

NEW AMERICANS CAMPAIGN CITIZENSHIP AMBASSADOR VIDEOS

Naturalized Americans rarely take their citizenship for granted. They worked for the right to be a United States citizen and the path that they took was not always easy. Many are eager to share their stories and offer support to people who are embarking on their own citizenship journey. Storytelling is a powerful tool that can be delivered by Twitter, Facebook, or on your website or blog. Encouraging people to share their citizenship stories can reinforce universal, positive values and inspire others to begin their naturalization process too. With the help of five NAC practitioners, who are naturalized citizens, we produced “Citizenship Ambassador” videos that are available for your use to promote naturalization. Included in the toolkit are 1) suggestions for messaging, 2) Instructions for co-branding 3) Tips for producing your own videos.

VIDEOS:

https://www.youtube.com/playlist?list=PLYAAu8VFf14Bqv5mq4YNiwpoye1nYV-_R

The videos are available on the NAC YouTube channel in MP4 format. All are 1:40 or less. They can be tweeted, posted on Facebook, or embedded on your website.

If you upload them to your Twitter Media Studio, in the settings you have an option to add a link to “call to action.” You can send people to your organization’s website and promote your organization’s naturalization services.

You can also co-brand the videos with your organization’s logo. See our toolkit below.

MESSAGING & SOCIAL MEDIA POSSIBILITIES FOR JANUARY 2020

These Citizenship Ambassador Videos provide a way to engage people who have been contemplating citizenship. January is a particularly good time to encourage people to pursue goals that they have put off and to make becoming a citizen a New Year’s “resolution.”

General New Year’s messaging:

- Now is the time to pursue your goals
- First New Year’s Resolution: Apply for citizenship.
- Naturalizing allows you to feel more secure
- Want a better job this year? Become a citizen to gain new opportunities.
- It’s no time to be silent! Become a citizen, find your voice and be heard.

Messages can be tailored to meet local needs and to resonate with your specific audiences. Below you will find a list of themes contained in each video.

CITIZENSHIP AMBASSADORS THEMES

Fikile Ryder, born in Zimbabwe:

- The importance of keeping family together.
- Citizenship provides security and protects your right to stay.
- Traveling with a U.S. passport is easier.
- Freedom of speech.

(More from Fikile: <https://www.newamericanscampaign.org/fikile-ryder-i-fell-in-love-with-the-goal-of-keeping-families-together/>)

Jorge Salles Díaz, born in Guatemala

- Appreciation for a new blended identity.
- Ability to participate more fully in our democracy.

(More from Jorge: <https://www.newamericanscampaign.org/i-want-to-make-immigrants-feel-like-they-belong/>)

Zulema Chavero, born in Mexico

- The importance of keeping family together.
- Citizenship provides security and protects your right to stay.
- Education and economic opportunity.
- Participate more fully in democracy.

(More from Zulema: <https://www.newamericanscampaign.org/zulema-chavero-i-have-the-opportunity-to-vote-for-people-who-represent-my-values/>)

Luis Paulino, born in the Dominican Republic

- Have a voice in our democracy.
- Better opportunities for success.
- Voting for people who reflect your values.
- Civic engagement, community building.
- There are organizations that can guide you.

(More from Luis: <https://www.newamericanscampaign.org/luis-paulino-when-i-became-a-u-s-citizen-i-just-felt-complete-i-found-a-voice-that-i-never-had/>)

John Jabez Ledres, born in the Philippines.

- There are ways to overcome barriers like the cost of applying.
- You can vote and gain a voice in our democracy.
- There are organizations that can guide you.

(More from John: <https://www.newamericanscampaign.org/john-jabez-ledres-when-i-check-off-my-candidate-on-the-ballot-that-is-when-i-will-feel-the-power-of-citizenship/>)

BRANDING:

- The videos are NAC branded and can be used by any NAC partner organization.
- To co-brand the thumbnail before posting it to social media, we provide the citizenship ambassador “portrait” photograph so that you can add your organization’s logo to it if you like. These portrait files are available on the NAC Resource Portal, here:
<https://www.newamericanscampaign.org/resource/citizenship-ambassador-videos-raw-video-files-and-instructions-for-editing/>

- If you download the videos from YouTube you can upload them to your twitter media studio. In settings, under “call to action,” you can direct people to your organization’s website or your NAC site’s website.
- If you have a volunteer skilled in Adobe Premiere, we provide an Adobe Premiere toolkit that allows you to co-brand the final video slate with your organization’s logo alongside the NAC logo. It is available on the NAC Resource Portal, here: <https://www.newamericanscampaign.org/resource/citizenship-ambassador-videos-raw-video-files-and-instructions-for-editing/>
- The final slate is the one that says “Why Wait?” All you have to do is modify the Photoshop file for the final slate with your organization’s logo, save it, and the changes will ripple to the Premiere Pro project, changing all the videos to reflect the new end slate. Then you have to output. The PDF information sheet in the toolkit spells out exactly how to do this.

