



Breakthrough's **#ImHere Campaign**

Design & Impact Report

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Breakthrough is a global human rights organization.

Our mission is to prevent violence against women and girls by transforming the norms and cultures that enable it.

We carry out this mission by building a critical mass of change agents worldwide — the Breakthrough Generation — whose bold collective action will deliver irreversible impact on the issue of our time.

Working out of centers in India and the U.S., we create innovative, relevant multimedia tools and programs — from short animations to long-term leadership training — that reach individuals and institutions where they are, inspiring and equipping them to build a world in which all people live with dignity, equality, and justice.

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Breakthrough's 2012 #ImHere multimedia campaign reached more than 7 million people and mobilized thousands of everyday Americans to say "#ImHere" to promote the rights of immigrant women.

Through a potent mix of user-generated content, targeted social media posts, and partnerships with artists and celebrities including Conor Oberst and Margaret Cho, the campaign exposed large new audiences to the ways in which U.S. immigration policy causes and perpetuates violence against immigrant women.

Its centerpiece, "The Call" — a short narrative film about one mother facing an impossible choice — brought home the impact of U.S. policy on the daily lives of immigrant women and families.

By connecting emotionally and personally with a critical mass of new supporters, #ImHere helped propel the rights of immigrant women onto the national agenda at a pivotal moment in American history and drove palpable — and continued — demand for change. Immigration overhaul became a top priority for leaders and lawmakers, and newly energized supporters now demand that immigrant women and their rights remain a priority, too.

This report describes the strategy, implementation, and impact of #ImHere. We hope that sharing our approach — and our lessons learned — will support our allies and partners, long-term and new, in innovating our collective work for human rights and reaching our shared vision of a world in which all people live with dignity, justice, and equality.

1. Summary

Breakthrough's *#ImHere* campaign, whose first phase ran from March-December 2012, reached more than 7 million people and mobilized thousands of everyday Americans to say "*#ImHere*" to promote the rights of immigrant women. Combining key elements of Breakthrough's core methodology and theory of change — and launching at a propitious political moment — the campaign helped raise awareness of the impact on immigrant women of U.S. immigration policies and generated palpable demand for change.

2012 presented a pivotal moment in the United States for both immigrant rights and women's rights. During the presidential election season, increased attention to immigration reform emerged at the same time that repeated and highly publicized attacks on women's rights converged into what became known as "the war on women."

Leveraging creative multimedia tools and strategic partnerships, Breakthrough sought to seize that moment, connect those dots, and propel the rights of immigrant women onto the national agenda. The campaign name itself — *#ImHere* — is and invokes a Twitter hashtag, referencing both tactic and goal: bring immigrant women's rights into public conversation.

#ImHere targeted 18 to 35 year olds who are concerned with women's rights and/or immigrant rights, and who are active on social media. With its centerpiece a short, highly-produced narrative film about one immigrant family, *#ImHere* presented an emotional portrayal of immigrant women and the impact of U.S. policy on their real and daily lives. The intent: lay the groundwork of awareness, emotion, and compassion that would recontextualize the issue,

spark new energy and attention, and thus drive broad new support for immigrant women's human rights.

1.1 Key results

- Built deep engagement on issue and audience overall.
- Influenced the public conversation during election season.
- Shifted the media discourse.
- Helped merge the goals of the women's and immigrant rights movements.

1.2 Campaign reach

- *#ImHere*'s film "The Call" has generated more than 75,000 views on YouTube. This number is still rising.
- *#ImHere* reached more than 7 million across social networks and more than 2.5 million through media outlets, creating a groundswell of support and engaging a new set of supporters for immigrant women.
- *#ImHere*'s "The Call" sparked significant viral activity on social networks, with a high percentage of those who viewed the video sharing or commenting on it.

Culminating on Election Day, the *#ImHere* campaign mobilized thousands of Americans into a critical mass of supporters and created powerful new conversations that propelled the human rights of immigrant women onto the national agenda at a pivotal moment in American political history. Immigration overhaul has become a top priority for leaders and lawmakers, and newly energized supporters now demand that immigrant women and their rights remain a priority, too.

2. Concept

2.1 Issue background

The face of immigration in the U.S. is increasingly female. Women now make up 51% of all immigrants, up from 38% in 2000. Immigrant women, lawfully present or otherwise, are job creators and community leaders. They enrich America's economy and culture.

