

Leading globally

matters locally.

National Mobilization Toolkit

Thanks for joining the National Mobilization Week from March 20-24 to urge Congress to protect resources for America's global development and diplomacy programs.

Here's what inside this toolkit:

- I. How to Use the Phone2Action Platform
 - II. Sample Facebook Posts
 - III. Sample Twitter Posts
 - IV. Sample Graphics
 - V. Sample Scripts (Call to Action, Message to Congress)
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I. How to Use the Phone2Action Platform

The USGLC has contracted with the Phone2Action platform to provide the advocacy tools for all of us to engage our grassroots advocates to contact Congress. We've built out the platform on the domain name **AmericaLeads.us**.

We've made two Take Action pages for advocates to contact their lawmakers:

1. **General Take Action Page**
 - National security, economy, and values messaging
 - Link: <http://americaleads.us/action>
 - Call-In Number: 202-517-2750
2. **Humanitarian-Focused Action Page**
 - Uses primarily humanitarian messaging to motivate constituents
 - Link: <http://americaleads.us/stop-cuts>
 - Call-In Number: 202-509-0855

Warning: If you choose to use the call-in numbers, we will not be able to track your contacts and stats. We recommend sending constituents to the landing page links to use the click-to-call service. If you're interested in a unique trackable call-in number, contact Sidney Traynham (straynham@usglc.org).

When constituents land on these pages they will be urged to call and email their members of Congress. After they take these actions, they will be presented with a thank you page that encourages them to Tweet at their members of Congress along with a Tweet to share the campaign with their followers.

The USGLC will not permanently capture contacts from partner organizations.

We will NOT be moving any contacts mobilized from other organizations into our database. In addition, we're happy to send your action statistics and your contacts back to you – but the only way this is possible is if you **use tracking source codes in all your emails and social media posts**. (This means that if your social media activity generates new contacts, we can send these back to you at the end of the campaign for your database.)

The way this is done is by adding to the end of any **americaleads.us** URL the following code:

`http://americaleads.us/action?p2asource=XXXX`

How to use source codes:

- Replace the XXXX with a custom code that works for your organization. For example, “care1”, “care2”, etc.
- It's important that you keep track of your own codes and we recommend using a different code for each email or social media post – so that you can track what's most effective.
- Because these codes are visible to users, please use codes that are totally generic (rather than something like “worldvision-VIP-list2”).
- Please begin all your codes with an acronym or short name for your organization, and do not use any spaces or funny characters.

If you have questions about performance metrics and contacts, reach out to Allison Taylor (ataylor@usglc.org). In addition, there is a way to embed the Phone2Action widget directly on your web site, but you need a web developer on your team who has solid HTML skills. Allison can provide the embed code for this.

Some further customization is possible depending on requests – contact Sidney Traynham (straynham@usglc.org) with any questions.

II. Sample Facebook Posts

General Message – National Security, Economy, Humanitarian Values

Social graphics are available at: <http://americaleads.us/social-graphics>

The automatic Facebook image should be switched out by uploading an additional image of your choice after pasting in your custom link.

Use this link for all posts: <http://americaleads.us/action?p2asource=XXXX>
(Change the XXXX to a tracking code for your organization.)

- The State Department could be cut by 30% or more. Tell Congress to protect American leadership in the world. #AmericaLeads
- What does the world look like without US leadership? Tell Congress to protect funding for the State Department. #AmericaLeads
- 120+ generals and admirals say America needs a strong State Department and USAID. Tell Congress you agree!
- America's International Affairs Budget could be cut by one-third. Tell Congress to protect these critical resources. #AmericaLeads
- The State Department and USAID could be cut by 30%. Tell Congress to protect this critical funding now. #AmericaLeads
- Funding for America's diplomats and #globaldev programs is at risk. Tell Congress to protect this critical 1% of our federal budget. #AmericaLeads
- The International Affairs Budget saves lives, creates US jobs, and is critical for our national security. Tell Congress to protect this funding! #AmericaLeads

Humanitarian Focused Message

Social graphics are available at: <http://americaleads.us/social-graphics>

Use this link for all the posts: <http://americaleads.us/stop-cuts?p2asource=XXXX>
(Change the XXXX to a tracking code for your organization.)

