

BEST PRACTICES TOOLKIT

Partnerships with Professional Sports

BEST PRACTICES DEFINED

Best practices are operating processes that produce consistently better results than other techniques. We glean best practices from the good practices of frontline organizations and leaders, and improve them through reflection, feedback, and experimentation. Best practices may be born through the efforts of one community and transformed when they are adopted by others in a new context, but the underlying understanding of their utility remains constant and is always measured against desired results.

ABOUT THIS SERIES

Identifying and spreading best practices requires a learning network for peer-to-peer exchange of ideas. This toolkit series serves as one mechanism for us to share and build on best practices.

ABOUT THIS TOOLKIT

Partnerships with professional sports teams can be a powerful way to share the benefits of citizenship and encourage lawful permanent residents (LPRs) to apply for citizenship. Numerous New Americans Campaign (NAC) partners have built relationships with professional teams that have benefitted Campaign partners, their volunteers, and potential applicants alike. This toolkit describes the benefits, processes, and outcomes for non-profit organizations of partnering with professional sports teams.

Why Partner with Professional Sports Teams?

Sports bring communities together, reflect life in the United States, and shape our understanding of the country we live in. Sports teams can be a galvanizing force within our communities, and the contributions of immigrants to American teams highlight the undeniable impact of immigrants on the United States. Many new Americans fill the rosters of professional teams across the country, and employ immigrants who could benefit from the opportunity of becoming U.S. citizens. Sports organizations can play a leadership role in showing appreciation for the value of immigrants to our country.

How Sports Partnerships Can Help Naturalization Service Providers

When considering working with a professional sports team, it is helpful to be clear about what your organization or site hopes to accomplish through your efforts. Some outcomes of a partnership include:

- Increased visibility about the benefits of citizenship to sports fans, and others outside your usual audience or your geographic scope. Broad outreach can reach friends and family of LPRs who can encourage them to apply for citizenship.
- Widely publicized information about local citizenship service providers and services.

TIP: Include information about all collaborative partners and the New Americans Campaign website in your outreach materials so that potential applicants can find the right service provider to fit their needs.

- Volunteer recruitment and appreciation.

TIP: The Detroit NAC site holds a volunteer appreciation event at a Detroit Tigers game and offers their volunteers free tickets to attend the game together.

TIP: Bring a volunteer sign-up sheet when doing outreach. Bonding Against Adversity in Houston, Texas, was able to recruit 30 new volunteers at one Houston Dynamos soccer game.

- Increased funding for naturalization services. Partnerships can be a fundraising tool. You can inspire others to give to your organization by selling discounted tickets to games through a fundraising arrangement with the team.

TIP: Before committing to selling tickets, first assess your organization's capacity to sell tickets. Some teams have a minimum number of tickets that your organization must sell. Also, try to establish a connection with the team's community partnerships department or foundation, as opposed to the marketing and sales department, because partnering with the community-oriented departments may relieve your organization from selling discounted tickets.

What Sports Teams Can Do

Partnering for citizenship builds a team's reputation for community giving, corporate leadership, and innovation. Partnerships with professional sports teams can take various forms. Below are several ideas to consider when discussing options for how to partner with sports teams.

- Set aside one home game each year as “New Americans Home Day” to showcase the value of U.S. citizenship and the value of immigrants as new Americans.
- Display a New Americans Campaign Public Service Announcement (PSA) on the jumbotron, or a PSA featuring a recently naturalized player or former player.
- Allow local New Americans Campaign partners to have an information booth at the stadium, specifically during games that celebrate various communities, such as “Filipino Heritage Night,” or “Polish Heritage Night,” or national holidays, like Independence Day.
- Invite a prominent speaker to deliver short remarks about U.S. citizenship before a game.
- Host a citizenship application assistance event and contribute corporate volunteers.
- Hold a naturalization oath ceremony at a stadium with the United States Citizenship and Immigration Services (USCIS). Stadiums are prime locations for naturalization oath ceremonies and could feature prominent players that have taken the step to become U.S. citizens.
- Provide a safe space for the team's own employees to receive naturalization services through the New American Workforce project.
- Connect a naturalization service provider with the team's league, such as the Major League Baseball organization, or the league's community initiatives department to collaborate on nationwide naturalization outreach.

