

CAIR'S STRATEGIC ELECTION PLAN

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CAIR

Council on American-Islamic Relations



“CAIR is excited to launch our robust ‘Muslims Vote’ 2020 General Election campaign to support turning out our nation’s one million registered Muslim voters during the primaries and in November. Unlocking the voting potential and political power of American Muslims is CAIR’s number one goal.”

—Nihad Awad, CAIR National Executive Director

Empower American Muslim Voters | www.cair.com/election

CAIR's Election Goals

With chapters in more than 20 states, CAIR is positioned to identify strategic programming opportunities for the Muslim community – especially during local, state and national elections – to adopt and enhance Muslim civic engagement, empowerment and resilience.

STARTING WITH THE 2020 GENERAL ELECTION AND WORKING TOWARD THE 2022 MIDTERM ELECTION, CAIR SEEKS TO....

1. Increase Muslim Voter Registration and Turnout by 20%

Seventy-three percent of eligible American Muslims were registered to vote in 2019 compared to 85-95% of eligible voters in other faith groups* and 67% of all eligible Americans.** Only 61% of Muslims voted in the 2016 U.S. presidential elections and 59% voted in the 2018 midterms.*

In 2016, 61% of the eligible Americans turned out to vote in the presidential election and 53% in the midterm election.** Based on this information, eligible Muslims are less likely to be registered to vote or vote in an election than their religious counterparts, but still as likely to vote during an election when compared to the average American.

To enhance overall Muslim voter registration and increase turnout, CAIR will engage unregistered Muslims making sure they are registered and vote on election day. Moreover, CAIR plans to mobilize Muslim voters by:

- Issuing public service announcements (PSA)
- Providing small grants to mosques planning to get out the vote (GOTV)
- Organizing nationwide phone banks and one-on-one texting campaigns



- Sending out automated call reminders
- Conducting voter surveys and exit polls
- Producing voter guides and scorecards to educate local communities

[Sources: *Institute for Social Policy and Understanding's American Muslim Poll 2019 and **U.S. Census Bureau]

2. Encourage and Train 200 Muslim Candidates to Run for Office

Over the past several years, we have witnessed an unprecedented number of Muslim political candidates win a string of electoral victories. CAIR plans to continue developing resources like its “Rise of the Change Makers” report to inspire Muslims with insights into the mechanics of running an election campaign and organizing at the grassroots level. Using this report, CAIR will encourage and train a new crop of Muslims to run for office. CAIR also plans to continue updating its one-of-a-kind national database of Muslim candidates that run for office.

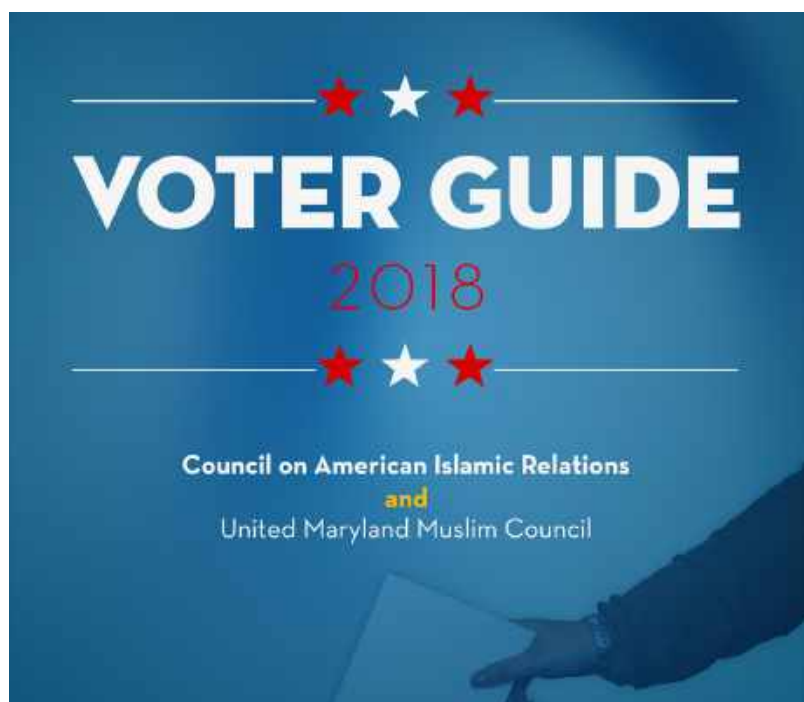
4. Survey and Poll Muslim Voters

As American Muslim participation in the political process has experienced steady growth, so has interest in better understanding Muslim voters. Since 2000, CAIR has conducted surveys and exit polls of registered Muslim voters to present a detailed picture of the political positions and attitudes held by Muslim voters. CAIR shares this information with candidates running for office, those already elected and the media to better explain what Muslim voters want and expect from political parties and government officials.

The 2020 General Election is a pivotal moment in the history of our nation and American Muslims. There is a lot at stake for our community and this election presents Muslims with an opportunity to unite and work together to ensure we are civically engaged, registered to vote and turn out to vote at greater levels than ever before.

3. Nationally Distribute a Presidential Candidate Voter Guide and Congressional Scorecard

As with every election, CAIR plans to release a presidential voter guide and congressional scorecard to help educate Muslims and allies on the various positions candidates stand for as they plan to vote in the November election. CAIR’s unique voter guide and scorecard promotes a Muslim perspective on the policy issues adopted by presidential candidates and voting performances of representatives from the U.S. Congress. CAIR’s guides focus on the civil rights and social justice priorities of the Muslim community.





