



BUILDING *power*

fighting
BACK



Elected Leadership: Reimagining Politics

Recent elections have shown that New Americans hold enormous political power. As candidates, first and second generation Americans of color have won major races in unprecedented numbers. As voters, they have proven to be the deciding factor in battleground states.

And our political power is growing. New Americans have an enormous opportunity to run, win, and lead in even greater numbers in 2022 and beyond.

From school boards to Congress, white supremacist and anti-democratic agendas threaten our rights, communities, and democracy. When progressive New Americans are elected, they serve on the frontlines for our communities, bringing resources to underserved neighborhoods and calling out systemic injustices.

Unfortunately, New American candidates are often political first-timers without personal wealth or social connections. They repeatedly hear that white, male, native-born candidates have the best chance to win. Newcomers are discouraged from challenging long-term incumbents, even if their districts' demographics and needs have changed. And, they face intensifying racism, xenophobia, Islamophobia, and misogyny.

Supporting New American candidates and activating New American voters is key to delivering equitable policies for all, and meaningful, sustained investment is needed year-round. We must elect new voices immediately, develop a diverse candidate pipeline for the long run, and ensure voters participate in every election.





A Political Home for New Americans

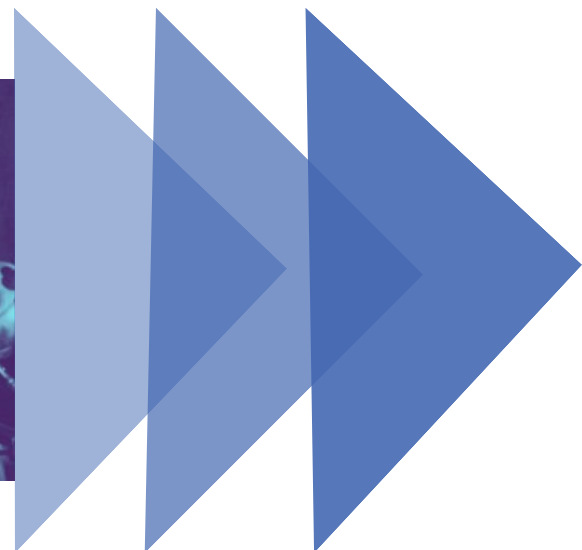
The New American Leaders Action Fund (NALAF) is building a democracy that includes all people by:

- engaging new voters,
- expanding civic engagement, and
- supporting progressive New Americans of color as they run for office.

Launched in 2018, NALAF is the only national 501(c)(4) organization committed to supporting candidates and campaigns that honor the New American experience. The NALAF playbook centers on owning our authentic selves, communities, progressive values, and accountability to the people.

NALAF is an affiliate of New American Leaders, a 501(c)(3) that trains potential candidates and campaign staff. Together, the organizations provide a suite of programs that support emerging leaders, from general campaign skills to voter outreach along the campaign trail and advancing progressive policy change once elected.

NALAF also partners with leaders in the political space such as Run for Something, the Movement Cooperative, the Pipeline Initiative, and state tables of America Votes.





Voter Engagement: Tapping the Potential of New Citizens

In 2020, New American voters proved that they could provide the critical margin of victory in states like Arizona and Georgia. Yet, traditional and outdated campaign targeting often ignores New Americans and focuses on older, whiter, and more economically secure voters deemed to be persuadable.

Expanding the electorate can change the political landscape, and engaging New American voters can be a force of change for progressive advancement. In 2022, getting out the vote is even more important to counter the extremist agendas. We work to:

- provide voters with information on voting and candidates through social media, texting, phone banks, or traditional media;
- target new or infrequent voters with high support for immigration reform or in mixed-status households, using the Immigration Predictive Voter Model; and,
- organize volunteers for GOTV in districts where New Americans can make a difference through our Actionista program.

The leadership and organizing efforts of our candidates have also helped engage more New American communities in elections than ever before.





Advocacy and Policy: Organizing New Americans

NALAF generates political and people power to ensure immigrant communities are heard and represented. With an emphasis on equity, our policy priorities include protecting democracy and advancing immigrant integration. Through advocacy and organizing, we aim to:

- educate the public on progressive candidates,
- offer a lens on how policy conversations affect immigrant communities,
- support issue campaigns through digital and earned media and calls to action with ally organizations,
- track bills, regulations, and resolutions introduced by elected officials in our network, demonstrating their impact.

