



## GIVEWELL MENU OF FUNDING OPTIONS

### **VOTE BY VOTE ADVOCACY**

**GOAL:** Building support for immigration reform that includes an ample less-skilled worker visa program.

**TARGETS:** Business-minded Democrats and pro-immigration Republicans.

**METHODS:** The full range of advocacy methods developed by ImmigrationWorks since 2008 – mobilizing small and medium-sized business owners to make a case about the economic benefits of immigration inside the beltway, beyond the beltway, at in-district events, through local op-ed and media campaigns and more.

**NEW CAPACITY:** In-state consultants hired on an as-needed basis for short-term, targeted state-based campaigns that mobilize small and medium-sized business owners.

**BEYOND THE BELTWAY COST:** Ideally, two or three consultants at any given time – two or three concurrent state campaigns. Some campaigns will last just a few weeks, others will continue over several months. Average cost per consultant per month: \$5000. (Potential total cost, depending on how many states over what period of time: \$60,000 to \$180,000.)

**INSIDE THE BELTWAY COST:** Half salary for a grassroots coordinator to develop strategy for the campaigns and manage the consultants. Cost: \$40,000.

### **PUBLIC OPINION RESEARCH**

**GOAL:** Finding new tools to persuade the public of the nation's ongoing need for an ample supply of less-skilled immigrant workers.

**METHODS:** A battery of focus groups and a national poll.

**SOME MESSAGES/QUESTIONS TO BE TESTED:**

- That there can be no hope of effective immigration enforcement without an adequate worker visa program.
- That employers across a broad range of industries are having trouble matching open jobs to available workers – and the solution is to combine immigration with skills training for Americans.
- Do the arguments for some categories of guest workers – say, farm workers or nurses – test better than others? How can these differences be used to craft a more effective overall campaign? What about a case that combines skilled and unskilled workers?

**COST:** \$150,000.

## **BUILDING CONSENSUS AROUND POLICY**

**NEED:** After more than 10 years, the national conversation about immigration is a mature debate. Yet there remains an ongoing need for policy development. The political climate changes, circumstances change, new lawmakers join the debate – and policy proposals must be reframed to keep up with shifting circumstances.

**GOALS:** To keep up with the changing Washington policy debate and to rally other business advocates around new, more innovative and effective policy solutions.

**METHODS:** Policy development, consensus-building among industry representatives, maintaining vibrant working relationships with lawmakers, timely insider advocacy with lawmakers.

**NEW CAPACITY:** Half salary for a Washington employee to help develop policy, manage association relationships and maintain IW's presence on Capitol Hill.

**COST:** \$40,000.