

Campaign Overview



Social Media Toolkit: Protect Immigrant Small Businesses Campaign

LAUNCH DATE - Monday, May 11, 2026



OVERVIEW

Across the country, immigrant small businesses are under growing pressure. Rising rents, limited access to capital, language barriers, and harmful policies threaten the corridors and cultural districts our communities have built for generations.

These businesses are more than storefronts. They are **our neighbors**. They create trust, jobs, preserve culture, and open pathways for future generations. When one closes, families lose income, communities lose gathering spaces, and entire corridors weaken.

Thriving immigrant business districts don't happen by chance. They require intentional policy, public support, and collective action.

When immigrant-owned small businesses thrive, our neighborhoods thrive.

CAMPAIGN LAUNCH: MAY 11-15

We're kicking off this campaign following Small Business Week to build on its momentum to continue raising **awareness, bringing people together, and deepening collective investment in the future of immigrant small businesses.**



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Throughout the week, we will:

- Share stories about immigrant small business owners and their impact, including stories from National CAPACD's Small Business program;
- Highlight key data, challenges, and opportunities;
- Introduce our campaign goals and policy solutions;
- Invite people across the country to get involved.

This moment is about helping people understand what's at stake and why it matters, and **cultivating a broad base of support** for our narrative and policy change efforts.

Access Launch Week content [here](#).

WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

During #ImmigrantHeritageMonth, we're building on that momentum with a **Week of Action**.

Each day of the Week of Action will drive engagement and advocacy by:

- Lifting up community voices and lived experiences;
- Calling for concrete policy solutions at the local, state, and federal levels that support and protect immigrant small businesses;
- Encouraging people to take action, online and in their communities (calls, petitions, events, social media);
- Bringing partners together to demonstrate shared support;
- Honoring Immigrant Heritage Month by recognizing the impact and importance of immigrant entrepreneurs and cultural corridors.

This week is about **turning awareness into action** and building collective power for change.

Access Week of Action content [here](#).



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ONGOING ENGAGEMENT: SUSTAINING MOMENTUM TOGETHER

This campaign doesn't stop in June. It is part of a long-term effort to shift narratives and secure lasting protections and investments.

Together, we will continue to:

- Share stories that show why this work matters;
- Grow a strong network of partners and supporters;
- Push for policies that protect and invest in immigrant-owned small businesses;
- Take action when our communities are at risk.

We'll keep mobilizing until real protections are in place that allow immigrant small businesses to thrive.

Access sample, evergreen campaign content [here](#).

CORE MESSAGES TO UPLIFT

- **Immigrant small businesses are neighborhood anchors.**
 - They keep neighborhoods stable through jobs, services, and community bonds. When one disappears, entire corridors weaken.
- **Cultural business districts are essential community infrastructure worth protecting.**
 - Chinatowns, Little Saigons, Little Tokyos, and other immigrant corridors are more than just commercial spaces. They preserve culture, language, and identity. Protecting them is as essential as protecting schools or parks.
- **Immigrant entrepreneurs deserve a fair chance to succeed.**
 - Many immigrants turn to business ownership after facing barriers in the labor market. They deserve equitable access to capital, language access, and protection from discriminatory lending and runaway rents.
- **These businesses build legacy and generational opportunity.**
 - Immigrant-owned small businesses preserve tradition while creating pathways for the next generation. Losing them means losing cultural memory and opportunities to build generational wealth.
- **Policy is protection.**



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- Thriving immigrant business districts don't happen by accident. They require policies that stabilize rents, expand access to capital, ensure data transparency, and guarantee language justice.
- **When immigrant small businesses thrive, neighborhoods thrive.**
 - Protecting immigrant-owned small businesses is investing in generational opportunity, cultural preservation, and neighborhood stability. Every storefront represents a family, a legacy, and a community's future. Protecting them protects us all.

IMPORTANT LINKS

-  [Campaign Landing Page](#)
-  [Campaign Policy Priorities](#)

NATIONAL CAPACD'S SOCIALS & CAMPAIGN HASHTAGS

Please be sure to tag National CAPACD when sharing posts related to this campaign (@NationalCAPACD on LinkedIn and Facebook | @National_CAPACD on Instagram) and use the following hashtags to connect your posts to the campaign:

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal



How to Use This Toolkit



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

HOW TO USE THIS TOOLKIT

We've designed this toolkit to help you join us in supporting and advocating for immigrant small businesses while protecting the safety and privacy of immigrant communities.