Yet the voices and unique struggles of immigrant women remain hidden from public narrative and absent from most policy discussion. More to the point, while the U.S. benefits from the women who move here, we deny them their human rights. While the human rights of all immigrants to the U.S. have declined over the past several years, cruel anti-immigrant laws, policies, and practices have had especially dramatic impact on immigrant women and their families. These measures force immigrant women to choose between the threat of an abusive husband and the threat of deportation if they call the police. They send pregnant mothers to give birth in shackles with federal agents by their side. They trap women and LGBTQ individuals in immigrant detention centers under the constant threat of physical and sexual abuse.

Many immigrant parents and children have also been separated by deportation or indefinite detention, often without due process. Especially in states such as Arizona and Alabama, where police may check the immigration status of anyone inviting "reasonable suspicion" of being undocumented, women and families live in fear, rarely leaving home at all.

They have reason to fear: between July 2010 and September 2012, the U.S. deported more than

204,000 parents of U.S.-citizen children. Currently, there are at least 5,100 U.S. children living in foster care who are unable to reunite with their detained or deported parents. 1.4 million immigrants were deported between 2009 and 2012.

2.2 Campaign strategy

Vision Even as these anti-immigrant laws and practices persisted and proliferated, Breakthrough conceived its *#ImHere* campaign on the premise that a critical mass of people in the United States firmly believe in protecting the human rights of all Americans, documented or otherwise. The intent: to gather these individuals into a highly visible, and vocal, community that would propel the rights of immigrant women onto the national agenda during the 2012 election season — and beyond.

Tools Breakthrough conceptualized *#ImHere* as a pop culture-driven multimedia campaign that would harness the power of narrative video, diverse partnerships, and a strategic and robust social media strategy that would inspire and enable audiences to become change agents for the human rights of immigrant women. The campaign would also build on Breakthrough's body of work on immigrant rights and racial justice, including interactive campaigns, video games, documentaries, and animations.

Audience The campaign's target audience was the "sweet spot" of online-friendly activists who were engaged with (or at least open to engaging with) human rights issues, but not necessarily aware of the unique challenges immigrant women face. When women's rights became a major narrative during the elections, Breakthrough seized this opportunity to widen the campaign audience target to include women's rights activists. This strategy helped us position immigrant women's struggles as part of the battle being fought over basic women's rights and

channel existing national outrage into the *#ImHere* campaign.

Impact This strategic targeting combined with diverse and integrated launch vehicles generated a groundswell of support for immigrant women's rights. A coordinated, far-reaching and deep multimedia strategy helped push people to the polls on Election Day saying "*#ImHere* for the rights of immigrant women. Are you?"

3. Course

3.1 Key multimedia elements

NARRATIVE FILM

Breakthrough determined that creative storytelling would deliver a powerful emotional connection to and understanding of the experiences of immigrant women in the U.S. Result: Breakthrough wrote, produced, released, and distributed the five-minute narrative film "The Call" as a core element of the *#ImHere* campaign. The film was released in October 2012.

"The Call" features "Sonia," an undocumented immigrant woman, and her family. The film was inspired by a story that Breakthrough staff members heard during a delegation to Alabama in March 2012. (Organized by the We Belong Together campaign, the delegation took women leaders to Alabama to witness the harsh impact of state anti-immigration law HB56.)

In the film, Sonia learns that her teenage daughter has been the victim of a sexual assault. Because Sonia is undocumented, she is forced to choose between the health and safety of her traumatized daughter and the very real risk that seeking medical care or police involvement could trigger her own deportation — and tear her family apart.

The title "The Call" works on several levels. It refers to the decision Sonia needs to make about whether she will report the crime and to the actual phone call to authorities she therefore may or may not place. It also refers to the call to action to viewers.

The film ends with that call to action, asking viewers to say, "I'm here" to stand with Sonia — and, by implication, with all immigrant women facing such impossible choices and abuse of their rights. Viewers are encouraged to share the film through their networks, enabling them to become drivers of cultural and political change.

Impact "The Call" has logged more than 75,000 views to date, along with thousands of comments, "likes," and shares on YouTube, Facebook, and Twitter. With high production values and a strong cast of professional New York City actors, "The Call" brought to new audiences the realities of immigrant women's lives and rights.

