

NEW AMERICANS CAMPAIGN MESSAGE PLATFORM AND TALKING POINTS

Spitfire has developed a message platform for the Campaign to reflect partner priorities in the midst of uncertain times. President Donald Trump's rhetoric, cabinet picks and executive actions signal a hostile climate for the communities the Campaign partners serve. We have updated the original version to include the family protection and urgency frames agreed upon during the December 2016 convening while still preserving important messaging that we know works with LPRs based on your extensive focus groups.

Though the Campaign's mission to help more aspiring Americans complete their citizenship application remains the same even as the political landscape changes, this platform will continue to evolve as we work to address any LPR barriers to action. We will continue to revise this language to address what sites are seeing on the ground and confront any threats that challenge the campaign.

Message Platform

The message platform is designed as a basis for all communications about the Campaign. It outlines the benefits of naturalization for LPRs, the challenges LPRs may face in this new world order, the holistic approach the Campaign employs to help increase the number of aspiring citizens who complete the naturalization application and the overarching vision for the future the campaign strives to achieve. The message platform will serve as the foundation for messages tailored for specific audiences, talking points, op-eds, presentations, etc. Additionally, the "What We Do" message can serve as a short description of the Campaign that concisely explains the initiative.

THE OPPORTUNITY/THE NEED

Citizenship has a multitude of benefits for lawful permanent residents, we know it is the best offense to protect immigrant families in these uncertain times.

- There are nearly 9 million immigrants in the United States who are eligible to become American citizens – each has chosen to make this country their home.
- For lawful permanent residents, now is the time to apply for citizenship. Becoming a citizen provides hardworking LPRs additional opportunities, offering them the right to vote, allowing them to travel outside the U.S. more easily and increasing their income by an average of 8 to eleven percent.
- Immigrants who have been contributing to our country's strength for years – starting families, building their lives, weaving themselves into the fabric of our communities – should be able to live and comfort and security and access all the opportunities that citizenship provides for all Americans.
- U.S. citizenship is something that no one can take away. In these challenging times for many immigrant communities, citizenship will also help protect LPRs from the menacing threat of deportation that can tear families apart.

WHAT WE DO

The New Americans Campaign, with its national and local partner organizations, transforms the way aspiring citizens navigate the path to becoming new Americans.

- Becoming a citizen is more straightforward than lawful permanent residents think, and the New Americans Campaign helps applicants get to the finish line as quickly as possible.
- Despite an overwhelming majority of lawful permanent residents wanting to become U.S. citizens, 61 percent have not received any information about the process. The New Americans Campaign helps address the information gap and provides the information and help that they need.
- Our unprecedented collaboration of funders and nonprofit partners has created the largest, most cohesive and most innovative nonpartisan network of nonprofits working together to increase naturalization.

HOW WE DO IT

The New Americans Campaign is committed to connecting aspiring citizens to trusted legal assistance and critical information that decodes and simplifies the naturalization process.

- Our sites organize collaborative group processing events that allow local organization staff and volunteers to complete hundreds of applications in a single day.
- We helped create Citizenshipworks, a multilingual online tool that works in multiple settings and languages and includes a mobile phone app, screening and application portal, civics instruction cards, and referrals to local group processing events.
- We provide culturally competent and language-appropriate services to varied ethnic communities by working with volunteers and other community partners.
- Our sites across the country engage volunteers on a large scale, using e-learning courses to train and certify them.
- We form innovative partnerships with public libraries, schools, universities, social service agencies, government agencies, consulates, sports teams, faith-based institutions and businesses that facilitate outreach about New Americans Campaign workshops, effective diffusion of information about naturalization and volunteer recruitment.
- We build a vibrant learning community that shares knowledge and tactics, resulting in an infrastructure poised for adopting, scaling and spreading best practices for the field.
- We provide additional resources and best practices to support naturalization work nationwide, so even organizations that are not part of the Campaign can improve their work and serve more aspiring citizens.

VISION

When we help more aspiring Americans become citizens, we uphold the tenets of our democracy: civic engagement, vibrant communities and building a stronger future for our nation.

Talking Points

NEW AMERICANS CAMPAIGN GENERAL

- As part of the New Americans Campaign, we know that naturalization is a long-term investment in our country's future. Immigrants will continue to contribute economically, socially and politically to communities across the U.S.
- We have been helping lawful permanent residents in [region] become Americans for [#] years. If anyone is seeking help to complete the application for naturalization, they can reach us at [contact information].
- We will continue to work with our partners inside and outside of government to create a stronger America by making the naturalization process more accessible for lawful permanent residents.
- We are proud of our efforts to streamline the naturalization process for lawful permanent residents and are committed to making sure that citizenship remains a priority in our community. We are committed to bringing a long-term vision to life that will benefit all members of our society.
- To date, the New Americans Campaign has helped nearly 250,000 aspiring Americans complete the application for naturalization to help build a brighter future for all Americans – a future in which more members of our communities can practice their civic duties; a future that allows immigrant worker wages to help boost in wages for all workers; a future that reflects the beautiful diversity of our great nation.
- Increasing naturalization for lawful permanent residents is about a long-term vision of integrating immigrants into the fabric of our society. We remain committed to this vision and look forward to our continued work together to bring it to life.

NEW POLITICAL CLIMATE

- We are facing unprecedented challenges that demand unprecedented action. The New Americans Campaign is committed to helping aspiring citizens complete the naturalization process to become fully integrated in American society.
- The New Americans Campaign is doubling down on its mission to help lawful permanent residents overcome barriers to citizenship by helping them complete their naturalization application in advance of the incoming administration's immigration policy taking effect.
- Our work to help aspiring citizens complete the naturalization application presses on, no matter who is in office. Citizenship furthers our American values of civic engagement, vibrant communities and a stronger future for our nation.