NALAF provides a bridge between communities and elected officials. We only support candidates who have strong community roots and include the community in their campaigns. In addition, we maintain local networks of civic leaders, advocates, and organizers who have completed our NAL leadership trainings.

In New York City, 10 endorsees won seats in the 51-seat City Council, which as a result will be the most diverse and first majority women Council in the city's history. In 2022, NALAF is ready to replicate the success we achieved in New York across the country.





Endorsements: Elevating New Voices

NALAF's endorsement highlights new state and local candidates, serving as a national validator for those who often do not receive support from traditional establishment. The endorsements and related support builds a pipeline of candidates for future years by encouraging political newcomers to enter through state and local seats, ultimately creating a political bloc in office that can move progressive policies.

NALAF endorses early and supports endorsees in a meaningful way. We amplify candidates on our website, provide referrals to consultants and other endorsers, and offer campaign skills webinars. NALAF also works independently to uplift endorsees with field outreach.

We endorse annually 40-50 candidates in states with electoral opportunities, gaps in representation, and pathways to mobilize the New American electorate. In 2022, we will prioritize Arizona, Michigan, New York, Arizona, Nevada, and Georgia. Criteria include:

- NAL alumni committed to turning out a diverse coalition of voters;
- Women running for municipal or state office in legislative bodies with 35% or fewer women;
- New Americans in cities and towns that have a New American population of at least 10%; and,
- New Americans dedicated to advancing democratic and immigration reforms.

In 2021, NALAF endorsed 45 candidates in 37 races (due to rank choice voting), and endorsees won a remarkable 65% of those races. Many endorsees won as first-time candidates in majority-white districts or defeated entrenched incumbents.



Endorsee Highlight: Pious Ali

Maine does not usually come to mind as a political hotspot. But in the nation's whitest state, Pious Ali is changing that. He is transforming the political landscape step by step to reflect the increasingly diverse population. "I had to be pushed and pushed before I ran, but once I got on the school board, I realized how important it was to our immigrant and Black communities," says Pious, an immigrant from Ghana.

Today, as the first African-born Muslim on Portland's school board and now City Council serving as Mayor Pro Tem, Pious is the one doing the pushing, establishing a cohort of New American and BIPOC leaders to run. A 2019 NALAF endorsee, Pious encourages young people to imagine themselves in elected office. He urges them to apply to New American Leaders' candidate trainings and NALAF endorsements.

Pious' passion has encouraged other local community leaders to run:

- Deqa Dhalac, a social worker and Mayor of South Portland;
- Yusuf Yusuf, a mental health specialist and member of the Portland School Board; and,
- Nasreen Sheikh-Yousef, NAL trainee and a NALAF endorsee, who serves on the Portland Charter Commission, where she is fighting to eliminate at-large Council seats, create clean elections, and expand the right to vote in municipal elections to all residents.

"A NALAF endorsement in a place like Maine makes a difference for a first-time candidate, particularly for an immigrant or refugee," notes Pious. "The staff offers referrals and check-ins to help political newcomers facing racist attacks or challenges like campaigning during COVID. Their support is key to helping build political power for communities."





Investing in the Democracy You Want

NALAF provides recognition and support to promising political newcomers whom the political establishment and traditional campaigns overlook. By incorporating lessons from the campaign trail, we ensure past success informs future victories and strengthens New American political infrastructure inside and outside of elected office.

Your support for NALAF will help activate voters and lift these candidates across the finish line, thus expanding political power for communities of color and ensuring a break with politics as usual. Among our donors, we receive support from the New American Majority Fund of Democracy Alliance, Groundswell Action Fund, Four Freedoms Action Fund, and individuals. Expense gaps include:

- Voter Engagement: \$258,460
- Recruitment and Endorsements: \$74,600
- Communications, Community Building, and Partnerships: \$42,000

New Americans are ushering in a new generation of progressive leaders and policies. But our hard-won progress is on the line. **Join us in building a democracy that works for all Americans.** Contact Jessica Lee at jessica@newamericanleaders.org for more information.

