

NCLR'S BILINGUAL PHONE CAMPAIGN TO PASS S.744 IN THE 113TH UNITED STATES CONGRESS

THE GOAL

After the strong Latino turnout in the 2012 elections, immigration reform came to the forefront of Congress. As Senators considered immigration reform in the 113th United States Congress, the National Council of La Raza (NCLR) began an issue advocacy campaign against anti-immigrant amendments. Our work began in February 2013 when we ran a multi-layered communication and public pressure campaign targeting undecided Senators. Our goal was to help NCLR build coalitions with community organizations, labor unions, progressive and environmental groups and to push the Senate to deliver meaningful immigration reform by **passing S.744, the Border Security, Economic Opportunity, and Immigration Modernization Act of 2013.**

THE STRATEGY

NCLR launched its Latinos United for Immigration Reform campaign and committed to directing **over 100,000** combined meetings, letters, e-mails, calls, faxes, and tweets at Congress with pro-immigration reform messaging.¹ Our role in this nationwide campaign was to get a significant number of constituents to call their Senators to vote yes on S. 744. We obtained the data from our voter file to choose the **target population of Latinos** residing in states where a Senator had not yet voted on S. 744. This allowed us to host strategic telephone town halls and run an effective patch through call campaign.

TELEPHONE TOWN HALLS & PATCH THROUGH CALLS

We hosted **bilingual telephone town halls** to provide information about S.744 to Latino constituents. During these calls, people were able to be interactive and voice their opinions on the bill, in real time, by either answering polls or asking questions. For telephone town halls in certain states like Florida, residents had the opportunity to be patched through directly to their Senator. We also ran a separate campaign of **patch through calls** that connected Latinos to their Senators at their Washington, DC and state offices during recess. These calls had constituents ask their Senator to vote for S. 744 and to vote against various amendments in the Senate budget bill that would directly harm Latinos and immigrants. We monitored the Senators' voting records to customize a message that would either be persuasive or appreciative. Our phone campaign helped NCLR reach its goal to direct pro-immigration reform messaging at Congress and allowed Latinos to engage with their elected officials and create change in politics.



**TELEPHONE TOWN HALLS
& PATCH THROUGH CALLS**



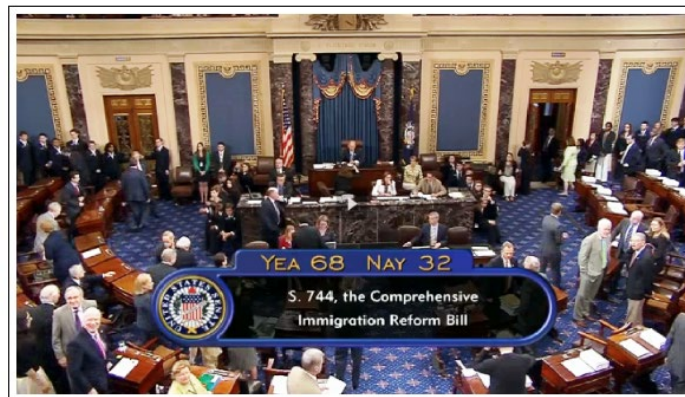
**SENATE
PASSED S.744**

¹ The League of United Latin American Citizens: "NHLA Launches Latinos United for Immigration Reform Campaign and Plans for Unprecedented Mobilization of the Latino Community" by Paloma Zuleta, Mar. 27. 2013.

THE RESULTS

The campaign concluded two months after the initiation of the project, on June 27th, 2013. On this day, the **Senate passed S. 744** with a strong **bipartisan vote of 68-32**. While the Senate did compromise on border security, the bill provided a path to citizenship for 11 million undocumented immigrants, new provisions to the DREAM Act, and the reunification of families.² Moreover, our client was listed by MSNBC as one of the nine groups that would most influence immigration reform in the summer of 2013.³ Our campaign was successful in mobilizing many Latinos to participate in the voting process of S. 744 and pressuring the Senate to pass comprehensive immigration reform.

Senate Passes Bipartisan Immigration Bill while House Continues to Stall



With Vice President Joe Biden presiding, this week the U.S. Senate **passed S. 744**, the “Border Security, Economic Opportunity, and Immigration Modernization Act of 2013,” with a final vote of 68–32. It included support from 14 Republicans. Despite warnings from Vice President Biden regarding the Senate’s rules of decorum, audience members in the Senate gallery could be heard chanting “Yes we can!” upon the announcement of the results. Indeed, there was much to celebrate: S. 744 is a bipartisan bill that offers a pathway to citizenship for the majority of undocumented immigrants in the country, contains a “DREAM Act” provision without an age cap, would clear the green card backlog reuniting millions of families, and would invigorate our economy for decades to come. Although not a perfect bill, the U.S. Senate has done its job and delivered a real solution to our broken immigration system.

² NCLR: “On to the House!” by NCLRBlog, Jun. 27, 2013.

³ MSNBC: “Immigration reform: nine groups to watch.” by Karly Schledwitz, Jun. 21, 2013.