A qualitative review of viewer response shows that "The Call" encouraged empathy and compassion for Sonia — and anger on her behalf — thus inspiring people across America and beyond to stand with women like her. The film helped expand the national conversation about women's rights to include immigrant women's rights. While Breakthrough must often respond to negative comments posted about immigrant rights films, in this case the audience moderated itself, with other individuals who had seen the film providing positive context, information, and messaging on the issue.

Narrative film proved a powerful tool for changing the frame on immigrant rights. Its emotional appeal helped audiences see past "politics" to the human rights framework calling for basic equality, dignity and justice for all.

EDUCATION, LEARNING AND SHARING

#ImHere featured online resources presenting the landscape of immigrant women's issues. These included: a fact sheet about human rights violations faced by immigrant women; real stories of immigrant women around the country affected by harsh laws;



Above Still image from our video "The Call".

key press coverage of the issue; and a list of partner organizations providing direct services to immigrant women around the country. Residing on breakthrough.tv, this page continues to serve as a key resource on the issue.

Breakthrough also convened a group of leading women experts and advocates to garner input on the campaign strategy, messaging, and the narrative development of "The Call." These leaders included: Ai-jen Poo and Lisa Moore (National Domestic Workers Alliance), Miriam Yeung and Wida Amir (National Asian Pacific American Women's Forum), Emily Butera (Women's Refugee Commission), Jessica Gonzalez and Stephanie Rodriguez (National Latina Institute for Reproductive Health), and Zeinab Eyega (Sauti Yetu). Breakthrough president Mallika Dutt hosted telephone conferences and held additional meetings with these leaders to discuss the *#ImHere* campaign, the film, and shared strategy and goals for immigrant women's rights.

The campaign's trajectory and focus were also sharpened by Breakthrough's active membership on the Rights Working Group Steering Committee and on the advisory boards of We Belong Together, the Opportunity Agenda, and the National Coalition for Immigrant Women's Rights. Direct input from these groups through regular calls about the status of women within the immigration landscape helped shape the campaign.

STRATEGIC PARTNERSHIPS

Breakthrough built diverse, reach-building partnerships — a key element of its methodology — into the *#ImHere* campaign from the beginning.

Organizations Organizational partners for the campaign included women's rights organizations, youth groups, and national and community-based organizations working on immigrant rights. Breakthrough partnered with women's organizations in order to encourage them to include immigrant women's rights in their efforts and messages, thus adding "primed" audiences to the *#ImHere* campaign.

The campaign also partnered with numerous immigrant rights and racial justice organizations, some longtime partners and some new. These partnerships were especially instrumental in bringing women's issues into immigrant rights conversations. Breakthrough also worked closely with these organizations to collect the real stories of immigrant women across the country to share with press and constituents.

The 31 partner organizations that contributed to the *#ImHere* campaign by spreading the word to their networks were:

- African Services Committee
- American Civil Liberties Union of Arizona

- American Civil Liberties Union of Georgia
- Association for Women's Rights in Development (AWID)
- Center for Reproductive Rights
- Define American
- Ella Baker Center for Human Rights
- fBomb
- Hollaback
- Immigration Equality
- MomsRising
- Mujeres Unidas y Activas
- National Asian Pacific American Women's Forum
- National Domestic Workers Alliance
- National Immigrant Justice Center
- National Latina Institute for Reproductive Health
- New York Immigration Coalition
- New York State Youth Leadership Council
- One Billion Rising
- OneAmerica
- Planned Parenthood NYC
- Rebecca Project for Human Rights
- Reform Immigration FOR America
- Rights Working Group
- Sauti Yetu Center for African Women and Families
- The Opportunity Agenda
- UniteWomen
- US Human Rights Network
- Voto Latino
- Women's Refugee Commission

The campaign also regularly activated its partners to use social media to grow the number of individuals willing to take action and say "I'm here."

Artists and celebrities Breakthrough partnered with media producers, artists, influencers and celebrities who helped increase visibility for the campaign and its issues. In particular, celebrities with a history of socially conscious activism brought in a large established audience predisposed to align with the cause. These included:

- Conor Oberst, described as "the voice of the millennial generation," and his band *Desaparecidos*, promoted the campaign at four concerts on their west coast tour, exposing 1,500 people to *#ImHere* on the ground. They also posed for *#ImHere*-branded photos that their fan base and Breakthrough diffused through social media.
- Margaret Cho, comedian and actor, took an *#ImHere* photo, tweeted it and helped run a Twitter photo contest on Election Day.
- A range of celebrities and influencers including Harold Perrineau, Eve Ensler, Chandler Massey, Cecile Richards, Baratunde Thurston, Sarah Jones and others took and tweeted *#ImHere* photos.

