



Promotional Toolkit

Phase 1

- ▶ [Tweets](#)
- ▶ [Facebook posts](#)
- ▶ [Instagram posts](#)
- ▶ [Instagram stories](#)
- ▶ [Newsletter/email inserts](#)

*For any questions about this toolkit, please email
ProtectingImmigrantFamilies@berlinrosen.com*

Help #ProtectFamilies and stop this cruel new attack against immigrants.

- **Join the conversation**
 - Use #ProtectFamilies and tag us in your posts
- **Spread the word on social media**
 - **Twitter:** Share these **sample tweets**
 - **Facebook:** Share these **Facebook posts** on your feed and/or page
 - **Instagram:** Share one of these **sample posts**
- **Send an email to your community**
 - Use this **sample email** for your newsletter or to send to friends

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TWITTER

Post text with one of these Twitter-sized graphics

Option 1

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 regulation. The government is required to read each comment: bit.ly/submitcomment

Option 2

Trump's new policy would put a price tag on U.S. residency, heavily favoring wealthy immigrants over others seeking to follow the path of upward mobility. Take action to #ProtectFamilies and stop Trump from making our immigration system "pay-to-play." bit.ly/submitcomment

Option 3

First the Trump administration ripped families apart at the border. Now it's trying to force through cruel restrictions on immigrant families. We have to #ProtectFamilies! You can submit comments to the government via our portal: bit.ly/submitcomment

Option 4

Our lives should be defined by how we contribute to our communities—not by how much money we have. But a new Trump regulation would ensure only wealthy immigrants could build a future in the U.S. We need to fight back to #ProtectFamilies! bit.ly/submitcomment

Option 5

Trump's new "public charge" regulation would strip immigrant families of their access to healthy food 🍎, health care 🏥, and housing 🏠. It would make the U.S. a sicker, hungrier, and poorer nation. TAKE ACTION ➡️ bit.ly/submitcomment #ProtectFamilies



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FACEBOOK

Post text and link should populate PIF preview metaimage, or attach one of these FB-sized graphics

Option 1

Trump's new policy would put a price tag on legal U.S. residency and heavily favor wealthy immigrants over others seeking to follow the path of upward mobility, the path that has brought so many proud immigrants here and enriched our country and economy. We can't let that happen: Take action right now and tell the government that our immigration system – and a chance at the American Dream – shouldn't be "pay-to-play." bit.ly/submitcomment



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Option 2

It's up to us to disrupt and stop the Trump administration's cruel new attack on immigrant families. Submit your public comment pushing back against the proposed new "public charge" regulation. Comments will be submitted in live time to the government, which is required to read all of them. Do your part to #ProtectFamilies: bit.ly/submitcomment



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Option 3

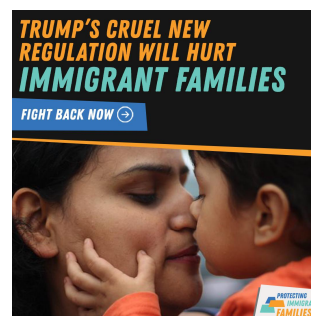
The traumatic separation of families at the border was a blatant attack on immigrants seeking a better life. Now the terrifying attacks continue: A proposed regulation from the Trump administration would punish immigrants for accessing basic needs programs like Medicaid, food stamps, and housing assistance. Do something TODAY to #ProtectFamilies! Your comments are the one way to stop this: bit.ly/submitcomment



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Option 4

Our lives should be defined by how we contribute to our communities—not by how much money we have. But a new rule from the Trump administration would ensure only wealthy immigrants could build a future in the United States. We still have a chance to make our voices heard—but the clock is ticking. #ProtectFamilies now! Submit your public comment, which will immediately be sent to the government. bit.ly/submitcomment



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INSTAGRAM

Post text with one of these Instagram-sized graphics and change your bio link to bit.ly/submitcomment

Option 1

The traumatic separation of families at the border was a blatant attack on immigrants seeking a better life, and now the terrifying attacks continue. A proposed regulation from the #Trump administration would punish immigrants for accessing basic needs programs like Medicaid, food stamps, and housing assistance. Do something TODAY to #ProtectFamilies. Your comments are the one way to stop this.