Given the current climate of heightened risk facing immigrant communities, this toolkit focuses on uplifting cultural business districts and collective impact, rather than identifying or spotlighting individual business owners.

This is a living, working document and will be updated with new sample content and live campaign posts as the campaign progresses. Please check back regularly for the latest updates.

1. Use the provided posts or adapt them.

Feel free to copy, paste, and share the sample posts within this toolkit, or adjust the language to fit your voice and platform. You can also re-share our live campaign posts, available [here](#).

2. Take action and invite others.

Each post includes a call to action. Please use these to encourage your network to visit our campaign page, support local immigrant small businesses, and/or advocate for policy change.

3. Add your own perspective.

Share why this issue matters to you and your community. Personal reflections help build engagement and connection to this campaign.

4. Focus on cultural districts and community impact.

Highlight neighborhoods, corridors, and the broader importance of immigrant small businesses, rather than naming or identifying specific individuals or businesses.

5. Protect privacy and safety.

Avoid sharing identifying details such as names, specific locations, or images of individuals that could expose business owners or community members to risk.

6. Tag National CAPACD and use the hashtags provided.

Please be sure to tag National CAPACD when sharing posts related to this campaign ([@NationalCAPACD](#) on LinkedIn and Facebook | [@National_CAPACD](#) on



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HOW TO USE THIS TOOLKIT

Instagram) and use the following hashtags to connect your posts to the campaign:
#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

7. Download and share our campaign graphics.

Download or customize our graphics and share them to amplify this campaign across your channels (available [here](#)).

Graphics & Creative Assets



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

GRAPHICS & CREATIVE ASSETS

DOWNLOADABLE ASSETS

[Here](#) is a folder of our campaign graphics and creative assets. Please download and share these graphics to amplify this campaign across your channels.

The folder includes:

- A social media graphic sized for Instagram, Facebook, and LinkedIn
- Facebook cover photo
- LinkedIn banner
- Email banner
- Different versions of the campaign logo

CUSTOMIZABLE TEMPLATE

We've also included a [Canva template](#) so that you can create custom campaign graphics tailored to your community, organization, and localized experience.

When creating custom graphics with the template, we encourage including:

- A compelling quote from an immigrant small business owner, community member, or someone in your organization about what is at stake and the importance of protecting small businesses
- A local or community-specific data point
- A short message highlighting why this campaign matters in your neighborhood

***Please keep text to a maximum of 100 characters per graphic for readability and accessibility.** If you need any assistance with customizing these graphics, reach out to us at communications@nationalcapacd.org.

This is a living toolkit, and additional graphics, messaging, and campaign resources will be added as the campaign evolves. Please check back regularly for the latest updates.



Reshare: Live Posts



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

RESHARE: LIVE POSTS

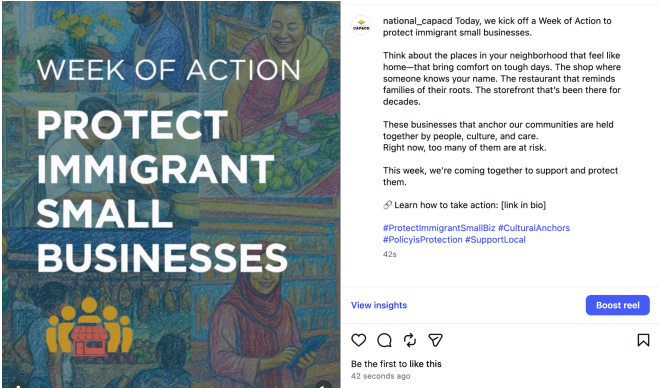
Use this section to access National CAPACD's posts throughout the campaign. Each link below will take you directly to the live post so you can **amplify, share, and engage** with your networks.

