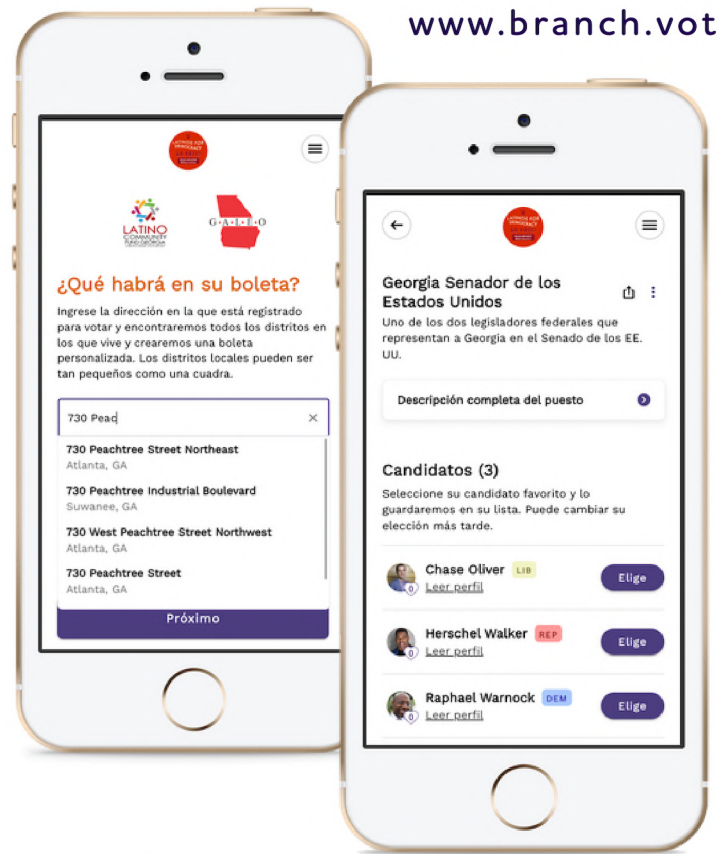


Case Study

Branch helps nonprofits increase voter turnout with multilingual voter guides



The Problem

Georgia's immigrant community is rapidly growing, with **over 1 million immigrants** residing in the state. Yet minority eligible voters are 15-20% less likely to participate in voting, when compared to white eligible voters. That's because:

- Naturalized citizens and 2nd-generation Americans may be new to the specifics of the U.S. state and local government, making them feel like they don't know enough to vote.
- Non-native English speakers often don't have access to voting resources in their native languages.

In advance of Georgia's 2022 election cycle, nonprofits like Asian Americans Advancing Justice (AAAJ) Atlanta, Georgia Muslim Voter Project (GAMVP), the Georgia Association of Latino Elected Officials (GALEO), and Latino Community Fund (LCF) recognized this challenge and sought to address it by providing **multilingual voter education materials** to their communities.

The Solution

Branch is a digital tool that simplifies voter education for nonprofits. Branch allows organizations to create branded, nonpartisan voter guides. Over 40,000 Georgia voters have used Branch's voter guides to research their ballots and candidates.

In 2022, Branch worked with AAAJ, GAMVP, LCF, and GALEO to provide a custom branded, nonpartisan voter guide that displayed **over 1,500 candidate profiles** in a total of five different languages: **English, Spanish, Korean Vietnamese, and Mandarin** (Simplified and Traditional).

- Branch's team of researchers handled the heavy-lift of research work, creating hundreds of nonpartisan, in-depth candidate profiles, covering candidate's policy positions and voting records.
- Branch's team of experienced translators ensured that each translation was **culturally appropriate** and accurately conveyed the intended message. Most translations also went through a community review process to improve the translation.

"We all stand to benefit when those who are not fluent in English have meaningful access to cast their ballot in an informed way."

- Jerry Gonzalez, CEO of the Georgia Association of Latino Elected Officials

The Impact

Branch's services helped AAAJ, GAMVP, LCF, and GALEO engage thousands of Georgia voters in their native languages:

- Branch's translation services **saved roughly \$250,000** for each organization in translation costs – savings that could go right back into serving their constituent populations. They also saved on printing costs and waste by replacing duplicate flyers with one, multi-language flyer directing voters to their custom voter guides.
- Voters used AAAJ's, GAMVP's, GALEO's, and LCF's voter guides to look up over **5,000 sample ballots** and select **14,000 candidates and referendums** to support on election day.
- Georgia voters cast a historic number of votes in 2022 – the most votes ever cast in a midterm election – and first generation and immigrant voters were more informed and engaged due to Branch's partnerships with AAAJ, GAMVP, LCF, and GALEO.

To schedule a demo of Branch's product, contact Walter Ley at walter@branch.vote