

Capital Area Immigrants' Rights (CAIR) Coalition #20for20 Campaign Toolkit

BACKGROUND

2020 has been the worst. But now is the time to push back and give back. Help us make 2020 a better year by joining #20for20! While the pandemic has impacted us all, the stakes are even higher for immigrants. In detention there are no social distancing rules, no tests, and no masks. If released, most immigrants are not eligible for federal safety net resources. With no end in sight, your \$20 a month gets you into the fight.

#20for20 is our opportunity to band together and support our immigrant neighbors! While the government may want to exclude people from assistance based on where they were born, we do not. **If 1,000 people become monthly donors at \$20/month for the rest of 2020, CAIR Coalition will be able to provide essential legal and social services to our immigrant neighbors through this crisis and beyond!**

No matter how you support CAIR Coalition – by donating, volunteering, attending events, following us on social media, or standing by immigrants in your own way – please share #20for20 as widely as possible. We are a community that refuses to leave others behind, even when life presents challenges that can sometimes seem insurmountable! **With your help, we will continue to forge ahead. Join the #20for20 team and stand #togetherforimmigrantsrights!**

ABOUT CAIR COALITION

Although many think of immigration as an issue specific to the border, roughly 2,000 immigrant children and adults are detained in the DC area on any given day. **CAIR Coalition is the only non-profit organization in the Capital region with a legal services program focused on detained immigrants**, including legal services, social services, impact litigation, and advocacy.

CAIR Coalition teams visit all immigration facilities in the DC area, conduct “Know Your Rights” presentations, and sit down for individual consultations. In 2019, CAIR Coalition represented 365 clients in their immigration proceedings – including over 80 cases with unaccompanied or separated children. Meanwhile, CAIR Coalition’s Immigration Impact Lab filed 5 lawsuits challenging the government’s unjust treatment of immigrants.

Most recently, CAIR Coalition also introduced a social services team to our work, to ensure that upon release from detention, children and adults can safely reunify with community and the resources they need.

HOW TO GET INVOLVED:

- **Become a #20for20 donor!** Visit our website today, and select “make this contribution monthly”! #20for20 donors will allow us to provide essential services during this crisis and beyond.
- **Share #20for20 on social media!** We have some sample posts and graphics for you to choose from below.
- **Spread the word about #20for20 with 20 of your friends!** Use any of the information in this toolkit to open a conversation about immigration detention in the Capital region and CAIR Coalition’s work.
- **Stay tuned!** We will be posting updates on social media.

HASHTAGS

Primary Hashtags: #20for20 #TogetherforImmigrantsRights

Primary Slogan: *Together for immigrants’ rights*

LINKS TO SHARE & SOCIAL MEDIA HANDLES:

- CAIR Coalition Campaign Page: <https://bit.ly/2KIhI96>
- CAIR Coalition Social media accounts:
 - Facebook (@CairCoalitionDC): <https://www.facebook.com/CAIRCoalitionDC>
 - Twitter (@CAIRCoalition): <https://twitter.com/CAIRCoalition>
 - Instagram (@caircoalition)

Follow us on social media and engage with our content through likes, shares, and comments. Social media engagement is a great way to help bring awareness about CAIR Coalition and #20for20!

LINK TO GRAPHICS:

https://drive.google.com/drive/folders/1uEKifn885p8RfkNO_vXXkbCnY7E7ckU?usp=sharing

Twitter Graphics:

Option #1



Option #2



Facebook Graphics:

Option #1



Option #2



Instagram Graphics:

Option #1



Option #2



KEY POINTS

- **In Maryland and Virginia there are about 2,000 adults and children who are being held in 10 immigration detention facilities.** Despite the likelihood of COVID-19 spreading in the crowded detention centers, there are no social distancing rules, no tests, no masks and the United States government has refused to parole or release many people in detention, including those with medical conditions that lead to a higher risk of severe illness or death due to COVID-19.
- **CAIR Coalition is advocating for the humanitarian release of all detained immigrants,** including those who are at higher risk of infection because they are people with pre-existing conditions, to reduce their risk of infection and so that they can be together with their families.
 - Our staff have made numerous individual requests for the release of vulnerable individuals detained in Maryland and Virginia under the Department's humanitarian parole authority.
 - Our Immigration Impact Lab has sued ICE to release individuals detained in Maryland and Virginia who are most at risk of COVID-19.
 - More info on MD Case: <https://www.caircoalition.org/news-clip/immigration-groups-suing-ice-release-individuals-detained-maryland-who-are-most-risk>
 - More info on VA Case: <https://www.caircoalition.org/news-clip/immigration-groups-suing-ice-demanding-immediate-release-individuals-detained-virginia>
- **Due to limited resources, CAIR Coalition is only able to represent about 10% of all people who are detained in the Capital region.** Because there is no right to appointed counsel in immigration court, we face a pressing need for representation of the many immigrants alongside whom we work.
 - Individuals who are detained are 11 times more likely to pursue relief and twice as likely to obtain relief when represented by counsel.
 - In 2019, 365 individuals were provided representation in court.
 - Read more: https://www.caircoalition.org/sites/default/files/2019%20CAIR%20Coalition%20Impact%20Report_1_0.pdf
- **CAIR Coalition's full response to the COVID-19 pandemic:** <https://www.caircoalition.org/news-clip/helping-our-immigrant-community-light-covid-19>

SUGGESTED SOCIAL POSTS:

Please feel free to use any of the sample social media posts below or customize them to share how you stand together for immigrants' rights whether that be through spreading awareness, volunteering, donating or more!

Here is the link to our webpage with more information if you would like to include it in your posts: <https://bit.ly/2KlhI96>

Twitter

- There is no distancing in immigration detention and @CAIRCoalition works to get as many people out of detention as possible. Their #20for20 Campaign is working to support their services through this crisis and beyond.
- While the pandemic has affected all of us, the stakes are even higher for immigrants. Join @CAIRCoalition and #20for20 - \$20/month for the rest of 2020 to stand #togetherforimmigrantsrights!
- Will you join me in supporting @CAIRCoalition's #20for20 campaign? As monthly donors we can support their essential services through this crisis and beyond. #TogetherforImmigrantRights
- Families belong together now more than ever. @CAIRCoalition works to get as many people out of immigration detention as possible. Can you join their #20for20 Campaign to support their services through this crisis and beyond?
- 2020 has been the worst. Push back & give back by joining @CAIRCoalition's #20for20! \$20/month for the rest of 2020 to support immigrants through this crisis and beyond! #togetherforimmigrantsrights
- If released from detention, most immigrants are not eligible for federal safety net resources. @CAIRCoalition works to ensure immigrants in the DMV have access to food & housing. Support by becoming \$20/month donor for rest of 2020! #20for20 #togetherforimmigrantsrights
- In the midst of the Coronavirus, we need to be strengthening our communities and showing care and compassion. That is why I joined @CAIRCoalition's #20for20 Campaign to support their services for the rest of 2020.
- CAIR Coalition's #20for20 Campaign is calling on 1,000 people to become monthly donors at \$20/month for the rest of 2020. This Campaign will allow them to continue providing these essential services through this crisis and beyond.

Facebook

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Instagram

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- Right now, @CAIRCoalition is working to release as many people as possible from immigration detention through their #20for20 Campaign. By spreading awareness or becoming a monthly donor we can work #TogetherforImmigrantRights. Check out the link in their bio for more info.
- Families belong together now more than ever. @CAIRCoalition works to get as many people out of immigration detention as possible. Can you join their #20for20 Campaign to support their services through this crisis and beyond? Check out the link in their bio for more info.
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