



2019

ANNUAL REPORT

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WHO WE ARE

Dominicanos USA (DUSA) is a nonpartisan, 501(c)(3) organization that focuses on advancing the interests of the growing US Dominican community. DUSA seeks to be the roadmap for all people of Dominican descent to advance their civic, social, and economic integration into the U.S.

MISSION & VISION

Empowering the Dominican community and giving Dominicans a voice through encouraging civic, social, and economic engagement.

That every person living in the U.S can freely exercise their civic rights, realize their full potential, and capitalize on opportunities this country has to offer. Our contribution to making this vision a reality begins with our work in the Dominican-American community.

Educate: DUSA educates U.S. Dominicans about the importance of civic, social and economic integration.

Empower: DUSA empowers U.S. Dominicans by ensuring that they have a voice in our democratic society and can capitalize on the opportunities the United States has to offer.

Engage: DUSA engages U.S. Dominicans by remaining our authentic and personal approach, while also using the best available analytics and technology

EDUCATE, EMPOWER, ENGAGE

VOTER REGISTRATION

DUSA aims to maximize Dominican-American voting power on both a local and national level.

DUSA has registered over **160,000** new voters all throughout the Northeast, in states such as New Jersey, Pennsylvania, Massachusetts and Connecticut.



YOUTH CIVIC ENGAGEMENT

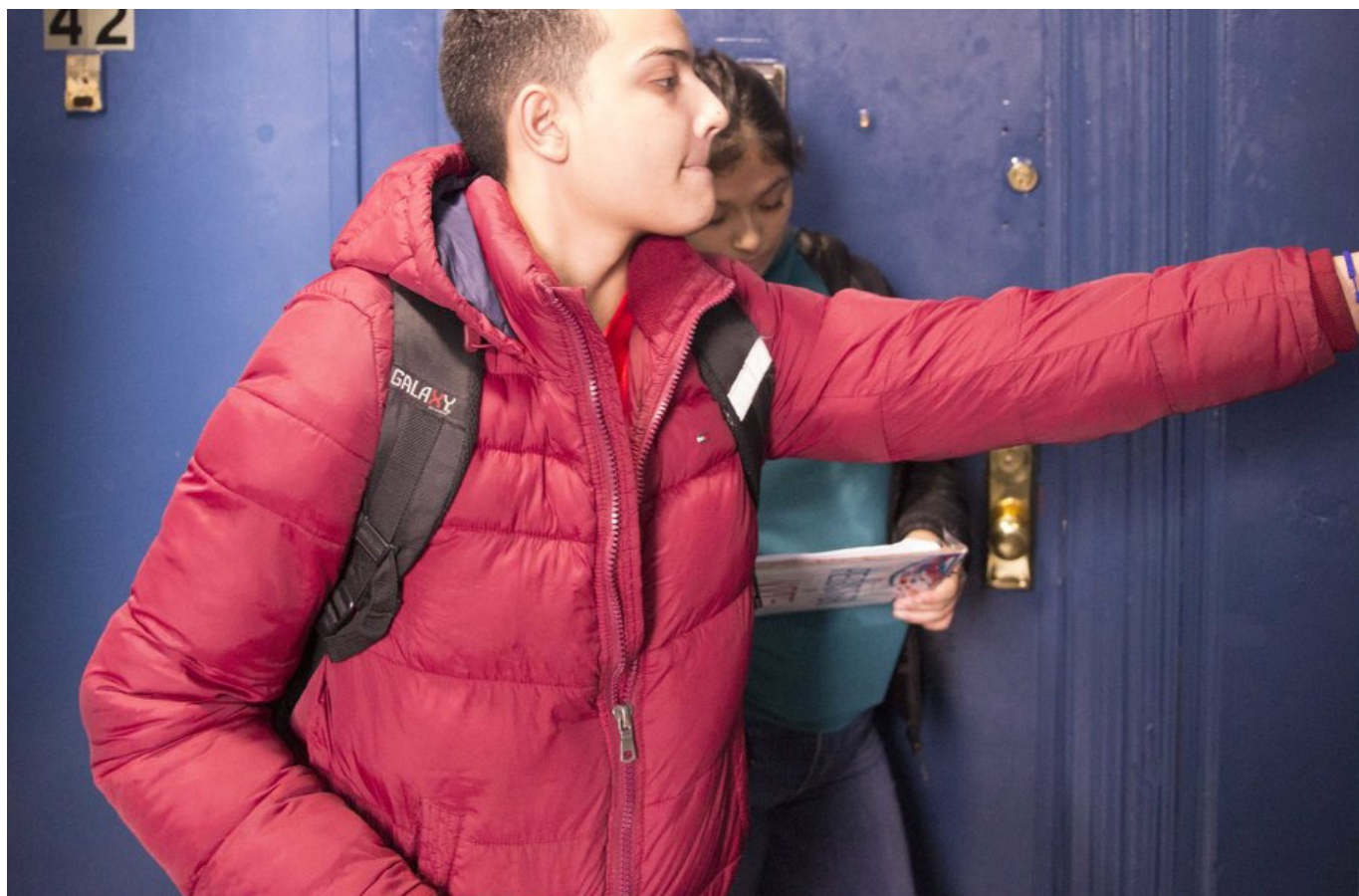
DUSA also aims to educate and develop the younger demographic of future leaders and innovators.