Social media handles to follow: [@NationalCAPACD](#) on LinkedIn and Facebook | [@National_CAPACD](#) on Instagram

WEEK OF ACTION CONTENT (June 8-12)

- [June 8: KICKOFF/CONNECT - Cultural Anchors](#)
- [June 9: SHOW UP - Support Immigrant Small Businesses](#)
- [June 10: DEFEND - Cultural Corridors are Essential Community Infrastructure](#)
- [June 11: DEMAND - Policy is Protection](#)
- [June 12: INVEST - Generational Opportunity](#)

Monday, June 8: KICKOFF/Connect - Cultural Anchors

 A screenshot of a Facebook post from the account 'national_capacd'. The post features a colorful illustration of people in a community setting. The text of the post reads: 'WEEK OF ACTION PROTECT IMMIGRANT SMALL BUSINESSES', 'national_capacd Today, we kick off a Week of Action to protect immigrant small businesses.', 'Think about the places in your neighborhood that feel like home—that bring comfort on tough days. The shop where someone knows your name. The restaurant that reminds families of their roots. The storefront that's been there for decades.', 'These businesses that anchor our communities are held together by people, culture, and care. Right now, too many of them are at risk.', 'This week, we're coming together to support and protect them.', '👉 Learn how to take action: [link in bio]', '#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal', and '42s'. At the bottom, there are icons for liking, commenting, sharing, and saving, along with the text 'Be the first to like this' and '42 seconds ago'. • Facebook post • LinkedIn post • Instagram post	
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Social Media Toolkit: Protect Immigrant Small Businesses Campaign RESHARE: LIVE POSTS

Tuesday, June 9: **SHOW UP** - Support Immigrant Small Businesses

A Facebook post from the page 'national_capacd'. The post features a blue header with the 'PROTECT IMMIGRANT SMALL BUSINESSES' logo and the text 'SHOW UP Support an immigrant-owned small business in your neighborhood.' Below the header is a photo of a woman smiling behind a counter. The main text of the post reads: 'national_capacd in our Protect Immigrant Small Businesses Week of Action, today is about showing up. 🍌 Immigrant-owned small businesses are the heart of our neighborhoods. They create jobs, support local economies, preserve cultural traditions, and provide spaces where people can gather, connect, and belong. One of the most meaningful ways to support them is simple: show up. 📍 Visit an immigrant-owned small business in your neighborhood. 🍷 Bring a friend. 📝 Try something new. 📝 Leave a thoughtful review. Tell us how you showed up today—let's keep these businesses thriving for generations to come.' At the bottom, there are icons for liking, commenting, and sharing, and a 'Boost post' button.	● Facebook post ● LinkedIn post ● Instagram post
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Wednesday, June 10: **DEFEND** - Cultural Corridors are Essential Community Infrastructure

A Facebook post from the page 'national_capacd'. The post features a blue header with the 'PROTECT IMMIGRANT SMALL BUSINESSES' logo and the text 'DEFEND Take action to protect immigrant-owned small businesses as community assets.' Below the header is a photo of a woman smiling behind a counter. The main text of the post reads: 'national_capacd in our Protect Immigrant Small Businesses Week of Action, today is about claiming small businesses as community assets and infrastructure. Manilatown, Little Bangladesh, Thai Town. Many of us grew up in these cultural districts built over decades—places that hold memory and meaning. These small businesses are not just commercial spaces; they are community assets that carry forward language, tradition, culture, and belonging. When rising rents and displacement push them out, we lose more than storefronts. We lose culture, connection, and parts of our own stories—spaces our communities rely on. 📍 Take action to protect immigrant-owned small businesses as community assets. (link in bio)' At the bottom, there are icons for liking, commenting, and sharing, and a 'Boost post' button.	● Facebook post ● LinkedIn post ● Instagram post
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Social Media Toolkit: Protect Immigrant Small Businesses Campaign RESHARE: LIVE POSTS

Thursday, June 11: DEMAND - Policy is Protection



PROTECT IMMIGRANT SMALL BUSINESSES

Reach out to your representatives to support:

- ✓ Fair access to capital
- ✓ Strong funding for Community Development Financial Institutions (CDFIs)
- ✓ Language access
- ✓ Protection from displacement
- ✓ Fair lending transparency

national_capacd

national_capacd In our Protect Immigrant Small Businesses Week of Action, today is about demanding policies to protect immigrant-owned small businesses.

Rising rents. Barriers to capital. Language access challenges. Discriminatory lending practices. These obstacles are not random. They are shaped by policy choices.

If we want immigrant small businesses to survive and thrive, we need policies that protect them.

Today, reach out to your representatives to support:

- ✓ Fair access to capital
- ✓ Strong funding for Community Development Financial Institutions (CDFIs)
- ✓ Language access
- ✓ Protection from displacement
- ✓ Fair lending transparency

🗣️ Tell Congress to protect immigrant-owned small businesses.