More information on how NAC partners have implemented these sports partnership models follows below.

Setting Goals and Expectations

It is important to discuss your organization's goals when collaborating with a professional sports team at the very beginning of the process. This will help your organization design a defined process for engagement with the team and set clear expectations for everyone involved. It is important to note that partnering with a sports team to provide outreach at a game does not always translate into an immediately noticeable spike in LPRs seeking citizenship services from your organization. However, organizations that have worked with sports teams have found that the partnership significantly increases the visibility of their NAC collaborative and their organization's services more generally. The partnership can also be a wonderful volunteer appreciation opportunity and fundraising mechanism.

“The media attention was the most important [outcome]. We benefitted from our partnership with [the] Citizenship 1-2-3 [media campaign]. People heard about the mega-workshop from that campaign, which allowed them to act on that message.” – Randy McGorty, Catholic Legal Services of the Archdiocese of Miami, Miami NAC site

Getting Started

How to establish contact with a sports team

First, consider which teams may be best suited to reach LPRs. For some New Americans Campaign sites, partners chose to work with baseball teams given the popularity of the local team, while others found a better fit with a local professional soccer team based on the demographics of the fans and the reputation of the team in their region.

There is not one way to get in touch with a team, and often it can be helpful to reach out to multiple individuals at a sports team's front office. Some Campaign partners have found success sending a letter to a member of the team's administrative staff, while others have leveraged relationships with someone who knows a team administrator (such as a board member, funder, or colleague). An organization or government agency within your network may already have a relationship you can leverage. For example, Services, Immigrant Rights, and Education Network (SIREN) worked with the San Jose Earthquakes through a partnership the team had with the City of San Jose, with whom SIREN already partnered.

TIP: Before approaching a team, research if a current or former player from the team has recently naturalized. This may help the team appreciate the importance of promoting citizenship, and they may be able to arrange for the player to participate in any outreach efforts.

A good place to start is the team's community affairs division. Most teams also have a foundation, or other outreach executives who work with a team's community relations department. One NAC site works with the team's marketing and events department, while others collaborate with a team's legal staff. For those who want to partner with New American Workforce (NAW) to provide naturalization services to the team's own workforce, work with NAW to reach out to the team's human resources department.

“Try to work with various levels of leadership to gain buy-in, and try to approach them at the right moment in the season.” – Jennie Murray, New American Workforce, National Immigration Forum

If writing a letter, it can be helpful to include a couple examples of prior partnerships between New Americans Campaign partners and other professional sports teams. A sample letter to a team's front office and examples of partnerships are provided at the end of this toolkit for your reference. It is common for the team's front office to forward your email to different individuals within a team's staff over a few months as the team determines the best contact for your request. Once you send the email or letter, it is a good idea to follow-up with a phone call to the individuals to whom you reached out. Try to remain persistent and continue to keep up the line of communication so that the team follows up and connects you with the right employee contact.

TIP: In New Americans Campaign partners' experience, even though it can take months to establish the initial contact, once formed the relationships with teams are lasting.

When to contact a sports team

Different sports have different seasons. Teams usually have set their event calendars and community relationships by the time a team's season is underway. NAC partners, therefore, have had success reaching out to teams at the very end of the season, or at the beginning of the off-season, to plan for the next season. Nonetheless, it does not hurt to reach out to a team mid-season, with the understanding that they likely will not be able to commit to working with your organization that same season.

Planning Timeline

Below is an example of a planning timeline the Immigrant Legal Resource Center (ILRC) and Bay Area New Americans Campaign partners followed for an outreach event taking place at AT&T Park. This event involved putting together a public service announcement (PSA) that was featured on the jumbotron during a San Francisco Giants game. Different models of partnerships may involve different timelines.

- As the season ends, contact the team's front office to set up an opportunity to discuss potential partnership options. Map out dates and events. Make sure your organization has a clear understanding of expectations for the relationship.

TIP: When planning outreach dates, suggest days that reinforce the message of promoting an inclusive American community. Sites have had great success centering the outreach around ethnic heritage nights, Citizenship Day, and Independence Day.

TIP: During the planning discussions with the team, see if the team would be willing to donate small giveaway items that your organization can pass out at the outreach table.

