



TZL Empower 2026–2027 Information Packet

Our Voice. Our Power. Our Future.

Official Civic Engagement Guide for Residents, Volunteers,
Partners, Community Leaders, and Supporters

Register the Eligible. Educate the Registered. Mobilize the Voters.

2026–2027 Program Year

Program Contact: Matthew Coats

Organization Contact: Don Adams



TZL Empower Civic Engagement Initiative

Our Voice. Our Power. Our Future.

2026–2027 Information Packet

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PROGRAM OVERVIEW

TZL Empower is the official civic engagement initiative of Alpha Phi Alpha Fraternity, Inc.®, Theta Zeta Lambda Chapter. The initiative strengthens communities through voter registration, voter education, public policy awareness, civic participation, neighborhood outreach, and community engagement.

Empower helps residents understand how public decisions affect families, schools, housing, public safety, economic opportunity, and the future of their neighborhoods. It creates practical opportunities for people to learn, ask questions, build relationships, and participate confidently in the democratic process.

INFORMED RESIDENTS. STRONGER COMMUNITIES.

When residents have trustworthy information, welcoming opportunities to engage, and clear pathways to action, community voice becomes community power.

PROGRAM IDENTITY

- Official name: TZL Empower Civic Engagement Initiative.
- Chapter: Alpha Phi Alpha Fraternity, Inc.®, Theta Zeta Lambda Chapter.
- Motto: Our Voice. Our Power. Our Future.
- Service territory: Washtenaw County and Western Wayne County.
- Strategic benchmark: a minimum voter turnout rate of 70 percent.
- Community impact partner: TZL Community & Education Initiative, Tax ID 81-1257797.

CORE FRAMEWORK

Register the Eligible. Educate the Registered. Mobilize the Voters.

MISSION, PURPOSE, AND NONPARTISAN STANDARD

MISSION

To increase civic participation by educating residents, strengthening voter engagement, promoting informed decision-making, and encouraging active participation in the democratic process. Empower identifies barriers to participation and creates meaningful opportunities for residents to become informed, engaged, and active members of their communities.

PURPOSE

Empower exists to provide trustworthy information, strengthen relationships among residents and institutions, and help people understand how to participate responsibly in local, state, and national civic life.

THREE COMMUNITY COMMITMENTS

INFORM Provide clear election information, public issue awareness, and practical civic education.	ENGAGE Create forums, workshops, outreach experiences, and community conversations that welcome participation.
EMPOWER Prepare residents to understand their voice, make informed decisions, and participate with confidence.	PROTECT TRUST Use accurate information, respectful communication, transparent practices, and a consistent nonpartisan standard.

NONPARTISAN STANDARD

- Empower does not endorse or oppose political parties or candidates.
- Education and outreach materials are designed to be factual, balanced, respectful, and accessible.
- Candidate or public official participation is structured around community education rather than campaign promotion.
- Volunteers may not use Empower activities to distribute partisan materials or pressure residents to support a particular choice.
- Residents are encouraged to research, ask questions, evaluate information, and make their own informed decisions.

THE COMPLETE CIVIC ENGAGEMENT CYCLE

Empower moves residents and volunteers from awareness to sustained community leadership through a connected six-step model.

01	LEARN THE COMMUNITY	Review local needs, population trends, public issues, precinct data, and barriers to participation.
02	EDUCATE RESIDENTS	Share clear information about registration, voting options, public offices, ballot questions, and community decisions.
03	BUILD RELATIONSHIPS	Work with schools, faith organizations, neighborhood groups, nonprofits, businesses, and local institutions.
04	REACH THE COMMUNITY	Use registration drives, neighborhood outreach, digital education, forums, and public events to connect with residents.
05	MOBILIZE PARTICIPATION	Promote early voting, share election reminders, reduce participation barriers, and encourage informed action.
06	MEASURE AND IMPROVE	Evaluate turnout, registrations, households reached, partnerships, volunteer activity, and precinct progress.