🔗 Learn more about how to take action today [link in bio]

#ProtectImmigrantSmallBiz #CulturalAnchors
#PolicisProtection #SuooortLocal #ImmigrantHeritageMonth

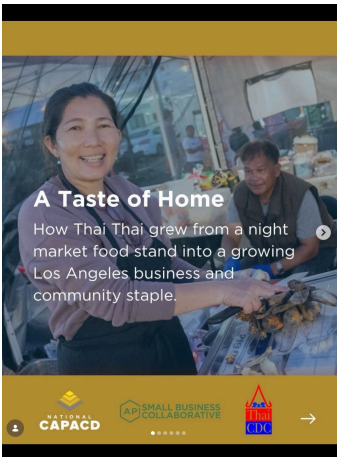
[View insights](#) [Boost post](#)

Be the first to like this
3 minutes ago

Add a comment...

- [Facebook post](#)
- [LinkedIn post](#)
- [Instagram post](#)

Friday, June 12: INVEST - Generational Opportunity



A Taste of Home

How Thai Thai grew from a night market food stand into a growing Los Angeles business and community staple.

NATIONAL CAPACD **API SMALL BUSINESS COLLABORATIVE** **THAI CDC**

national_capacd

national_capacd Behind every immigrant small business is a story—years of sacrifice, resilience, and hope for the future.

When Thai Thai lost their primary vending location, owner Wirakan M. turned to Thai Community Development Center (Thai CDC), a member of National CAPACD and the Asian Pacific Islander Small Business Collaborative (APISBC). Through one-on-one business counseling and connections to new vending opportunities, Thai CDC helped the business chart a path forward.

Today, Thai Thai has expanded to new locations, created four jobs, and continues to share authentic Thai cuisine and culture across Los Angeles.

Thai Thai's story is a reminder that immigrant-owned small businesses create jobs, preserve culture, build economic opportunity, and strengthen neighborhoods.

As we close out this Week of Action, we're reminded that protecting immigrant small businesses is about protecting legacy and future possibility.

Support doesn't end this week. The work continues in where we share, how we advocate, and what policies we stand for.

[View insights](#) [Boost post](#)

Liked by songcdc and 4 others
1 hour ago

Add a comment...

- [Facebook post](#)
- [LinkedIn post](#)
- [Instagram post](#)



Social Media Toolkit:

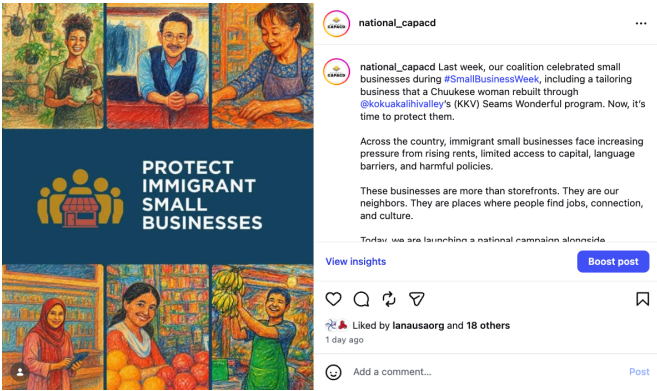
Protect Immigrant Small Businesses Campaign

RESHARE: LIVE POSTS

LAUNCH WEEK CONTENT (May 11-15)

- [May 11: KICKOFF - Building Awareness/Introduction](#)
- [May 12: Cultural Anchors/*Why Immigrant Small Businesses Matter*](#)
- [May 13: What's at Stake/*What Happens When They Disappear*](#)
- [May 14: The Bigger Picture/*The Systems at Play*](#)
- [May 15: Staying Involved & Connected/*What's Next*](#)