- Two months before the game or event, reach out to finalize the logistical details with the team.
 - Start working on the PSA. A sample PSA image and script are included at the end of this toolkit. Coordinate messaging and branding with the New American Campaign's national office.
 - Confirm which volunteers are available to attend.
 - Confirm the location of the outreach site within the stadium, and exactly when volunteers arrive and whom they should meet.

TIP: Ask exactly where the team will place the outreach table. Try to negotiate a location that has high traffic before and during the early part of the game. Tables near food courts have high traffic.

- One month before the event:
 - Depending on the timeline from the team, send the requested PSA documents to the team and make sure that the files are in the right format.
 - Double check if the stadium has rules regarding signage, materials, and giveaways. For example, at AT&T Park in San Francisco, signage is only allowed by the designated table and nowhere else in the ballpark.
 - It may be helpful to give the community relations team the mobile number of your organization's primary contact on the day of the event.
- One week before the event:
 - Send out a checklist to volunteers of what to wear, what to bring, directions for how to enter the stadium, and how long they should expect to stay.
 - Gather supplies and giveaways (pens and candy are inexpensive and easy giveaways), and print flyers. (Flyer templates are available on the New Americans Campaign Partner Materials webpage: [http://newamericanscampaign.org/materials/.](http://newamericanscampaign.org/materials/))

- Promote your organization's presence at the game on social media.
- Day of: Arrive at the designated time, usually an hour before the game, to set up.
 - What to bring:
 - Flyers about local service providers and the New Americans Campaign
 - Giveaway items (e.g. pens, candy)
 - Banner, tablecloth, and signage
 - Volunteer sign in sheet
 - Sign-up sheet for more information or to receive services
 - It is best to wear your organization's shirt, New Americans Campaign shirt, and/or the local sports team's gear.
 - Take photos of the outreach event and the jumbotron PSA. Use these on social media or in other follow-up materials.

TIP: Usually it is only necessary to outreach for the first half of the game. This is when foot traffic is highest within the stadium.

- After:
 - Send a thank you note to the volunteers and to your contacts at the team.
 - Share photos with the NAC national staff, and on social media.
 - Gather feedback from staff volunteers about how the event went, and gather any improvements to pass along to the team.
 - Schedule a debrief call with the team to go over feedback, and plan for next year.

Public Service Announcement (PSA) Tips:

- Keep it brief and make it clear where people can find more information. A short website URL or phone number can be helpful to include both on the image and within the announcement.
- If possible, try to communicate directly with the stadium employees who manage the jumbotron to make sure all files are in the right format and size.
- Ask for the exact dimensions and resolution (in pixels) of the images or video they will accept for the jumbotron.
- Keep the design clean, aspirational, and focused on the benefits of citizenship.
- Ask for the exact length of the voice over that will be acceptable, if they are offering a PSA with voice over.
- Take photos of the PSA on the jumbotron on the day of the event to share on social media.
- Sample PSA images and voice-over scripts are below.

Examples of Sports Partnerships

SAN FRANCISCO: The San Francisco Office of Civic Engagement and Immigrant Affairs, ILRC, the Grove Foundation, and New American Workforce worked together to facilitate a relationship between the San Francisco Bay Area NAC sites and the SF Giants. Through this partnership, the Giants have provided multiple outreach opportunities during various ethnic heritage night celebrations, including Fiesta Gigantes. During one game a season, the Giants also feature the New Americans Campaign in its “Community Clubhouse,” and display information about the NAC on the Jumbotron between innings.

DETROIT: Since 2015, the Detroit NAC site has built a strong partnership with the Detroit Tigers. At the Tigers’ annual ¡Fiesta Tigres! Celebration, the collaborative distributes information about citizenship, and helps produce a public service announcement that airs on the Jumbotron that encourages attendees to apply for citizenship. During one celebration, the team honored current and former Tigers players who have become naturalized U.S. citizens.



SAN JOSE: For the past few years, the Silicon Valley NAC site in partnership with the San Jose Office of Immigrant Affairs have held on-field oath ceremonies during San Jose Earthquakes games. They work in partnership with the local USCIS Community Relations Office. The Earthquakes promote the event on the local Spanish radio station and the team promotes the site on the jumbotron.

HOUSTON: Bonding Against Adversity (BAA) spearheaded two projects that use soccer to increase interest in applying for citizenship. The first event was a local soccer tournament, “Soccer for Citizenship,” that included participation by both recently naturalized citizens, and those who are interested in naturalizing. The companion event was at a Houston Dynamo soccer match where BAA was the “charity of the match.”

