

## ***AILA Citizenship Day 2025 Media and Outreach Guide***



Thank you for your interest in promoting your chapter's Citizenship Day activities with the press and public through media and social media outreach! AILA and our partners, the National Partnership for New Americans (NPNA), NALEO Educational Fund, Citizenshipworks, and the New Americans Campaign, have put together some tools to help you do just that.

In this Media and Outreach Guide you'll find five tools:

1. A [template media advisory](#) that you can customize with the chapter logo and specific information about your event. If you'd like a list of some local media outlets, AILA's Communications staff would be happy to help with that – email [bwoods@aila.org](mailto:bwoods@aila.org) with the request.
2. A set of [talking points](#) to help you when reaching out to reporters with some information about the naturalization process and why Citizenship Day is important. Please don't send these directly to reporters; instead keep these for your personal use when responding to press questions or inquiries.
3. A [template Letter to the Editor \(LTE\)](#) for you to personalize and submit to your local outlet in response to an immigration-related article in which you can highlight the upcoming Citizenship Day event. Questions about how to use the template? Please reach out to Belle Woods, [bwoods@aila.org](mailto:bwoods@aila.org).
4. A [social media toolkit](#) with template tweets and Facebook posts, developed with our partners the National Partnership for New Americans (NPNA), NALEO Educational Fund, Citizenshipworks, and the New Americans Campaign. Share these with your chapter members so you can use social media to get the word out about Citizenship Day and share why you are volunteering your time. Questions about how to use the sample social? Please reach out to Devra Gelman at [dgelman@aila.org](mailto:dgelman@aila.org) or Belle Woods at [bwoods@aila.org](mailto:bwoods@aila.org).

Looking for some tips on how to use social media? Check out [AILA's Social Media Guide](#).

We are thrilled that so many of our members will be helping eligible immigrants take those last few steps toward becoming citizens. Thank you for your efforts and don't hesitate to reach out with any questions!



AMERICAN  
IMMIGRATION  
LAWYERS  
ASSOCIATION

**NPNA**  
NATIONAL PARTNERSHIP  
FOR NEW AMERICANS





## ***TEMPLATE MEDIA ADVISORY FOR CHAPTERS***

[LOGO]

FOR IMMEDIATE RELEASE: [DATE]

CONTACTS:

[Name(s)]

[Phone(s)]

[E-mail(s)]

### **Media Advisory: Local Immigration Attorneys Will Provide Free Citizenship Assistance on [DATE]**

[City/State] – The [CHAPTER] of the American Immigration Lawyers Association (AILA) will participate in the 20<sup>th</sup> annual AILA Citizenship Day event on [DATE] at [LOCATION]. Each year, at sites across the country, AILA attorneys and other stakeholders provide assistance to lawful permanent residents, otherwise known as green card holders, who are eligible for naturalization. AILA is proud to join our partners, the National Partnership for New Americans (NPNA), NALEO Educational Fund, Citizenshipworks, and the New Americans Campaign, in this event. Last year, dozens of in-person and virtual naturalization clinics were held across the country, serving hundreds of immigrants who aspired to become citizens.

Media are invited to [CHAPTER] local event, which will be held at:

[location with address in bold]

[time of event]

[EXPECTED # OF AILA MEMBERS/ATTORNEYS] will be joined by [EXPECTED NUMBER OF OTHER VOLUNTEERS/STAFF] to help eligible local community members apply for citizenship.

[Detail history of chapter with this event, if any, highlight involvement of any local stakeholder groups, add quote from chapter chair/project coordinator about the importance of the event].

Press who wish to attend must register by emailing [contact].

