Free Immigrant Families Fund
#ReunifyWA Materials
Thank you so much for your interest in supporting Northwest Immigrant Rights Project as we raise funds to represent, release and reunify the hundreds of parents currently being detained in Washington state. We assembled these resources so that you can spread the word about this campaign and hold your own fundraiser for NWIRP’s Free Immigrant Families Fund.

1. Online fundraising and sharing tips

2. In-person fundraising event guide for:
   - Schools
   - Business
   - Faith-based institutions
   - Neighbors

3. Visuals
   - Social media shareables (Facebook, Twitter, Instagram)
   - Website banner
   - Flyer

4. Media
   - Advisory template

5. Additional resources
   - More on hosting a fundraiser for NWIRP
   - Moveon.org advocacy guide

Donate & Share: Tips to Spread the Word!

Taking part in our online fundraiser is easy—just click on this link via Action Network, and choose to make a one-time donation, or a regularly-occurring one. Your donation in any amount can make a difference!

In addition to taking this action for yourself, please help people in your community join the immigrant rights movement as well. After making your donation, you can:
• Share your donation via social media, like Facebook, Twitter or Instagram. If using Facebook, be sure to make your post public, so that others outside your feed can see and share your post as well.
• Use the hashtag #ReunifyWA as well as others from other efforts, like #FamiliesBelongTogether
• Email friends and families the link, with your take on why you’ve donated and why they should too.

In-Person Fundraising Event Guide

Holding a fundraising event for the Fund to Free Immigrant Families is a great way to educate your friends, colleagues, neighbors and family about the family separation crisis and how they can help--and create lasting connections and networks. You can host a house party, a picnic, a playdate or any other event. Here are some tips to help you create an event.

Ways to share your event:
• Create a Facebook event; this will allow your group of friends see who’s going and who’s interested, as they check Facebook
• Send out an evite or other electronic invitation, to keep track of who’s attending as well as a live message board for your event
• Send a personal invitation to people explaining your concerns and commitment to this issue

Explain the why for your guests:

The family separation crisis is unfolding in Washington state and there is a long road ahead for families. Hundreds of parents detained at the southern border are now being held at Washington immigration prisons under the policies of the Trump administration. Our hearts are breaking for these parents and children. But we have a plan: with community funding we can help parents seeking asylum, while supporting their efforts to reunify with their children. This fund will be used for bond fees, legal representation and travel support. Join us today and let’s #ReunifyWA.

About NW Immigrant Rights Project:

For over 34 years, Northwest Immigrant Rights Project has defended and advanced the rights of immigrants in Washington State and beyond. Each year, NWIRP provides direct legal assistance in immigration matters to over 10,000 community members. NWIRP also strives to achieve systemic change to policies and practices affecting immigrants through impact litigation, public policy work, and community education.
There are several fun ways to help connect people with resources to support the work of NWIRP. Even if not everyone donates, it’s a way to raise awareness and empathy around our clients.

**Downloadable info about NWIRP** (click underlined text to access these materials)

- Here’s a [one-pager with more information about NWIRP’s work](http://bit.ly/FreelImmigrantFamiliesNW) – it’s easy to print and pass out at your fundraiser!
- Here’s [info about the recent family separations and how NWIRP stepped in to help](http://bit.ly/FreelImmigrantFamiliesNW).
- Here’s [more info about the recent lawsuit NWIRP filed to reunite children separated from their parents](http://bit.ly/FreelImmigrantFamiliesNW).

**How to Donate:**
OR mail a check made payable to NWIRP (mail to: NWIRP attn: Development, 615 2nd Ave Suite 400, Seattle WA 98104.)

We’ll issue a tax receipt to everyone who gives. If a tax receipt isn’t important, you can gather money personally and then send us a check/donate online, and we’ll issue the tax receipt just to you.

**Schools**—This is a great idea for a classroom fundraiser that helps give kids and parents a concrete action to help reunify families! Volunteer to be the parent to collect cash donations, or get in touch with your PTA and find out if they’d be willing to donate a portion of their proceeds from their annual budget.

**Work**—Many workplaces provide matching funds to individuals who choose to donate a nonprofit of their choice. If you work at such a place, please make note of our Tax ID number, 91-1393082 in your donation. Even if your workplace doesn’t provide matching donations, consider sharing the link to this fundraiser via Slack or your Intranet and make it clear that you’re sharing this on behalf of you, personally. If your workplace is interested in larger volunteer or donation opportunities, please contact NWIRP development director Maria Kolby-Wolfe, at mariakw@nwirp.org.