MIAMI: Miami NAC, along with 20 community partners, hosted a mega naturalization workshop at Marlins Park. In addition to attracting over 1,500 individuals to seek services on the day of the workshop, the event also garnered significant media attention.

New American Workforce has also partnered for several years with the Miami Dolphins to provide naturalization services and information to the Dolphins’ employees at their annual human resources orientation.

Examples of Sports Partnerships

NAC Partners have worked with sports teams in a variety of models. Each one raised its own unique opportunities and challenges. As you read below, consider what connections your site may be able to leverage, and what type of partnership could work best for your region.

“Not every kind of model will work for you. Embrace what works for you.” – Randy McGorty, Catholic Legal Services of the Archdiocese of Miami, Miami NAC site

Detroit Tigers and Detroit NAC – Stadium outreach and volunteer appreciation

The Detroit NAC (DNAC) site and the Detroit Tigers have worked together since 2015 to share the benefits of naturalization. During the first year, the team featured a PSA about the New Americans Campaign on the jumbotron at Comerica Park during its “¡Fiesta Tigres!” event. The PSA is available on the New American Campaign’s YouTube channel (<https://tinyurl.com/DetroitPSA>). The next year the team held an oath ceremony on the field. The partnership has evolved to include Irish Heritage Night and Polish Heritage Night. The Tigers have also offered the site free tickets, which DNAC has used to gather 50 volunteers for a volunteer appreciation and networking event.



Wojciech Zolnowski shares information about citizenship at the Detroit Tigers’ Comerica Park.

“I had tears in my eyes when I saw the PSA on the huge screen at Comerica Park. I realized that I am part of something big and I realized how far we’ve come.” – Wojciech Zolnowski, International Institute of Metropolitan Detroit, Detroit NAC site

Houston Dynamo and Bonding Against Adversity – “Soccer for Citizenship” event and stadium outreach

Bonding Against Adversity (BAA) from the Houston New Americans Campaign site partnered with the Houston Dynamo to host two events. BAA organized a “Soccer for Citizenship” event on Constitution Day, and also outreached at a Houston Dynamo match about a month later.

Because BAA mainly works with LPRs from Central American and Mexican communities, partnering with a soccer team allowed the organization to broaden its reach to these communities, and to other geographic areas. BAA initially had a difficult time establishing a relationship with the team and eventually connected with the team’s sales department. As part of the partnership agreement, BAA agreed to help sell discounted tickets, and in exchange the team allowed the organization to table inside the stadium during the last game of the season.

The day of the Dynamo's match, BAA worked with 20 volunteers to help pass out 1,000 flyers, and 75 people registered to find out more information about citizenship services. In addition, BAA registered 30 people who were interested in helping to volunteer with the organization. While tabling, the organization tried to collect information from fans who were interested in finding out more information about citizenship, but this proved challenging as many attendees were reluctant to spend time learning about how to apply for citizenship.



During the Houston Dynamos game, the team announced NAC partner Bonding Against Adversity on the jumbotron during the game as its “charity of the match.”

BAA learned that these events were well-suited for promoting an organization's brand and its services, and inspiring LPRs to apply for citizenship. However, BAA did not experience a significant increase in attendance at a specific workshop immediately after these events. BAA considered whether some soccer fans may have been afraid to receive immigration information in a public place.

BAA is now reevaluating the partnership as it required a significant financial investment and staff time - from selling tickets to organizing outreach and finding partners to staff both events. To continue to be a “charity of the match” for the Dynamo, BAA would have to commit to promoting games and selling 200 tickets in exchange for the opportunity to share information about the Houston NAC's services at games. BAA has continued to engage with the team to try to find an arrangement that is less onerous on BAA.



“The partnership gave us a lot of visibility, but plan, plan, plan. Securing sites, cooperation of site managers, cooperation of organizations and other partners required more time, funds and effort than we had anticipated.” – Mariana Sanchez, Bonding Against Adversity, Houston NAC site

San Jose Earthquakes and Silicon Valley NAC – On-field oath ceremonies

The Silicon Valley New American Campaign (SVNAC) site has worked with the San Jose Office of Immigrant Affairs to hold oath ceremonies during San Jose Earthquakes games at Avaya Stadium. The site worked with the local USCIS Community Relations Office to identify Earthquakes players and SVNAC clients who were eligible to take the oath on the field during Citizenship Day. There were multiple partners involved in the planning of these ceremonies, and communication sometimes proved challenging.