###

*The American Immigration Lawyers Association is the national association of immigration lawyers established to promote justice, advocate for fair and reasonable immigration law and policy, advance the quality of immigration and nationality law and practice, and enhance the professional development of its members.*

***Talking Points on Citizenship Day***

- Estimates are that there are between eight and nine million lawful permanent residents (green card holders) living and working in the United States who qualify for naturalization – becoming a U.S. citizen.
- According to [U.S. Citizenship and Immigration Services](#) (USCIS), over the past decade, more than 7.7 million lawful permanent residents became naturalized citizens: more than 818,000 in Fiscal Year 2024 alone.
- Becoming a U.S. citizen is an important decision for an immigrant and their family; it requires not only a demonstrated commitment to America and its values, but a lot of paperwork and fees.
- We know there are many obstacles that can prevent a green card holder from becoming a citizen – including not knowing where to start, not knowing what questions to ask, and not knowing where to go for answers.
- Each year, AILA and its members partner with organizations like NALEO Educational Fund, the National Partnership for New Americans (NPNA), the New Americans Campaign, and Citizenshipworks to hold Citizenship Day events where eligible applicants can get help with their paperwork, ensure they are filing correctly, and learn what’s next in their path to citizenship.
- The workshops are designed to provide comprehensive assistance to immigrants wishing to take their first steps toward U.S. citizenship.
- General eligibility requirements for naturalization include:
  - Be at least 18 years of age;
  - Be a lawful permanent resident (green card holder);
  - Have resided in the United States as a lawful permanent resident for at least five years, three years if married to a U.S. citizen and living in marital union, or under certain other circumstances;
  - Have been physically present in the United States for at least 30 months, 18 months for one married to a U.S. Citizen;
  - Be a person of good moral character;
  - Be able to speak, read, write, and understand the English language;
  - Have knowledge of U.S. government and history; and
  - Be willing and able to take the Oath of Allegiance.
- Language assistance at our Citizenship Day event in XXXX will include XXXXX. If there are individuals who hesitate to attend because they don’t think someone will speak their language, we hope that this language assistance will help assuage those concerns.

**Template Letter to the Editor (LTE)** – please update/personalize where appropriate. An LTE is written and published in response to an article that appears in your paper, whether that article is written by a local reporter or from a wire service like the Associated Press. Remember that your local paper will likely have a word limit for LTEs. Wondering how to find that out, or how to submit one? Reach out to Belle Woods, [bwoods@aila.org](mailto:bwoods@aila.org).

TEMPLATE:

When I read a story about our current immigration laws, like “INSERT HEADLINE,” published on “INSERT DATE,” it brings to mind the millions of green card holders in the United States who qualify for U.S. citizenship.

U.S. citizenship is a privilege, one that comes with rights and responsibilities, including the right to vote. The right to vote gives one a say in who will be chosen to move important issues, like immigration reform, forward in Congress and in the White House.

That’s why I’m so honored, along with countless other immigration lawyers and legal services volunteers throughout the country, to take part in the 20th annual American Immigration Lawyers Association (AILA) Citizenship Day on DATE, where we will advise aspiring citizens on their eligibility for naturalization and help qualified individuals complete their applications.

Applying for citizenship can be a daunting process but the rewards are unmatched. If you or someone you know wants to become a U.S. citizen, but you don’t know where to start, what questions to ask, or where to get answers, [find an event online](#) and take that first step.

**AILA's Citizenship Day 2025: Social Media Toolkit**  
(Spanish translations provided by NALEO Education Fund)



**NOTE: Please adjust your social media posts accordingly to reflect the date of your event(s). Additionally, these posts can be reformatted for posting to other social media platforms.**

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## Twitter/"X"

<i>Official Hashtag:</i>	<i>Accounts to tag:</i>
<a href="#">#AILACitizenshipDay</a>	<a href="#">@AILANational</a> <a href="#">@NALEO</a> <a href="#">@npnewamericans</a> <a href="#">@citzworks</a> <a href="#">@newamericans</a>

## [Download Graphic](#)

**HELPFUL TIP:** The “CLICK HERE TO TWEET” links auto-populate the text on X/Twitter. You must be logged into X on your device.

## **X/Twitter**

(Now until the date of your Citizenship Day clinic)

## **ENGLISH**

### **In-Person Events Tweets**

#### **[CLICK HERE TO TWEET](#)**

Join @AILANational, @NALEO, @npnewamericans, @citizworks, and @newamericans for the 2025 #AILACitizenshipDay.

Find assistance with the citizenship process near you at <https://bit.ly/ailacitzday>

#### **[CLICK HERE TO TWEET](#)**

#AILACitizenshipDay will take place in cities across the U.S., in-person and virtually.