We have attended high schools and colleges to register eligible students to vote. We participated in two Student Voter Registration Day events at Mott Hall High School and George Washington High School. Our team members presented a Department of Education approved curriculum to students to educate them on the importance of civic participation.

YOUNG VOICES

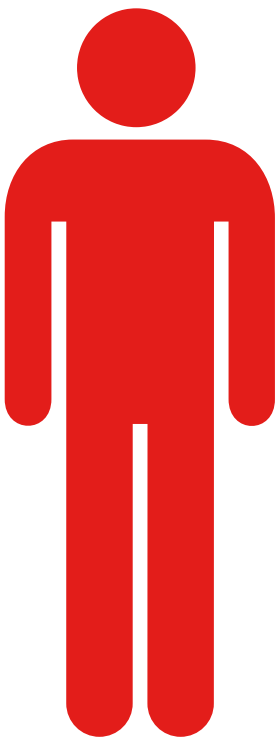
DUSA trains youth as young as 14 years old through our Young Voices program, so that they can civic leaders in their communities and drive a change in the political participation of Dominican-Americans everywhere. In 2018, the DUSA Young Voices registered over **1,600** voters during their six week program.



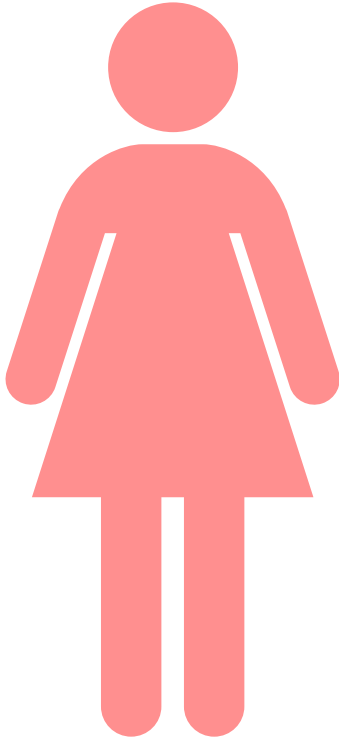
2018 YOUNG VOICES RECOGNITION LUNCHEON



WHAT DUSA VOTERS LOOKED LIKE THIS YEAR.



47% Male



53% Female

INSIGHT

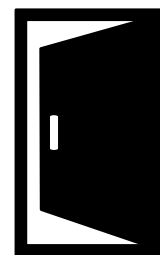
This doctype is meant to help our users create various business or project proposals and help them get approved.

GOTV

In 2018, our GOTV work mobilized Dominican voters for a total of 9 elections in New York, Rhode Island, New Jersey and Massachusetts.

Through these various GOTV campaigns, DUSA canvassers knocked on over **1,100** doors, made more than 12,900 phone calls, and sent over **55,000** text messages.

1,100
DOOR
KNOCKS



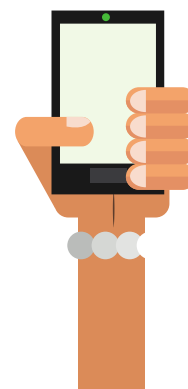
55,000
TEXTS
MESSAGES



DIGITAL GOTV

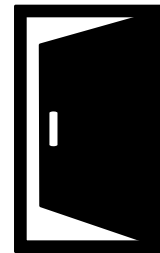
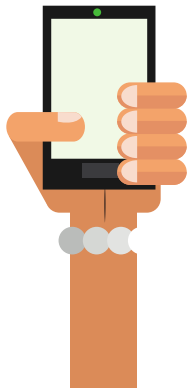
DUSA has also launched social media campaigns throughout the course of the year to encourage voters to go out and vote in more states than ever before. For the November 6th midterm elections, our posts on social media were seen by over **23,500** people in the states of Pennsylvania, Florida, Massachusetts, Connecticut and New Jersey.

