

Greater Houston Citizenship Project

Digital Toolkit for Community & Civic Partners

Background

Greater Houston, is home to approximately 360,000 adults eligible to become citizens. According to the most recent Migration Policy Institute Report, 80 percent of those eligible have lived in the United States for more than 10 years, and 40 percent have lived in the country for more than 20 years. In Houston, 94% of the ETN (Eligible to Naturalize) population is primarily concentrated in Harris County, Fort Bend County, and Montgomery County. The top five countries of origin for this population are Mexico, India, Cuba, Vietnam, and China, according to USCIS data.

Research shows that naturalization leads to broad community benefits, such as levels of civic engagement, increased income and workforce loyalty and retention.

As local community and civic partners, you can play a critical role in educating communities about this initiative and encouraging eligible immigrants to apply for citizenship.

We need your help to reach those who are currently eligible for citizenship but haven't yet applied. Partner with us by spreading the word through your networks and channels, including on social media.

This toolkit includes:

- Sample social posts to build awareness about the benefits & process of naturalization
- Sample social posts highlighting quotes from local citizenship testimonials

We will use these graphics and the customizable captions below to spread the word on social media!

Social	Copy <i>(Please use provided link embedded in the captions below)</i>	Graphic/Reel <i>(Click the link above the image to download the creative asset listed)</i>
---------------	---	--

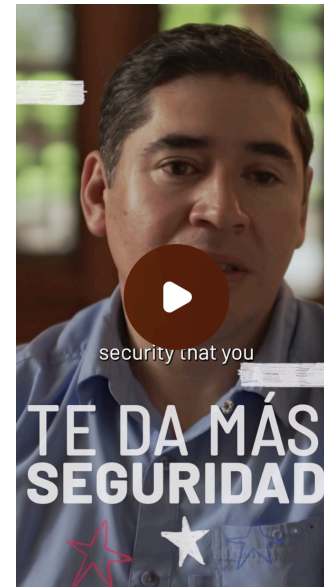
**Gustavo Chavez
Social Reel #1**

For Gustavo, becoming a U.S. citizen meant more than a title. It meant belonging. It meant new doors opening, more security, and a chance to fully build a future in the place he calls home. 🏠

If you've been thinking about it, this is your sign to go for it!

Start your path to U.S. citizenship today at
<https://bit.ly/44r9Cvm>

[Link](#)

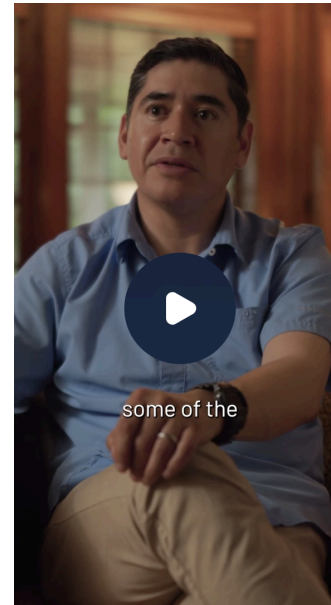


**Gustavo Chavez
Social Reel #2**

Becoming a U.S. citizen is a big decision, but you don't have to do it alone. Gustavo reminds us that preparation is key. Ask questions, seek trustworthy help, and connect with others who've walked this path before you. 🤝

Visit <https://bit.ly/44r9Cvm> to get the support you need to start your journey to U.S. citizenship, today! 🇺🇸

[Link](#)



**Gustavo Chavez
Social Reel #3**

After achieving his U.S. citizenship Gustavo feels even more enriched. He gained the benefits of new opportunities, and still carries his heritage from Mexico forward.

Now is the moment. Take action towards achieving your own journey to new opportunities. We offer guidance and can help you prepare for the U.S. citizenship process.

Contact us now at <https://bit.ly/44r9Cvm> to get started.

