



Movement Month Peer-to-Peer Asking Guide

This June, CASA supporters will build power for the immigrant rights movement by connecting with new and existing supporters and allies through emailing, phone calls, and/or texting! This guide provides references to use when reaching out.

Table of Contents

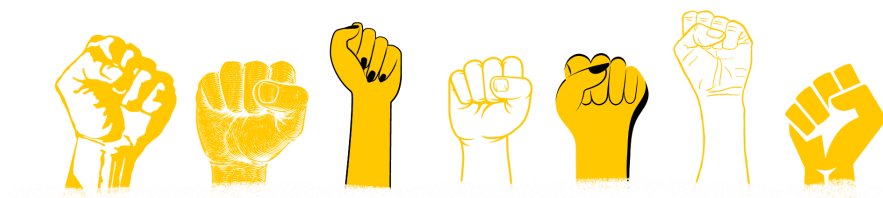
- Brainstorming.....2
- Phone Call Template.....3
- Email.....7
 - Email Template A.....7
 - Email Template B.....8
- Text Messaging Templates.....9
- Social Media Ideas.....10

Brainstorming

Using the space below, write down people in your life that might be interested in learning more about CASA and what area of CASA's work they might be particularly interested in. Additionally, set yourself an overall fundraising goal for this Movement Month!

Fundraising Goal: _____

	Name	How do I know them?	Best way to connect? (email, phone call, FB, etc.)	Issues they care about
1				
2				
3				
4				
5				
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10				



Now that you’ve identified a few individuals you can contact, it’s time to get to work! Below are a few examples to guide you in reaching out through a phone call, email, or text message, as well as ideas for posting on social media about CASA and Movement Month!

Phone Call Template

You: “Hi {Name}. How are you?”

You: “I am doing great! This month, I am participating in Movement Month, a special initiative that CASA is hosting. I am so incredibly excited to tell you more about CASA, my favorite organization, and movement month. Do you have a quick moment to chat?”

Friend: No

You: No worries, can I send you a text or call you later? *End conversation.*

Friend: Yes, I have a couple of minutes.

You: Great! With over 155,000 lifetime members across 46 US states. CASA creates change with its power-building model blending human services, community organizing, and advocacy to serve the full spectrum of the needs, dreams, and aspirations of CASA members. I’m calling because I would love for you to be a valued part of our community this month.

Movement Month is a month-long effort at CASA to fuel CASA’s services and advocacy and build power for the immigrant rights movement. Individuals like us can stand in solidarity with immigrants in our communities by donating to CASA, strengthening CASA’s network of allies who are committed to supporting immigrants.

I know that you are specifically interested in... *(Choose one of the following areas based on the preferences of the individual. If unsure of the preferences of the individual, ask whether they would like to know about CASA’s program areas and list some examples.)*

- ***Community Economic Development:*** CASA’s Community Economic Development department is central to our mission to advance the economic well-being of immigrant and working-class community members. The CED department achieves this through four major programs: Workforce Development Program (WFD), Employment Services (ES), Small Business Development, Worker Cooperatives.
- ***Health and Human Services:*** CASA seeks to address health disparities by providing essential and holistic services to working-class, Black, Latino/a/e, Afro-descendent, Indigenous and Immigrant communities. CASA actively engages in health outreach

programs, public benefit enrollment assistance, and case management, ensuring that vulnerable populations have access to quality healthcare resources.

- ***English for Speakers of Other Languages (ESOL) Programs***

- Life Skills ESOL: This program improves participants' English speaking, reading, and writing skills so that they may become more financially independent, increase their employability, better integrate into U.S. society, and move closer to achieving their personal goals.
- Workforce ESOL: With a focus on applied language learning, this program empowers day laborers to obtain higher-paying and/or more stable employment, communicate effectively with co-workers and employers, and understand workplace safety and workers' rights. Additional topics such as transportation, health, nutrition, and civic engagement are also addressed.

- ***Immigration Integration Program:*** CASA has an established track record in providing year-round financial literacy programming, reaching more than 5,000 immigrants annually through linguistically and culturally competent workshops and assistance. CASA's program provides wraparound case management services - pairing financial literacy and citizenship services to promote increased engagement in U.S. economic systems, including taxes and benefits. Over its 20-year history of providing these hybrid financial literacy and citizenship support services, CASA has acquired an intimate knowledge of the unique challenges facing its target population, and in 2009, developed Citizenship Maryland (now the Maryland New Americans Opportunity Program) - an award-winning comprehensive model of addressing these challenges through our embedded AmeriCorps program.

- ***Legal Services:*** In addition to engaging in wide-ranging impact litigation, CASA's team of lawyers and paralegals also offer CASA members a host of legal services. The Legal Department at CASA is currently focused on three primary issue areas that most impact our community members: Immigration, Housing and Employment. The Legal Department employs a variety of strategies in direct service delivery, including community education (Know Your Rights) sessions, legal consultations through which community members are educated about their rights and directed into our more intensive legal services or referred to other internal or external providers, and direct representation before a variety of adjudicative bodies.

- ***Community Organizing:*** CASA conducts widespread regional outreach and organizes its members into local committees that develop individual and collective leadership to fight for social justice and human rights. Among the goals of CASA's current campaign are achieving comprehensive immigration reform, protecting local families by challenging

unjust immigration enforcement policies, and advocating for tenants' rights and workers' rights.

