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, Emgage is the most effective tool in protecting the rights and privileges of American Muslims.
WHY EMGAGE
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.
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.

WHO 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
Between 2012 and 2016, American Muslim voter turnout increased in all 4 states we engaged with.

- **Michigan**: 12.8%
- **Florida**: 20.25%
- **Pennsylvania**: 24.3%
- **Virginia**: 16.6%

Average increase in registered American Muslim voter turnout across these four states: **20.25%**

Average increase in voting eligible American Muslim voter turnout across these four states: **11.65%**

Average increase in states we engaged with: **17.2%**

10,392 canvassed
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.
2016 MUSLIM VOTER TURNOUT

Registered Muslim Voter Turnout

- Florida: 76.8% (2016), 61.1% (2012), 53.3% (2008)
- Michigan: 63% (2016), 63% (2012), 50.9% (2008)
- Virginia: 70.3% (2016), 61.4% (2012), 46.7% (2008)
- Pennsylvania: 65.1% (2016), 52.1% (2012), 46.7% (2008)

Voting Eligible Muslim Population Voter Turnout

- Florida: 57.8% (2016), 46.2% (2012), 42.6% (2008)
- Michigan: 36% (2016), 32.8% (2012), 34.9% (2008)
- Virginia: 69.2% (2016), 61.3% (2012), 47.4% (2008)
- Pennsylvania: 42.2% (2016), 35.4% (2012), 33.7% (2008)
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

500 Doors Knocked

3,440 GOTV Phone Calls Made

- Expanded operations by opening a new office in Delmont
- Hosted a Sharing Ramadan with elected officials
- Educated community by distributing "Emgage USA 2016 Presidential Voting Guide"
- Emgaged several mosques in Khutba Day
- 5 participating mosques
- Hosted an "Evening with Dean Obeidallah"

"I am so honored to have formed a collaborative relationship with members of Emgage PA and the Muslim community. I appreciate their willingness to work with me and engage with me on the issues they care about, and I will work to represent them in Harrisburg as their new State Representative."

-Carolyn Comitta, PA-156 State Representative

Hosted "Meet Your Elected Officials" in Allentown

<table>
<thead>
<tr>
<th>County</th>
<th>2016 Voter Turnout</th>
<th>2012 Voter Turnout</th>
<th>Total Population</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>37%</td>
<td>32%</td>
<td>13,467</td>
<td>▲ 16%</td>
</tr>
<tr>
<td>Allegheny</td>
<td>43%</td>
<td>36%</td>
<td>5,611</td>
<td>▲ 19%</td>
</tr>
<tr>
<td>Delaware</td>
<td>51%</td>
<td>39%</td>
<td>4,451</td>
<td>▲ 31%</td>
</tr>
<tr>
<td>Lehigh</td>
<td>42%</td>
<td>32%</td>
<td>2,824</td>
<td>▲ 31%</td>
</tr>
<tr>
<td>Chester</td>
<td>54%</td>
<td>41%</td>
<td>1,897</td>
<td>▲ 32%</td>
</tr>
<tr>
<td>Westmoreland</td>
<td>44%</td>
<td>43%</td>
<td>790</td>
<td>▲ 2%</td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>County</th>
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<th>2012 Voter Turnout</th>
<th>Total Population</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fairfax</td>
<td>69%</td>
<td>69%</td>
<td>33,375</td>
<td>▲ 15%</td>
</tr>
<tr>
<td>Loudoun</td>
<td>75%</td>
<td>75%</td>
<td>9,963</td>
<td>▲ 19%</td>
</tr>
<tr>
<td>Prince William</td>
<td>70%</td>
<td>70%</td>
<td>9,050</td>
<td>▲ 21%</td>
</tr>
<tr>
<td>Arlington</td>
<td>64%</td>
<td>64%</td>
<td>3,782</td>
<td>▲ 12%</td>
</tr>
</tbody>
</table>

