



Digital Turnout

Email - Intro Email to Campaign:

{{FirstName or "Friend"}}, we have partnered with “We Are Home” a coalition of over 25 organizations across six states that will work together to push for a pathway to citizenship for 11 million undocumented people who are living in the United States.

Labor unions, Black-led, LGBTQ-serving, and environmental justice groups will work hand in hand with one goal; to create a roadmap to create a pathway to citizenship for millions of undocumented immigrants living in the United States.

We cannot do this without your help, passion and leadership to guide us! Will you join us for our first summit on [Date/Time/Location?] Please RSVP on the link below and help us make the United States a place where “We the People ” includes all of us!

We Are Home Summit (Date/Time/Location)

((RSVP BUTTON))

Recruitment Email

{{FirstName or "Friend"}}, last week we emailed you about a new and exciting partnership with “We Are Home”! A coalition of over 25 organizations across six different states that are working together to push for a pathway to citizenship for 11 million undocumented people who are living in the United States.

Our summit date is coming up quickly, and we wanted to make sure you have reserved your place. Will you be joining us for our summit on [Date/Time/Location?] Please RSVP in the link below and help us make the United States a place where “We the People” includes all of us!

[[RSVP BUTTON]]



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Confirmation #1

{{FirstName or "Friend"}}, we are one day away from our [We Are Home Summit!](#)

If you have not had the chance to [RSVP](#), please do so today! Your attendance to the summit is crucial to having a comprehensive approach.

If you have already RSVP'd to the event, will you share this with a friend?

[\[\[RSVP BUTTON\]\]](#)

[\[\[SHARE WITH A FRIEND\]\]](#)

Confirmation #2

{{FirstName or "Friend"}}, thank you so much for confirming your attendance to the "[We Are Home Summit](#)" !

During the summit we will be discussing how to create a comprehensive strategy to create a pathway to citizenship for 11 million undocumented immigrants that are living in the United States!

Please make sure to mark the summit event on your calendar! [\[Date / Time / Location\]](#)

If you have any questions about the summit or about logistics please email: [\[Email@Email.com\]](#)

Can't wait to see you there!



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Post-Summit Follow up Email

{{FirstName or "Friend"}}, thank you so much for attending the We Are Home Summit!

We learned so much from you and cannot wait to put our plan into action!

Here are the top 3 things from our summit to take action now!

[Action #1]

[Action #2]

[Action #3]



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Call Script: Recruitment

Audience: Organizations List

Description: Recruitment for We Are Home Summit

Hi, Is %FirstName% available?

Hi, my name is %Caller Name% , a volunteer with the %Organization Name%. How are you doing? [wait for response]

[If POSITIVE to how are you] I'm so glad to hear that. Like I said, I am a volunteer with the %Organization Name%, we are part of a coalition of over 25 organizations across six states that are working together to push for a pathway to citizenship for 11 million undocumented people living in the us!

We are excited to not only announce our partnership but also our first event together! We are hosting a summit on [Date / Time / Location] but we cannot do this alone. We need your help, passion and leadership! EVENT ASK: Do you have 3 minutes today to register for our event? I can help you RSVP over the phone!

[IF REFUSED] "Thank you, have a nice day!" [End conversation]

IF YES OR MAYBE: Great! The event will take place in [Location, Date, Time] Do you have any friends of family you would like to bring? [Schedule rest of attendees]

[IF NEGATIVE to how are you] "I am so sorry to hear that. Please let us know if we can help connect you to local resources.

IF NO: That's okay, thank you for letting me know! Is it okay if I keep your number on our list to continue providing updates on our organization and future events?

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION



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Call Script: Confirmation

Audience: Organizations List

Description: Confirmation for We Are Home Summit

Hi, is %FirstName% available?

I'm a volunteer with %Organization Name%. I'm calling to confirm that you are attending We Are Home Summit on [Date / Time / Location]

YES: Great! Will you bring a friend or family member to the event?

YES: Amazing! Thank you for your commitment to our undocumented community!

See you at [Repeat event details]

No/ Maybe: No worries, we are still looking forward to seeing you at the summit!

No: Thank you for letting me know. Hopefully you can join us at our next event!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION



Digital Turnout

Call Script: Post Summit (Those who marked “YES”)

Audience: Post We Are Home Summit Text

Description: Those who marked “YES” to attended event

Hi, %FirstName%, I'm a volunteer with %Organization Name%. I want to thank you for attending the We Are Home Summit this past [Date] Are you ready to continue working towards a pathway to citizenship for 11 million undocumented people in the US?

