

2023–2025 Statement of Purpose & Action Items

Statement of Purpose

ENERGIZING & ENGAGING AAPI VOTERS | ELECTING AAPI DEMOCRATS

STRENGTHENING & MOBILIZING OUR COMMUNITIES

Activating Grassroots and Grasstops

Work and connect with Asian American Pacific Islander (AAPI) Democratic Club leaders, grassroots activists, elected officials, community leaders, and the Democratic Party leadership alike to maximize Caucus outreach efforts in local communities to recruit, motivate, and activate Democratic AAPI candidates and activists – from California Party Democratic Party delegates, AAPI Democratic Clubs, County Central Committees, and individuals holding public offices and appointed positions

Candidate and Activist Education

Host trainings to make sure that AAPI activists and candidates have the tools and know-how to win campaigns; work with local activists and County Parties to encourage AAPI candidates running for local offices to actively seek the Party endorsement; educate individuals within the Democratic community about the Party structure and the work of the Party; educate the Democratic community about how to conduct effective outreach to the AAPI community

Engaging and Energizing

Strive to reach and engage every potential AAPI Democrat in all corners of the state – in suburbs, cities, and rural areas by grassroots outreach and media/social media outreach; increase Caucus media and communications presence via regular newsletters, website, and social media posts

Acting Together and Actualizing Goals

Work with AAPI Caucus membership, AAPI elected officials, AAPI Democratic clubs, California Democratic Party Delegates, Democratic activists, and the Party leadership to further Democratic causes and fight for Democratic values

Motivating, Mobilizing and Voting

Work with local Democratic clubs and activists to register and mobilize AAPI Democratic voters at the ballot box; work with allied organizations to protect voting rights and promote ballot access to make sure that the voice of the diverse AAPI community is heard

Action Items

Advocacy

Increase visibility of the AAPI community within the California Democratic Party, including by supporting California Democratic Party-led events, and uplifting California Democratic Party social media posts related to the AAPI community

Encourage at last 5 Central Committees to hold dedicated agenda items regarding outreaching to AAPI communities

Identify 3–5 pieces of legislation that would encourage the AAPI community to vote for the Democratic Party and Democratic Party–endorsed candidates and initiatives, and recommend such legislation to the CDP Legislation Committee for endorsement/support consideration

Campaigns

- Elections: Support and mobilize for Party–endorsed AAPI campaigns/events and targeted campaigns
 - Help at least 3 Democratic Party endorsed candidates (federal, state, or local) via campaign mobilization or other campaign–related activities
 - If engaging in field mobilization in 2023–2025:
 - Attempt to contact at least 5,000 HH via walk or phones total
 - Attempt to engage 50–100 Caucus members or volunteers for campaigns
 - The Caucus shall track the total volunteer hours, and/or the total attempted contacts made on each campaign in which the Caucus engaged and present the final report at the November E–Board or the 2025 CDP Convention, if applicable. The Caucus Chair or a designee will track the field activities
 - Elections: Support Party–endorsed candidates through the California Democratic Party Infrastructure
 - Work with the California Democratic Party to ensure access to AAPI–specific voter lists

- Post campaign information regarding endorsed candidates on CDP AAPI Caucus website (www.apicaucus.com) and social media such as
- Include information on how to volunteer to support campaigns of California Democratic Party–endorsed candidates in Caucus newsletters
- Recruitment: Identify and recruit AAPIs to run for Central Committees and local offices; encourage local candidates to seek County Party endorsements
 - Engage at least 5 potential AAPI Democratic candidates running for public office to seek the endorsement of the relevant Democratic Party body (i.e. CDP for federal and state races and County Parties for local races where the local jurisdiction is located)
 - At the end of the calendar year, assess the number of AAPI Democratic candidates who ran for public office, sought and secured Party endorsement, the extent of the Caucus’s engagement in each race, and the outcome of each
- Training: Collaborate with the California Democratic Party in sponsored trainings and events meant to engage and mobilize Democrats and the AAPI community

Coalition Partnering

- Partner with CYD API Caucus, various other AAPI Democratic clubs and further opportunities to work jointly with other democratic clubs and other relevant organizations.

- Work with elected, CAPAC, AAPI Legislative Caucus, legislative leadership, and other CDP Caucuses and allied organizations on outreach and messaging
- Work on at least one project with CYD, CCD, CAPAC, AAPI Legislative Caucus, or other CDP Caucuses
- Hosts County Party-chartered AAPI Democratic clubs/organizations regional mixers and/or receptions to build CDP convention attendance
 - Create an contact database of all AAPI Democratic clubs/organizations across the state before the 2025 CDP Convention; make the contact information available on Caucus website
 - Host at least 2 telenconference meeting with AAPI Democratic clubs/organizations across the state to facilitate information sharing in preparation for the 2024 Elections, and hold a meeting with such stakeholders in advance of the 2025 CDP Convention

Communications & Messaging

- Media: Increase earned media visibility in mainstream media and ethnic media alike to maximize Caucus visibility through statements, releases, and/or media events consistent with the CDP and AAPI Caucus bylaws regarding communications
 - Appoint a communications/media relations team to work with the communications secretary
- Online Media: Update and maintain Caucus website: apicaucus.com and use the website as an interactive information hub for Caucus members, activists, and voters alike consistent with the CDP and AAPI Caucus bylaws regarding communications
 - Include regular updates on Caucus website
 - Include DEM 2024 and 2026 information on Caucus website
- Online Media: Maintain a Caucus Facebook page, Twitter, and Instagram with regular updates

- Online Media: Update and maintain an e-newsletter system. The newsletter should be distributed online at least once a month
- Online Media: Assist the CDP communications team with maintaining any CDP AAPI language website section as required
- Other: Flag any translation needs in Asian and Pacific Islander languages to the CDP.

Membership

- Development: Increase Caucus membership and membership participation via special events and other activities
 - Host 3 Caucus special events (i.e., receptions, special zoom events, panel discussions) to increase membership
 - Recruit at least 40 new members by 2025 CDP Convention
- Development: Expand Caucus membership diversity in demographics and geography, including increasing Pacific Islander representation within membership ranks
 - Two-year goal: Work with local AAPI activists to create or re-charter at least 1 new AAPI Democratic club in regions with significant AAPI population but without AAPI Democratic presence, such as the Central Coast/Central Valley, the Los Angeles San Gabriel Valley area, the Los Angeles area, and the Inland Empire area.
 - At the end of 2024, assess the progress of club chartering in each of the above-mentioned regions

Outreach

- Events: Host more Caucus events involving all AAPI ethnic specific Democratic groups and allied organizations
 - Co-host at least 2-5 events with local AAPI Democratic clubs

- Voter Registration: Work with County Parties and AAPI Democratic clubs on voter registration efforts, beginning with registering new citizens to vote at naturalization ceremonies
 - Help register at least 1,000 new Democratic voters this term

Note: Please feel free to contact us with suggestions on any other goals or action items!

Email us at cademparty.apicaucus@gmail.com.

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