Get involved and find an event in your city at <https://bit.ly/ailacitzday>

#### **[CLICK HERE TO TWEET](#)**

#AILACitizenshipDay events are taking place throughout the month in partnership with @NALEO, @AILANational, @npnewamericans, @citizworks, @newamericans that offer pro bono assistance to residents with the naturalization process. Find out how to participate: <https://bit.ly/ailacitzday>

### **Virtual Screenings Phonebanks Tweets**

#### **[CLICK HERE TO TWEET](#)**

Will you be part of #AILACitizenshipDay? @AILANational chapters will hold naturalization assistance events across the country with @NALEO, @npnewamericans, @citizworks, and @newamericans.

Find help near you: <https://bit.ly/ailacitzday>

Get screened for eligibility: 888-839-8682

#### **[CLICK HERE TO TWEET](#)**

There's no better time to start the U.S. citizenship process than on #AILACitizenshipDay!

Call @NALEO at 1-888-839-8682 to find out if you're eligible and get started!

#### **[CLICK HERE TO TWEET](#)**

The citizenship process can be confusing. On #AILACitizenshipDay, @AILANational is joining @NALEO, @npnewamericans, @citizworks, and @newamericans to assist you every step of the way.

Call or send a text message to 888-839-8682 to verify if you're eligible.

#### **[CLICK HERE TO TWEET](#)**

There are many benefits to becoming a U.S. Citizen, including the right to vote! Join @AILANational, @NALEO, @npnewamericans, @citizworks, and @newamericans on #AILACitizenshipDay to begin the process.

If you're a permanent resident, call 888-839-8682 to find out if you're eligible.

## Event-Day Tweets

### [CLICK HERE TO TWEET](#)

Happy #AILACitizenshipDay! Don't miss the opportunity to join us at an in-person workshop site in your community or virtually: <https://bit.ly/ailacitzday>

#AILACitizenshipDay events kick off today in **[INSERT SITE LOCATION AND TIME]**! Find more citizenship resources here: <https://bit.ly/ailacitzday> or check your eligibility on the @NALEO hotline at 1-888-839-8682

Citizenship applicants are starting to arrive at #AILACitizenshipDay in **[INSERT CHAPTER CITY]**! We are one site of many across the U.S. helping eligible residents with the naturalization process: <https://bit.ly/ailacitzday>

### [CLICK HERE TO TWEET](#)

Thank you @AILANational members, chapters, @npnewamericans, @citzworks, @NALEO, and @newamericans for partnering for #AILACitizenshipDay! Efforts to continue to assist those eligible for U.S. citizenship continues!

## SPANISH

### Tweets Eventos en persona

### [CLICK HERE TO TWEET](#)

Únete a @AILANational, @NALEO, @npnewamericans, @citzworks, y @newamericans para el #AILACitizenshipDay.

Consigue ayuda con el proceso de ciudadanía cerca de ti: <https://bit.ly/ailacitzday>  
Verifica tu elegibilidad aquí 1-888-839-8682

### [CLICK HERE TO TWEET](#)

El #AILACitizenshipDay se celebrará en varias ciudades de Estados Unidos y virtualmente, con talleres de @NALEO, @npnewamericans, @citzworks, y @newamericans.  
Involúcrate y encuentra un evento cerca de ti: <https://bit.ly/ailacitzday>

### [CLICK HERE TO TWEET](#)

Los eventos del #AILACitizenshipDay se celebra durante todo el mes junto a @NALEO, @AILANational, @npnewamericans, @citzworks, y @newamericans y ofrecen asistencia pro bono a residentes permanentes con el proceso de naturalización. Conoce cómo participar aquí: <https://bit.ly/ailacitzday>

## Tweets Banco de Elegibilidad Virtual

### [CLICK HERE TO TWEET](#)

¿Serás parte del #AILACitizenshipDay? Los capítulos @AILANational tendrán eventos de asistencia para ciudadanía en todo el país junto a @NALEO, @newamericans, @citzworks, y @npnewamericans.

Encuentra ayuda en tu área: <https://bit.ly/ailacitzday>

### [CLICK HERE TO TWEET](#)

¡No hay mejor momento para empezar el proceso de ciudadanía estadounidense que durante el #AILACitizenshipDay!