“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

- Hosted Virginia Eid Gala with special guest Dean Obeidallah: 250 Participants
- Partnered with Makespace to phonebank communities
- Organized a Virginia healthcare town hall with Lt. Governor Ralph Northam and AAPNA
- Coordinated Muslim Capitol Day in Richmond

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

Congessional Race
KERRY BENTIVOLO [R]
won by 22,907 votes
(Bentivolo actually beat a Muslim American candidate, Syed Taj)

2016
ABDULLAH HAMMOUD [D]
becomes first Muslim man from the city of Dearborn to serve in the Michigan State House of Representatives
Michigan

"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)

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</thead>
<tbody>
<tr>
<td>Wayne</td>
<td>31%</td>
<td>28%</td>
<td>44,753</td>
<td>+11%</td>
</tr>
<tr>
<td>Oakland</td>
<td>39%</td>
<td>34%</td>
<td>16,468</td>
<td>+15%</td>
</tr>
<tr>
<td>Macomb</td>
<td>36%</td>
<td>30%</td>
<td>12,538</td>
<td>+20%</td>
</tr>
<tr>
<td>Washentaw</td>
<td>32%</td>
<td>29%</td>
<td>4,617</td>
<td>+10%</td>
</tr>
<tr>
<td>Ingham</td>
<td>28%</td>
<td>27%</td>
<td>2,097</td>
<td>+4%</td>
</tr>
</tbody>
</table>

19,592 GOTV Phone Calls
496 New Voters

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

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
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

- Organized the first Latino Muslim Convention from islam in Spanish in December.
- Held a candidate forum for Palm Beach’s political candidates and community.
- Hosted 3 Sharing Ramadan events across South Florida with 15 elected officials and candidates present.
- Held Civic Trainings with the community at the Islamic Center of South Florida.
- Supported MSA groups, on for the 2016 Olympic Games held at IFSF.
- Joined the AlMaghrib Institute, at Nova Southeastern University, to recruit young professionals and college students for community involvement.

Map of Florida with key events:
- 42 Phone Bankers
- 37 Phone Banking Days
- 45,000+ GOTV Phone Calls
- Muslim Capitol Day
- 200+ Participants
- 500+ Attendees
- 15 total forums
- 250 Trained
- 1000+ Attendees

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</thead>
<tbody>
<tr>
<td>Broward</td>
<td>40%</td>
<td>35%</td>
<td>16,533</td>
<td>+ 26%</td>
</tr>
<tr>
<td>Miami-Dade</td>
<td>42%</td>
<td>34%</td>
<td>12,366</td>
<td>+ 24%</td>
</tr>
<tr>
<td>Orange</td>
<td>48%</td>
<td>35%</td>
<td>10,865</td>
<td>+ 37%</td>
</tr>
<tr>
<td>Palm Beach</td>
<td>49%</td>
<td>40%</td>
<td>9,150</td>
<td>+ 23%</td>
</tr>
<tr>
<td>Hillsborough</td>
<td>17%</td>
<td>35%</td>
<td>7,031</td>
<td>- 51%</td>
</tr>
<tr>
<td>Duval</td>
<td>42%</td>
<td>37%</td>
<td>4,793</td>
<td>+ 16%</td>
</tr>
<tr>
<td>Pinellas</td>
<td>44%</td>
<td>36%</td>
<td>4,269</td>
<td>+ 22%</td>
</tr>
<tr>
<td>Seminole</td>
<td>51%</td>
<td>41%</td>
<td>3,242</td>
<td>+ 24%</td>
</tr>
<tr>
<td>Ocoee</td>
<td>42%</td>
<td>29%</td>
<td>2,234</td>
<td>+ 48%</td>
</tr>
<tr>
<td>Polk</td>
<td>41%</td>
<td>34%</td>
<td>1,741</td>
<td>+ 21%</td>
</tr>
</tbody>
</table>
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 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 Emgage 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
Emgage 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 Emgage is on the forefront of that.”

- State Representative Ilhan Omar
2016 RECAP

77,431
Muslim American voters canvassed

25
Counties Emgaged

$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

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emgageaction.org
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