volunteers Recruited

17.2%

Average increase in states engaged with

238,522

Votes mobilized across select counties in swing states

THANK YOU

emgageusa.org

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