- Your voice can help save lives right now. Tell Congress to protect America's humanitarian programs from severe cuts. #AmericaLeads
- America's humanitarian programs save millions of lives. Your members of Congress need to hear from you – tell them that you support these programs and want them protected from huge cuts. #AmericaLeads
- Tell your members of Congress to protect America's humanitarian programs from severe cuts. #AmericaLeads

Sharing the AmericaLeads.us Landing Page

Social graphics are available at: <http://americaleads.us/social-graphics>

Use this link for all the posts:

<http://americaleads.us?p2asource=XXXX>

(Change the XXXX to a tracking code for your organization.)

- Now more than ever, it's critical that #AmericaLeads in the world through diplomacy and global development. Find out why it's so important.
- To face today's challenges, it's critical that #AmericaLeads in the world through diplomacy and global development.
- Funding for diplomacy and global development is critical to ensuring that #AmericaLeads in the world. Find out why.
- Funding the US International Affairs Budget is critical for our national security and ensures that #AmericaLeads in the world
- The small 1% of our federal budget we invest in international affairs is critical for US national security and ensures that #AmericaLeads in the world.
- Funding the International Affairs Budget isn't just the right thing to do—it's the smart thing for our nation. #AmericaLeads

III. Sample Twitter Posts

General Message – National Security, Economy, Humanitarian Values

Social graphics are available at: <http://americaleads.us/social-graphics>

Use this link for all posts: <http://americaleads.us/action?p2asource=XXXX>

(Change the XXXX to a tracking code for your organization.)

If you want to hide the source codes from potentially showing up on Twitter posts, we recommend using a link shortening tool like bit.ly before posting.

- The @StateDept could be cut by 30% or more. Tell Congress to protect US leadership in the world: [LINK] #AmericaLeads
- What does world look like without US leadership? Tell Congress to protect funding for @StateDept: [LINK] #AmericaLeads
- 120+ generals and admirals say America needs strong @StateDept and @USAID. Tell Congress you agree: [LINK] #AmericaLeads
- The US International Affairs Budget could be cut by 1/3. Tell Congress to protect critical resources: [LINK] #AmericaLeads

- The @StateDept and @USAID could be cut by 30%. Tell Congress to support this critical funding: [LINK] #AmericaLeads
- Funding for US diplomats and #globaldev programs is at risk. Tell Congress to protect this critical 1% [LINK] #AmericaLeads
- The US International Affairs Budget saves lives, creates US jobs, and is critical for #natsec. Tell Congress now: [LINK] #AmericaLeads
- Funding for #diplomacy and #GlobalDev ensures #AmericaLeads in the world. Tell Congress now: [LINK]
- The US International Affairs Budget helps ensure that #AmericaLeads in the world. Tell Congress to fully fund it: [LINK]

Humanitarian Focused Message

Social graphics are available at: <http://americaleads.us/social-graphics>

Use this link for all posts: <http://americaleads.us/stop-cuts?p2asource=XXXX>
(Change the XXXX to a tracking code for your organization.)

- Help save lives— Tell Congress to protect America’s humanitarian programs from severe cuts: [LINK] #AmericaLeads
- US humanitarian programs save millions of lives. Tell your Member of Congress to protect them from 30% cuts: [LINK] #AmericaLeads
- Tell your Member of Congress to protect US humanitarian programs from severe cuts now: [LINK] #AmericaLeads

Sharing the AmericaLeads.us Landing Page

Use this link for all the posts:
<http://americaleads.us?p2asource=XXXX>
(Change the XXXX to a tracking code for your organization.)

