

iMARCH FOR immigration

iMARCH SUPPORTER TOOLKIT

This December 6th, we're building a movement powered by supporters and stories from all 50 states and every congressional district to highlight our broken immigration system and push for reform, **beginning with a solution for Dreamers now.**

We need your help! That's why we've built this toolkit with talking points, resources, and other information to help you organize an iMarch event, raise your voice, and join leaders from business, faith, tech, agriculture, education, media & entertainment, and numerous other industries and sectors all over the country.

Please share your activities with Voto Latino and New American Economy so that we can feature your event on the iMarch.us homepage and amplify your message.

Questions? Please contact Dan Wallace at dan@newamericaneconomy.org or Jessica Reeves at Jessica@votolatino.org.

Included as part of this toolkit:

- Intro to Organizing Your Own Event
- Suggested Talking Points
- Sample Social Media Posts (Thunderclap, Graphics, & Videos)
- Email Blast Template
- Sample Statements & Message to Representatives
- Sign a petition to Let Dreamers Stay

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INTRO TO ORGANIZING YOUR OWN EVENT

Here are steps to organize your own event:

1. What kind of event do you want to have?

What are the goals of your event? Helping educate friends and family about immigration? Or perhaps getting local press to cover DACA/Dreamers? Depending on your goals, you may want to host a house party at home or something more public. You can also do a blend. For example, you could host an event at your home to encourage friends and family to write letters to the editor of your local papers.

2. Whom do you want to invite?

Think about whom you want at your event. Friends, family, and colleagues are great people to invite. But depending on the event, it might make sense to invite an elected official or some local business leaders. Also, inviting local celebrities and personalities can help you reach bigger audiences and get more attention for your event.

3. Where do you want to host the event?

Your home, school campus, place of worship, or business are probably the easiest venues to secure, but you have to make sure you have room for the type of event you want to host. Other options include local rec centers, offices, restaurants, event halls, or even a public park (weather permitting). Just make sure to check the rules for hosting events in public areas.

4. Do you have the resources you need?

We are eager to help you plan your event and assemble the resources you need. We can provide you with a sample statement, press release, media advisory, op-ed or blog post draft, and talking points. [We also have a social media toolkit available for you.](#) Depending on the event, we may even be able to throw in some swag! Just send us a note at events@newamericaneconomy.org with all of the details of your event, and we'll do our best to get back to you quickly.

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SUGGESTED TALKING POINTS

Why #iMarch – why now?

Nearly 800,000 “Dreamers” – young people who were brought to this country as children and who are American in every sense of the word except the legal one – now face the potential for deportation because the Deferred Action for Childhood Arrivals (DACA) program has been terminated. As we head into December, all eyes are on congress to act. We are bringing together elected officials and leaders in the business, agriculture, education, tech, and faith sectors to show Washington that our broken immigration system is holding back our economy and industries all across the country, and that we need to start fixing it, beginning with taking action for Dreamers now.

Impact of the DACA-eligible population

- 90 percent of the DACA-eligible population 16 years old and older are employed, working in sectors across the economy – including accounting, nursing, teaching, engineering, construction and more
- Of those working, 4.5 percent are entrepreneurs, compared to only 3.9 percent of the corresponding U.S.-born population ages 16 to 34.
- In 2015, DACA-eligible entrepreneurs had a total business income of \$658.7 million, a significant boost to local economies across the country
- The DACA-eligible population earns almost \$19.9 billion in total income annually, and contribute more than \$1.4 billion in federal taxes and more than \$1.6 billion in state and local taxes across the United States.

Impact of Immigrant Entrepreneurs

- Private, immigrant-owned firms employ 5.9 million Americans
- Immigrant entrepreneurs generate \$65.5 billion in business income each year
- Immigrants are twice as likely as the US-born to start new businesses
- 40.2 percent of 2016 Fortune 500 companies were started by immigrants or their children

Impact of Immigrants in STEM

- In 2016, there were 13 STEM jobs for every unemployed STEM worker
- 262 jobs are created for US-born workers when 100 immigrants with U.S. graduate STEM degrees move to their state
- More than 230,000 additional computer jobs for US-born workers would have been created if not

Impact of Immigration on the Agriculture Sector

- Between 2002-2014, the US experienced a decline of 146,000 field and crop workers

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- Labor shortages on farms result in a loss of \$3.1 billion in fresh produce sales each year for growers, \$2.8 billion in lost spending on related services like transportation, and 41,000 fewer American jobs in non-farm sectors

State & Local Data

For data about immigrants from your state, city, or congressional district, visit MapTheImpact.org or New American Economy's [research page](#).