TIP: When working with many partners and government agencies, it is important to be clear about joint goals and expectations for the partnership.

During one ceremony, the mayor of San Jose recognized the Silicon Valley NAC site and the team featured the NAC logo on the jumbotron. The team also promoted the swearing-in ceremony with PSAs on the local Spanish radio station. The collaborative was also offered an opportunity to staff a resource area in the stadium where attendees could find out more information about workshops and services, and register to vote if eligible. The location of the outreach table was not ideal, and not many attendees walked by their station. This experience encouraged the site to make sure to negotiate a more central tabling location for future events.

Miami Marlins and Miami NAC – Mega-workshop and oath ceremony

Miami New Americans Campaign partnered with Marlins Park for the first citizenship workshop hosted by a Major League Baseball organization. Over 1,500 individuals attended the event to apply for citizenship. The Miami collaborative was led by Catholic Legal Services of the Archdiocese of Miami, and included Center for Immigrant Advancement, Florida Immigrant Coalition, Florida International University, Hispanic Unity of Florida, International Rescue Committee, NALEO Educational Fund, Read 2 Succeed, and New American Workforce. These organizations worked together for more than six months to carry out this mega-workshop. Hundreds of trained volunteers and pro-bono attorneys assisted over a thousand LPRs take the first steps to become citizens. Meanwhile, in the stadium stands, U.S. Citizenship and Immigration Services (USCIS) swore in 50 people from 16 countries as new citizens.

Numerous moving parts came together to orchestrate this ambitious event. The “Miami NAC Task Force” focused for months on planning every detail, and integrated all of the Miami NAC members and more than 20 active community partners including the Miami Marlins, the Knight Foundation, Miami Dade College, the Immigration Advocates Network, the Caribbean-American Bar Association, SEIU Florida, The Community Medical Group, Toshiba, and many others. Miami NAC hired a full-time staff person towards the final months of the planning to convene the task force, which met weekly



closer to the date of the event. The many partners were integral to helping the site cover many of the expensive and unexpected costs of the mega-workshop. The Miami mega-workshop cost over \$30,000, in addition to the in-kind donations listed below.

- Miami Dade College made available the use of top-of-the-line facilities throughout the college network that allowed the organizers to conduct 12 comprehensive and multilingual information sessions for hundreds of potential applicants.
- The Miami Dade County Mayor and the Board of County Commissioners agreed to waive the significant police and fire fee (\$16,000) required by Marlins Park.
- Toshiba donated free copiers and technical assistance, including staff to set-up the copiers.

“The realization of the Mega Event itself -- and the massive follow up work that the event has generated -- will stand as the best example of collaboration for the Miami NAC partners during the entire year.” – Raul Hernandez, Catholic Legal Services of the Archdiocese of Miami, Miami NAC site

Most notably, the site’s citizenship services received significant media attention and benefited from a parallel media and communications effort, Citizenship 1-2-3, which advertised the ease of applying for citizenship and connected viewers to a website to register for the mega workshop of find other assistance, as well as to the NALEO hotline and Citizenshipworks.

TIPS WHEN PARTNERING WITH A STADIUM TO HOLD A MEGA-WORKSHOP

TIP: Be aware of the costs for this type of event, including county regulations for security, police, and emergency personnel. Try to find sponsors, government agencies, and foundation partners that can help cover or waive certain costs.

- When partnering with a stadium to host a standalone event, be sure to ask about the vendor contracts associated with the stadium as your organization may be limited to working with just those vendors. For example, in Miami, partners could not bring in food or water from outside the stadium. After the stadium made an exception for the water, partners first had to remove the labels of hundreds of donated water bottles because they were not from the stadium’s exclusive water vendor.
- Even though the Marlins organization donated the stadium space, there were still hard costs of over \$20,000 (electric wiring, tables and chair set-up, weekend salaries for Marlins Park staff and security personnel, etc.). The site was able to secure a \$25,000 grant from the Knight Foundation to help cover the costs.



