



Empower

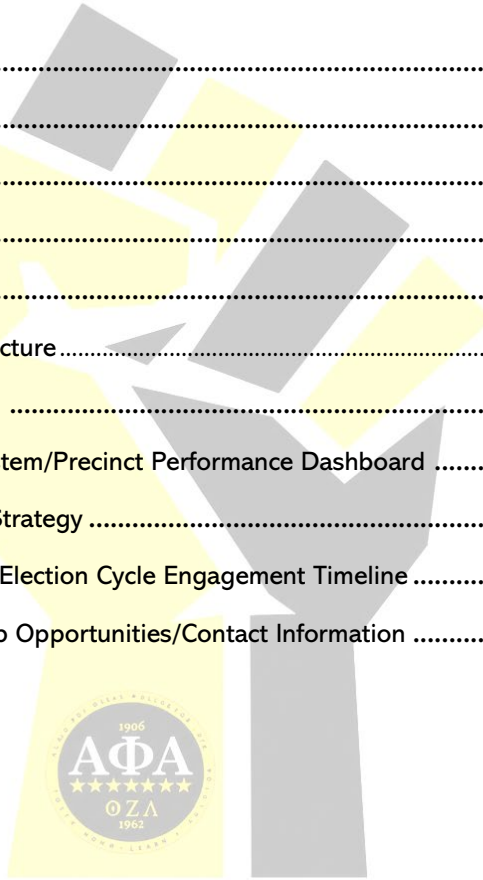
"Our Voice, Our Power, Our Future!"

**Our Voice,
Our Power,
Our Future!**

TZL Empower Information Packet

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Our Future!**

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PROGRAM OVERVIEW

Empower is the official civic engagement initiative of the Theta Zeta Lambda Chapter of Alpha Phi Alpha Fraternity, Inc. The initiative exists to strengthen communities through voter registration, voter education, civic participation, public policy awareness, and community engagement. Empower seeks to create informed, engaged, and active citizens who understand the importance of participating in local, state, and national elections. The initiative serves residents throughout Washtenaw County and Western Wayne County, focusing on strengthening democratic participation and building stronger relationships among residents, elected officials, community organizations, and civic institutions.

Strong communities are built through active civic participation. When residents are informed, engaged, and empowered, communities become stronger, safer, and more responsive to the needs of the people they serve. Empower believes every eligible resident deserves access to information, education, and opportunities that encourage civic engagement.

Empower operates under a simple but powerful framework:

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

MISSION STATEMENT

The mission of Empower is to increase civic participation by educating residents, strengthening voter engagement, promoting informed decision-making, and encouraging active participation in the democratic process. The initiative works to identify barriers to participation and create meaningful opportunities for residents to become informed, engaged, and empowered members of their communities.

STRATEGIC BENCHMARK

Empower utilizes a data-driven approach to civic engagement.

The initiative tracks:

• Registered voters • Votes cast • Voter turnout percentage • New voter registrations • Population growth • Community engagement participation

The primary benchmark for success is maintaining a minimum voter turnout rate of seventy percent. Precincts with turnout below 70% are designated Priority Engagement Precincts and receive additional outreach and educational support.

