



NAE Cities Index

Launch Day Toolkit

INTRODUCTION

This September 17th, on Citizenship Day, New American Economy will launch the first-ever **NAE Cities Index**—a comprehensive look at integration policies and outcomes in the 100 largest U.S. cities. With 30 unique metrics looking at integration policies and programs, and 21 unique metrics looking at socioeconomic outcomes for immigrants and the US-born, the NAE Cities Index will offer a detailed overview of the integration landscape across the country, with a variety of mechanisms for city-level comparison (city-to-city, as well as regional, political and other groupings).

We need your help to make the launch a success! That's why we've built this toolkit with talking points, resources, and other information to help you organize your city's Index launch event, highlighting and celebrating what is going well, as well as identifying areas of focus for government agencies and their partners, including potential funders, in their work going forward.

Please share your activities with New American Economy so that we can help promote your event. Questions? Please contact Dan Wallace at dan@newamericaneconomy.org or Kate Brick at kate@newamericaneconomy.org.

Included as part of this toolkit:

- Email Blast Template
- Media Advisory Template
- Press Release Template
- Sample Op-Eds And Blog Posts

EMAIL BLAST TEMPLATE

Dear Supporter:

Today, as part of [CITY]'s ongoing efforts to promote immigrant integration and inclusion, we partnered with [New American Economy](#) to highlight the release of the first annual **NAE Cities Index!**

The Index assesses each of the 100 largest U.S. cities based on their integration policies and socioeconomic outcomes for immigrants and refugees.

In the inaugural year of the NAE Cities Index, [CITY] scored especially well in [CATEGORIES]. This reflects our commitment to ensuring that all [CITY DEMONYM], regardless of their language, background, or country of origin, are able to succeed.

Please join us in promoting this year's findings and celebrating [CITY]'s immigrant communities.

Ways to Participate:

1. Visit the [CITY] page on the NAE Cities Index site
2. Share the findings on social media and use the hashtag #IAmAmerica
3. [ADD YOUR OWN]

Thank you for helping us make [CITY] a welcoming place for all.

Thank you!

[ORGANIZATION NAME]

MEDIA ADVISORY TEMPLATE

FOR IMMEDIATE RELEASE

September [XX], 2018

CONTACT

Hanna Siegel, New American Economy, hanna@newamericaneconomy.org

[LOCAL PARTNER PRESS CONTACT, NAME AND EMAIL]

[ORGANIZATION] to Host [EVENT TYPE] to Highlight [CITY] Rankings in New National Integration Index

[EVENT TYPE] will include the participation of local leaders and marks the launch of the first annual NAE Cities Index

[CITY, STATE]—To Commemorate Citizenship Day, September 17, 2018, [ORGANIZATION] will host [EVENT TYPE] with [DESCRIPTION OF LOCAL LEADERS] to highlight findings of first annual NAE Cities Index, a new national assessment of local integration policies and socioeconomic outcomes.

The NAE Cities Index examines 31 different policies and practices, as well as 20 different socioeconomic outcomes, to assess cities on their work to integrate newcomers. Assessment categories include Government Leadership, Economic Empowerment, Inclusivity, Community, and Legal Support, as well as Job Opportunities, Economic Prosperity, Livability and Civic Participation.

Participants in the [EVENT TYPE] will be discussing their perspective on [CITY]'s integration landscape as well as the contributions of immigrants to the local economy.

WHAT:

NAE Cities Index Launch: [EVENT TYPE]

PARTICIPANTS:

[NAME, TITLE]

[NAME, TITLE]

[NAME, TITLE]

DATE:

[DAY OF THE WEEK], September 17, 2018

TIME:

[TIME]

[LOCATION] OR [CALL INFORMATION]:

[ADDRESS OR DIAL-IN INFO]

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About [ORGANIZATION]

[ABOUT YOUR ORGANIZATION]

About New American Economy

New American Economy (NAE) brings together more than 500 Republican, Democratic and Independent mayors and business leaders who support immigration reforms that will help create jobs for Americans today. NAE's State and Local Initiatives produces original research and works with local leaders to highlight the economic contributions of immigrants and facilitate immigrant integration. Learn more at www.NewAmericanEconomy.org.

FOR IMMEDIATE RELEASE

September 17, 2018

CONTACT

Hanna Siegel, New American Economy, hanna@newamericaneconomy.org

[LOCAL PARTNER PRESS CONTACT, NAME AND EMAIL]

[ORGANIZATION] Hosts [EVENT TYPE] to Highlight [CITY] Rankings in New National Integration Index

[EVENT TYPE] included the participation of [XX] local leaders and
marked the launch of the first annual NAE Cities Index

[CITY, STATE]—Today, [ORGANIZATION] hosted [EVENT TYPE] with [DESCRIPTION
OF LOCAL LEADERS] to highlight findings of first annual NAE Cities Index, a new
national assessment of local integration policies and socioeconomic outcomes.

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socioeconomic outcomes, to assess cities on their work to integrate newcomers. Assessment
categories include Government Leadership, Economic Empowerment, Inclusivity, Community, and
Legal Support, as well as Job Opportunities, Economic Prosperity, Livability and Civic Participation.

Findings for [CITY] include:

- Overall rank, policy rank and/or socioeconomic outcome rank OR regional rankings
- Score of [#] out 5 in [CATEGORY], [CATEGORY], and [CATEGORY]
- Other highlights or areas for improvement

[INSERT QUOTE]

As part of the effort, NAE's comprehensive data on immigrants in [CITY]'s economy
was cited as a key reason for [CITY] to take action to encourage integration.

