**Midterm Pitch Template**

**Doors of Hope**

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| **Why this topic** |

**The set up**

Immigrant families live under the shadow feeling out of place and doubtful about certain institutions. How can we help them to improve their quality of life and get them to engage with organizations that offer accessible/credible resources such as “toolkits”?

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| **Initial research** |

**Gaining knowledge**

United We Dream and Informed Immigrant help the community by providing legal services and resources to individuals, asylum seekers, and families. Unfortunately, they do not have a strategic and effective communication campaign to achieve their main goal.

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| **Identify a problem** |

**What is the problem?**

We need to inform our immigrant communities that we provide safe and free access to social services. We will help to reduce the trauma and the effects: emotional/behavioral challenges and economical hardship caused by separation, detention, and deportation between family members.

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| **Target Audience** |

• Low-income immigrant families regardless of race

• Mom/Dad will be around 25 to 60 years of age and

children (newborn-21 years old)

• Fear to ask for social services before or after deportation

• Lack of support from family and friends. Isolation

• Do not have quick access to information about the different

organizations due to the lack of time, communication

**Persona**

• Farah, a 46-year-old woman with no criminal history

• Living in the United States for twenty-one years

• Left her country because of the lack of opportunities

• Mother of 3 boys (16 years/ 12 years/ 10 years old)

• Married to Yahya who got arrested on by ICE at work

• Farah is worried about the family income

• Works at 2 full-time jobs and she barely has time for her children

• The older son took responsibility as the caretaker for his youngest siblings

• Children feel depressed and refuse to go to school

• Farah knows that this separation caused a tremendous change in her

family but doesn’t know what to do

• Farah is afraid and does not trust anyone, especially public services

• No possibilities to go back to her country because the rules are not good

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| **Opportunity** |

**What’s missing? Where you fit in solving this problem? How would solving it help your audience?**

People like Farah, are worried about the financial income, emotional health, and the caretaking arrangements when a family separation occurs. Families are also fearful to access to public benefits, and isolation is their only plan. With my solution, we will inform immigrants to not feel afraid to reach for help both tangible and emotional. Our intention is real for the wellness of children and families. I believe I have created an effective strategy for this audience, there will be challenges for the appropriate placement of the PSA. We want to increase awareness about this issue and enhance the community’s trust.