



Independent Citizens Redistricting Commission (ICRC) Initiative

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Background

In 2017, the Michigan Nonprofit Association (MNA) and the Council of Michigan Foundations, with the financial support of more than 40 foundations, launched an ambitious campaign to mobilize nonprofits to help Michigan get a complete and accurate count in the 2020 Census. It was a unique, nonpartisan, multi-racial coalition of hundreds of nonprofits partnering with for-profit organizations as well as government entities, all supported by private and public funding.

MNA got involved because historically, the Census has missed disproportionate numbers of certain populations such as people of color, immigrant communities, and low-income populations. This has led to inequality in political power, government funding and private-sector investment for these communities.

ICRC Initiative



FUNDING

- Secure, manage and distribute funding
- Implement statewide communications campaign
- Provide mini-grants to statewide cohort



EDUCATION & AWARENESS

- Advocate with local, state and federal policy makers
- Promote collaboration and avoid duplication of efforts
- Engage in open dialogue with diverse communities



STATEWIDE COHORT

- Arm nonprofits with resources to educate communities
- Host statewide trainings to foster peer learning
- Provide training and technical assistance
- Gather and capture community input
- Submit maps to the commission



EVALUATION

- Develop outcome evaluation plan
- Gain knowledge
- Collect and track activities
- Share lessons learned

MNA is now mobilizing nonprofits to transparently achieve fair and impartial district maps for Michigan, specifically to promote **racial equity** so that communities of color have a voice and are not locked out of the important decision-making that occurs at the local, state, and federal levels.