At large, immigrants have substantial impact on the local economy:

- Immigrants in [CITY] pay [STAT] in taxes every year
- Immigrant-owned businesses in [CITY] employ [STAT] people
- Immigrants in [CITY] make up [STAT] percent of [INDUSTRY]

[INSERT QUOTE]

For more information on the NAE Cities Index visit www.NewAmericanEconomy.org.

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About [ORGANIZATION]

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SAMPLE OP-EDS AND BLOG POSTS

Please do not copy and paste this sample, but use it as a starting point to craft your own localized piece. If you need assistance writing or placing your piece with a local news outlet, please contact Dan Wallace at dan@newamericaneconomy.org.

TEMPLATE #1

National distinction highlights city's success in embracing immigration

September 17th is Citizenship Day across America, and here in [CITY], we have yet another reason to celebrate this year.

New American Economy, a bipartisan group that makes the economic case for smart immigration policies, just released its inaugural NAE Cities Index. NAE analyzed the 100 largest U.S. cities and assigned them a score, based on several criteria on how well they are integrating newcomers. Those criteria include the strength of cities' immigrant integration policies and a range of socioeconomic outcomes for each city's immigrants, such as homeownership rates, entrepreneurship rates, and more.

In other words, NAE gathered reams of city-level data and subjected it to two simple questions. They asked: Which cities are both talking the talk and walking the walk when it comes to creating opportunities for immigrants to share in the American Dream? And, which cities are making it possible for immigrants to achieve the same success as their U.S.-born neighbors?

Now we know the results, and they're a credit to [CITY]'s vision of an attractive, inclusive, more prosperous city. Overall, [CITY] came in at number [##]—outperforming [##] of our fellow cities nationwide. Immigrants to [CITY] become integrated into our economic and social fabric quickly, and all of our residents share in the gains as a result.

[CITY]'s full scorecard is available online at [NAECitiesIndex.org](https://naecitiesindex.org). Here are some of the highlights.

Most notable is how high [CITY] scored high on [HIGHLIGHT #1]. That's no surprise, given our [###]. We also scored high on [HIGHLIGHT #2], on the strength of our [###]. [HIGHLIGHT #3], too, shows that our investments in [###] are already paying dividends.

Of course, there's always room for growth, even for the highest-performing cities. Boosting our score for next time will take not only improving [###], but also replicating the success our competitors have had in [###].

Add it all up, and it's clear there's increasingly a disconnect between Congress and cities like [CITY]. In DC, our federal lawmakers continue to debate the value of immigration, as if its broad-based benefits weren't abundantly clear. Meanwhile, in cities like [CITY], immigration accelerates

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economic growth—and does so in a way that benefits all of our workers, consumers, and taxpayers, whether you're a newcomer or [CITY] born and bred.

Even as Congress waits on fixing a broken federal system, the good news is that when it comes to immigration, [CITY] gets it. Even better, thanks to the NAE Cities Index, we have the blueprints for building on our recent successes—and creating an even stronger economic environment for immigrants and the U.S.-born alike.

TEMPLATE #2

New blueprint for embracing immigration, growing the economy

September 17th is Citizenship Day across America. Here in [CITY], we'll celebrate in style, with events from [NEIGHBORHOOD] to [NEIGHBORHOOD]. More of our city's immigrants will either proudly take the oath of citizenship at naturalization ceremonies, or continue taking steps toward becoming American citizens as they've long dreamed.

New American Economy—a bipartisan group that makes the economic case for smart immigration policies—is marking Citizenship Day, too, together with [CITY] and more city partners nationwide. This week the group released its inaugural NAE Cities Index. NAE analyzed the 100 largest U.S. cities and assigned them a score, based on several criteria. Those criteria include the strength of cities' immigrant integration policies and a range of socioeconomic outcomes for each city's immigrants, such as homeownership rates, entrepreneurship rates, and more.

In other words, NAE gathered reams of city-level data and subjected it to two simple questions. They asked: Which cities are both talking the talk and walking the walk, when it comes to creating opportunities for immigrants to share in the American Dream? And, which cities are making it possible for immigrants to achieve the same success as their U.S.-born neighbors?

Now we know the results, and frankly, [CITY]'s scorecard shows some room for improvement. Overall, [CITY] came in at number [###]—outperforming [A], [B], and [C], but still coming in behind too many of our fellow cities (and economic competitors) nationwide.

[CITY]'s full report is available online at [NAECitiesIndex.org](https://naecitiesindex.org). First, let's take a look at the highlights.

Most notable is how high [CITY] scored high on [HIGHLIGHT #1]. That's no surprise, given our [###]. We also scored high on [HIGHLIGHT #2], on the strength of our [###]. [HIGHLIGHT #3],

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too, shows that our investments in [###] are already paying dividends.

Even for the highest-performing cities, of course, there's always room for growth. Boosting [CITY]'s score for next time will take not only improving [###], but also replicating the success our competitors have had in [###].

When you look at the success of cities, it's clear there's increasingly a disconnect between Congress and places like [CITY]. In DC, our federal lawmakers continue to debate the value of immigration, as if its broad-based benefits weren't abundantly clear. Meanwhile, in cities like [CITY], immigration helps accelerate economic growth—and does so in a way that benefits all of our workers, consumers, and taxpayers, whether you're a newcomer or [CITY] born and bred.

Even as Congress waits on fixing a broken federal system, the good news is that when it comes to immigration, [CITY] gets it. Even better, thanks to the NAE Cities Index, we have the blueprint for building on our strengths—and creating an even more inviting, more prosperous [CITY] for immigrants and the U.S.-born alike.