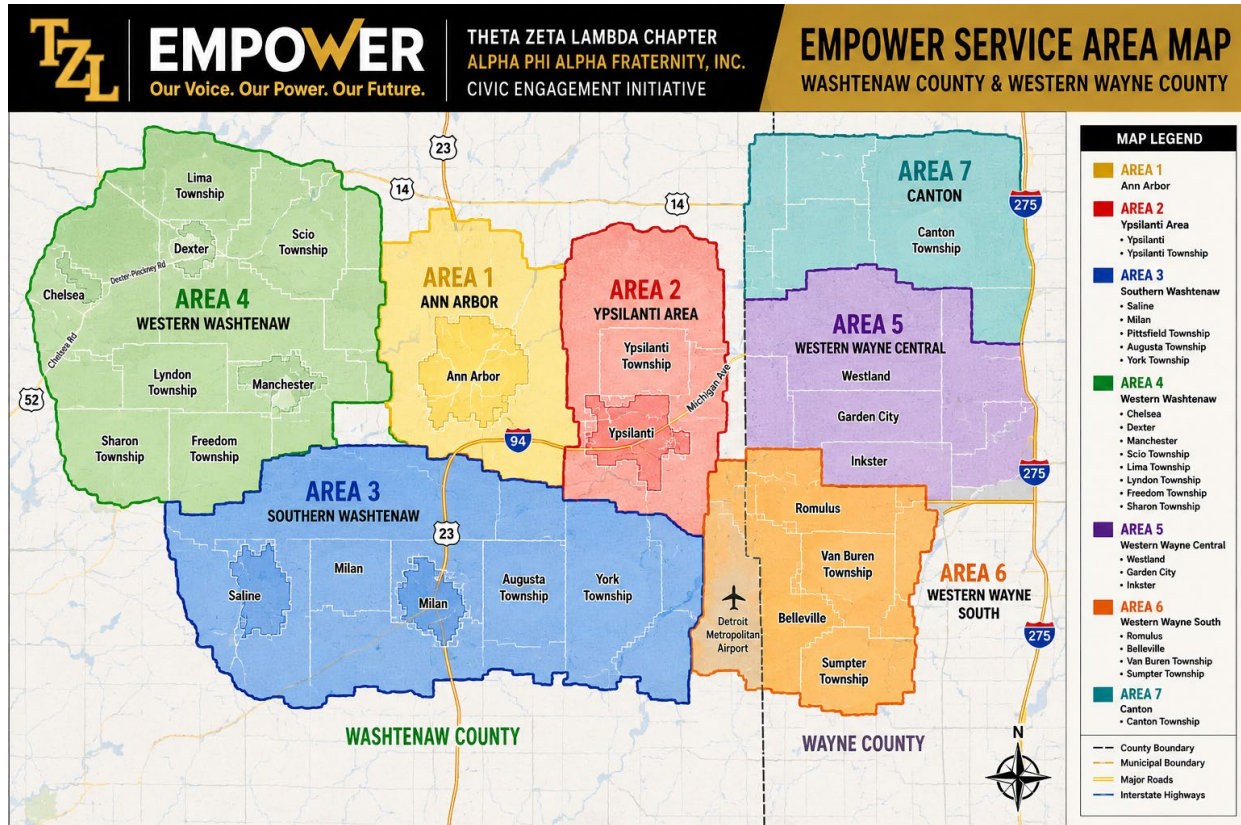
COMMUNITY OUTCOME

Informed, engaged, and active residents who help build stronger, safer, and more responsive communities.

SERVICE AREA FRAMEWORK AND MAP

Empower organizes civic education, voter registration, and engagement activities through seven operational areas. Each area supports local leadership and community relationships while remaining connected to one regional strategy.

7 Operational service areas	70% Minimum turnout benchmark	12 Months of civic engagement
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Official TZL Empower service area map for Washtenaw County and Western Wayne County.