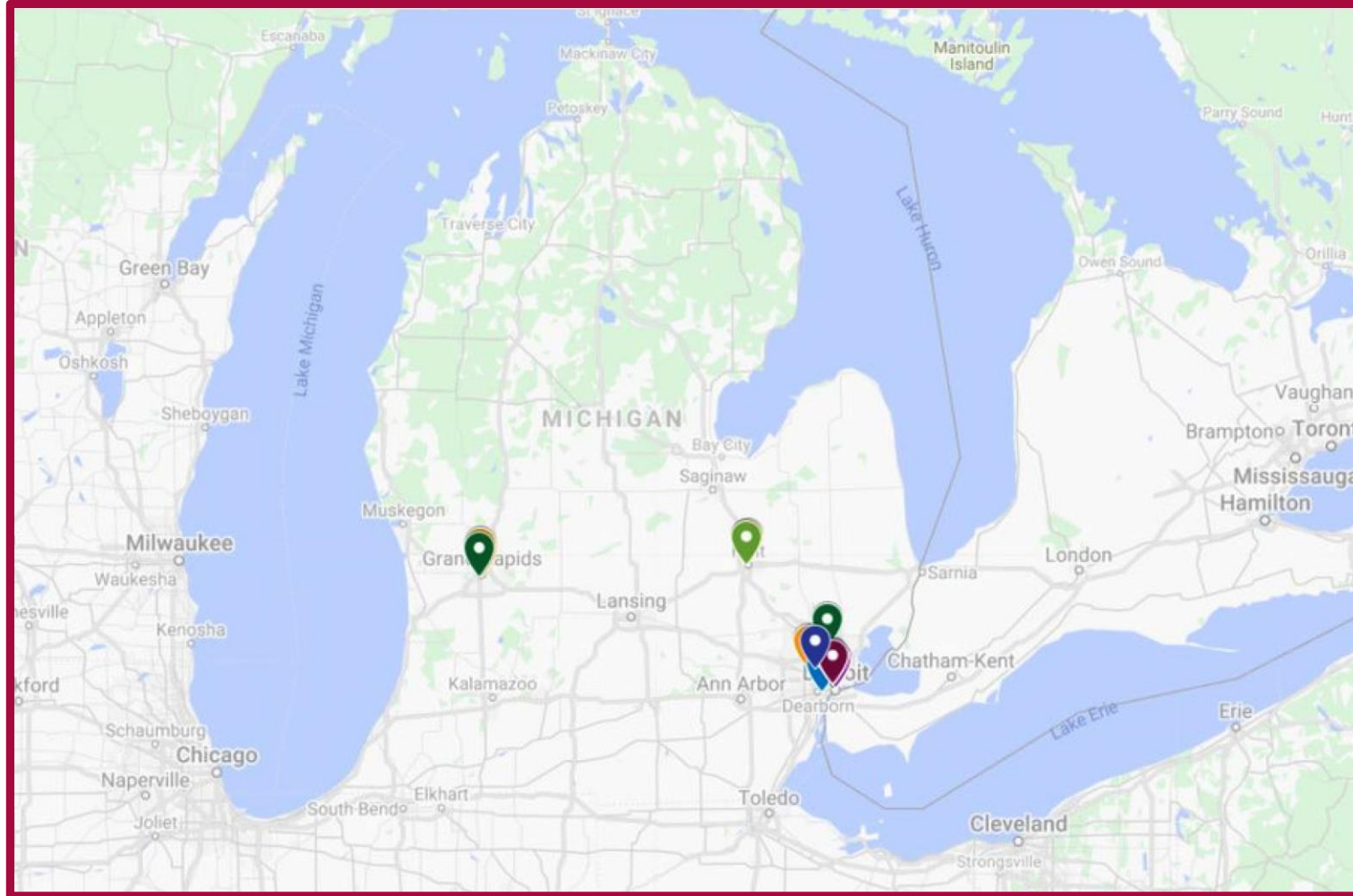
Communities of Interest

Communities of interest for the purpose of this initiative include:

- Communities of color
- Immigrant communities
- Low-income communities



Cohort



Cohort

20 Nonprofit organizations



Three Cities

- Detroit
- Flint
- Grand Rapids

Population Representation

- African-American
- Latino/Hispanic
- Arab American
- Asian American & Pacific Islanders
- Bangla
- Caribbean
- African
- People with disabilities
- LGBT communities

Cohort



Resources & Tools Provided Include



A communications toolkit



Technical support around
their dissemination and
communications strategy



The translation of materials



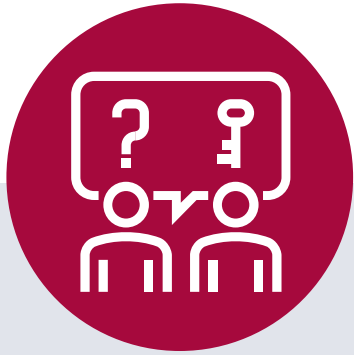
Continuous updates on important
decisions and progress made by
the commission

