



## Help Houston Become the Citizenship Capital of the USA!

### Digital Toolkit for Ethnic & Community-Based Media | Fall 2023

#### Background

[Naturalize Now, Houston!](#) is a first-of-its-kind, three-year initiative to help eligible immigrants take the life-altering step of applying for U.S. citizenship. From application assistance to help studying for the citizenship exam and more, this initiative will break down the barriers that have kept some lawful permanent residents from applying already. There is even help available to cover the application fee!

**As ethnic and community-based media, you are a trusted source of information for people across Houston, and play a critical role in educating the public.** We need your help to reach the 300,000 people who are currently eligible for citizenship but haven't yet applied. Partner with us by spreading the word through your networks today and in the coming weeks.

#### This toolkit includes:

- The social media accounts of initiative [partners](#)
- Sample social posts to educate the public about the [benefits & process of naturalization](#)
- Information about a new bilingual (EN/ES) [TikTok campaign](#), led by CHIRLA, to prepare people for their citizenship civics exam.

Use these graphics ([view all here](#)) and customizable captions below to get started. Captions are translated into Spanish, Korean, Hindi, Urdu, Simplified Chinese, Vietnamese, Farsi/Dari, Pashto, Arabic, and French. [View all caption translations here.](#)

*Naturalize Now, Houston! is led by the National Partnership of New Americans (NPNA), with the Houston Endowment, Harris County, City of Houston, Houston Immigration Legal Services Collaborative (HILSC), and several other trusted community partners. Contact [info@partnershipfornewamericans.org](mailto:info@partnershipfornewamericans.org) or visit [houston.naturalizenow.org](http://houston.naturalizenow.org) to learn more.*

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#### Social Accounts of Partners

Naturalize Now, Houston! is a collaborative, public-private partnership. Please follow the participating organizations, government agencies, and civic leaders below on social media and tag them in your posts!

Partner	Twitter Handle	Instagram Handle	Facebook Page
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National Partnership for New Americans	<a href="#">@npnewamericans</a>	<a href="#">@npnewamericans</a>	<a href="https://www.facebook.com/npnewamericans">https://www.facebook.com/npnewamericans</a>
Mi Familia Vota Education Fund	<a href="#">@MiFamiliaVotaTX</a>	<a href="#">@mifamiliavotatexas</a>	<a href="https://www.facebook.com/MiFamiliaVota">https://www.facebook.com/MiFamiliaVota</a>
Saavetxef	<a href="#">@SaavetxEF</a>	<a href="https://www.instagram.com/saavetxef/">https://www.instagram.com/saavetxef/</a>	<a href="https://www.facebook.com/SAAVETXEF">https://www.facebook.com/SAAVETXEF</a>
Harris County Judge Lina Hidalgo	<a href="#">@HarrisCoJudge</a>	<a href="#">@harriscojudge</a>	<a href="https://www.facebook.com/HarrisCoJudge">https://www.facebook.com/HarrisCoJudge</a>
Advocate Greater Houston	<a href="#">@OCAHouston</a>	<a href="#">@ocagreaterhouston</a>	<a href="https://www.facebook.com/OCAGreaterHouston">https://www.facebook.com/OCAGreaterHouston</a>
Woori Juntos	<a href="#">@woorijuntostx</a>	<a href="#">@woorijuntostx</a>	<a href="https://www.facebook.com/woorijuntostx">https://www.facebook.com/woorijuntostx</a>
Houston Endowment	<a href="#">@HoustonEndowmnt</a>		<a href="https://www.facebook.com/HoustonEndowment">https://www.facebook.com/HoustonEndowment</a>
Harris County Community Services Department	<a href="#">@HarrisCountyCSD</a>	<a href="#">@harriscountycsd</a>	<a href="https://www.facebook.com/HarrisCountyCSD">https://www.facebook.com/HarrisCountyCSD</a>
Harris County Precinct 4 Commissioner Lesley Briones	<a href="#">@HCPrecinct4</a>	<a href="#">@hccprecinct4</a>	<a href="https://www.facebook.com/HCPrecinct4">https://www.facebook.com/HCPrecinct4</a>
City of Houston Texas	<a href="#">@HoustonTX</a>	<a href="#">@houston</a>	
Houston Immigration Legal Services Collaborative			<a href="https://www.facebook.com/HTXimmigration">https://www.facebook.com/HTXimmigration</a>
Citizenshipworks	<a href="#">@citzworks</a>	<a href="#">@citizenshipworks</a>	<a href="https://www.facebook.com/citizenshipworks">https://www.facebook.com/citizenshipworks</a>
CC4C			
Justicia Lab	<a href="#">@JusticiaLabs</a>	<a href="#">@justicialab</a>	<a href="https://www.facebook.com/justicialab">https://www.facebook.com/justicialab</a>
Naleo Educational Fund	<a href="#">@NALEO</a>	<a href="#">@naleoedfund</a>	<a href="https://www.facebook.com/naleo.org">https://www.facebook.com/naleo.org</a>








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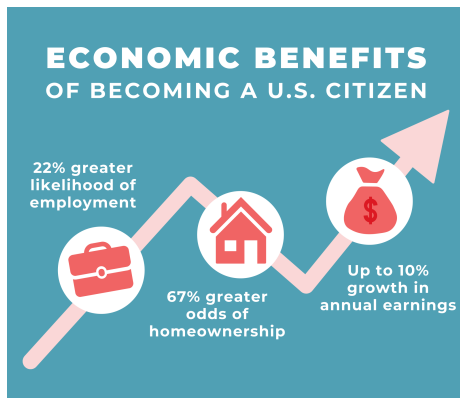
## Social Posts | The Benefits & Process of Naturalization



Your partnership is essential to reaching eligible immigrants in Houston and spreading the word about Naturalize Now, Houston!