12,900
PHONE
CALLS



DIGITAL VOTER TOOLS

Our social media posts included a link to DUSA's exclusive voter guide in both English and Spanish where they could sign up for election reminders, check their registration status and poll site location, and FAQ's)





NATURALIZATION

Our motivation for assisting Dominican lawful permanent residents (LPR) in their naturalization process is that we aim to get as many individuals in the Dominican and broader Latino communities in the United States ready and mobilized to partake in the electoral process and thus ensure the future voting power for Dominicans in the United States. Over **400,000** Dominican LPRs are eligible to become citizens and gain the right to vote.

This year DUSA has screened over **2,400** (LPR) for citizenship eligibility.

300 successfully completed their N-400 application, while others took important steps towards this goal and can be re-engaged by DUSA.

Since launching our program in 2016, over 6,500 LPR have entered our citizenship pipeline.



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PROMOTING TRANSNATIONALISM

DUSA values the importance of bridging and maintaining connections to the Dominican Republic. DUSA believes that it is crucial to connect with institutions in the Dominican Republic in order to provide a greater perspective on the Dominican-American experience.



PROMOTING DOMINICAN CULTURE

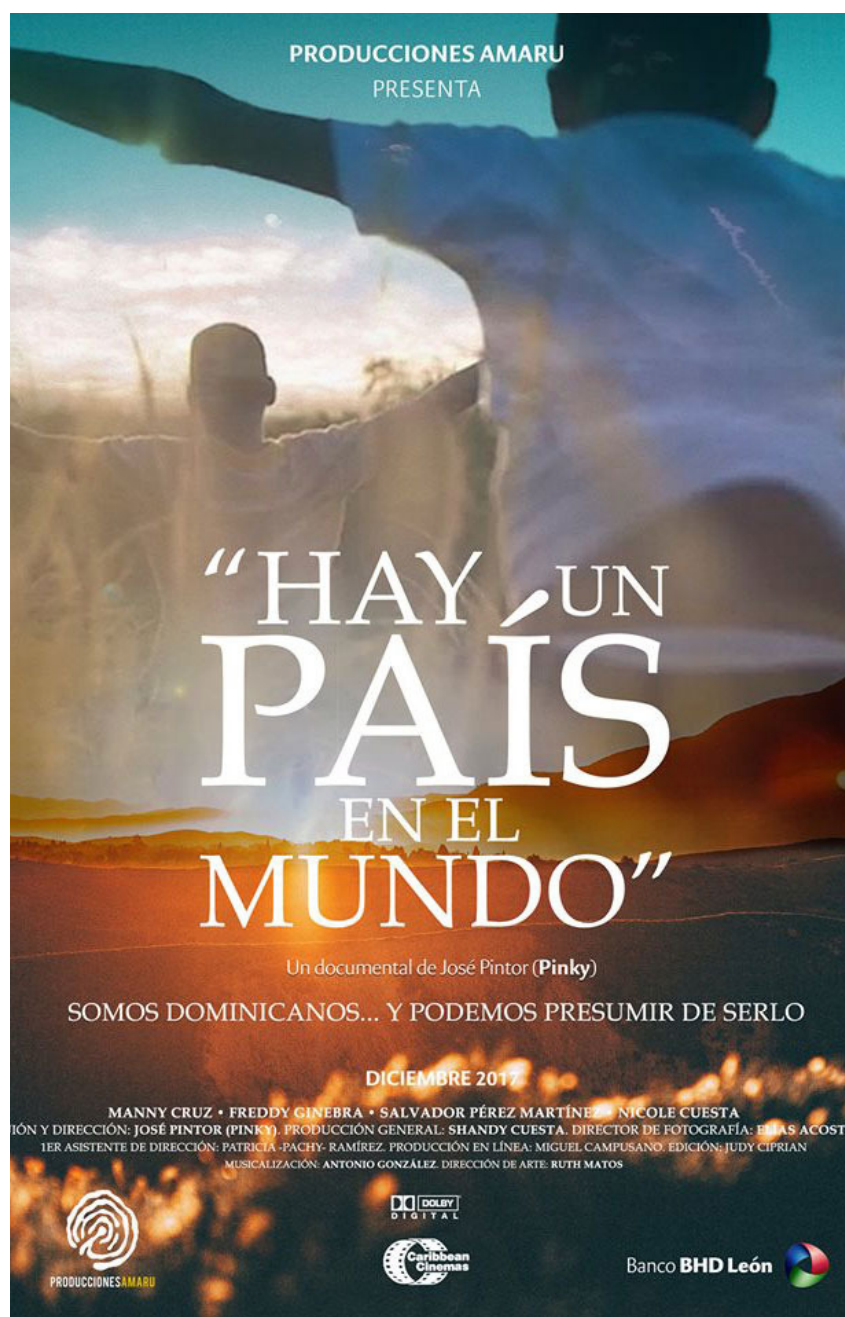
On May 11th, 2018, in partnership with the American Chamber of Commerce in the Dominican Republic, DUSA participated in Dominican Week 2018 by helping organize a screening of the Dominican cultural documentary film "Hay Un País en El Mundo" for the delegation of executives.