SERVICE AREAS 1 AND 2

AREA 1: ANN ARBOR

COMMUNITY • City of Ann Arbor	FOCUS POPULATIONS • University and graduate students • Apartment communities • Young professionals • New residents • Newly eligible voters
PRIMARY OBJECTIVE Increase civic participation among mobile populations and maintain strong engagement among students and young professionals.	PARTNERSHIP OPPORTUNITIES • University of Michigan • Washtenaw Community College • Neighborhood associations • Community organizations

AREA 2: YPSILANTI AREA

COMMUNITIES • City of Ypsilanti • Ypsilanti Township	FOCUS POPULATIONS • Historically underrepresented voters • Renters • Young adults • Faith communities • Neighborhood organizations
PRIMARY OBJECTIVE Increase voter participation while strengthening year-round civic education and public involvement.	PARTNERSHIP OPPORTUNITIES • Ypsilanti Community Schools • Faith organizations • Community centers • Neighborhood associations

LOCAL RELATIONSHIPS DRIVE REGIONAL IMPACT

Each area uses its own community knowledge, trusted partners, and local leaders while following one shared Empower strategy.

SERVICE AREAS 3 AND 4

AREA 3: SOUTHERN WASHTENAW

COMMUNITIES • Saline • Milan • Pittsfield Township • Augusta Township • York Township	FOCUS POPULATIONS • New homeowners • Young families • School communities • Growing subdivisions
PRIMARY OBJECTIVE Track population growth and engage newly eligible and newly relocated voters.	OUTREACH EMPHASIS • School and family networks • New resident education • Growing neighborhood outreach • Registration and early voting information

AREA 4: WESTERN WASHTENAW

COMMUNITIES • Chelsea • Dexter • Manchester • Scio Township • Lima Township • Lyndon Township • Freedom Township • Sharon Township	FOCUS POPULATIONS • Long-term residents • Civic organizations • Township communities • Community centers
PRIMARY OBJECTIVE Maintain strong voter participation and support ongoing civic education.	OUTREACH EMPHASIS • Township information • Community events • Local partnerships • Continuous public issue education

SERVICE AREAS 5, 6, AND 7

AREA 5: WESTERN WAYNE CENTRAL

Westland, Garden City, and Inkster. Empower focuses on high-density neighborhoods, community organizations, faith institutions, and working families. The primary objective is to identify precincts with low turnout and deploy targeted civic education and engagement strategies.

AREA 6: WESTERN WAYNE SOUTH

Romulus, Belleville, Van Buren Township, and Sumpter Township. Outreach focuses on new developments, newly registered voters, young families, and growing communities. The primary objective is to engage new residents and increase participation.

AREA 7: CANTON

Canton Township. Outreach focuses on residential neighborhoods, school communities, new homeowners, and diverse cultural populations. The primary objective is to maintain strong civic engagement while supporting a rapidly growing community.

AREA IMPLEMENTATION STANDARD

RESEARCH • Review turnout data • Monitor population change • Identify community barriers • Track outreach activity	PARTNERSHIP • Build local relationships • Engage schools and faith groups • Coordinate community organizations • Connect residents with resources
OUTREACH • Registration drives • Public education • Neighborhood engagement • Digital communication	EVALUATION • Measure contacts and attendance • Review precinct progress • Document lessons • Improve the next cycle

LEADERSHIP AND AREA TEAM STRUCTURE

Clear roles make community outreach stronger. Empower uses committee leadership and local area teams to coordinate research, education, outreach, communications, volunteers, and community relationships.

COMMITTEE LEADERSHIP ROLES

ROLE	RESPONSIBILITY
Committee Chair	Provides strategic leadership, program direction, and organizational oversight.
Vice Chair	Supports implementation, operations, continuity, and team coordination.
Data and Research Coordinator	Maintains turnout data, registration information, precinct analytics, and research tools.
Community Outreach Coordinator	Leads community engagement, event outreach, canvassing, and partner coordination.
Youth and New Voter Coordinator	Develops civic education and participation opportunities for youth and first-time voters.
Communications Coordinator	Manages messaging, outreach materials, public information, and digital engagement.
Volunteer Coordinator	Recruits, trains, schedules, supports, and documents volunteers.