Monday, May 11: KICKOFF: Building Awareness/Introduction

 A screenshot of a Facebook post from the page "national_capacd". The post features a collage of images showing diverse people in various settings, including a man in a blue shirt, a woman in a blue apron, and a woman in a red headscarf. The text of the post reads: "national_capacd Last week, our coalition celebrated small businesses during #SmallBusinessWeek, including a tailoring business that a Chuukese woman rebuilt through @kokukalivalley's (KKV) Seams Wonderful program. Now, it's time to protect them. Across the country, immigrant small businesses face increasing pressure from rising rents, limited access to capital, language barriers, and harmful policies. These businesses are more than storefronts. They are our neighbors. They are places where people find jobs, connection, and culture. Today, we are launching a national campaign to protect them." Below the text are icons for liking, commenting, and sharing, and a "Boost post" button. The post is liked by "lanausaorg and 18 others" and was posted "1 day ago".	● <u>Facebook post</u> ● <u>LinkedIn post</u> ● <u>Instagram post</u>
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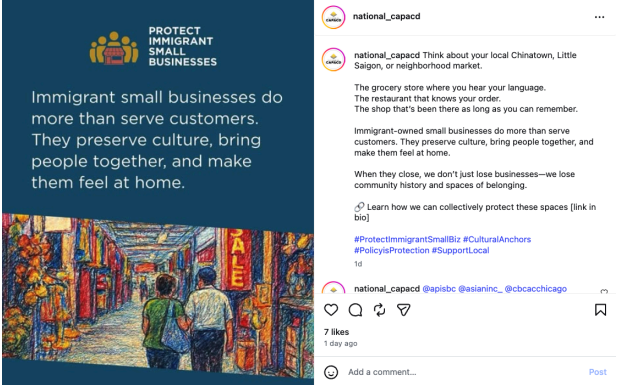


Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

RESHARE: LIVE POSTS

Tuesday, May 12: Cultural Anchors/Why Immigrant Small Businesses Matter

	● Facebook post ● LinkedIn post ● Instagram post
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Wednesday, May 13: What's at Stake/What Happens When They Disappear

	● Facebook post ● LinkedIn post ● Instagram post
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Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

RESHARE: LIVE POSTS

Thursday, May 14: The Bigger Picture/The Systems at Play

 The Facebook post is from the account 'national_capacd'. It features a blue header with the 'PROTECT IMMIGRANT SMALL BUSINESSES' logo. The main text reads: 'Immigrant-owned small businesses face significant financing disparities, including higher rejection rates and lower approval amounts.' Below the text is a painting of a man in a blue shirt and apron, holding a vase of yellow flowers. The post includes a link to learn more about campaign policy priorities and hashtags #ProtectImmigrantSmallBiz, #CulturalAnchors, and #PolicyisProtection #SupportLocal. It has 1 like and was posted 37 minutes ago.	● Facebook post ● LinkedIn post ● Instagram post
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Friday, May 15: The Bigger Picture/The Systems at Play

 The Facebook post is from the account 'national_capacd'. It features a blue header with the 'PROTECT IMMIGRANT SMALL BUSINESSES' logo and the 'NATIONAL CAPACD' logo. The main text reads: 'Virtual Panel Celebrating Immigrant-Owned Small Businesses May 27 12 p.m. PT/3 p.m. ET'. Below the text is a painting of a man holding a bunch of bananas. The post includes a link to learn more about campaign policy priorities and hashtags #ProtectImmigrantSmallBiz, #CulturalAnchors, and #PolicyisProtection #SupportLocal. It has 7 minutes ago.	● Facebook post ● LinkedIn post ● Instagram post
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 Week of Action (June 8-12)



Social Media Toolkit:
Protect Immigrant Small Businesses Campaign
WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

During #ImmigrantHeritageMonth, we're building on that momentum with a **Week of Action**.

Each day of the Week of Action will drive engagement and advocacy by:

- Lifting up community voices and lived experiences;
- Calling for concrete policy solutions at the local, state, and federal levels that support and protect immigrant small businesses;
- Encouraging people to take action, online and in their communities (calls, petitions, events, social media);
- Bringing partners together to demonstrate shared support;
- Honoring Immigrant Heritage Month by recognizing the impact and importance of immigrant entrepreneurs and cultural corridors.

This week is about **turning awareness into action** and building collective power for change.

WEEK OF ACTION CONTENT (June 8-12)

Please use these posts during our Week of Action and the start of #NationalImmigrantHeritageMonth to mobilize action. Each day invites reflection and real-world engagement.

- [Day 1 - KICKOFF/CONNECT: Cultural Anchors](#)
- [Day 2 - SHOW UP: Support Immigrant Small Businesses](#)
- [Day 3 - DEFEND: Cultural Corridors Are Essential Community Infrastructure](#)
- [Day 4 - DEMAND: Policy is Protection](#)
- [Day 5 - INVEST: Generational Opportunity](#)

**Campaign graphics and creative assets available [here](#).*

Day 1 (Monday, June 8)

KICKOFF/CONNECT: Cultural Anchors

Today, @National_CAPACD kicks off a Week of Action to protect immigrant small businesses.