SHARING PERSPECTIVES

On May 18th, 2018, DUSA held its third annual Interchange: Transnationalism and Stories of Success with MBA Students from UNIBE at the DUSA New York headquarters. A similar interchange was also held with PUCMM on August 10th.

At these events, DUSA discussed transnationalism between the U.S. and the D.R., success stories of the Dominican diaspora in the U.S., and DUSA's work to support the community.

Guest speakers included Mariano Diaz, founder of the National Supermarket Association, and Miguelina Camilo, current President of the Dominican Bar Association.





DUSA 2.0

Over the next two years, DUSA will leverage our existing database of program participants as well as other data sources and analytical tools to identify, organize, and mobilize, Dominican-Americans around issues of civic engagement, economic opportunity, and improved social outcomes.



DIGITAL MARKETING

DUSA has incorporated Facebook Messenger Marketing to its strategy for several reasons:



FB Messenger has 1.3 billion active users around the globe, with 126 million in the US alone, ranking it the top messaging app in the US.



FB Messenger has an 80% “open rate” in comparison to the 25% in email.



And A 20% click-through-rate (CTR) in comparison to the 4% on emails.

DIGITAL MARKETING

Currently, there are 100,000 active chatbots on FB messenger, and this number is only growing.

According to Gartner & Juniper, chatbots will be involved in 85% of all types of business-customers interaction by 2020.



WEBSITE

WEBSITE

By using a peer-to-peer texting platform we can reach our audience where we know they are with valuable information, send out timely reminders, and have one-on-one live conversations with them.

CONTENT MARKETING

To engage with our target audience, we create relevant content that includes helpful information related to the programs we offer, (e.i. requirements to apply for citizenship, benefits of becoming a US Citizen), resources, fun facts about Dominicans, tips, guides, etc.



MOBILE INTEGRATION

MARKETING AUTOMATION

This process includes blast messages to contacts through the chatbot, confirmation emails through Google forms and DusApp.

SMS/TXT

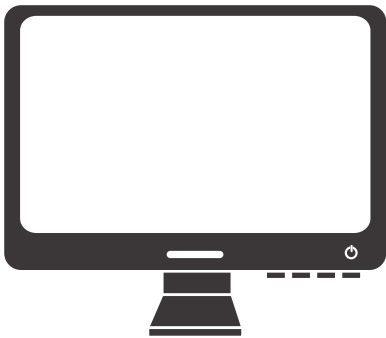
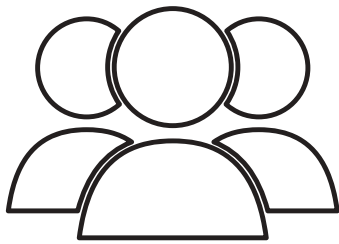
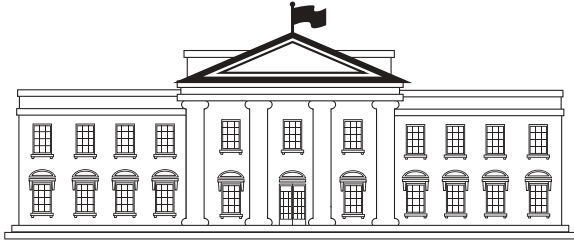
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2020 ELECTIONS

In 2020 the United States will hold its Presidential, Federal, and State elections. Dominican voters will play an important role in these elections in various states across the nation. Using our robust database of Dominican-American voters, along with the Dominican Model and our latest Social Media targeting techniques we'll be able to reach and mobilize voters in more places than ever before.

CENSUS 2020

Census data determines federal funding to meet critical community needs such as health care, education, transportation, housing, and many others. Policy makers also rely on this information to inform decisions like where to build new schools or roads.

These factors make it even more important to ensure that we get a valid count in the 2020 Census. It is for this reason that we believe it is absolutely vital to engage our community in the 2020 Census and to address any barriers to their full participation before it is too late.

Recent data suggests that Dominicans are the largest immigrant group and largest national-origin/sub-group in New York City.

It is not possible to achieve a full and accurate count in Census 2020 without ensuring that Dominicans are counted.