

# CLASP

Policy solutions that work for low-income people

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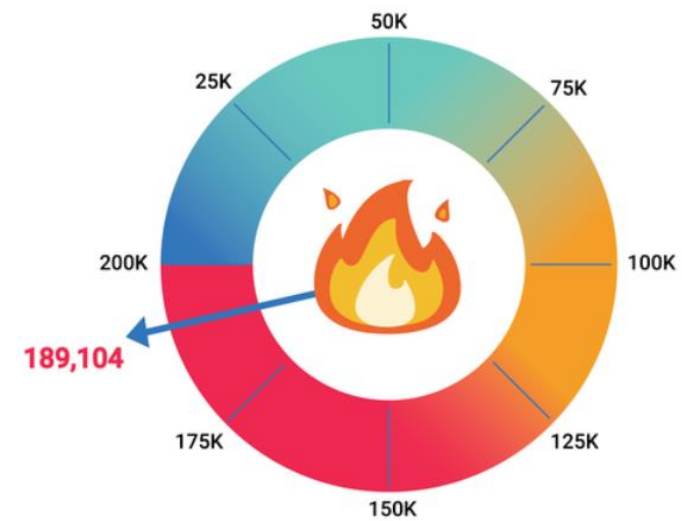
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## Protecting Immigrant Families, Advancing our Future Campaign

# The PIF Campaign: What Difference Did We Make?

## 2018 achievements

- **350+** Active Member organizations engaged in 36+ states
- **1,000+** media stories on public charge
- **225,000+** comments submitted
  - Vast majority in opposition
  - Hundreds of high quality comments submitted from 45+ sectors
- **4,000+** allies on listserv



PIF Comment Tracker  
189,104 | Days Left: 1

# Ready? Set? PLAN!



- **Get started early**
- **Develop rapid response plan**
- **Raise the money \$\$**
  1. Dedicated core campaign staff
  2. Communications consultant and digital support
  3. Pass-through grants to state and local groups

**Takeaways: Start as early as possible, aggressively and creatively use preparation time, force delays and raise funds**

# Structure

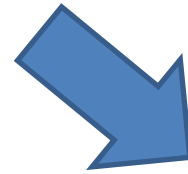
- Make it easy for groups to join the campaign, with minimal barriers to entry
- Develop a structure that can grow
- Bring in a facilitator
- Internal communications are key

Sign up form and foundational principles available at [bit.ly/PIFActivemember](https://bit.ly/PIFActivemember)



# Establish A Campaign Brand

**CLASP**  
Policy Solutions That Work For Low-Income People



**PROTECTING  
IMMIGRANT  
FAMILIES**



# We Built A Website

- [www.protectingimmigrantfamilies.org](http://www.protectingimmigrantfamilies.org)



COMMUNITY RESOURCES ANALYSIS & RESEARCH TAKE ACTION EVENTS SHARE   





# Develop A Social Media Toolkit

Create diverse content for toolkit, including social media shareables.

Twitter, Facebook, and Instagram are all important.



# Key Influencers

**Padma Lakshmi** @PadmaLakshmi Follow

The midterms may be over, but the fight for justice continues 💪 Submit a comment to the government and block shameful anti-[#immigrant](#) changes to the “[#PublicCharge](#)” rule: [bit.ly/submitcomment](http://bit.ly/submitcomment) [#ProtectFamilies](#)



11:57 AM - 9 Dec 2018

57 Retweets 130 Likes

12 57 130

**Debra Messing** @DebraMessing Follow

“Everyone has the right to seek and to enjoy in other countries asylum from persecution.” – Universal Declaration of Human Rights [#HumanRightsDay](#) 🙏

Meanwhile, Trump is trying to deny asylum based on income. Add your voice to [#ProtectFamilies](#) now!



**Stop Trump's Cruel Attacks Against Immigrant Families**  
The Trump administration is attacking immigrant families. It's up to us to stop it! Do your part to [#ProtectFamilies](#) by submitting a public comment against the new re... [protectingimmigrantfamilies.org](http://protectingimmigrantfamilies.org)

7:04 PM - 10 Dec 2018

20 Retweets 66 Likes

**MarkHoHoHoHamil** @HamilHamsel Follow

Trump's new rule change would damage public schools for generations. The impact? Devastating! FYI-1/4 of kids in the U.S. have at least 1 immigrant parent & 1/2 of America's public school students live below the poverty line. Let's act + [#ProtectFamilies](#) [bit.ly/submitcomment](http://bit.ly/submitcomment)



5:55 AM - 25 Oct 2018

307 Retweets 1,347 Likes

48 307 1.3K