[Link](#)



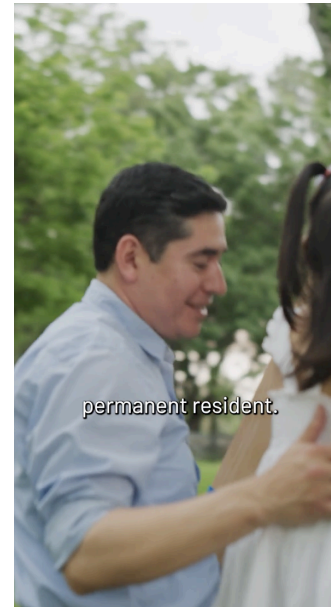
**Gustavo Chavez
Social Reel #4**

“My daughters are everything to me.” And they are also the hope for Gustavo’s future. The reason he wanted to go ahead and become a U.S. citizen too.

In Houston, there are countless resources available to offer guidance and even financial support in the process to U.S. citizenship.

Get started now at <https://bit.ly/44r9Cvm>.

[Link](#)



Maria Haydee Diaz
Social Reel #1

Maria Haydee found out about citizenship classes through her church. Every Saturday morning, she showed up. Nervous, yes. But also determined.

She didn't pass her first interview, but instead of stopping, she kept studying, and she kept going, and on her second try, she became a U.S. citizen!

- 💪 Because giving up isn't an option.
- 👏 Because with the right support, anything is possible.

Get the help, resources, and the guidance you need to start your journey to U.S. citizenship at <https://bit.ly/44r9Cvm>

[Link](#)



Maria Haydee Diaz
Social Reel #2

Maria Haydee made every moment count. She never left home without her U.S. citizenship book in tow. She had her husband and daughter quiz her every chance she got. And she practiced until she believed in herself.

It's not just about studying. It's about believing you can do it, even when nerves try to hold you back.

If you've been waiting for the right moment, this is it. 🇺🇸

Get the help to prepare, practice, and succeed, and start your journey today at <https://bit.ly/44r9Cvm>

[Link](#)



**Maria Haydee Diaz
Social Reel #3**

Maria Haydee's citizenship journey started with a simple announcement at church – but it ended with a hug.

She decided to challenge herself by taking the interview in English, even though she could have waited and done it in Spanish.

When the interviewer said, "Congratulations," and they hugged, Maria Haydee knew all her hard work and nerves had paid off. ❤️

The moment of connection, that feeling of belonging, is what U.S. citizenship is all about. 🇺🇸

If you're ready to take your first step, start your journey today at <https://bit.ly/44r9Cvm>

[Link](#)



Maria Haydee Diaz
Social Reel #4

Maria Haydee didn't just show up for herself – she inspired someone else to do the same.

Her friend's sister was unsure, hesitant, even scared. But Maria Haydee reminded her: "when you give it your all, you've got nothing to lose."

And guess what? She did it! 🇺🇸

Sometimes, all it takes is the right support and a little push.

Your story could inspire the next person. Start your journey today at <https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Social Reel #1**

For years, Vestine focused on her family – but deep down, she still held onto her goal of becoming a U.S. citizen.

Then a friend introduced her to a women's group with online classes for English and citizenship preparation. Through community and encouragement, she studied, and today, she's a U.S. citizen! 🇺🇸

It's never too late to start again. You don't have to do it alone. Let your community lift you up! Start your journey at <https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Social Reel #2**

Vestine knew she wanted to become a U.S. citizen – and turned that belief into action.

She studied with YouTube videos, with her new friends at a local women’s group, wrote down questions by hand, and practiced until it clicked.

📖 Step by step.

📝 Word by word.

💪 With faith, focus, and the right support, it’s possible.

Find the tools and guidance to start your journey to citizenship at <https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Social Reel #3**

Vestine remembers how hard it felt at the start. The English felt impossible. The doubts crept in. But she pushed through.

