

# DEMOCRACY



# NEEDS



# US



**NEW**  
**AMERICAN**  
**LEADERS**

# Embracing New American Political Power

→ **New American Leaders (NAL) empowers New Americans to run, win, and lead.**

At NAL, we train first and second generation Americans and anyone who identifies closely with the immigrant experience to become candidates and campaign staff. We support a national elected officials network and champion policies that create a more equitable, inclusive democracy. NAL emphasizes the assets that immigrants bring to the political process—their lived experiences, community connections, and commitment to American democracy.

Since 2010, we have recruited a broad intersection of ethnicities and identities so that our elected government can be a true reflection of the US population. Our programs promote collaboration and create a sense of belonging, which can be critical to convincing political newcomers, especially women, to run.

With a rapidly expanding network of over 1,000 leaders, NAL ensures that diverse, community-based trailblazers have the tools they need to be effective at all levels of the political process.



# Democracy Needs Us

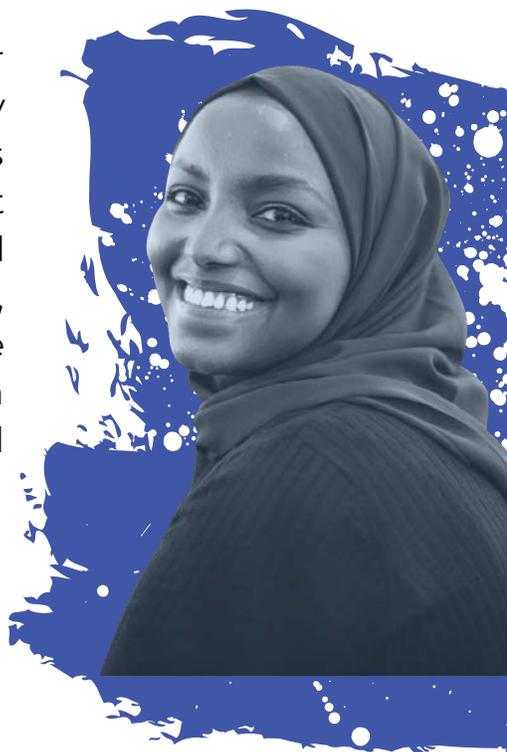
→ **Let's challenge ideas about who can and should lead.**

Immigrants have always been a crucial part of American society but absent in the halls of power. **This not only harms immigrant communities but our entire democracy.** Those deeply impacted by issues such as immigration reform, systemic racism, and the COVID-19 pandemic should be present at every step of the political process for informed decision-making.

Unfortunately, our elected government—from the federal to local level—is disproportionately white, wealthy, and male. Our population is 40% BIPOC but BIPOC individuals only make up 18% of state legislators. And while 26% of the population are first and second generation Americans, we only make up 3.5% of state legislators.

**New Americans who run for office face a system that was not meant to work for them.** They lack connections to big donors and face a shortage of trained BIPOC campaign staff. Political gatekeepers express doubt at their prospects of winning, and too often racist, misogynistic, and xenophobic attacks are rampant on the campaign trail.

Those who win are often the first from their communities to serve and must find their way without peers or mentors. For others, it is challenging to transition from being an activist outside the system to being an elected official facing an ever-expanding array of issues. However, few have funding to hire sufficient staff or are labeled as "part-time" public servants, forcing them to balance the demands of elected office and personal life with another job to make ends meet.



# Programs and Strategies

## → **RUN: Training candidates to run inclusive campaigns**

Our leadership pipeline program is designed by and for New Americans. Participants learn how to run as immigrant, women, BIPOC, and working-class candidates in a way that motivates communities to vote, donate, and volunteer. NAL also offers programs specifically for women to combat misogyny and advance gender parity in office. Our programs include:

- **Ready To Lead:** Introductory training to prepare rising leaders to enter the political arena
- **Ready to Win:** Advanced national training for all future candidates, and a campaign manager track specifically for women
- **New American Fellowships:** Mentoring and advanced training for alumni running in the short term
- **Rising to Run:** Intensive cohort program for women who ran and lost, helping them prepare to run again
- **Reclaiming My Mind:** Webinar series to support women coping with trauma, misogyny, and racism on the campaign trail
- **AAPI Women Rising:** Intensive training preparing AAPIs to run
- **Additional Campaign Skills and Career Webinars:** Ongoing education on campaigns, appointments, and other civic leadership

### Ready to Lead Training Alumni 2020-2021

- 68% Women
- 20% LGBTQ+
- 14% Muslim
- 69% Household income <\$83,600
- 35 yrs = average age
- 30% Asian American Pacific Islander
- 28% Latinx
- 17% Black or African American
- 6% Middle Eastern/North African
- 1% Caribbean
- 14% Multiracial

# Programs and Strategies

## → **WIN: Preparing to launch a successful campaign**

Most New Americans need more than just one training before they decide to run. Many are trailblazers, and without an old boys' club or a family political legacy, they need guidance to understand their local political landscape, find the right seat to run for, recruit their team, and launch their fundraising. NAL is proud to support them as they continue in their leadership growth.