Llama a @NALEO al 1-888-839-8682 para verificar si eres elegible y comenzar ya.

**[CLICK HERE TO TWEET](#)**

El proceso de naturalización puede resultar confuso. Durante #AILACitizenshipDay, @AILANational, @NALEO, @newamericans, @citizworks, y @npnewamericans se unen para ayudarte en cada paso del camino.

Llama o envía un mensaje al 888-839-8682 para verificar tu elegibilidad.

**[CLICK HERE TO TWEET](#)**

Convertirse en ciudadano estadounidense tiene muchos beneficios, ¡incluyendo el derecho al voto! Si eres residente permanente, llama al 888-839-8682 para ver si eres elegible.  
#AILACitizenshipDay @AILANational @NALEO @npnewamericans @citizworks @newamericans

**Tweets Día del Evento**

**[CLICK HERE TO TWEET](#)**

¡Feliz #AILACitizenshipDay! Entérate como unirte a @AILANational, @npnewamericans, @NALEO, @citizworks, @newamericans en un taller en persona en tu comunidad o virtualmente aquí:  
<https://bit.ly/ailacitzday>

¡Los eventos de #AILACitizenshipDay comienzan hoy en **[INSERTE LUGAR Y HORA]**! Encuentra más recursos para completar el proceso de ciudadanía aquí <https://bit.ly/ailacitzday> o verifica tu elegibilidad llamando o enviando un mensaje a la línea directa de @NALEO al 1-888-839-8682

¡Los solicitantes de ciudadanía están empezando a llegar al #AILACitizenshipDay en **[INSERTAR CIUDAD DEL CAPÍTULO]**! Somos uno de varios lugares en Estados Unidos que están ayudando a residentes elegibles con el proceso de naturalización: <https://bit.ly/ailacitzday>

**[CLICK HERE TO TWEET](#)**

¡Gracias a los miembros y capítulos de @AILANational, @npnewamericans, @NALEO, @citizworks, y @newamericans por unirse al #AILACitizenshipDay! Continúan los esfuerzos para seguir ayudando a las personas elegibles a la ciudadanía estadounidense.

**FACEBOOK**

<i>Official Hashtag:</i>	<i>Partner accounts:</i>
#AILACitizenshipDay	<a href="https://fb.com/ailanational">fb.com/ailanational</a> <a href="https://fb.com/naleo.org">fb.com/naleo.org</a> <a href="https://fb.com/npnewamericans">fb.com/npnewamericans</a> <a href="https://fb.com/Citizenshipworks">fb.com/Citizenshipworks</a> <a href="https://fb.com/newamericansNAC">fb.com/newamericansNAC</a>



## [Download Graphic](#)

### **Promotional Posts**

(Now until the date of your Citizenship Day clinic)

### **In-Person Events**

#### **ENGLISH**

We are joining AILA Chapters from across the country, NALEO, National Partnership for New Americans, Citizenshipworks, and the New Americans Campaign for #AILACitizenshipDay to assist eligible legal permanent residents apply for citizenship.

Join us at our citizenship workshop here in your community and receive assistance with the naturalization process from volunteer AILA members and legal workers. For more information, visit <https://bit.ly/ailacitzday> or call 1-888-839-8682.

Get ready for #AILACitizenshipDay — featuring citizenship workshop events with NALEO, National Partnership for New Americans, and Citizenshipworks in cities across the United States! To find an event near you, visit <https://bit.ly/ailacitzday>

#AILACitizenshipDay is coming to [INSERT CHAPTER CITY] on [INSERT DATE]! If you are eligible or think you are eligible for U.S. citizenship, join us at [EVENT SITE, TIME] to get help from volunteer lawyers, legal workers, and trained volunteers with the naturalization application. You may also qualify for a fee waiver.

Don't wait! Visit <https://bit.ly/ailacitzday> or call 888-839-8682.

### **Virtual Screenings Phonebanks**

Are you a permanent resident and ready to become a U.S. citizen? Participate in #AILACitizenshipDay with AILA chapters, NALEO Educational Fund, the National Partnership for New Americans, Citizenshipworks, and the New Americans Campaign.