TOTAL COST: \$30,400	TOTAL IN-KIND (EXCLUDING VOLUNTEERS): \$25,450
<ul style="list-style-type: none"> • Cost to use the Park over and above the waived cost of the rental: \$21,000 • Food for volunteers \$3,300 • Office Supplies \$3,900 • Volunteer Credential Costs \$1,100 • Other supplies \$600 • Equipment Rental \$500 	<ul style="list-style-type: none"> • Flyers \$250 • T-Shirts \$2,200 • Copiers \$5,000 • Miami Police and Fire Rescue \$16,000

TIP: Read the entire contract with the stadium. Miami partners recommend looking out for fine print related to starting and ending times for the use of the facilities, what services are included and which are not, the ability to conduct a walk-through prior to the event, and the designation of a contact person with decision power.

TIP: Make sure you have volunteers for the entire day, including for the final three hours after closing the event to assist with cleanup and the collection of documents, equipment, and materials. Also, make sure to secure extra hand trucks, dollies, and empty vehicles to move materials out of the stadium at the end of the day.

TIP: Ask about what type of security is required to hold an event at a stadium, and factor that into the timeline for the day. At Marlins Park, all 700 volunteers had to enter through a metal detector, which created some delays.

TIP: It may be helpful to create a standalone website to register participants for a large-scale event. The Miami NAC created a user-friendly website (www.MiamiNAC.org) that provided general information about the naturalization process, instructions on how to apply, a calendar of naturalization workshops and information sessions, and information on how to volunteer.

Miami Mega-workshop by the numbers: **1168** registered applicants (**1500** arrived seeking assistance); **84** used the Citizenshipworks pop-up computer lab; **12** information sessions for hundreds of potential applicants, **734** volunteers, including **223** immigration attorneys and DOJ Accredited representatives, **78** attorneys from other specialties, **31** paralegals, and **65** law students; over **150** completed naturalization applications; over **500** individuals with incomplete applications receiving follow up legal services assistance from the Miami NAC partners.

Miami Dolphins and New American Workforce – Providing citizenship services to Dolphins employees

New American Workforce (NAW) is a project of the National Immigration Forum working with the NAC that builds relationships with employers to provide citizenship services to their employees. For several years, NAW has partnered with the Miami Dolphins, Sunlife Stadium, and vendor company CenterPlate to provide citizenship assistance for employees of all three businesses. New American Workforce coordinates the citizenship workshops with the Dolphins' human resources and legal departments, and Miami NAC partners provide multi-lingual legal assistance at the citizenship workshops. About 700 Dolphins employees to date have attended NAW citizenship information sessions, which are held during the employee human resources orientation. The Dolphins have also provided airspace for PSA radio spots in English and Spanish, which ran throughout the season on their channel.

If your organization is interested in providing citizenship services to the employees of professional sports teams, NAW is happy to work with you. To connect with the NAW project in your area or for more information, contact Jennie Murray, Director of Integration Programs at the National Immigration Forum, jmurray@immigrationforum.org.

“New American Workforce can help your organization engage and circumvent a lot of the challenges of partnering to provide citizenship services to team employees because we have experience fielding questions from companies' legal and human resources departments.” – Jennie Murray, New American Workforce, National Immigration Forum

SAMPLE INTRODUCTION LETTER



BY E-MAIL AND US MAIL

Staci A. Slaughter
Executive Vice President, Communications and Senior Advisor to the CEO
San Francisco Giants
AT&T Park
24 Willie Mays Plaza
San Francisco, CA 94107

Dear Ms. Slaughter:

We are writing to you on behalf the New Americans Campaign with hopes to explore a unique partnership with the San Francisco Giants that will leverage our resources and your ability to reach broader audiences. The New Americans Campaign is an unprecedented effort that brings together a network of foundation funders, leading national immigration and service organizations, local governments and over one hundred local service providers across 17 different cities to help aspiring Americans reach their dream of citizenship.

The Immigrant Legal Resource Center (ILRC), a 35-year old San Francisco-based nonprofit organization and leader in immigration policy, law, and community advocacy, is heading this national effort. In partnership with the Grove Foundation, the San Francisco Office of Civic Engagement and Immigrant Affairs (OCEIA), and the National Immigration Forum's New American Workforce project, we are working together to identify innovative opportunities to partner with major league sports leaders.