🔴 Public comments are now open! Find out how to fight back against this cruel attack. 🌟

👉 Link in description

#KeepFamiliesTogether #Immigrants #Immigration

#ImmigrantsWelcome #FamilySeparation #EndFamilySeparation

#FamiliasUnidas #FamiliesBelongTogether

Option 2

Our lives should be defined by how we contribute to our communities—not by how much money we have. But a new rule from the #Trump administration would ensure only wealthy immigrants could build a future in the United States. We still have a chance to make our voices heard—but the clock is ticking to fight this cruel proposal. Submit your public comment, which will immediately be sent immediately to the government. 👉 link in bio!

#ProtectFamilies #KeepFamiliesTogether #Immigrants #Immigration

#ImmigrantsWelcome #FamilySeparation #EndFamilySeparation

#FamiliasUnidas #FamiliesBelongTogether

Option 3

YOU have the power to disrupt and stop the Trump administration's cruel attacks on immigrant families! A new policy would put a price tag on legal U.S. residency and heavily favor wealthy immigrants over others seeking to follow the path of upward mobility—the path that has brought so many proud immigrants here and enriched our country and economy.

➡️➡️➡️ Click the link in the bio to submit your comments. They will be sent in live time to the government, which is required to read all of them.

#ProtectFamilies #KeepFamiliesTogether #Immigrants #Immigration

#ImmigrantsWelcome #FamilySeparation #EndFamilySeparation

#FamiliasUnidas #FamiliesBelongTogether



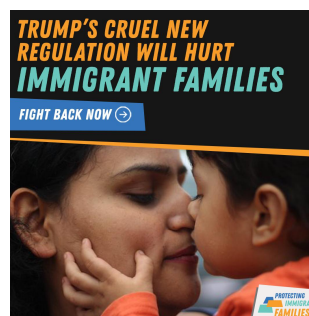
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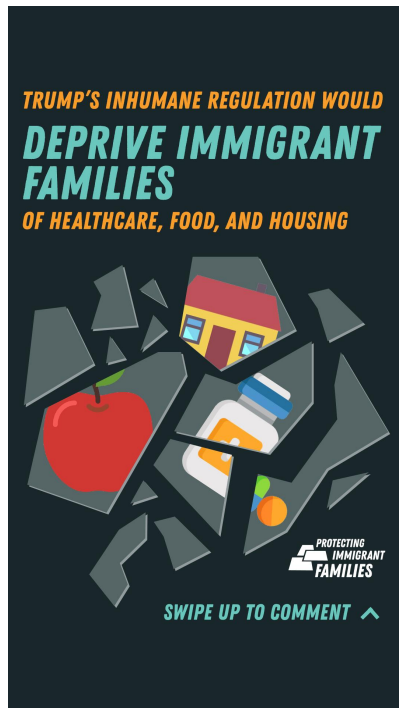
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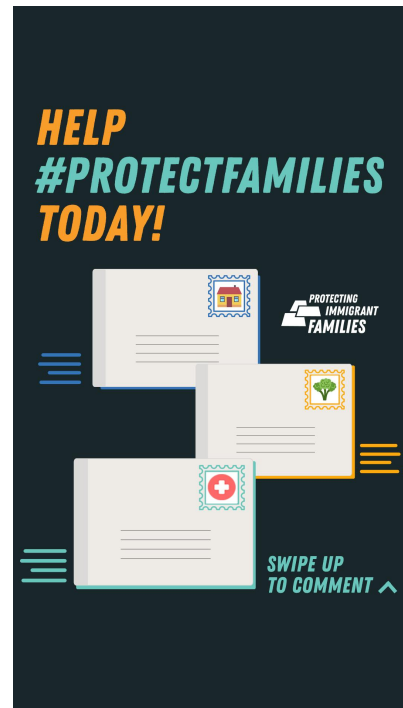
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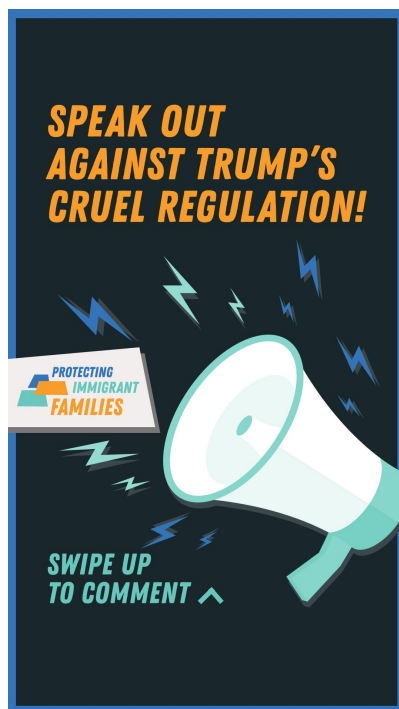
INSTAGRAM STORIES