AREA TEAM ROLES

- Area Lead: provides local strategic leadership and coordination.
- Area Data Coordinator: tracks precinct performance and local research.
- Area Outreach Coordinator: leads education, canvassing, and engagement activities.
- Volunteer Coordinator: organizes local volunteers and assignments.
- Community Liaison: maintains relationships with local organizations and institutions.

COMMUNITY FOCUS COUNCILS

Community Focus Councils create specialized pathways for residents, institutions, and volunteers to contribute to the Empower mission.

NEW VOTER COUNCIL • High school seniors • College students • Newly registered voters • First-time voters	FAITH AND COMMUNITY COUNCIL • Churches and mosques • Community organizations • Nonprofit partners • Trusted local networks
SENIOR ENGAGEMENT COUNCIL • Senior residents • Retirement communities • Long-term residents • Accessible civic information	FAMILY AND NEIGHBORHOOD COUNCIL • Homeowners associations • Parent organizations • Neighborhood groups • Community-based outreach
CIVIC EDUCATION COUNCIL • Candidate forums • Public issue discussions • Community education events • Election information	YOUTH LEADERSHIP CONNECTION • Esquire Leadership & Mentoring Program • Youth civic ambassadors • Research and public speaking • Supervised community service

COUNCIL OPERATING STANDARD

- Each council works within the approved nonpartisan mission and annual plan.
- Council activities are coordinated with program leadership and local area teams.
- Public information must be accurate, current, and presented in plain language.
- Youth participation remains supervised and consistent with approved youth protection standards.
- Attendance, partnerships, outcomes, and lessons are documented for program evaluation.

COMMUNITY INTELLIGENCE AND PRECINCT DASHBOARD

Empower uses community research and precinct-level data to guide civic education, identify barriers to participation, direct outreach resources, and evaluate progress.

COMMUNITY INTELLIGENCE SYSTEM

POPULATION CHANGE • Population growth • New housing developments • Residents moving into communities	VOTER READINESS • New voter registrations • Young adults reaching voting age • Student populations
COMMUNITY CONDITIONS • Local issues • Transportation and access barriers • Language and information needs	RELATIONSHIP MAPPING • Schools • Faith organizations • Neighborhood groups • Nonprofits and civic institutions

PRECINCT PERFORMANCE DASHBOARD

GREEN 70% or higher turnout	YELLOW 60% to 69% turnout	ORANGE 50% to 59% turnout	RED Below 50% turnout
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DATA COLLECTED

- Registered voters and votes cast.
- Voter turnout percentage and new registrations.
- Households and residents contacted through outreach.
- Community education events, attendance, and partner participation.
- Volunteer engagement and precinct benchmark improvement.

DATA GUIDES SERVICE. RELATIONSHIPS CREATE CHANGE.

Empower uses data to identify where support is needed, then relies on trusted community relationships to deliver useful education and outreach.

COMMUNITY CANVASSING STRATEGY

Door-to-door outreach is used in priority communities and lower-turnout precincts to provide practical election information, identify barriers to participation, and connect residents with trustworthy resources.

CANVASSING GOALS

- Confirm whether residents know how to register or update their registration.
- Provide accurate election dates, voting options, polling information, and public resources.
- Identify barriers such as transportation, information gaps, accessibility, or uncertainty about voting procedures.
- Encourage informed participation without pressuring a resident to support any candidate or party.
- Document outreach activity and refer unresolved questions to program leadership.

RESPECTFUL CONVERSATION GUIDE

1. Introduce yourself, identify TZL Empower, and explain the nonpartisan purpose of the visit.
2. Ask whether the resident would like election or civic information. Respect a request not to participate.
3. Use approved questions and resources. Do not guess or provide information that has not been verified.
4. Protect personal information and record only the information approved for program tracking.
5. Thank the resident, provide the appropriate resource, and document any requested follow-up.

VOLUNTEER SAFETY AND CONDUCT

TEAM SAFETY • Use approved teams and routes • Remain in visible public areas • Follow check-in procedures • Report concerns promptly	RESIDENT RESPECT • No pressure or argument • No partisan advocacy • No entry into homes • No unauthorized photographs
INFORMATION QUALITY • Use current approved materials • Verify dates and locations • Refer complex questions • Correct errors promptly	DOCUMENTATION • Record route completion • Track contacts consistently • Protect private information • Submit materials on time

ELECTION CYCLE ENGAGEMENT TIMELINE

Empower combines year-round civic education with focused election-cycle activity. Exact dates are adjusted to the official election calendar and local community needs.