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SAMPLE SOCIAL MEDIA POSTS

Please utilize these sample social messages to craft your own unique message to share on your social networks today. We also encourage you to visit our social media toolkit to share local statistics on the contribution of immigrants in your area.

Join Our Thunderclap:

On December 6, the #iMARCH thunderclap will go live, reaching millions of people in an instant.

iMarch for Immigration
by New American Economy category: **Politics**

“#iMarch w/ Dreamers, farmers, faith leaders & entrepreneurs to fix our immigration system and protect Dreamers now: <http://thndr.me/LNIQI2>”

SUPPORTERS
292 of 500
58% of goal supported

SOCIAL REACH
2,855,624
People

TIME LEFT
about 1 month
Ends Dec 06, 11:00 AM EST

EMBED <>

1. Go to our Thunderclap link [here](#). This tool will allow you to preload a tweet or Facebook post so that we collectively flood social media in a synchronized blast on December 6.
2. Click Support on Facebook or Support on Twitter.
3. Tune in on December 6 to follow the #iMarch and see your story appear on our digital map we're building at iMarch.us!

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Tweet at Your Member of Congress:



We've put together a comprehensive list of all current representatives and senators and built a tool complete with pre-populated tweets encouraging them to participate in the iMarch.

[Find your representative or senator now.](#)

Social Media Graphics:

We have also developed [a repository of shareable graphics](#) that you and your organization can share or tweet throughout the iMarch campaign.




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Record a Video:

On December 6th, immigration videos and stories from every congressional district will populate MapTheImpact.org. Record your own 30-second video and send it directly to your members of Congress.


These are your reps (not your reps?)



Carolyn Maloney
D-House



Charles Schumer
D-Senate



Kirsten Gillibrand
D-Senate

Immigration in your district

- Approximately 26.9 percent of the residents are foreign-born.
- Immigrants contribute more than 8.7 billion dollars to the economy.
- Approximately 29.5% of all business owners are foreign-born
- Immigrants pay nearly 1342.5 million dollars in state and local taxes.

[+ See an Example](#)

[< MAKE A VIDEO >](#)

1. Go to iMarch.us and select "Reason for Reform"
2. Enter your zip code to see your representatives in Congress
3. View talking points about immigration in your district
4. See an example video
5. Record your own!
6. Send to your members of Congress.
7. Tune in on December 6 to see stories from around the country on iMarch.us

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EMAIL BLAST TEMPLATE

[MEMBERS/COLLEAGUES/FRIENDS],

On December 6, we're joining [iMarch for Immigration](#) to help build an army of supporters and stories from all 50 states—and every congressional district—to highlight our broken immigration system and push for reform, beginning with a solution for Dreamers now. We need your help!

Ways to Participate:

1. **Join the iMarch Thunderclap:** Visit [iMarch.us](#) or go [here](#) to load a tweet or facebook post using #iMarch. All posts will go live December 6, reaching millions of people in an instant!
2. **Share Social Media Graphics:** On December 6, visit [iMarch.us](#) to view shareable stats and graphics about DACA and the impact of immigration in your area.
3. **Record a video:** Share why #iMarch directly with members of Congress – visit [iMarch.us](#) or go [here](#), enter your zip code to see your members and sample talking points, and send a video message. On December 6, videos and stories from every congressional district will go live!
4. **Join our event in [CITY, STATE]:** On December X, [ORGANIZATION] will host a [TYPE OF EVENT] to highlight how immigration impacts our economy and call for a solution for Dreamers this year. To RSVP, email [CONTACT].

We need you to make this a success. Please email [CONTACT] if you would like to learn more or participate.

Thank you!

[CONTACT OR ORGANIZATION]

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SAMPLE STATEMENTS & LETTERS

Thank you for your interest in writing a piece as part of the *iMarch for Immigration* campaign. Please see below for a sample draft to inspire your own. Please do not copy and paste this sample, but rather use it as a starting point to craft your own localized piece.