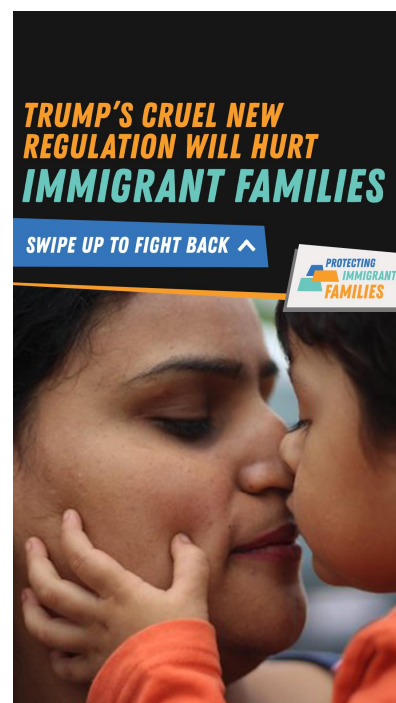
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NEWSLETTER/EMAIL INSERT

Graphic for Email

Link graphic to bit.ly/submitcomment



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Subject Lines

Latest attack on immigrant families
Inhumane attack on immigrants
A flood of comments
Punished for taking care of your children

Copy:

Action Link (insert as link for bolded/underlined text)

%%FIRSTNAME(Friend)%%:

The Trump administration is continuing its destructive efforts to divide the country and vilify immigrants. Now we have to take action against this latest attack.

The administration has proposed a new regulation that would block immigrant families from having a permanent, secure future in the United States. Under the new rule, immigrants who legally access health care, safe housing, and healthy food programs could be denied admission to the country or refused a green card. The proposed rule also makes clear that earning low wages, having children, or dealing with a medical condition could be held against immigrants seeking a permanent future in the United States.

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It's not final yet—but the clock is ticking. We need to move swiftly. **Take a few minutes now to post a public comment decrying this inhumane attack on the health and wellbeing of countless families, communities, and children. Just click here.**

[INSERT ABOVE GRAPHIC AND LINK TO]

How you live your life and contribute to your community should define you in this country—not how you look or how much money you have. But this regulation would put a price tag on legal U.S. residency and heavily favor wealthy immigrants over others seeking to follow the path of upward mobility, the path that has brought so many proud immigrants here and enriched our country and economy.

Diversity is our greatest strength, and we're stronger when we join together across racial differences. We know we can make an impact when Trump goes too far, like when we demanded an end to his family separation policy. Now we need to do all we can do disrupt and stop this shameful regulation.

Under federal law, the government is required to read and respond to **every** unique comment before issuing a final rule. **That's why we need you to submit yours now. A flood of comments can slow down the process, shape the administration's decisions, and show how many people care.**

Thank you for taking action. It couldn't be more important.

SIGNER

ORGANIZATION

###

Thank you!

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