She joined a women's group in Houston, studied with YouTube, wrote everything down, and practiced again and again. And when she finally passed? Her whole house was filled with friends celebrating her joy. 🇺🇸

You don't have to be perfect to begin. You just need a plan, support, and the belief that you can do it! 🙌

Get the help you need, start preparing at
<https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Social Reel #4**

When Vestine first arrived, everything felt unfamiliar. But through her journey, she found confidence, strength, and a new sense of freedom.

- ★ No more limits.
- ★ No more “you can’t.”
- ★ Just the power to build the life she wants – on her terms.

That’s what becoming a U.S citizen gave her. And that same path is possible for you, too. 🇺🇸

Start your journey today at <https://bit.ly/44r9Cvm>

Because your voice, your dreams, and your future matter.

[Link](#)



**Maria Tran Social
Reel #1**

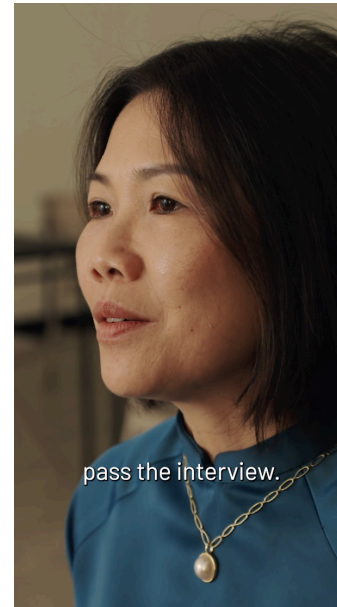
Maria didn't face her citizenship journey alone.

She found support at BPSOS, where dedicated teachers helped her strengthen her English, understand American culture, and gain the confidence she needed.

With the right tools, guidance, and encouragement – she made it. 🇺🇸

Start your journey with support that understands your story.
Visit <https://bit.ly/44r9Cvm>

[Link](#)



pass the interview.

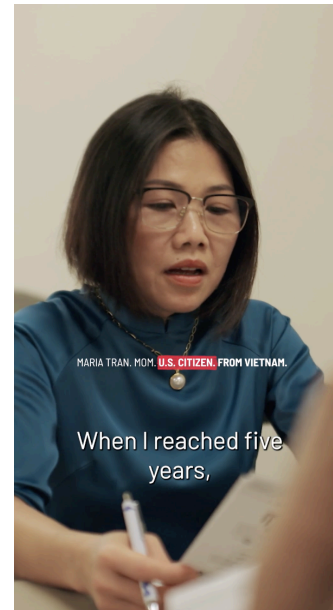
**Maria Tran Social
Reel #2**

Maria came to America as an immigrant, unsure of the path ahead. At BPSOS, she found the guidance she needed to pursue her path to U.S. citizenship.

Holding her U.S passport was a proud moment – proof that with support and determination, dreams become reality. 🙌

Your journey matters! Ready to take the next step towards U.S. citizenship? Begin today at <https://bit.ly/44r9Cvm>

[Link](#)



MARIA TRAN, MOM, **U.S. CITIZEN**, FROM VIETNAM.

When I reached five
years,

**Maria Tran Social
Reel #3**

To build the confidence it takes to succeed, Maria prepared, studied, and learned not just the civic test answers, but also the American culture. When the moment came, she was calm, steady, and proud.

- 📖 Her classes gave her knowledge.
- 💪 Her preparation gave her confidence.
- 🇺🇸 Her U.S. passport gave her pride.

Your journey can start the same way, with support, education, and belief in yourself. Here in Houston!

A better tomorrow begins with your first step today. Learn more at <https://bit.ly/44r9Cvm>

[Link](#)



**Maria Tran Social
Reel #4**

This is your home, and your voice matters. Getting your citizenship is possible. Your time is now. 🇺🇸

Maria, with the help of BPSOS, found guidance, trust, and a team who walked with her through the U.S. citizenship process and supported her, every step of the way.