Co-branding toolkit includes:

- Premiere Pro project file (that references, but does not include, the final ProRes output and H264 codec video file).
- Photoshop file to modify with new end slate
- A PDF of the information sheet to explain how to do it.
- The ProRes files and Premiere Pro project file.

All of these files are available on the NAC Resource Portal, here:

<https://www.newamericanscampaign.org/resource/citizenship-ambassador-videos-raw-video-files-and-instructions-for-editing/>

SAMPLE SOCIAL MEDIA MESSAGES:

Thinking of becoming a U.S. citizen? Make it your New Year’s resolution to apply. Check out [website] to learn more about the benefits of citizenship and whether you are eligible to apply. #WhyWait? #Time2Naturalize2020!

Happy New Year! Begin your path to citizenship or encourage your friends and family to begin theirs. Check out [website] to learn more about the benefits of citizenship and to find resources around the country. #WhyWait? #Time2Naturalize2020!

Share this US citizenship story with your family and friends who are eligible to apply. We have lots of resources to help! [website] #WhyWait? #Time2Naturalize2020!

Are you eligible to naturalize? In 2020 why not give yourself the gift of US citizenship? Go to [our website] to learn how to begin. #WhyWait? #Time2Naturalize2020! Please share with family and friends.

Happy New Year! If you are eligible, make it your resolution to apply for #USCitizenship. Go to [website] & find resources to help. #WhyWait? #Time2Naturalize2020!

For Fikile Ryder’s video:

Are you eligible for #USCitizenship? Fikile took the next step to become an American. Now she feels secure that she won’t be separated from her family. Learn more about the benefits of citizenship at [website]. #WhyWait? 2020 is your time to naturalize!

For Jorge Sallez Díaz’s video:

Thinking of applying for citizenship? Jorge didn’t lose his identity when he became a US citizen, he became himself “more fully.” You can too. #WhyWait? Watch Jorge’s naturalization story below. #Time2Naturalize2020!

For Luis Paulino’s video:

Do you know someone who is eligible for #USCitizenship? Luis says, “don’t be afraid” we have many resources to guide people on their path to citizenship. Check out NewAmericansCampaign.org for more info. #WhyWait? #Time2Naturalize2020!

For John Jabez Ledres’ video:

Are you thinking of applying for US citizenship? John found the help he needed to naturalize. Listen to his story below and find resources to help you begin the process. Feel the power of US citizenship. #WhyWait? #Time2Naturalize2020!

For new Americans like John #citizenship application fees were a significant barrier, but he found assistance—you can too. Share John’s naturalization story. #WhyWait? #Time2Naturalize2020!

For Zulema Chavero’s video:

Are you eligible for #citizenship? Make naturalizing your New Year’s Resolution. Watch Zulema’s story and protect your right to stay. Empower yourself. Be part of something bigger. Check out [website] We have lots of resources to help. #WhyWait? #Time2Naturalize2020

TIPS FOR PRODUCING YOUR OWN VIDEOS

- 1) Have your citizenship ambassador sit in front of a simple backdrop, nothing too distracting. If you are able to shoot with enough depth of field you can soften the background.
- 2) The light source should be from the side and front. (No windows or lights behind.)
- 3) Have your ambassador look directly at the camera.
- 4) Have the person asking the questions stand behind the camera.
- 5) Sample interview:
 - Tell me your name, where you are from originally, and how long you’ve lived in the United States.
 - What brought you to the U.S. and why did you stay?
 - What made you decide to apply for citizenship? Tell me about the day you said, “OK I have to do this!” What pushed you?
 - Were you concerned you about the naturalization application process?

How did you overcome these obstacles?

- How did becoming a U.S. citizen change you?
 - Look at the camera as if it is someone who has a green card, but is not sure about taking the next step. What would you say?
- 6) Shoot “portrait” photos of your ambassador and gather personal photos so that you can edit the best parts of the interview together.
 - 7) You can find free music and photos on the Internet, but you must credit the artists the way that they request under the CC license. See our credits on [YouTube](#).