The San Francisco Giants organization has an incredible reputation for community giving, corporate leadership, and innovation and we would be honored to partner with you, as we are with the City and County of San Francisco. Mayor Ed Lee is an enthusiastic Giants fan and supporter and he has made a strong commitment to the more than 300,000 immigrants who call San Francisco home today. We know many local businesses, including the Giants, employ immigrants who might benefit from this opportunity.

Over the last four years the New Americans Campaign has helped 170,000 Lawful Permanent Residents (LPRs or "green card holders") apply for citizenship. The Grove Foundation is part of our funders collaborative, and the City and County of San Francisco's Office of Civic Engagement & Immigrant Affairs is our key partner for the San Francisco Pathways for Citizenship Initiative, an effort launched by Mayor Lee to help more than 102,000 San Franciscans apply successfully for citizenship. New American Workforce, a project of the National Immigration Forum, works with businesses to assist eligible immigrant employees with the citizenship process.

Becoming a citizen of the United States is a transformative process that offers new Americans the rights, freedoms, and responsibilities that allow them to contribute fully to a productive and vital democracy. Citizenship offers greater access to economic advancement, civic engagement, job opportunities, and family stability. But for all the benefits, far too few LPRs undergo the naturalization process. Of the nearly nine million people currently eligible for citizenship across the country, fewer than 10 percent pursue naturalization every year. In San Francisco alone, over 102,000 LPRs may be eligible now or soon for citizenship, yet many lack language access, resources, and access to accurate information legal resources and application assistance.

We would love to meet with you to discuss how we might be able to partner to reach and inform more eligible LPRs and assist them with free services. Partnering with Major League Baseball is a cornerstone of our strategy for reaching more eligible LPRs. We would love to explore a partnership with the SF Giants that could include airing PSAs and other outreach approaches, for example, holding naturalization oath ceremonies at the ballpark, hosting an annual “New Americans Home Day,” and also providing our services to the SF Giants’ own workforce through the New American Workforce project. The Detroit New Americans Campaign has begun a similar relationship with the Detroit Tigers and earlier this month had a very successful collaboration during “¡Fiesta Tigres!” (the Tigers’ equivalent of Latino Heritage Night) including a PSA that aired on the main screen at Comerica Park. You can read more about the effort [here](#) and view the PSA on our YouTube channel [here](#).

We look forward to hearing back from you and setting up an opportunity to speak in more detail.

Thank you in advance for your consideration.

Sincerely,

/s/

Melissa A. Rodgers
Director of Programs, Immigrant Legal Resource Center
Project Director, New Americans Campaign

/s/

Adrienne Pon
Executive Director, San Francisco Immigrant Rights Commission &
Office of Civic Engagement and Immigrant Affairs (OCEIA)

/s/

Leslie Dorosin
Co-Executive Director, Grove Foundation

/s/

Jennie Murray
Director of Integration Program, National Immigration Forum
Project Director, New American Workforce

SAMPLE PSA IMAGE AND VOICE-OVER SCRIPT

Available at: newamericanscampaign.org/materials



:60 Seconds

Voice-Over (VO)

What's more American than baseball? Voting. Protecting your loved ones. Traveling without restrictions to visit friends and family.

Becoming a citizen is as much a tradition in the U.S. as baseball. And it's the only protection from deportation, may give your children automatic citizenship, and allows you to travel out of the country to visit your family.

Visit New Americans Campaign dot org to learn how to apply for citizenship today. New Americans is a national campaign with trusted legal experts and dedicated volunteers right here in the Bay Area. Their services are low cost or free, and they are ready to help you apply.

Citizenship opens the door to many new opportunities. Visit New Americans Campaign dot org to learn more.

:30 Seconds

Voice-Over (VO)

What's more American than baseball? Voting. Protecting your loved ones. Traveling without restrictions to visit friends and family.

Becoming a citizen is as much a tradition in the U.S. as baseball, and applying is easier than you think.

Visit New Americans Campaign dot org to learn how to apply for citizenship today. New Americans is a national campaign with trusted legal experts and dedicated volunteers right here in the Bay Area. Their services are low cost or free, and they are ready to help you apply.

Citizenship opens the door to many new opportunities. Visit New Americans Campaign dot org to learn more.