If you're ready to become a U.S. citizen, it's time to get that help from your community! Visit <https://bit.ly/44r9Cvm> to get started. 🙌

[Link](#)



**Norma Lopez
Social Reel #1**

Norma became a U.S. citizen not just for herself, but for her family. 🇺🇸

With U.S. citizenship, she's taken action to reunite loved ones who've been separated for over two decades.

✅ She sponsored her dad.

🌐 She's preparing to sponsor her mom.

❤️ She's working toward bringing her family back together, one step at a time.

U.S. citizenship isn't just a status. It's a powerful step toward opportunity, advocacy, and family unity!

Start your journey today at <https://bit.ly/44r9Cvm>

[Link](#)



**Norma Lopez
Social Reel #2**

Two passports. One powerful story.

Norma made a brave choice to move forward, even when things weren't certain. With strength, love, and a little paperwork, she became a U.S. citizen while still honoring her Salvadoran roots. 🙌

She didn't let her fear stop her. She showed up, stood her ground, and made space for herself in two worlds.

Now? She's officially part of the country she calls home, with her passport to prove it. 🇺🇸

Your story matters. Your future is waiting. Start your path to U.S. citizenship at <https://bit.ly/44r9Cvm>

[Link](#)



**Norma Lopez
Social Reel #3**

Norma took the leap, and it changed everything.

Becoming a U.S. citizen gave her peace of mind and opened the door to protecting and uplifting her family. 🇺🇸

📋 The process may take effort, but it's doable.

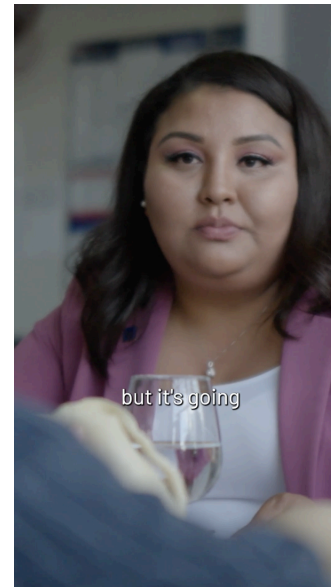
👉 The right guidance makes a difference.

★ Don't wait for the "perfect moment," create it.

Security. Stability. Strength, for you and your loved ones.

Your journey starts with one decision. Learn how at
<https://bit.ly/44r9Cvm>

[Link](#)



Norma Lopez Social Reel #4	From permanent resident to proud U.S. citizen, Norma's journey was possible with the right guidance. 💙 She turned to trusted resources here in Houston and found the support she needed to navigate with confidence. If you're eligible to apply for U.S. citizenship, don't wait. You've come this far, take that step and go further. 🇺🇸 Start your journey today at https://bit.ly/44r9Cvm	Link  to petition NORMA, DAUGHTER, REALTOR, U.S. CITIZEN, FROM EL SALVADOR.
Gustavo Chavez Graphic #1	U.S. citizenship secured his family's future. Gustavo. Hardworking. Father. Mexican. U.S Citizen. Now it's your turn. 🇺🇸 We're here to support your journey to U.S. citizenship. Start today at https://bit.ly/44r9Cvm or call (832) 537-8249.	Link  LA CIUDADANIA AMERICANA ASEGURA EL FUTURO DE TU FAMILIA GUSTAVO, TRABAJADOR, PAPÁ, MEXICANO, CIUDADANO AMERICANO. AHORA ES TU TURNO ESTAMOS AQUÍ PARA APOYARTE EN TU CAMINO A LA CIUDADANIA AMERICANA COMIENZA HOY EN: BECOMEACITIZEN.COM

Gustavo Chavez Graphic #2	Gustavo's journey to U.S. citizenship wasn't one he took alone. His community helped him every step of the way. With guidance and encouragement, it made all the difference. Now, he's not only building a better future for his family, but showing others they can too. 🙌 Start your journey today at https://bit.ly/44r9Cvm or call (832) 537-8249.	Link 
Gustavo Chavez Graphic #3	Gustavo's proud of where he comes from, and proud of where he's going. Becoming a U.S. citizen didn't mean letting go of his culture. It meant building a stronger future with even more opportunities for himself and his family. 🇲🇪 + 🇺🇸 Your journey can celebrate both cultures, too. Let us help you get started. Visit https://bit.ly/44r9Cvm or call (832) 537-8249.	Link 

**Gustavo Chavez
Graphic #4**

You don't have to choose between your two cultures, but you do have to take the next step.