Social Media Toolkit:
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WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

Think about the places in your neighborhood that feel like home—that bring comfort on tough days.

The shop where someone knows your name.

The restaurant that reminds families of their roots.

The storefront that's been there for decades.

These businesses that anchor our communities are held together by people, culture, and care.

Right now, too many of them are at risk.

[If possible and comfortable, add a quote or story from a long-time small business facing challenges in this moment, such as “*We’ve been around for 30 years, but now we can barely make our rent each month.*”]

This week, we’re coming together to support and protect them.

 Learn how to take action here:

<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 2 (Tuesday, June 9)

SHOW UP: Support Immigrant Small Businesses

[Note: Avoid sharing identifying details such as names, specific locations, or images of individuals that could expose business owners or community members to risk.]

In our Protect Immigrant Small Businesses Week of Action, today is about showing up.

Immigrant-owned small businesses are the heart of our neighborhoods. They create jobs, support local economies, preserve cultural traditions, and provide spaces where people can gather, connect, and belong.



Social Media Toolkit:
Protect Immigrant Small Businesses Campaign
WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

One of the most meaningful ways to support them is simple: show up.
Visit an immigrant-owned small business in your neighborhood.
Bring a friend.
Try something new.
Leave a thoughtful review.

Tell us how you showed up today—let's keep these businesses thriving for generations to come.

 Take action to protect immigrant-owned small businesses here:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 3 (Wednesday, June 10)

DEFEND: Cultural Corridors are Essential Community Infrastructure

In our Protect Immigrant Small Businesses Week of Action, today is about claiming small businesses as community assets and infrastructure.

Manilatown. Little Bangladesh. Thai Town.

Many of us grew up in these cultural districts built over decades—places that hold memory and meaning.

These small businesses are not just commercial spaces; they are community assets that carry forward language, tradition, culture, and belonging. [if applicable, reference a small business or community institution that has been a cornerstone for your family/community/organization]

When rising rents and displacement push them out, we lose more than storefronts. We lose culture, connection, and parts of our own stories—spaces our communities rely on.

 Take action to protect immigrant-owned small businesses as community assets:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>



Social Media Toolkit:
Protect Immigrant Small Businesses Campaign
WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 4 (Thursday, June 11)

DEMAND: Policy is Protection

In our Protect Immigrant Small Businesses Week of Action, today is about demanding policies to protect immigrant-owned small businesses.

Rising rents. Barriers to capital. Language access challenges. Discriminatory lending practices. These obstacles are not random. They are shaped by policy choices.

If we want immigrant small businesses to survive and thrive, we need policies that protect them.

Today, reach out to your representatives to support:

- ✓ Fair access to capital
- ✓ Strong funding for Community Development Financial Institutions (CDFIs)
- ✓ Language access
- ✓ Protection from displacement
- ✓ Fair lending transparency



Tell Congress to protect immigrant-owned small businesses:

<https://www.nationalcapacd.org/policy-priorities-protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 5 (Friday, June 12)

INVEST: Generational Opportunity

Behind every immigrant small business is a story—years of sacrifice, resilience, and hope for the future.



Social Media Toolkit:

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WEEK OF ACTION: JUNE 8-12 (#ImmigrantHeritageMonth)

These small businesses create jobs, build savings and stability, and open pathways for the next generation. They preserve culture while creating opportunity.

As we close out this Week of Action with @National_CAPACD, we're reminded that protecting immigrant-owned small businesses is about protecting legacy and future possibility.

Support doesn't end this week. The work continues in where we shop, how we advocate, and what policies we stand behind.

 Stay involved: <https://www.nationalcapacd.org/protect-immigrant-small-businesses>

When immigrant small businesses thrive, our neighborhoods thrive.

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

 Launch Week (May 11-15)



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

CAMPAIGN LAUNCH: MAY 11-15

We're kicking off this campaign following Small Business Week to build on its momentum to continue raising **awareness, bringing people together, and deepening collective investment in the future of immigrant small businesses.**

Throughout the week, we will:

- Share stories about immigrant small business owners and their impact, including stories from National CAPACD's Small Business program;
- Highlight key data, challenges, and opportunities;
- Introduce our campaign goals and policy solutions;
- Invite people across the country to get involved.