Call or text the citizenship hotline at 888-839-8682 where volunteer attorneys, legal workers, and experts in the naturalization process can verify your eligibility and help you start the process.

Don't miss #AILACitizenshipDay! AILA, NALEO Educational Fund, the National Partnership for New Americans, Citizenshipworks, and the New Americans Campaign are partnering up to guide you through the naturalization process.

If you are a permanent resident, you might be eligible to become a citizen. Call or send a message to 888-839-8682 and our volunteers will be able to check your eligibility and help you.

### **Event-Day Facebook Post**

Happy #AILACitizenshipDay! We are proud to host one of many workshops across the United States alongside other AILA Chapters, NALEO, the National Partnership for New Americans, Citizenshipworks, and the New Americans Campaign. These events will provide legal residents with naturalization application assistance.

Can't join us? Visit AILA's website for other resources and site info: <https://bit.ly/ailacitzday> or call the NALEO Educational Fund's citizenship hotline at 1-888-839-8682.

## **SPANISH**

### **Eventos en persona**

Nos unimos a los capítulos de AILA en todo el país, al Fondo Educativo NALEO, la National Partnership for New Americans, Citizenshipworks, y la New Americans Campaign en el #AILACitizenshipDay para ayudar a residentes permanentes elegibles a solicitar la ciudadanía.

Acompáñanos en nuestro taller de ciudadanía aquí en nuestra comunidad y recibe asistencia con el proceso de naturalización por parte de voluntarios de AILA y trabajadores legales. Para más información, visita <https://bit.ly/ailacitzday> o llama al 1-888-839-8682.

¡Prepárate para el #AILACitizenshipDay, un evento que se celebra durante todo el mes junto al Fondo Educativo NALEO, la National Partnership for New Americans, Citizenshipworks, y la New Americans Campaign en ciudades en todo Estados Unidos. Más información aquí: <https://bit.ly/ailacitzday>

¡El #AILACitizenshipDay viene a **[INSERTAR CIUDAD DEL CAPITULO]** el **[INSERTAR FECHA]**! Si eres elegible, o cree que es elegible para la ciudadanía estadounidense, participe el **[SITIO DEL EVENTO, HORA]** para obtener ayuda de abogados voluntarios, trabajadores legales y voluntarios capacitados con la solicitud de naturalización. También podrías calificar para una exención de pago.

¡No esperes! Visita el sitio web de AILA: <https://bit.ly/ailacitzday> o llama o envía un mensaje a la línea directa del Fondo Educativo NALEO al 1-888-839-8682.

### **Banco de elegibilidad virtual**

¿Eres residente permanente y estás listo para convertirte en ciudadano estadounidense? Participa del #AILACitizenshipDay junto a los capítulos de AILA, el Fondo Educativo NALEO, la National Partnership for New Americans, Citizenshipworks, y la New Americans Campaign.

Llama o envía un mensaje a la línea de ciudadanía al 888-839-8682 donde abogados voluntarios, trabajadores legales y expertos en el proceso de naturalización podrán verificar si eres elegible y ayudarte a comenzar el proceso.

¡No te pierdas el #AILACitizenshipDay comenzando! AILA, el Fondo Educativo NALEO, la National Partnership for New Americans, Citizenshipworks, y la New Americans Campaign se han unido para guiarte en el proceso de naturalización.

Si eres residente permanente, podrías ser elegible para obtener la ciudadanía estadounidense. Llama o envía un mensaje al 888-839-8682 y nuestros voluntarios podrán revisar tu elegibilidad y ayudarte.

**Publicación de Facebook para el día del evento.**

¡Feliz #AILACitizenshipDay! Estamos orgullosos de ser anfitriones de uno de los muchos eventos a lo largo de los Estados Unidos junto a otros capítulos de AILA, NALEO, la National Partnership for New Americans, Citizenshipworks, y la New Americans Campaign. Estos eventos ofrecerán asistencia a residentes permanentes para completar la solicitud de naturalización.

¿No puedes participar? Visita la página web de AILA para más recursos e información: <https://bit.ly/ailacitzday> o comunícate con la línea de ciudadanía de NALEO al 1-888-839-8682