Gustavo became a U.S. citizen to secure his family's future without losing his roots. Now, he's part of both worlds and proud of it. 🙌

Your voice matters. Your vote matters. Your future matters. 🇺🇸

Start your journey today at <https://bit.ly/44r9Cvm> or call (832) 537-8249.

[Link](#)



**Maria Haydee Diaz
Graphic #1**

Maria Haydee is a proud mom, Salvadoran, and U.S. citizen. ❤️

Becoming a U.S. citizen opens doors to greater security, new opportunities, and benefits that can help your loved ones thrive. 🇺🇸

Take the next step for your family's future today! Visit <https://bit.ly/44r9Cvm> or call (832) 537-8249.

[Link](#)



Maria Haydee Diaz Graphic #2	Maria Haydee didn't let her fear hold her back, and neither should you. She prepared, she studied, and now she's a U.S. citizen helping her loved ones thrive. 🇺🇸 Your path to U.S. citizenship doesn't have to be scary! With guidance, preparation, and the support of community behind you, you've got this. 💪 It's your time! Start your journey at https://bit.ly/44r9Cvm or call (832) 537-8249.	Link 
Maria Haydee Diaz Graphic #3	Feeling nervous about the U.S. citizenship exam? You're not alone, and just like Maria Haydee, you can overcome challenges too. 🙌 With preparation, determination, and the right community support, achieving U.S. citizenship is within reach. Maria Haydee's journey shows it's possible to turn nerves into confidence. ❤️ Start preparing today at https://bit.ly/44r9Cvm or call (832) 537-8249.	Link 

Maria Haydee Diaz Graphic #4	Maria Haydee's journey to becoming a U.S. citizen was possible because she had support every step of the way. Now it's your turn to access the help and resources you need to make U.S. citizenship a reality! 🇺🇸 Don't wait – start your path today at https://bit.ly/44r9Cvm or call (832) 537-8249.	Link 
Vestine Mukarusine Graphic #1	U.S. citizenship is more than a status: it's a source of strength, freedom, and new opportunities . As a mom and leader, Vestine embraces the power that U.S. citizenship provided her. Start your journey toward becoming a U.S. citizen today! 🇺🇸 Learn more at https://bit.ly/44r9Cvm	Link 

**Vestine
Mukarusine
Graphic #2**

For Vestine, becoming a U.S. citizen wasn't just a status, it was a turning point. 🇺🇸

A chance to fully belong, fully dream, and fully live the life she imagined.

She found a community of support and resources to help her achieve U.S. citizenship here in Houston. 💙

You can too. To get started, visit <https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Graphic #3**

U.S. citizenship brought Vestine closer to everything that matters. Her family, her goals, and her future.

From Rwanda to the U.S., her journey was filled with challenges, but becoming a U.S. citizen opened the door to the life she had always envisioned. 🇺🇸

When you're ready, the path is here! Start your journey today at <https://bit.ly/44r9Cvm>

[Link](#)



**Vestine
Mukarusine
Graphic #4**

Vestine's journey to U.S. citizenship wasn't walked alone.

It was her community that showed up, offering support, connection, and resources when she needed them most.

Every step was powered by people who believed in her. Now, she's a U.S citizen, and stronger for it. 💪

Your community in Houston is here for you, too.

Start your path to citizenship at <https://bit.ly/44r9Cvm>

[Link](#)



**Maria Tran
Graphic #1**

Maria knew that permanent residency came with limitations, but U.S. citizenship gave her freedom without borders.