5. Promote a Unified “Muslim Policy Platform” for the 2020 Election

CAIR is well positioned to promote collaboration between national Muslim organizations to develop a unified policy platform for Muslims that national parties and campaigns can adopt. It's important people know that Muslims not only support religious freedom and racial justice but stand for comprehensive immigration reform, improving healthcare, enhancing education, ensuring fair housing, protecting the environment; and standing up for the dignity of every person in Allah's creation.

6. Confront Islamophobia Through Documentation, Reporting and Pushback

CAIR expects an increase in anti-Muslim campaign rhetoric that may contribute to a rise in national anti-Muslim sentiment and hate crimes. That includes increased hateful rhetoric from candidates, hate groups and conservative media. Muslim candidates will also be particularly targeted. In response, CAIR will implement training programs to increase Muslim capacity for monitoring, reporting and responding to Islamophobia and disinformation online.

Muslim Voter Election Campaign

We are inviting donors like you to help invest \$1,484,900 in electoral programs that CAIR has identified would advance Muslim communities in local, state and national elections. **Each proposed project needs immediate funding. Whatever is funded will be carried out to its fullest potential.**

- **2020 Election Rapid Response Grant Program:** Distribute 50 \$2,000 grants to mosques engaged in election mobilization.
- **Hire a National Director for Electoral Engagement:** To promote Muslim electoral engagement and train Muslim candidates.
- **Hire State Election Coordinators:** Hire 11 full-time state directors to work with Muslims to advance voter activities.
- **Buy Smart Pads for GOTV Events:** Buy 55 devices for GOTV phone banking and person-to-person (p2p) activities.
- **25 State Muslim Community Election Boot-Camps:** Conduct community wide GOTV and candidate training events.
- **Build National Muslim Voter Database:** Purchase and maintain a national list of more than 1 million American Muslim registered voters in all 50 states.
- **Purchase a National Voter Database Management System:** Permanently house, update and distribute the national Muslim voter database.
- **Primary and General Election GOTV Reminder Calls:** Conduct two nationwide calls encouraging Muslims to vote.
- **Nationwide P2P Text Messaging:** Organize teams in 25 states to send click-and-send texts encouraging Muslims to vote.
- **GOTV Reminder Postcards:** Ask 100,000 Muslims to address postcards to themselves that will be mailed out closer to the election.
- **Social Media GOTV Campaign Ad-Buy:** Purchase online ads on social media urging Muslims to register and vote.
- **Promotional Videos:** Create three PSAs urging: 1) Muslims to register; 2) vote in elections; and, 3) volunteer. Also film a mini-documentary showcasing Muslim voter power.
- **GOTV Posters:** Print 1,000 election reminder posters and ship them to 1,000 mosques nationwide.
- **Promotional Materials:** Develop and distribute t-shirts, buttons and stickers to promote and inspire Muslim voter power.
- **Comprehensive Election Survey:** Conduct a 30-question poll of Muslims about current policy trends and views.
- **Three-Question Telephone Polls:** Conduct two pre-election and one post-election three-question polls of Muslim voters.
- **Update “Rise of the Change Makers” Report:** Report will provide Muslim candidates with insights into running a campaign and track Muslim electoral victories.
- **DNC & RNC Muslim Town Halls:** Partner with local Muslims in Milwaukee and Charlotte to host town halls outside party conventions to engage Muslim delegates.
- **PSA/Commercials Posted in Milwaukee & Charlotte:** PSA in the form of either billboards and/or local tv and/or online social media commercials to promote the Muslim Policy Platform.

Electoral Programs That Need Your Support

GOAL	ACTION	COST
INCREASE MUSLIM VOTER REGISTRATION AND TURNOUT BY 20%	2020 Election Rapid Response Grant Program	\$100,000
	Hire a National Director for Electoral Engagement	\$75,000
	Hire State Election Coordinators	\$700,000
	Purchase Smartphones or Smart Pads for GOTV Events	\$40,000
	25 State Muslim Community Election Boot-Camps	\$125,000
	Build National Muslim Voter Database for 2020 General Election and 2022 Midterm Election	\$25,000
	Build National Voter Database Management System	\$25,000
	Primary and General Election GOTV Reminder Calls	\$17,500
	Nationwide P2P Text Message GOTV Campaign	\$25,000
	100,000 GOTV Reminder Postcards	\$27,400
	Social Media GOTV Campaign Ad-Buy	\$100,000
	Promotional Videos (1): Three PSAs	\$9,000
	Promotional Videos (2): Election Documentary	\$12,000
	GOTV Posters	\$15,000
	Promotional Materials	\$100,000
DOCUMENT & REPORT ON POSITION AND ATTITUDES OF MUSLIM VOTERS	Comprehensive Election Survey	\$20,000
	Three-Question Telephone Polls	\$9,000
ENCOURAGE 200 MUSLIMS TO RUN FOR OFFICE AND TRACK THEIR PROGRESS	Issue Updated “Rise of the Change Makers” Report	\$15,000
PROMOTE A UNIFIED “MUSLIM POLICY PLATFORM” FOR THE 2020 ELECTIONS	DNC & RNC Muslim Town Halls <i>(at \$10,000 per convention)</i>	\$20,000
	PSA/Commercials Posted in Milwaukee & Charlotte	\$25,000

Help us achieve our election goal of \$1.4 million | www.cair.com/election

Total budget to transform the American Muslim voting electorate: **\$1,484,900**

- Your donation, regardless of the amount, will help us achieve our goal.
- For decades, CAIR has been encouraging and inspiring Muslims to be civically engaged, work with elected officials, participate in elections, and run for office.
- We are just now starting to see the fruits of our many years of consistent and focused strategy of civically empowering American Muslims.
- As we witness a new wave of Muslim political engagement, it needs continuous cultivation, guidance and support. With your help, CAIR is offering its election strategy as a pathway to electoral success for our community, no matter what the outcome of the election might be.



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