- Now more than ever, it’s critical that #AmericaLeads in the world through #GlobalDev and #diplomacy. See why it matters: [LINK]
- To face today’s challenges, it’s critical that #AmericaLeads in the world through #GlobalDev and #diplomacy. Why it matters: [LINK]
- With today’s global challenges, it’s critical that #AmericaLeads in the world through #GlobalDev and #diplomacy. Here’s why: [LINK]
- Funding for US #GlobalDev and #diplomacy is critical to ensuring that #AmericaLeads in the world. Find out why: [LINK]
- Funding the US International Affairs Budget is critical to ensuring that #AmericaLeads in the world. Find out why: [LINK]
- Funding the US International Affairs Budget is critical for #nationalsecurity and ensuring #AmericaLeads in the world: [LINK]

- The 1% of our federal budget for international affairs is critical for US #natsec and ensuring #AmericaLeads in the world: [LINK]
- Funding the International Affairs Budget isn't just the right thing to do—it's the smart thing for our nation. [LINK] #AmericaLeads

How #AmericaLeads

Use this link for all the posts:

<http://americaleads.us?p2asource=XXXX>

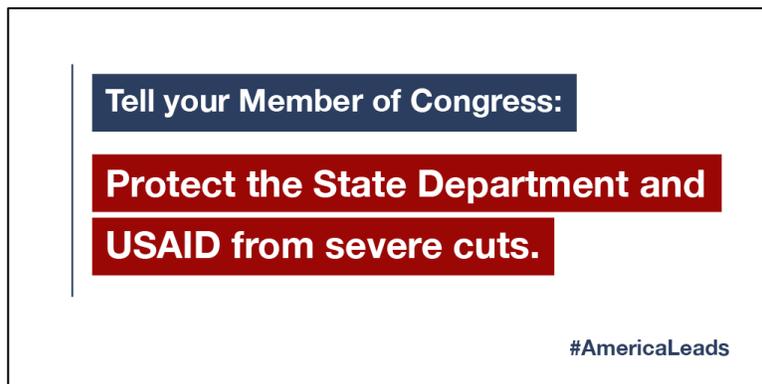
(Change the XXXX to a tracking code for your organization.)

If you are looking for alternative Twitter content during the mobilization week (and beyond), the #AmericaLeads hash tag can also be used around specific themes.

- With less than 1% of our federal budget, #AmericaLeads in the world through #GlobalHealth — saving millions of lives: [LINK]
- With less than 1% of our federal budget, #AmericaLeads in the world through #FoodSecurity. Find out how: [LINK]
- Though our International Affairs Budget, #AmericaLeads in the world by saving lives. Tell Congress to protect funding: [LINK]

IV. Sample Graphics

Social graphics are available at: <http://americaleads.us/social-graphics>



Tell your Member of Congress:

**Protect the State Department
from severe cuts.**

#AmericaLeads

**120+ generals and admirals say America
needs a strong State Department.**

Tell Congress you agree.

#AmericaLeads

Tell your Member of Congress:

**Protect America's humanitarian
programs from severe cuts.**

#AmericaLeads

**Humanitarian assistance
saves lives.**

**Tell Congress to protect
USAID from severe cuts.**

#AmericaLeads



Social graphics are available at: <http://americaleads.us/social-graphics>

V. Sample Scripts

General Message Call to Action:

Our nation's strategic investment in development and diplomacy not only matters overseas – it matters right here at home for our security, economy, and values as a nation.

Yet this small investment in America's global leadership – just 1% of the federal budget – is at risk of enormous cuts, potentially as much as 37%.

Right now is a critical moment to urge Congress to protect this vital investment in our nation's security and economic interests. Tell your lawmakers: Leading globally matters locally.

Here's what to say:

Hi, my name is [FIRST AND LAST NAME] and I'm your constituent in [CITY, STATE]. I'm calling today because I'm very concerned about enormous 37% cuts to the State Department and USAID.

With all of the global challenges facing America today we need strong and effective development and diplomacy programs to help keep America safe, boost job creation in [STATE], and uphold our humanitarian values.

Leading globally matters locally. That is why the International Affairs Budget enjoys strong support from the business, military, faith-based, and NGO communities across the country as well as bipartisan support in Congress.

I strongly urge [LAWMAKER] to work with the Appropriations Committee to ensure a total of \$60 billion for the International Affairs Budget in FY18 and oppose any cuts.

Humanitarian Message Call to Action:

Our nation's strategic investment in humanitarian programs is at risk of enormous cuts.