Now, she's building a life with confidence, opportunity, and the power to plan her family's future. 🙌

Ready to take that next step?

U.S. citizenship opens new doors, so get started today at <https://bit.ly/44r9Cvm> 🇺🇸

[Link](#)



**Maria Tran
Graphic #2**

After becoming a U.S. citizen, Maria proudly held her American passport for the first time – knowing it meant freedom, safety, and possibility. ✈️

With this global opportunity, her world expanded! 🌍

Now it's your turn.

Unlock what's next. Start your journey to U.S. citizenship today at <https://bit.ly/44r9Cvm>

[Link](#)



**Maria Tran
Graphic #3**

Maria's journey to becoming a U.S. citizen wasn't one she took alone.

With guidance and support, she prepared, applied, and achieved her dream. Now, she's ready to embrace the new opportunities open to her. 🙌

You don't have to do it by yourself. Support is here to help you every step of the way!

Begin your path to citizenship today at <https://bit.ly/44r9Cvm> 🇺🇸

[Link](#)



**Maria Tran
Graphic #4**

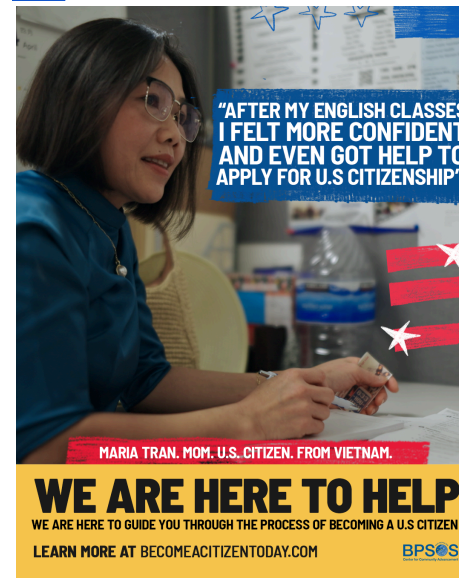
Maria's confidence grew with every English lesson she took, and with dedicated support, she navigated the U.S. citizenship process successfully. 🙌

You don't have to face it alone.

We're here to provide the tools and guidance you need to make becoming a U.S. citizen a reality! 🇺🇸

Begin your journey now at <https://bit.ly/44r9Cvm>

[Link](#)



Norma Lopez Graphic #1	Norma's journey to U.S. citizenship is driven by one powerful goal: bringing her family together. Becoming a citizen opens doors – not just for you, but for those you love most. ❤️ Let us help guide you through every step of the process! Begin your path to citizenship today at https://bit.ly/44r9Cvm 🇺🇸	Link 
Norma Lopez Graphic #2	Norma knows firsthand how having the right support changes everything. With guidance from trusted resources, she was able to navigate the process of becoming a U.S. citizen, and you can too. 🇺🇸 You don't have to do it alone. Let us help you take that next step! 🤝 Start your journey today at https://bit.ly/44r9Cvm	Link 

**Norma Lopez
Graphic #3**

With U.S. citizenship, Norma unlocked more than personal benefits – she found security she can share with her loved ones. ❤️

Becoming a U.S. citizen brought her peace of mind and new opportunities for her whole family.

You deserve that same security. Let us support you on your path to U.S. citizenship! 🇺🇸

Start today at <https://bit.ly/44r9Cvm>

[Link](https://bit.ly/44r9Cvm)



**Norma Lopez
Graphic #4**

Norma's journey to U.S. citizenship opened doors, not only for her but for those she cares about.

Becoming a U.S. citizen, she gained the confidence and tools to give back and support her community in meaningful ways. 🇺🇸

Ready to make a difference for yourself and others? Let us help you take that first step. 🤝

Start your path to citizenship at <https://bit.ly/44r9Cvm>

[Link](#)