90 DAYS BEFORE

ANALYZE AND PLAN

- Review turnout data
- Identify Priority Engagement Precincts
- Confirm partners and volunteers
- Develop local outreach plans

60 DAYS BEFORE

REGISTER AND EDUCATE

- Conduct registration drives
- Increase workshops and public information
- Distribute community education materials
- Strengthen partner outreach

30 DAYS BEFORE

REACH AND PREPARE

- Deploy canvassing and outreach teams
- Share voting options and deadlines
- Promote early voting
- Address common participation barriers

ELECTION WEEK

REMIND AND MOBILIZE

- Provide final reminders
- Share verified practical information
- Encourage informed participation
- Support accessible community outreach

AFTER THE ELECTION

EVALUATE AND IMPROVE

- Review results
- Document lessons
- Recognize volunteers and partners
- Strengthen the next engagement cycle

YEAR-ROUND CIVIC EDUCATION

Community learning, relationship building, issue awareness, volunteer development, and public dialogue continue between elections.

EMPOWER CIVIC EDUCATION SYMPOSIUM

The Empower Civic Education Symposium is a free, nonpartisan community forum that connects residents with practical information, public dialogue, and opportunities to understand how local and state decisions affect everyday life.

Alpha Phi Alpha Fraternity, Inc.
Theta Zeta Lambda Chapter
Presents
TZL EMPOWER
OUR VOICE. OUR POWER. OUR FUTURE!

EMPOWER CIVIC EDUCATION SYMPOSIUM

COME LEARN HOW LOCAL DECISIONS IMPACT YOUR COMMUNITY

THURSDAY, SEPTEMBER 10, 2026
6:00 PM – 8:00 PM

**LIBERAL ARTS BUILDING
COLLEGE THEATER
ROOM 140
4800 E. HURON RIVER DRIVE
ANN ARBOR, MI 48105**

VISIT TZL EMPOWER
SCAN TO LEARN MORE!

FREE COMMUNITY EVENT

DISCUSSION TOPICS

- State of Our Communities**
Opportunities, challenges, key projects, and how residents can get involved.
- Housing & Affordability**
Rising rents, homeownership, neighborhood development, and economic equity.
- Public Safety & Community Wellness**
Policing, mental health, youth violence prevention, emergency preparedness, and partnerships.
- Education & Workforce Development**
Public schools, career & technical education, workforce readiness, college affordability, and partnerships with WCC, EMU, and U-M.
- Legislative Update**
Key legislation, issues in Lansing, state funding impacts, and what voters should know before Election Day.
- Understanding the Ballot**
State Rep., State Senator, Governor (if applicable), county & local offices, ballot proposals, and millages.

BE INFORMED. BE INVOLVED. BE EMPOWERED.
This non-partisan forum is designed to educate residents about local and state issues, answer your questions, and inspire informed participation in the democratic process.

Hosted by Ann Arbor Alphas

OUR VOICE | OUR POWER | OUR FUTURE | EVERY VOICE MATTERS. EVERY DECISION COUNTS.

WWW.TZLEMPOWER.ORG

2026 EVENT DETAILS

DATE AND TIME - Thursday, September 10, 2026 6:00 PM to 8:00 PM	LOCATION - Washtenaw Community College - Liberal Arts Building - College Theater, Room 140 4800 E. Huron River Drive, Ann Arbor
DISCUSSION AREAS - State of our communities - Housing and affordability - Public safety and wellness - Education and workforce - Legislative updates - Understanding the ballot	COMMUNITY PURPOSE - Ask informed questions - Understand public decisions - Engage in respectful dialogue - Prepare for informed participation

PROGRAM SUCCESS METRICS AND PARTNERSHIP OPPORTUNITIES

SUCCESS METRICS

Empower evaluates whether its work increases access to information, participation, community relationships, and local capacity.