This moment is about helping people understand what's at stake and why it matters, and **cultivating a broad base of support** for our narrative and policy change efforts.

LAUNCH WEEK CONTENT (May 11-15)

Please use these posts to raise public awareness and build collective momentum. Each day invites reflection and real-world engagement.

- [Day 1 KICKOFF: Building Awareness/Introduction](#)
- [Day 2: Cultural Anchors/Why Immigrant Small Businesses Matter](#)
- [Day 3: What's at Stake/What Happens When They Disappear](#)
- [Day 4: The Bigger Picture/The Systems at Play](#)
- [Day 5: Staying Involved & Connected/What's Next](#)

**Campaign graphics and creative assets available [here](#).*

Day 1 (Monday, May 11) KICKOFF: Building Awareness/Introduction

Last week, we celebrated small businesses, including [reference to a small business story, if applicable](#). Now it's time to protect them.



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

CAMPAIGN LAUNCH: MAY 11-15

Across the country, immigrant small businesses face increasing pressure from rising rents, limited access to capital, language barriers, and harmful policies. [insert short example to localize: a data point such as # of business closures or a quote on how a local small business was impacted].

These businesses are more than storefronts. They are **our neighbors**. They are places where people find jobs, connection, and culture.

Today, we are launching a national campaign alongside organizations across the country to protect immigrant small businesses. Follow along to learn more about the challenges they face, what's at stake for our communities, and how we can take collective action.

When immigrant small businesses thrive, our neighborhoods thrive.

 Learn more: <https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 2 (Tuesday, May 12): Cultural Anchors/*Why Immigrant Small Businesses Matter*

Think about your local Chinatown, Little Saigon, or neighborhood markets [insert neighborhood relevant to you].

The grocery store where you hear your language.

The restaurant that knows your order.

The shop that's been there as long as you can remember.

Immigrant-owned small businesses do more than serve customers. They preserve culture, bring people together, and make them feel at home. [insert affirming example of a small business with deep history and/or very loved by local communities, ie., *hundreds of families in NYC purchase sweets from Maharaja Sweets in Jackson Heights to celebrate Diwali with their loved ones.*]

When they close, we don't just lose businesses—we lose community history and spaces of belonging.



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CAMPAIGN LAUNCH: MAY 11-15

 Learn how we can collectively protect these spaces:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 3 (Wednesday, May 13): What's at Stake/*What Happens When They Disappear*

When an immigrant-owned small business closes, the impact reaches far beyond a shuttered storefront.

Workers lose jobs. Families lose income and stability. Foot traffic to nearby stores drops. Entire corridors begin to weaken. [insert example of a business that closed down and the impact it had on the surrounding neighborhood and community]

What's at stake is economic—but also cultural, social, and generational. Communities lose trusted gathering spaces, and neighborhoods face cultural displacement.

 Join us to protect immigrant small businesses. Learn more:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantOwnedSmallBiz #CulturalAnchors

Day 4 (Thursday, May 14): The Bigger Picture/*The Systems at Play*

The challenges immigrant small business owners face aren't random—they're driven by harmful policies, systemic barriers, and patterns of disinvestment.

Across the country, many are navigating rising rents, limited access to capital, language barriers, discriminatory lending, and exclusion from critical resources and support systems. [insert compelling data point; immigrant-owned small businesses only received XX capital in relation to other small businesses; resources are not translated or readily available]



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

CAMPAIGN LAUNCH: MAY 11-15

To change these conditions, we need policies that ensure immigrant-owned small businesses can continue to survive and thrive, anchoring communities, sustaining local economies, and preserving cultural identity.

 Learn about our campaign policy priorities:
<https://www.nationalcapacd.org/policy-priorities-protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Day 5 (Friday, May 15): Staying Involved and Connected/*What's Next*

This week, we joined @National_CAPACD in launching the Protect Immigrant Small Businesses campaign—highlighting why these businesses matter, what's at stake if we lose them, and what must change to ensure they survive and thrive.

[insert story or link to story/graphic]

Every one of us has been impacted by an immigrant small business. And every one of us must work together to protect them now.

