



Impact and Successes

JUNE 2016

The New Americans Campaign is transforming the way aspiring citizens navigate the path to becoming new Americans.

Launched in 2011, the New Americans Campaign engages the resources of a national network of funders and non-profit partners to achieve collective impact on naturalization. Of the 8.8 million lawful permanent residents (LPRs) eligible to naturalize today, fewer than one million naturalize each year. **The New Americans Campaign aims to achieve an increase in application rates. We offer the programs and resources necessary for eligible residents to achieve the dream of American citizenship.**

The Campaign rests on four founding pillars: achieving measurable **impact** on naturalization rates, working **collaboratively**, infusing **innovation** into service delivery models, and reaching a **diverse** population of naturalization applicants.

Tangible Results: Impact by the Numbers

Through June 30, 2016

Since July 2011, New Americans Campaign sites and affiliated collaborations completed over **230,000 naturalization applications** for LPRs from dozens of countries around the world.

The Campaign more than tripled the number of naturalization applications completed in Campaign sites since the first year through over 3,700 naturalization workshops and clinics.

The Campaign so far has saved LPR communities an estimated \$161 million in legal fees and \$45 million in USCIS application fees, for a **net savings of over \$206 million** since the Campaign began. New Americans Campaign partners provide assistance to LPRs for free or at minimal cost.

An analysis of USCIS data on applications completed by New Americans Campaign partners demonstrated the success of the New Americans Campaign group processing model: over 85% of LPRs who attended our workshops submitted their application and of the applications USCIS received and adjudicated, 94% were approved.

The New Americans Campaign is a groundbreaking national network paving a better road to citizenship, so that greater numbers of legally qualified permanent residents take the critical step to becoming American citizens.

www.NewAmericansCampaign.org

System Transformation

The New Americans Campaign embraces new models, new technologies, new partnerships, and new communities. We have:

- Incorporated **group processing events** into our service delivery. These events allow us to complete hundreds of applications in a single day. Group processing events, pictured in the New Americans Campaign's [micro-documentary](#), stand as a best practice for achieving high numbers of applications.
- Deployed **Citizenshipworks**, an online eligibility assessment and application completion tool, across the New Americans Campaign in multiple settings and languages.
- Adopted **scalable technology**. MP3 players, Google Voice, Dropbox, Skype, and YouTube are being used to enhance naturalization service delivery.
- Created **innovative partnerships** with public libraries, school districts, universities, social service agencies, religious institutions, unions, business associations, and employers, all of which yield not only greater numbers of applicants but also greater awareness of the naturalization process.
- Expanded the **New American Workforce project** (providing naturalization assistance within corporations), which has partnered with over 100 businesses across the nation.
- Deployed a large-scale **volunteer recruitment program** with an e-learning course and online volunteer registration pages.
- Reached **diverse communities**. Local partners consistently outreach and provide culturally competent and language-appropriate services to the varied ethnic communities in their area, leveraging volunteers and other community partners.
- Built a **vibrant learning community** that shares knowledge and practices regularly through webinars, trainings, meetings and conferences, conference calls, and online.

What is the New Americans Campaign?

The Campaign includes the following key funders: Carnegie Corporation of New York; Wallace H. Coulter Foundation; Grove Foundation; Evelyn and Walter Haas, Jr. Fund; JPB Foundation; John S. and James L. Knight Foundation; as well as the legacy funder Open Society Foundations. Local funders also support the work in individual sites. Under the leadership of the Immigrant Legal Resource Center (ILRC), the following New Americans Campaign national partners each contribute expertise, building the capacity of local organizations across the U.S.: Asian Americans Advancing Justice—Los Angeles; Catholic Legal Immigration Network, Inc. (CLINIC); Immigration Advocates Network (IAN); International Rescue Committee (IRC); National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund; National Council of La Raza (NCLR); National Immigration Forum; National Partnership for New Americans (NPNA) and Pro Bono Net. The Campaign began in the cities of Charlotte, Dallas, Detroit, Houston, Los Angeles, Miami, New York and San Jose and has expanded to include the California collaborations of the East Bay Area, Napa County, Orange County, San Diego County, and San Francisco; and coalitions in the states of Illinois, Maryland, Massachusetts, and Washington. The Campaign's nine national partners support over 100 local sub-grantees and work closely with a myriad of other organizations and agencies.

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New Americans Campaign Wins

Technology

In December 2015 Citizenshipworks unveiled its newly redesigned platform on www.citizenshipworks.org. Using Citizenshipworks, individuals can complete their entire citizenship application online and connect to legal help at partnering non-profits. Alongside the revamped website, Citizenshipworks also unveiled its new mobile app, which allows applicants to prepare for the naturalization process by entering their trips, calculate whether they qualify for the English exemption, review a checklist of documents and information to bring to workshops, learn about the steps to naturalization, study for the civics and English test, and more. The mobile app is available in English, Spanish and Chinese and can be downloaded from [iTunes](#) and the [Google Play](#) store.

Policy

Our Naturalization Working Group's recommendations for cost reduction, the creation of a federal Office of New Americans, and immigrant integration were successfully incorporated into the U.S. Senate's Comprehensive Immigration Reform bill. We have also continued to advocate for a reduction in the citizenship application fee and financial reforms to make citizenship accessible. Our Naturalization Working Group is involved in the implementation of the new White House Task Force on New Americans established by President Obama as a part of his Immigration Accountability Executive Action. Additionally, the Working Group will support the United States Citizenship and Immigrant Services' (USCIS) efforts related to their citizenship awareness media campaign to be launched in key states across the U.S. in the next few months. The Campaign was recently featured by the White House in its [fact sheet](#) on the Stand Stronger campaign, which underscores the relationship the New Americans Campaign has developed with key stakeholders.

Partners

In June 2013, the USCIS Office of Citizenship signed a Memorandum of Understanding with the Institute of Museum & Library Services (IMLS) to spread the "Citizenship Corner" concept that the New Americans Campaign piloted successfully in Los Angeles to the 9,000 libraries across the country. Since then, New Americans Campaign partners have embraced partnerships with libraries. On September 18, 2014, USCIS announced its Fiscal Year 2014 Citizenship Integration Grant Program. Twenty-five percent of the 2014 grantees were Campaign partners and USCIS awarded grants to 9 Campaign partners in 2015.

Media

Over the course of the last year, the New Americans Campaign has pursued a proactive media strategy that has led to nearly 600 stories published about our Campaign in national, local, and ethnic media outlets and in eight different languages. Together with New America Media, we have brought together local service providers and ethnic media reporters in 8 New Americans Campaign cities at roundtables to highlight the benefits of citizenship. In March 2015, in response to the USCIS media campaign, Campaign leadership authored an op-ed in [The Hill](#) calling for the Obama administration and Congress to increase its engagement in helping LPRs become citizens. Op-eds by local partners have also appeared in the [Houston Chronicle](#), the South Florida [Sun-Sentinel](#) and the [African Sun Times](#). A national telephonic press conference during Asian American Heritage Month in May 2015 drew 45 participants, more than 20 of whom were reporters, and generated 12 stories in Chinese, Korean and English. The Campaign launched a one-month paid media pilot project in South Florida in February 2016. It motivated 21,521 LPRs, and counting, to take action towards citizenship.

Please visit the New Americans Campaign website at newamericanscampaign.org to read individual [stories](#), [features](#), and extensive [press coverage](#).