- **Education**

- **Youth Programming**

- CASA's youth programming is predicated on the theory that when first- and second-generation immigrant youth are presented with the proper programming in a safe space and have the support of caring adults, it increases their sense of belonging, enhances their academic and socioemotional skills, and promotes their interest in leadership. CASA provides after-school programming at our CASA centers and onsite at partner schools, focusing on increasing college and career readiness and leadership development. This programming is coupled with summer internship opportunities and family workshops to support students as they develop a career plan and navigate post-secondary enrollment, including the financial aid application process.

- **Life Skills ESOL**

- CASA's Life Skills ESOL program is designed to meet the linguistic and socioeconomic needs of the immigrant community by pairing English with practical life skills to increase participant familiarity with local resources and services. Additional life skills such as transportation, health, and civic engagement are also addressed. CASA's curriculum is guided by the TESOL (Teaching English to Speakers of Other Languages) standards

I hope I was able to tell you more about what CASA does and why the work they do is really important! With that being said, would you be willing to donate to CASA to support immigrant and working-class communities?

Friend: No.

You: Thank you for your time. Would you like to sign up for the email newsletter? *End conversation*

Friend: I have to think about it.

You: *Share your own personal story about what got you involved with CASA. Ask them to sign up for CASA email newsletters. Proceed to thank them for their time and end conversation.*

Friend: Yes! Ask to send a donation link.

You: Thanks so much for taking the time to chat with me. If you have any questions, here is my email address {your email address}, as I want to make sure you have everything you need to stay connected with CASA and CASA members.

Email Templates

Email Template A	
To	{Your friend's email}
Subject line	Reaching out to tell you about CASA
Body Copy	Dear {Name}, I am so incredibly excited to tell you more about a special initiative that CASA will be hosting during the month of June. Movement Month is a month-long effort at CASA to fuel CASA's services and advocacy, and build power for the immigrant rights movement by bringing in new supporters to the fight for justice. Individuals like us can stand in solidarity with immigrants in our communities by donating to CASA, and strengthening CASA's network of allies who are committed to supporting immigrants. CASA is committed to serving 155,000 lifetime members by offering workforce development services, adult education services, health promotion, afterschool and leadership development, legal services, and community organizing opportunities. I'm reaching out because I would love for you to be a valued part of our community in any way you can. You can either.. Click here to donate {Link to Donate} Whatever option you choose to do will go far in supporting CASA's initiative to help immigrants and their families fight for their rights. Thanks so much for your support! In solidarity, {Your name}

Email Template B	
To	{Your friend's email}
Subject line	Reaching out about movement month
Body Copy	Dear {Name}, I wanted to reach out and ask for your help. With over 155,000 lifetime members across 46 US states, my favorite organization, CASA, creates change with its power-building model blending human services, community organizing, and advocacy to serve the full spectrum of the needs, dreams, and aspirations of CASA members. CASA has grown through waves of activism led by immigrant workers, students and parents, and other co-conspirators for justice in labor, faith, and civil rights organizations. With that being said, I personally want to support CASA by spreading the word about Movement Month. Movement Month is a month-long effort to bring new supporters to the immigrant rights movement. Your support is the single best way to help spread awareness and garner much-needed funds to support CASA. So, I'm emailing everyone I know to ask them to share my fundraising page {Insert link to your fundraising page} with their friends and family. Click here to donate {Link to donate} A social media share on Facebook or Twitter, or an email to your closest friends would also be great and help so much. If you're willing to share, can you please send everyone this link: {Link to your fundraising page} and ask them to check it out? Thank you for your support! In solidarity, {Your name}

Text Messaging Templates

To: Acquaintance

Hey. I've never talked about this before, but I have a feeling that you would enjoy learning about CASA and the incredible work they do to support immigrants. If you are interested and have a minute, I would love to share more information.
{Link to your fundraising page}

To: Acquaintance

Hey, so I know of a great organization named CASA. They work with 155,000 immigrant, and working-class members across 46 US states to ensure all individuals have the core support they need to succeed in an equitable society. I think it would be a great idea to potentially {donate, host a house party, collaborate} with them... what do you think? {Link to your fundraising page}

To: Friend

Hey, {Friend}. You know that I am really passionate about non-profit work and social justice issues. I wanted to share with you an organization that has been lifted by waves of activism, led by day laborers and domestic workers, students and parents, and civil rights advocates to pave the path for a more just and equitable society. If you have a minute, I would love to talk more about CASA with you, and why I think they do a great job!
{Link to your fundraising page}

To: Family

Hi, {Family member}. They say all politics are local, and, as you know, community-led committees have the potential to lead and win real campaigns. CASA is an organization I support that fosters deep working relationships with immigrants and other communities. I would love to share about how I am participating in movement month to mobilize support for immigrant and working-class families. Would you like to know more?
{Link to your fundraising page}

Social Media Ideas

- A) Friendly challenge! For every dollar your friends donate, match that dollar amount up to a certain point.
- B) Post: This #MovementMonth, I pledge to be a movement maker for @CASAforall members by reaching out to my friends and family and inviting them to support the fight for immigrant justice! Fuel the fight for justice: Wearecasa.org/movementmonth
- C) Invite your friends to participate in Movement Month on Facebook! Share your donation page to personally invite them to participate throughout the month.
- D) Make a 1-2 min video about why you support CASA, tag CASA's social media pages, and challenge your friends to donate.
- E) All throughout Movement Month, CASA will be posting stories and testimonies from CASA members who have been supported by CASA on social media. Repost these videos and share these stories with your friends to see the impact we have when we work together.