Use these posts to educate your audiences about this effort; the benefits of naturalization to immigrants, their families, and their communities; and how eligible immigrants can start the process.

Graphic	Caption
 <p><a href="#">Download Here</a> <a href="#">Download in another language</a> Translations Available: Simplified Chinese, Tagalog, Korean, Vietnamese, Spanish</p>	<p>Are you eligible to become a U.S. citizen?</p> <p>If so, consider taking the step towards naturalization and gain:</p> <ul style="list-style-type: none"><li> The right to vote</li><li> Better work opportunities</li><li> The chance to own a home</li><li> And more!</li></ul> <p>Learn more &amp; start your journey today: <a href="https://houston.naturalizenow.org">houston.naturalizenow.org</a> #NaturalizeNOW</p>
 <p><a href="#">Download Here</a></p>	<p> Did you know that naturalized U.S. citizens are 67% more likely to purchase a home than non-citizens?</p> <p>Becoming a citizen can help you secure a brighter future for your family &amp; the rest of your community.</p> <p>Start your journey today: <a href="https://houston.naturalizenow.org">houston.naturalizenow.org</a> #NaturalizeNOW</p>



**NATURALIZE  
NOW**

*Averages within 10 years  
of naturalizing. Learn more at  
[houston.naturalizenow.org](https://houston.naturalizenow.org)*

[Download Here](#)

Becoming a U.S. citizen brings greater economic opportunities, allowing you to create a brighter future for yourself and your family!

Start your naturalization journey today:

[houston.naturalizenow.org](https://houston.naturalizenow.org) #NaturalizeNOW



**NATURALIZE  
NOW**

[Download Here](#)

📈 Immigrants in @HoustonTX are 53% more likely to be entrepreneurs than their US-born counterparts!

By becoming naturalized citizens, immigrants have access to even more opportunities to participate in and strengthen our local economy.

[houston.naturalizenow.org](https://houston.naturalizenow.org) #NaturalizeNow



**NATURALIZE  
NOW**

[Download Here](#)

If everyone who is eligible to become a U.S. citizen in Houston does so, the area could see up to a \$958 million increase in individual earnings & spending power per year!

Citizenship means greater prosperity for everyone in our city.

[houston.naturalizenow.org](https://houston.naturalizenow.org) #NaturalizeNow



[Download Here](#)

Did you know that 1 in 4 Houstonians were born in another country? Immigrants and their children are an important part of our city's vitality, prosperity, and future!

If you are a green card holder, learn more about naturalization: [houston.naturalizenow.org](https://houston.naturalizenow.org)  
#NaturalizeNow



[Download Here](#)

Houston is home to 300,000+ potential new U.S. citizens, each one of whom contributes to our city's diversity, cultural richness, and strength.

Together, we can help each of them  
#NaturalizeNow and make our city the citizenship capital of the U.S. 🇺🇸

<https://houston.naturalizenow.org>



[Download Here](#)

The city of @HoustonTX is home to 300,000+ immigrants who are eligible to become U.S. citizens!

Each person represents a unique story, a dream, and the potential to contribute even more to our city through naturalizing.

<https://houston.naturalizenow.org/>  
#NaturalizeNow #HoustonTX



[Download Here](#)

👤 Did you know that over 300,000+ potential new U.S. citizens call @HoustonTX home?

We're proud to be part of the new #NaturalizeNow, Houston! campaign to help each one of them take the life-changing step of naturalization.

Learn more: <https://houston.naturalizenow.org>  
#HoustonTX



[Download Here](#)

The @HoustonTX area is home to 1.6 million immigrants, over 300,000 of whom are eligible to become U.S. citizens!

We're proud to be part of one of the most diverse and rapidly-growing metropolitan areas in the nation 💖 #NaturalizeNow #HoustonTX



[Download Here](#)

Can you guess the top 5 countries of origin of our immigrant neighbors in @HoustonTX?

- 🇲🇽 Mexico
- 🇸🇻 El Salvador
- 🇻🇳 Vietnam
- 🇮🇳 India
- 🇧🇮 Honduras

Diversity is what makes our city great!  
#NaturalizeNow #HoustonTX

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## TikTok Video Series | “Ciudadanía En Tus Manos”

“Ciudadanía En Tus Manos” is an interactive English and Spanish video study guide from the Coalition for Humane Immigration Reform (CHIRLA) to prepare people for their citizenship civics exam. The video library of more than 100 videos is available on the [@ChirlaCiudadania TikTok account](#).

The videos include easy-to-follow instructions, subtitles, and graphics in a looping video to allow participants to study repeatedly and with ease. Created by CHIRLA's legal services department, this initiative is part of a broader effort to assist more people in becoming U.S. citizens.

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