If you need assistance writing or placing your piece with a local news outlet, please contact Jesse Dougherty at jdougherty@strategiclements.com.

Sample Statements

General Statement

“America is the land of immigrants. It’s who we are. And from our farms to our hospitals to our laboratories, Dreamers/immigrants are helping to move our country forward. They’re lifting up our communities, creating American jobs, and pursuing the American Dream. Our broken immigration system is badly in need of fixing, and Congress should start by finding a bipartisan solution for Dreamers this December.”

Economy

“Immigration is crucial to the success of America’s economic growth. From tech companies to fisheries to main street businesses to finance, immigrants are expanding our workforce and helping us compete in the global economy. DACA recipients are a crucial part of that story, and the vast majority of them are already working or starting their own businesses here in the United States. Our businesses and communities depend on immigration, and we must find a solution that allows Dreamers to remain in the US and continue to contribute to our success.”

Agriculture

“Agriculture remains a critically important industry in the U.S., and therefore is intimately tied to the success of our immigration system and its available workforce. Our farmers simply don’t have the workers needed on the farm and production levels have stalled as a result. Immigrants have been integral to filling those gaps.”

Tech

“The American tech industry has long relied on foreign-born talent to increase its innovation, especially as it continually faces an enormous slate of competition across the globe. Unfortunately, ending DACA will force many tech companies that hire Dreamers – like Apple, Google, Microsoft and others – to part with talented, hardworking individuals who are already contributing to our ability to innovate and create more jobs here in the US. Congress should create new laws that let us welcome the talent we need to grow and compete while protecting American workers, beginning with finding a legislative solution for Dreamers this year.”

Faith

“Throughout our nation’s history, immigrants have long been major contributors to the

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formation of our faith communities. Their values of hard work, persistence, and compassion have resonated with local leaders. We need to have a constructive dialogue and work together, not separately, to find a long-term solution to our immigration system, beginning with protecting Dreamers this year.”

Message to Congress

Our members of Congress need to understand the economic impact that immigration and Dreamers have on communities in their districts. Please utilize the sample message below and the district data from [Map The Impact](#) to send a message to your representative today.

Dear Representative/Senator,

From [LOCAL INDUSTRY/BUSINESS] to [LOCAL INDUSTRY/BUSINESS], [STATE]’s economy relies on all of our hard workers and taxpayers to drive our state forward. That’s why we strongly encourage congress to protect dreamers, including the thousands of young people from [STATE] who are paying their way through school, contributing to our state’s workforce, starting new businesses that create jobs, and call [STATE] home.

Nationwide, there are as many as 1.3 million individuals who are DACA-eligible. The vast majority of them have graduated high school, and more than 90 percent speak English well or better. Collectively, they earn \$19.9 billion in total income each year, and contribute more than \$3 billion to federal, state and local taxes. Recent data from the [Cato Institute](#) estimated that deporting individuals with DACA status would cost the federal government over \$60 billion, with an additional \$280 billion in lost economic growth over the next decade.

In [STATE]: [INCLUDE DATA POINTS FROM SPOTLIGHT ON THE DACA-ELIGIBLE POPULATION ([HERE](#)) AND MAPTHEIMPACT.ORG ([HERE](#))]

We call on you fix our immigration system, starting with a legislative solution for Dreamers that will allow this population to stay in the U.S. and continue contributing to our workforce. Our future success depends on it. Let’s work together to keep the [STATE] economy strong.

I encourage you to view the full report on our state’s DACA recipients here [Link to DACA study] and immigrants in our state and district here: [Link to District Report]

Thank you for your consideration on this important economic issue.

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SIGN A PETITION TO LET DREAMERS STAY

TELL CONGRESS: "Let Dreamers Stay"

The clock is ticking. If Congress doesn't act fast, Dreamers will start being deported on March 6th. **We cannot allow that to happen.**

Deporting Dreamers is as harmful to our economy as it is heartless. Dreamers have proven beyond a shadow of a doubt that they're hardworking, law-abiding, and deserve their shot at the American Dream. Now new research shows that deporting Dreamers would harm all of us by killing 720,000 jobs. **Congress needs to act now.**

Add your name to let Congress know we need a bipartisan solution like the Dream Act, that ensures Dreamers have the opportunity to build their futures in the only country they've ever called home, and that all Americans will continue to prosper from a strong economy.

[Sign here.](#)