- **One-to-One Coaching:** Assists alumni with personalized coaching to address challenges preventing them from running
- **Political Landscape Analyses:** Informs our recruitment and guides alumni on local electoral opportunities
- **Webinars and Personal Learnings:** Tailored continued learning opportunities from elected officials and campaign experts who ran winning campaigns
- **New American Leaders Action Fund:** Referrals to our 501(c)(4) affiliate for alumni about to declare candidacy

*"The most transformative part about this training is that we are not learning how to run for office the way it has always been done. We are using our experience as New Americans to revolutionize what campaigning and serving in office means."*

*– Raie G., Minnesota*



# Programs and Strategies

## ➔ **LEAD: Succeeding in elected office**

NAL supports leaders along their entire political journey, with training and resources to prepare for and hold public office. Our governance programs create learning communities to help elected officials advance progressive policies or push back against harmful ones.

- **Strategic Learning Visits:** Trips to observe local policy solutions to issues such as COVID recovery, voter protection, and more
- **Year-Round Follow-up Sessions:** Skills-building and thought partnership to empower officials to push for tangible policy impact
- **Power & Policy:** Annual summit in Washington, D.C. to engage in dialogue around inclusive democracy and progressive advocacy
- **Policy Partnerships:** Advocacy efforts with progressive ally organizations to grow our movement and develop a united voice

## **ALUMNA: NYS Assemblywoman Marcela Mitaynes** ←

When a landlord evicted Mitaynes from her apartment of 30 years, it sparked something in her. She became a tenant organizer, empowering her neighbors in Sunset Park, Brooklyn, to find their voice.



Ready to Lead helped Mitaynes appreciate how community work had already qualified her for office. She defeated a 26-year incumbent and was sworn in 2021 as the first woman of immigrant indigenous background and the first Peruvian American in the New York State Assembly. Once in office, she successfully supported pandemic relief for undocumented workers. For 275,000 New Yorkers, this was the only stimulus money they received.

“I wanted to forge a new path and transform the political infrastructure,” she says. “My experience as an organizer has helped me be the eyes and ears of my community and prepared me to work with my constituents to find solutions.”

# Impact

→ **While we are proud of the movement we are leading, we are equally proud of the community we are creating.**

Immigrants and people of color often feel like they have to act a certain way to fit in with “traditional” white America. But in this space, they can be themselves and lead with their personal experiences.

Connections among our participants generate political power for entire communities. Alumni and elected officials work together as advisors, networkers, and advocacy partners, forming local ecosystems that can impact pending legislation and serve neighborhoods that are often overlooked.

In recent elections, voter support for inclusive democracy has grown, a movement NAL seeded a decade ago. The success of so many women and BIPOC political newcomers is a testament to years of grassroots recruitment and bench-building by NAL and allies. **These candidates are the source of visionary leadership and hope that our country needs.**

Immigrant communities are motivated to vote and participate when seeing their values represented on the ticket. Their record turnout contributed to critical 2020 outcomes in states like Arizona and Georgia. Furthermore, New American candidates can turn out new voters who impact races up and down the ballot.

## Recent Accomplishments

- 113 in NAL’s network ran in 2020, 65% won
- 62% of 2020 candidates were women
- 16 pipeline training alumni now serve in state legislatures, up from 1 in 2015
- Alumni worked on at least 46 campaigns in 2020
- Over 65 alumni running in 2021-2022 to date

# Growth Strategies

## → Democracy is a year-round effort.

In 2021-2022, NAL will deepen its established pipeline programs in AZ, NV, CA, CO, MI, OH, GA, FL, and NY. The growing elected officials network is national in scope.

NAL has an annual budget of \$2.5 million, and we receive support from philanthropic leaders such as the Open Society Foundations, the Rockefeller Brothers Fund, and NEO Philanthropy. Growth strategies and investment needs include:

- Expanding candidate training to the Southeast: \$50,000
- Tracking impact through enhanced data management: \$70,000
- Conducting GOTV in New Americans communities: \$35,000
- Enhancing strategic communications and media presence: \$201,000
- Increasing policy impact of elected officials: \$297,000

With your support, we can build a democracy of the people, by the people, and for the people. For more information, please contact Jessica Lee at [jessica@newamericanleaders.org](mailto:jessica@newamericanleaders.org).



*"This (training) has allowed me to feel more empowered. I always thought that being an immigrant, Latina and queer made me feel that did not belong in spaces. I deserve a seat at the table without explanation. Thank you, NAL, for helping elevate and validate voices like mine."*

*- Blanca M., Nevada*