

Community Votes

2021 Results

People without a history of voting do not get phone calls, texts or mail to remind them to vote. Campaigns with limited resources contact likely voters. In 2021, the Asian-American Federation and Community Votes changed this dynamic. Eight members of the Asian American Federation took part in a train-the-trainer program focused on getting people without a history of voting to turnout for New York City's 2021 primary and general elections.

8 Nonprofit Partners

Caribbean Equality Project, Hamilton Madison House, Korean Community Services, National Federation of Filipino American Associations, SAPNA, South Queens Women's March, Taiwanese American Professionals and YWCA

1 Support Organization Community Votes

1 Training Partner Asian American Federation

Nonpartisan Outreach



2,432 in-person contacts



145,113 texts sent & 95,701 received



113 reminder post cards sent

Goal Accomplished

- General election turnout was **21 points higher** than citywide turnout: 41% versus 20%.
- Primary election turnout was **16 points higher** than citywide turnout: 41% versus 25%.
- 92% of the people contacted for the primary election are tagged as low propensity voters, a number based on their history of voting.
- 48% of all the voters contacted for both elections are tagged as low propensity voters.