YES: I wanted to invite you to our next event [Insert next event details]

NO: Thank you for letting me know. Hopefully you can join us in future events!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION



Digital Turnout

Text Script: Recruitment

Audience: Organizations List

Description: Recruitment for We Are Home Summit

Hi, %FirstName%, I'm a volunteer w/ %Organization Name%. we are partnering with We Are Home, an org that is working towards a pathway to citizenship for 11m undocumented people. We are getting together to create a plan in [STATE], would you like to help out?

YES: Great! We are excited to have you be part of the summit! Please sign up here to learn more: [RSVP LINK]

NO: Ok, I understand. Thank you for your time!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION

Text Script: Confirmation

Audience: Those who said [YES] to the Initial recruitment text

Description: Confirmation

Hi, %FirstName%, I'm a volunteer w/ %Organization Name%. I want to confirm that you are attending our We Are Home Summit on [DATE / TIME / LOCATION]

Yes: Great! We look forward to seeing you there!

No: Thank you for letting me know. Hopefully you can join us for our future events!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION



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Text Script: POST Summit

Post We Are Home Summit Text

Audience: Those who DID NOT attend event

Hi, %FirstName%, I'm a volunteer w/ %Organization Name%. Sorry we missed you at the We Are Home summit! I wanted to invite you to our next event [Insert event]

YES: I wanted to invite you to our next event [Insert next event details]

NO: Thank you for letting me know. Hopefully you can join us in future events!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION

Call Script: Post Summit (Those who marked “YES”)

Audience: Post We Are Home Summit Text

Description: Those who marked “YES” to attended event

Hi, %FirstName%, I'm a volunteer w/ %Organization Name%. I want to thank you for attending the We Are Home Summit this past [Date] Are you ready to continue working towards a pathway to citizenship for 11 million undocumented people in the US?

YES: I wanted to invite you to our next event [Insert next event details]

NO: Thank you for letting me know. Hopefully you can join us in future events!

PLEASE UPDATE CONTACT INFORMATION AND ACTIVIST CODES IF THIS APPLIES TO YOUR ORGANIZATION



Sample Flow of Text Alert

What	Text Message	Link
Recruitment for summit	We have partnered with We Are Home to push for a pathway to citizenship for 11 million of undocumented folks. We cannot do this alone, will you join our summit on [Date / Time / Location] Please RSVP >>> [Link]	RSVP LINK
Confirmation #1 - This should go out immediately after signup	Thank you for confirming your attendance to the We Are Home Summit! Please mark your calendars [Date/Time] Can't wait to see you there! More info [WAH Toolkit Link]	WE ARE HOME WEBSITE
Reminder #1	We are one day away for our We Are Home Summit! If you have not had a chance to RSVP please do so today!	RSVP LINK
Summit Day	Today is the day! Thank you for your commitment to push for a pathway to citizenship for 11 million undocumented folks. Please be on time to the summit [Details they should know about the event]	N/A
Post Day	Thank you for your leadership these last few days during the We Are Home Summit! Here are the top 3 things you can start to take action on today!	LINK



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SOCIAL COPY

Today we are excited to announce our partnership with the #WeAreHome campaign! We are committed to fighting for 11 million undocumented people living in the US! Join us for our State Summit [\[date/time/location\]](#)! [\[RSVP LINK\]](#)

Our summit date is coming up quickly! Please make sure to RSVP today!!! [\[RSVP LINK\]](#)
Help us make the United States a place where “We The People” Includes all of us!

Labor unions, Black-led, LGBTQ-serving, and environmental justice groups will work hand in hand with one goal; to create a roadmap to create a pathway to citizenship for millions of undocumented immigrants living in the United States. >>>> RSVP TO PARTICIPATE IN OUR STATE SUMMIT! [\[RSVP LINK\]](#)

A coalition of over 25 organizations across six different states that are working together to push for a pathway to citizenship for 11 million undocumented people who are living in the United States. Will you join us?! [\[RSVP LINK\]](#)

POST SUMMIT

We had an incredible time at the We Are Home State Summit! Together we will work hand in hand with one goal! [\[INSERT CTA\]](#)

HASHTAGS

#WeAreHome

#Immigration

#ForOurFamilies

#HereToStay

#PathToCitizenship



Digital Turnout
Download on Google Drive

SOCIAL IMAGES

**WE DEMAND
JUSTICE!**

PATHWAY TO CITIZENSHIP FOR
11 MILLION PEOPLE

#WEAREHOME

**JOIN US +
TAKE ACTION!**

PATHWAY TO CITIZENSHIP FOR
11 MILLION PEOPLE

#WEAREHOME

WE DEMAND JUSTICE!

JOIN US AND TAKE ACTION.

WE DEMAND A PATHWAY TO CITIZENSHIP FOR
11 MILLION UNDOCUMENTED PEOPLE LIVING IN THE U.S.!

#WEAREHOME

WEAREHOME.COM