**Neighbors**—Talk to your neighbors in-person, via Nextdoor or your neighborhood watch list, and let them know how they can help. Think about hosting a neighborhood block party this summer or a fun get-together in your home! Think about inviting your local representative to attend or speak. Find out who to invite and how to get in touch here: [https://www.house.gov/representatives/find-your-representative](https://www.house.gov/representatives/find-your-representative). Or, try [https://resist.bot](https://resist.bot).

**Faith-based institutions**— Part of this effort is to support reunification of families once women are released from detention. We work with several partners who do this work, including [AidNW](http://bit.ly/FreelImmigrantFamiliesNW) and the [Church Council of Greater Seattle](http://bit.ly/FreelImmigrantFamiliesNW). These organizations depend on volunteers to help provide supplies such as phone cards, bus tickets or other transport and nourishment. Please check out our community partners if you’d like to organize volunteers to help.
**Visuals:**

These visuals help catch people’s attention and can be used in your social media feeds, blog or website. More sizes available [through this online folder]; please select the right size (samples below):

Facebook, Twitter:

![Facebook, Twitter:](image)

Instagram:

![Instagram:](image)
Website, banner:

Free Immigrant Families Fund
#REUNIFYWA

Print flyer: You can also print and post or share this flyer! If you’re attending an event, print out a bunch and pass them out or add them to your table.

Media
Inviting your local or neighborhood media outlets to your fundraiser is a great way to amplify the work you’re doing to support immigrant rights and Northwest Immigrant Rights Project. Here are some tips on how to do that successfully:

- Alert your local media about two weeks prior to your fundraising event
- Invite local elected or VIPs and alert the media who will be in attendance
- Gather RSVPs from your guests and update reporters on your list with how many expected guests there will be
- Compile a media list of reporters who would be most likely to report on this. That would include general assignment reporters, editors, reporters on the immigration or civil rights beat. If your local paper just has a few people on the editorial desk, go ahead and send it to all of them, and they can decide who would be the best person to take this on.
- Send out a media advisory that gives the who, what, where, when and why details laid out in a succinct format. Feel free to use this template provided
- When sending out to multiple media outlets, please put addresses in the bcc field
- Follow up your email with a phone call the next day, to gauge interest among reporters and answer any questions they may have. Be sure to get to the point quickly and refer to the email you sent earlier with subject line and your name
- For smaller community fundraisers, the media that would be most likely interested are local, community and neighborhood outlets. Be sure to emphasize the local angle to your story, e.g. the local school or group of neighbors involved, and if you are directly impacted by recent family separation news
- Another way to get the word out is to submit a letter to the editor to your newspaper, in response to recent news coverage that ran. Here’s a guide to help you draft it.
- More on Media Relations 101 available here.

Message tips:
If you do get a reporter interested in your event and wanting to talk to someone, refer to these talking points about this fund:

- The family separation crisis is here in Washington state. Hundreds of parents detained at the southern border are now being held at Washington immigration prisons under
the policies of the Trump administration. Our hearts are breaking for these parents and children.

- We support Northwest Immigrant Rights Project in their plan to provide legal representation and bail for all bond eligible individuals separated from their children at the border. This is an essential first step.
- Our initial goal is $750,000 to pay for all bond costs, a full-time bail fund coordinator, more attorneys to represent all parents and guardians separated from their children quickly.
- Incredibly, generous donors with Together Rising have already given over $300,000 in seed funding, but we are relying on community members to get us to fully fund this project.
- Our hope is to maintain a perpetual bail fund to provide legal support and bond for all asylum seekers at Northwest Detention Centers, which leads to ongoing family reunification through the asylum process. Additional funds would go to expanding support either through NWRIP or re-granting efforts in a holistic way toward, trauma healing services, transportation, housing, and asylum support.
- While we are working hard to provide legal representation to parents in detention, we are also aware that the administration is planning for large-scale family detention. This is unacceptable and we urge everyone to be in constant contact with your federal representatives to ensure that family separation is not traded for indefinite family detention.

Thank you again for supporting NWIRP and the immigrant rights movement in Washington State! If you have any questions about this effort, please contact Raul R. Alvarez, NWIRP Development and Communications Coordinator at raul@nwirp.org or call 206.957.8605.