Cohort Activities

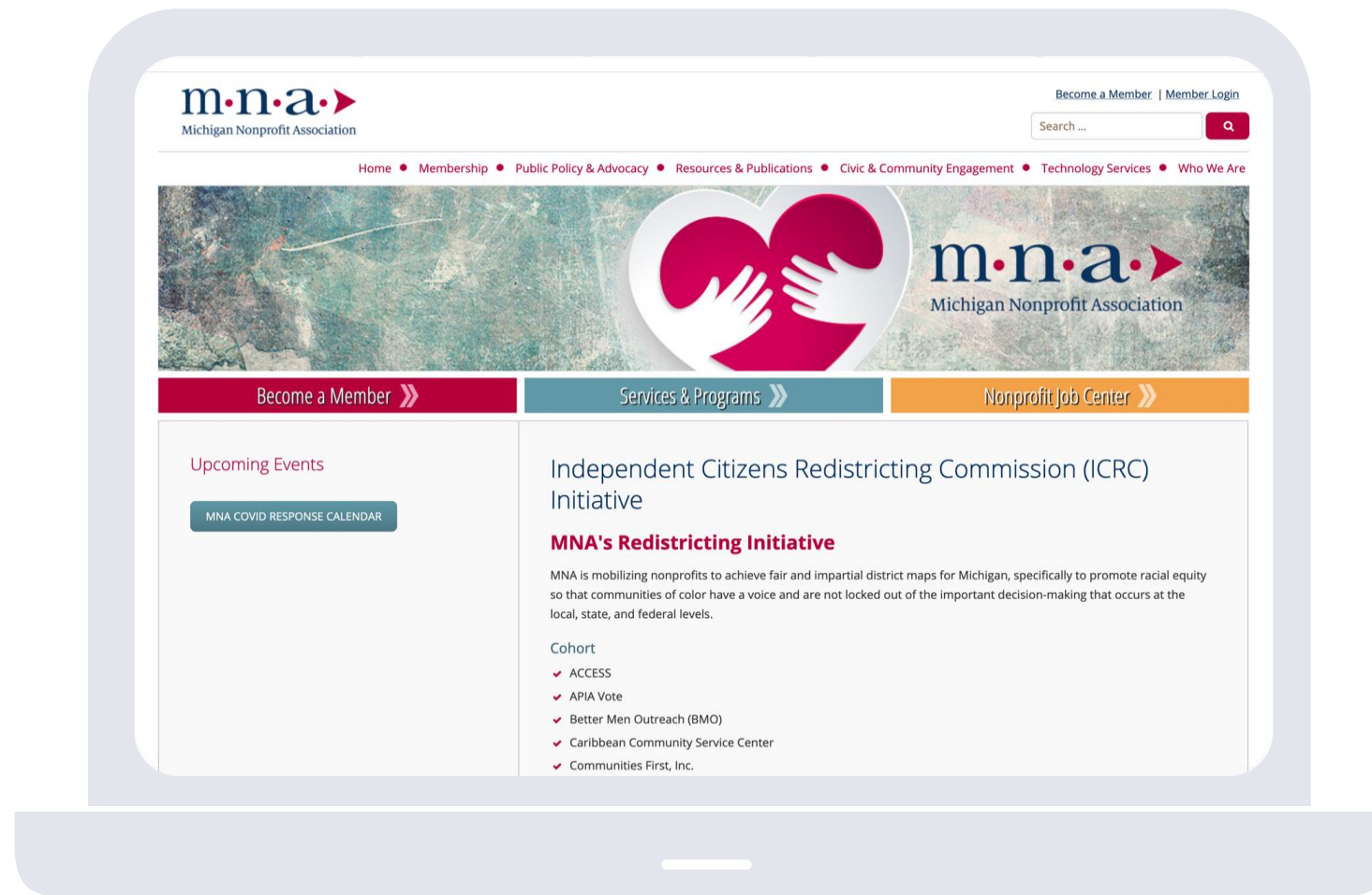
- Virtual townhalls and webinars
- Translation of materials
- Ensuring accommodation for the visual/hearing impaired
- Videos with community leaders (in different languages)
- Social media campaigns
- Facebook live sessions
- Phone banking
- Partnering with local radio stations
- Texting campaigns
- WhatsApp chain messages
- Telethon halls
- Podcasts
- Canvassing
- Map contests at parks (weather permitting)
- Flyers at food distribution centers
- Participating in block club meetings
- Joining coffee hours with local, state representatives
- Attending school district activities (i.e. parent meetings)
- Providing Facebook cooking lessons with redistricting as the topic

Cohort Activities

- Creating QR codes to surveys to get community's input
- Organizing virtual trivia sessions
- Giving raffle tickets to those who provide public comment
- Ensuring culturally appropriate events are offered (i.e. women only)
- Creating pre-recorded messages and disseminating at mosques
- TikTok videos
- Joining history and dance classes
- Attending basketball games and talk about redistricting after the game to ensure high focus



With equity and inclusivity at the forefront, the main goal of this initiative is to reach populations that have been **historically underrepresented** and to provide the necessary resources and tools so that everyone participates in the redistricting process.



Visit our website for more information
<https://www.mnaonline.org/icrc>



THANK YOU!

Questions?

Contact us at:
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