Here's how you can get involved:

 Follow and share posts from this social media campaign

 Support immigrant small businesses in your community

 Learn more and stay connected:

<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

 Join National CAPACD on May 27 for a virtual panel, **Celebrating Immigrant-Owned Small Businesses**: https://nationalcapacd.tfaforms.net/4973875?tfa_2317=701Rm000016JtpeIAC

 Stay tuned for @National_CAPACD's Week of Action in June

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Ongoing Engagement



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

SUSTAINING MOMENTUM TOGETHER

This campaign doesn't stop in June. It is part of a long-term effort to secure lasting protections and investments.

Together, we will continue to:

- Uplift immigrant small business owners as leaders and advocates;
- Share stories that show why this work matters;
- Push for policies that protect and invest in immigrant small businesses;
- Organize and grow a strong network of partners and supporters;
- Take action when our communities are at risk.

We'll keep going until real protections are in place and immigrant small businesses can thrive.

SAMPLE CAMPAIGN CONTENT (EVERGREEN)

Below are flexible posts you can use at any time to reinforce the campaign's [core messages](#) and amplify our shared narrative. These messages can be adapted to reflect your community, partners, and local context.

This section includes:

- [General Public Awareness Post](#)
- [Protect Cultural Corridors Post](#)
- [Policy Education Post](#)
- [Story Spotlight: Cultural Business Districts](#)

**Campaign graphics and creative assets available [here](#).*

General Public Awareness Post: Cultural Anchors

When immigrant-owned small businesses thrive, neighborhoods thrive.



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Protect Immigrant Small Businesses Campaign

SUSTAINING MOMENTUM TOGETHER

From corner stores to cultural corridors, immigrant entrepreneurs create jobs, preserve culture, and build generational wealth. These businesses are cultural anchors. Each one represents a family, a legacy, and a community's future.

When we lose immigrant small businesses, entire neighborhoods can change.

 Take action to protect our neighborhoods:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Immigrant small businesses are neighborhood anchors. When one disappears, entire corridors weaken.

 Join us in supporting immigrant entrepreneurs:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantOwnedSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Protect Cultural Corridors Post

Cultural districts are not just commercial corridors; they are shared community spaces, the places where culture lives.

In **[NAME OF YOUR LOCAL CULTURAL BUSINESS DISTRICT i.e. Chinatown, Little Saigon, etc.]**, language, food, and tradition are passed down and preserved every day through small businesses.

When rising rents and displacement push businesses out, we risk losing more than storefronts. We lose community identity. Policies must protect what communities have built.



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

SUSTAINING MOMENTUM TOGETHER

 Join me in taking action to protect immigrant small businesses:
<https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantOwnedSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Policy Education Post: Policy is Protection

Thriving immigrant business districts do not happen by chance—they are shaped by policy.

Right now, too many immigrant small businesses face rising rents, limited access to capital, and barriers to resources.

Policy is protection. We must demand:

-  Fair access to capital
-  Strong CDFI funding
-  Language access
-  Protection from displacement
-  Fair lending transparency

 Tell Congress to protect immigrant small businesses, preserving cultural legacy and supporting future opportunity: <https://www.nationalcapacd.org/protect-immigrant-small-businesses>

#ProtectImmigrantOwnedSmallBiz #CulturalAnchors #PolicyisProtection #SupportLocal

Story Spotlight: Cultural Business Districts



Social Media Toolkit:

Protect Immigrant Small Businesses Campaign

SUSTAINING MOMENTUM TOGETHER

In **[NAME OF YOUR LOCAL CULTURAL BUSINESS DISTRICT i.e. Chinatown, Little Saigon, etc.]**, small businesses line the streets, forming a vibrant cultural and economic hub that has sustained and been shaped by generations.

[Describe something specific and sensory - i.e. the sights, sounds, smells, etc.]

Places like **[state the referenced place]** are more than areas to dine and shop. They are gathering spaces, cultural anchors, places of belonging, and sources of opportunity for the surrounding community.

For years, immigrant-owned small businesses in this district have created jobs, supported families, and helped preserve language, culture, and identity.

But like many immigrant business districts, they face growing pressures—rising rents, limited access to capital, and policies that make it harder to stay rooted in place.

Protecting districts like this means protecting the communities, histories, and futures they hold.

➡ Learn more about how you can stand up for immigrant small businesses:

<https://www.nationalcapacd.org/protect-immigrant-small-businesses>