On top of the growing famine crisis in South Sudan – where 40% of the population is in desperate need of humanitarian assistance – almost 1.4 million children suffering from severe malnutrition could die this year as famine also looms in Nigeria, Somalia and Yemen.

And with more than 65 million people displaced around the world, right now is a critical moment to urge Congress to protect America's commitment to save lives and demonstrate our nation's compassion and highest values.

Here's what to say:

Hi, my name is [FIRST AND LAST NAME] and I'm your constituent in [CITY, STATE]. I'm calling today because I'm very concerned about enormous 37% cuts to the State Department and USAID.

With all of the global challenges facing America today we need strong and effective development and diplomacy programs to help keep America safe, boost job creation in [STATE], and uphold our humanitarian values.

Leading globally matters locally. That is why the International Affairs Budget enjoys strong support from the business, military, faith-based, and NGO communities across the country as well as bipartisan support in Congress.

I strongly urge [LAWMAKER] to work with the Appropriations Committee to ensure a total of \$60 billion for the International Affairs Budget in FY18 and oppose any cuts.

Letter to Congress:

Dear Member of Congress,

I am writing today as a constituent to express my strong support for the International Affairs Budget. In particular, I ask that you work with the Chairman and Ranking Member of the Appropriations Committee to support a total of \$60 billion for the International Affairs Budget in FY18 and oppose large and disproportionate cuts to this small but critical piece of the federal budget.

For just 1% of total federal spending, the programs funded through the International Affairs Budget are cost-effective investments that advance America's global leadership and promote U.S. interests both at home and abroad. We need these strong and effective development and diplomacy programs to fight terrorism, support our allies, build new markets for U.S. goods and services, combat the growing threat of pandemics, and provide life-saving

humanitarian assistance.

That is why I am so concerned by reports that the Administration may cut funding for the State Department and USAID by as much as 37%. At a time when American leadership is needed more than ever to respond to the many threats and crises confronting our nation and the world, we cannot afford to pull back.

In fact, more than 120 retired generals and admirals recently wrote to Congressional leaders urging that, “Now is not the time to retreat” and that resources for the State Department and USAID must keep pace with the threats we face overseas. These military leaders understand that the programs funded by the International Affairs Budget help keep America safe – at a significantly lower cost in lives and treasure.

I urge you to continue the legacy of strong bipartisan support in Congress for the International Affairs Budget by working with the Chairman and Ranking Member of the Appropriations Committee to support a total of \$60 billion for the International Affairs Budget in FY18 and oppose large and disproportionate cuts to these critical programs.

Sincerely,

Letter to Appropriations Chairs and Ranking Members:

(If your system will let you customize a message to specific members.)

Dear [Chairman Cochran/Frelinghuysen][Ranking Member Leahy/Lowey],

I am writing today as a constituent to express my strong support for the International Affairs Budget. In particular, I ask that you protect the International Affairs Budget from large and disproportionate cuts and provide approximately \$60 billion for this small but critical piece of the federal budget in FY18.

For just 1% of total federal spending, the programs funded through the International Affairs Budget are cost-effective investments that advance America’s global leadership and promote U.S. interests both at home and abroad. We need these strong and effective development and diplomacy programs to fight terrorism, support our allies, build new markets for U.S. goods and services, combat the growing threat of pandemics, and provide life-saving humanitarian assistance.

That is why I am so concerned by reports that the Administration may cut funding for the State Department and USAID by as much as 37%. At a time when American leadership is needed more than ever to respond to the many threats and crises confronting our nation and the world, we cannot afford to pull back.

In fact, more than 120 retired generals and admirals recently wrote to Congressional leaders urging that, “Now is not the time to retreat” and that resources for the State Department and USAID must keep pace with the threats

we face overseas. These military leaders understand that the programs funded by the International Affairs Budget help keep America safe – at a significantly lower cost in lives and treasure.

I urge you to continue the legacy of strong bipartisan support in Congress for the International Affairs Budget by providing a total of \$60 billion for the International Affairs Budget in FY18 and opposing large and disproportionate cuts to these critical programs.

Sincerely,