PARTICIPATION • Voter turnout increases • New voter registrations • Early voting awareness • Civic education attendance	COMMUNITY REACH • Households engaged • Residents contacted • Events conducted • Digital education reach
CAPACITY • Volunteers recruited and retained • Area teams developed • Focus councils activated • Training completed	COMMUNITY PROGRESS • Partnerships formed • Priority precinct improvement • Barriers identified and addressed • Lessons documented and applied

PARTNERSHIP OPPORTUNITIES

Empower welcomes educational institutions, community organizations, faith organizations, municipal governments, nonprofits, civic groups, businesses, neighborhood associations, and residents.

- Host civic education workshops, public forums, or voter registration activity.
- Provide meeting space, technology, printing, transportation support, or volunteer resources.
- Share trusted community information and connect residents to nonpartisan resources.
- Support the Civic Education Symposium and other year-round engagement experiences.
- Join an area team, community focus council, research effort, or outreach project.
- Provide financial or in-kind support through the TZL Empower Outreach and Donation process.

PARTNER WITH PURPOSE

The strongest civic partnerships combine trustworthy information, clear roles, respectful communication, and a shared commitment to informed community participation.

GOVERNANCE, ACCOUNTABILITY, AND QUALITY STANDARDS

TZL Empower protects community trust through clear leadership, accurate information, responsible data practices, respectful outreach, and documented decision-making. The initiative operates in alignment with Alpha Phi Alpha Fraternity, Inc.®, Theta Zeta Lambda Chapter, and the charitable support structure of TZL Community & Education Initiative.

PROGRAM ACCOUNTABILITY

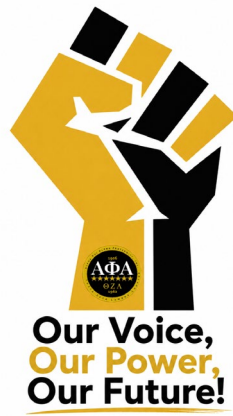
NONPARTISAN INTEGRITY • No candidate or party endorsement • Balanced educational formats • Equal respect for resident choices • Clear separation from campaign activity	INFORMATION ACCURACY • Use official election sources • Verify dates and locations • Correct errors promptly • Identify sources when needed
DATA STEWARDSHIP • Collect only approved information • Limit access to the program needed • Protect resident privacy • Report results in aggregate when appropriate	VOLUNTEER MANAGEMENT • Clear roles and training • Approved materials and routes • Safety and conduct expectations • Timely documentation and follow-up
FINANCIAL STEWARDSHIP • Approved program budgets • Documented expenses and donations • Restricted fund tracking • Responsible use of charitable resources	CONTINUOUS IMPROVEMENT • Review metrics • Gather community feedback • Document lessons • Update plans and tools

QUALITY CHECKS BEFORE PUBLIC RELEASE

1. Confirm that dates, locations, offices, voting options, and public resources are current.
2. Review all materials for nonpartisan language, respectful tone, clarity, and accessibility.
3. Verify that logos, maps, contact information, and links are official and unaltered.
4. Confirm that volunteer roles, safety instructions, and documentation procedures are clear.
5. Approve final materials through the designated Empower leadership and organizational process.

TRUST IS THE FOUNDATION OF CIVIC EDUCATION

Accuracy, fairness, privacy, transparency, and respect must be visible in every Empower activity and communication.



CONNECT WITH TZL EMPOWER

Be informed. Be involved. Be empowered.

PARTNER, VOLUNTEER, SUPPORT, OR REQUEST COMMUNITY OUTREACH

Educational institutions, community organizations, faith organizations, municipal governments, nonprofits, civic groups, businesses, and residents are welcome to connect.

PROGRAM CONTACT

Matthew Coats

Phone: (734) 634-2140

Email: matthew.mm.coats@gmail.com

ORGANIZATION CONTACT

Don Adams

Phone: (313) 574-9669

Email: don519adams@gmail.com

Website: www.tzlempower.org

TZL Community & Education Initiative Tax ID: 81-1257797

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