NEW AMERICANS CAMPAIGN SPORTS PARTNERSHIPS

Miami New Americans Campaign Helps Thousands Start the Citizenship Process in One Day

March 25, 2016

<https://newamericanscampaign.org/miami-new-americans-campaign-helps-thousands-start-the-citizenship-process-in-one-day/>

On a warm Saturday morning in March, thousands of green card holders arrived at Marlins Park in Miami, a line snaking around the palm streets outside of the ballpark. Inside, the Miami New Americans Campaign and hundreds of volunteers assembled tables and chairs, laptop computers and paperwork. They were prepping for one of the largest citizenship workshops hosted by the Campaign.

Over 1,300 lawful permanent residents (LPRs) registered in advance. On Saturday, March 19, they arrived to receive help completing their citizenship applications. The doors to the ballpark opened at 9:00 and by 1:30 pm, over 800 LPRs had come through. In total, 1,180 LPRs received assistance on Saturday.

Months of planning and coordination by local New Americans Campaign partners went into the making of the workshop. 650 volunteers helped at the event. From assisting with the completion of applications, providing legal review and helping applicants apply for fee waivers, they were an integral part of the process.

Fifty individuals from 16 different countries were sworn in as new U.S. citizens while other aspiring new Americans started the process. The workshop was enhanced by a special oath ceremony administered by United States Citizenship and Immigration Services.

The Miami New Americans Campaign is comprised of [Catholic Legal Services – Archdiocese of Miami](#), [Center for Immigrant Advancement](#), [Florida Immigrant Coalition](#), [Florida International University](#), [Hispanic Unity](#), [International Rescue Committee](#), [NALEO Educational Fund](#), [Read 2 Succeed](#) and [New American Workforce](#).



New Americans Campaign Hits a Home Run with the Detroit Tigers

August 11, 2015

<http://newamericanscampaign.org/new-americans-campaign-hits-home-run-detroit-tigers/>

On Saturday, the New Americans Campaign partnered with the Detroit Tigers at the team's 10th annual ¡Fiesta Tigres! Celebration.

This annual celebration recognizes past and current Latino Tigers players and their contributions to baseball. The New Americans Campaign distributed information about citizenship at the event, and a public service announcement about the campaign aired before the evening game against the Boston Red Sox.

"I had tears in my eyes when I saw the PSA on the huge screen at Comerica Park," said Wojciech Zolnowski, executive director of the International Institute of Metropolitan Detroit and the site lead for the New Americans Campaign in Detroit. "I realized that I am part of something big and I realized how far we've come in just four years."



A PSA about the New Americans Campaign aired at Comerica Park before the Tigers home game

The New Americans Campaign celebrated its fourth anniversary last month. Detroit campaign partners and their network of volunteers distributed information about U.S. citizenship to those interested at the ballpark this weekend, handing out 104 fliers to individuals and families who expressed interest in learning more about citizenship and the naturalization process.

And, even with more than 40,000 people in attendance, volunteers reconnected with a client who received help from the New Americans Campaign in completing her citizenship application at a workshop earlier this year.

Campaign partners reconnected with the family of a client who was assisted at a workshop earlier this year

"You never know when you're going to run into people you helped," said Zolnowski. "It really speaks to the impact of the New Americans Campaign on lawful permanent residents in our communities."

Saturday's event also included cultural celebrations and the honoring of current and former Tigers players, including Placido Polanco, who played with the team from 2005 to 2009. Polanco was born in the Dominican Republic and became a naturalized U.S. citizen on the field at Comerica Park on July 9, 2008.

“We hope this event is just one of many that occurs in partnership with the Tigers,” Zolnowski said. “It was really special to witness the impact of the New Americans Campaign and U.S. citizenship at this celebration.”



Led by the Immigrant Legal Resource Center, the New Americans Campaign is a diverse nonpartisan national network of respected immigration organizations, legal services providers, faith-based organizations, immigrant rights groups, foundations and community leaders. The Campaign transforms the way aspiring citizens navigate the path to becoming new Americans. It is committed to connecting lawful permanent residents (LPRs) to trusted legal assistance and critical information that simplifies the naturalization process.

All of the resources and additional tools are available at:
<http://newamericanscampaign.org/materials/sports-partnerships/>

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Thanks to those who contributed to this document:

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