Priority Levels

Green 70% or higher turnout

Yellow 60% to 69% turnout

Orange 50% to 59% turnout

Red Below 50% turnout

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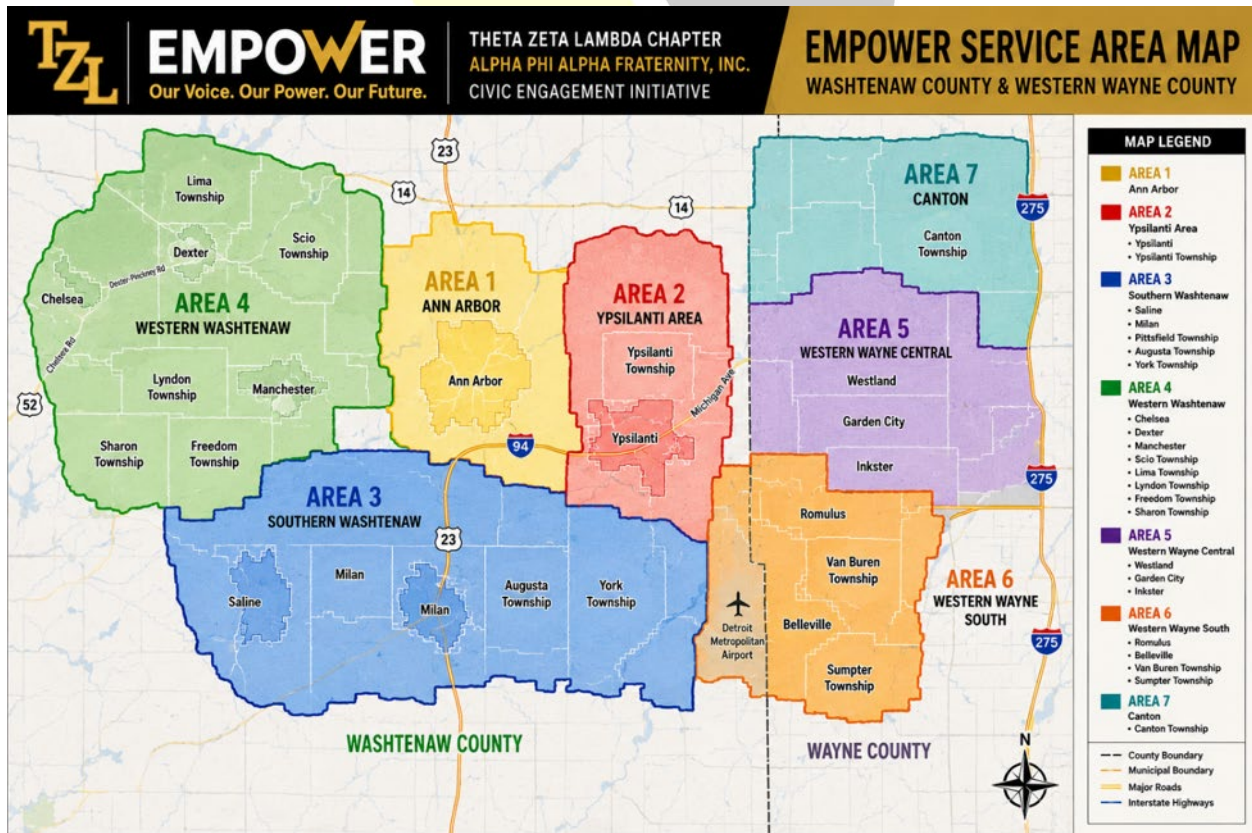
SERVICE AREA FRAMEWORK

The Empower service territory is organized into seven operational Areas. Each Area contains municipalities with similar geographic, demographic, and civic engagement characteristics. Each Area operates under local leadership while remaining connected to the overall Empower strategy.

The Seven Areas are:

- Area 1 – Ann Arbor
- Area 2 – Ypsilanti Area
- Area 3 – Southern Washtenaw
- Area 4 – Western Washtenaw
- Area 5 – Western Wayne Central
- Area 6 – Western Wayne South
- Area 7 – Canton

SERVICE AREA MAP



The Official Empower Service Area Map (above):

Area 1 – Ann Arbor (Gold)

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Area 2 – Ypsilanti Area (Red)

Area 3 – Southern Washtenaw (Blue)

Area 4 – Western Washtenaw (Green)

Area 5 – Western Wayne Central (Purple)

Area 6 – Western Wayne South (Orange)

Area 7 – Canton (Teal)

The map shall utilize actual municipal boundaries and include:

- County boundaries • Municipal boundaries • Area labels • Major roadways • Legend • Priority Engagement Precinct overlays when applicable

AREA 1 – ANN ARBOR

Municipality

City of Ann Arbor

Focus Areas

- University students • Graduate students • Apartment communities • Young professionals • New residents • First-time voters

Primary Objective

Increase civic participation among transient populations and maintain high voter engagement rates among students and young professionals.

Key Partnerships

- University of Michigan • Washtenaw Community College • Neighborhood Associations • Community Organizations

AREA 2 – YPSILANTI AREA

Municipalities

- City of Ypsilanti • Ypsilanti Township

Focus Areas

- Historically underrepresented voters • Renters • Young adults • Community organizations • Faith institutions

Primary Objective

Increase voter turnout while strengthening year-round civic engagement and public participation.

Key Partnerships

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• Ypsilanti Community Schools • Local Faith Organizations • Community Centers • Neighborhood Associations

AREA 3 – SOUTHERN WASHTENAW

Municipalities

• Saline • Milan • Pittsfield Township • Augusta Township • York Township

Focus Areas

• New homeowners • Young families • School communities • Growing subdivisions

Primary Objective

Track population growth and engage newly eligible and newly relocated voters.

AREA 4 – WESTERN WASHTENAW

Municipalities

• Chelsea • Dexter • Manchester • Scio Township • Lima Township • Lyndon Township • Freedom Township • Sharon Township

Focus Areas

• Long-term residents • Civic organizations • Township communities • Community centers

Primary Objective

Maintain strong voter participation and support ongoing civic education.

AREA 5 – WESTERN WAYNE CENTRAL

Municipalities

• Westland • Garden City • Inkster

Focus Areas

• High-density neighborhoods • Community organizations • Faith institutions • Working families

Primary Objective

Identify precincts with lower turnout and deploy targeted engagement strategies.

AREA 6 – WESTERN WAYNE SOUTH

Municipalities

• Romulus • Belleville • Van Buren Township • Sumpter Township

Focus Areas

• New developments • Newly registered voters • Young families • Growing communities

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Primary Objective

Engage new residents and increase voter participation.

AREA 7 – CANTON

Municipality

- Canton Township

Focus Areas

- Residential neighborhoods • School communities • New homeowners • Diverse cultural populations

Primary Objective

Maintain strong civic engagement while supporting one of the region's fastest-growing communities.

COMMITTEE LEADERSHIP STRUCTURE

Committee Chair

Provides strategic leadership and organizational oversight.

Vice Chair

Supports implementation and operations.

Data and Research Coordinator

Maintains voter turnout data and precinct analytics.

Community Outreach Coordinator

Leads community engagement activities.

Youth and New Voter Coordinator

Focuses on youth and first-time voter initiatives.

Communications Coordinator

Manages messaging, outreach materials, and digital engagement.

Volunteer Coordinator

Recruits, trains, and manages volunteers.

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AREA TEAM STRUCTURE

Each Area operates under the following structure:

Area Lead

Responsible for strategic leadership.

Area Data Coordinator

Tracks precinct-level performance.

Area Outreach Coordinator

Leads engagement and canvassing efforts.

Volunteer Coordinator

Coordinates volunteers.

Community Liaison

Maintains relationships with local organizations.

COMMUNITY FOCUS COUNCILS

New Voter Council

Focuses on:

- High school seniors • College students • Newly registered voters • First-time voters

Faith and Community Council

Focuses on:

- Churches • Mosques • Community organizations • Nonprofit partners

Senior Engagement Council

Focuses on:

- Senior citizens • Retirement communities • Long-term residents

Family and Neighborhood Council

Focuses on:

- Homeowners associations • Parent organizations • Neighborhood groups

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Civic Education Council

Focuses on:

- Candidate forums • Public issue discussions • Community education events • Election information

PRECINCT PERFORMANCE DASHBOARD

Each municipality is tracked by precinct.

Data Collected

- Registered voters • Votes cast • Turnout percentage • New voter registrations • Community engagement contacts • Outreach events conducted

Dashboard Categories

Green 70%+

Yellow 60%–69%

Orange 50%–59%

Red Below 50%

COMMUNITY INTELLIGENCE AND RESEARCH SYSTEM

Empower continuously monitors:

- Population growth • New housing developments • New voter registrations • Residents moving into communities • Young adults reaching voting age • Student populations

This information helps ensure outreach efforts remain current and responsive.

DOOR-TO-DOOR CANVASSING STRATEGY

Door-to-door outreach is a core engagement strategy used in areas with low voter participation.

The goals of canvassing are to

- Confirm voter registration status
- Provide election information
- Identify barriers preventing participation
- Encourage residents to vote

Volunteers use a structured engagement packet during outreach.

Example questions include:

- Are you currently registered to vote at this address
- Do you know where your polling location is
- Are you aware of the upcoming election date

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- Do you plan to vote in the upcoming election
- Would you like information on early voting options

All outreach teams document households visited and follow up when necessary.

CIVIC ENGAGEMENT STRATEGY

Core strategies include:

Voter Registration
Community Education
Candidate Forums
Issue Awareness Programs
Door-to-Door Outreach
Community Partnerships
Youth Civic Engagement
Digital Civic Education
Early Voting Awareness
Election Day Mobilization

ELECTION CYCLE ENGAGEMENT TIMELINE

90 Days Before Election

- Analyze turnout data • Identify Priority Engagement Precincts • Develop outreach plans

60 Days Before Election

- Conduct voter registration drives • Increase civic education efforts

30 Days Before Election

- Deploy canvassing teams • Promote early voting

Election Week

- Community reminders • Voter mobilization • Final outreach activities

Post-Election

- Analyze results • Evaluate engagement efforts • Develop improvement plans

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PROGRAM SUCCESS METRICS

Success is measured through:

- Voter turnout increases
- New voter registrations
- Households engaged
- Civic education participation
- Community partnerships formed
- Volunteer engagement
- Precinct benchmark improvements

PARTNERSHIP OPPORTUNITIES

Empower welcomes partnerships with:

- Educational institutions
- Community organizations
- Faith organizations
- Municipal governments
- Nonprofit organizations
- Civic groups
- Business partners

CONTACT INFORMATION

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