Creative collaborators Production of "The Call" brought together a unique group of filmmakers, professional actors, and human rights professionals and activists who donated their time out of personal investment in the issue. Breakthrough's multimedia manager, Dana Variano — also a filmmaker — wrote the script; McGraw Wolfman, a fiction and documentary filmmaker, directed; and production company People's Television produced. The film crew drew from New York City's independent film community. Also, Fuel Change, a creative studio and social movement building company provided creative and strategic direction for "The Call" and the campaign as a whole. This group of artists, human rights professionals, campaign and communications strategists, worked together to achieve significant cultural change.



Margaret Cho, Baratunde Thurston,
Chandler Massey

AUDIENCE ENGAGEMENT

The *#ImHere* campaign lived on a webpage where visitors could watch “The Call,” learn about the issue, and take a series of simple, targeted and powerful online actions to show their support and become social change actors. Online tools built to facilitate engagement and impact included:

- Resources for learning about the issues immigrant women face
- Sample tweets asking key influencers to address immigrant women’s rights
- Voter registration widget created through partnership with Voto Latino
- Mechanisms for sharing campaign properties and messages with social networks
- Access to information about 31 leading organizations working in this arena
- Support for participation in Twitter events designed to infuse existing election-related conversations with information about immigrant human rights

A key element of the campaign was the ***#ImHere* photo project**, which called on everyday Americans to publicly show their support for immigrant women and families. Breakthrough asked people to submit a personal photo with an *#ImHere* sign. This action signaled broad support for the human rights of women immigrants and sent a personal message of solidarity to and among women immigrants and their families.

The photo wall lived on Tumblr but was created through an integrated strategy using Twitter, Facebook and Instagram. Participants could post to the wall on any of these platforms using the hashtag *#ImHere*. Through this easy, built-in integration, the Tumblr photo project enabled the campaign to engage a new audience of millennials. With the help of community mobilization, diverse partnerships,

celebrity support, and social media, the photo project mobilized more than 700 people from 50 countries, forming a virtual crowd saying “*#ImHere*” for the human rights of immigrant women.

SOCIAL MEDIA

#ImHere used social media not just as a broadcast mechanism but also as a means of reaching new audiences where they are and empowering them to use simple tools to take action and spread the word. Traditional social media platforms such as Facebook, Twitter, and Tumblr were combined with newer tools such as Instagram and Vizify, and used to contextualize the issues and the campaign for target audiences. Leveraging day-to-day current events to highlight the ways in which immigrant women were denied their rights, *#ImHere* used Facebook and Twitter to guide people in ways that they could speak out for immigrant women. Monitoring of the social media tools in play became an integral part of campaign development and execution. New tools were incorporated as the campaign evolved, each strategically chosen and employed.

Twitter As evidenced in the campaign title, Twitter was integral to the *#ImHere* concept and strategy. While the title remained “*#ImHere*,” Breakthrough adjusted the hashtag to reflect key campaign touchpoints; as election season progressed, it changed from “*#ImHere*” to “*#ImHereIVote*” to “*#ImHereIVoted*.” This strategy enabled the campaign to make a simple and clear ask of its audience simply through the use of the hashtag.

Breakthrough strategically used Twitter to educate its audience about how to be a social change actor for immigrant women. The campaign did so by (1) using the *#ImHere* hashtag to tweet content linking the campaign with the broader immigrant rights news

discussion, (2) encouraging people to use the hashtag to share immigration-related content, (3) mobilizing users to tweet at public figures using the hashtag, (4) watching “The Call” and asking peers and influencers to do the same; and (5) connecting with those contributing to the larger #ImHere conversation on Twitter.

Example of tweet showing audience how to be “here” for immigrant women:



GlobalGrind, an influential Twitter entity, shared “The Call” with 264,000 followers:



Tweet from Occupy Wall Street, with joint messaging:



Facebook Since the Facebook community responds particularly well to images and videos, the campaign used the space mainly to disseminate assets such as #ImHere photos, celebrity #ImHere graphics, and “The Call.”

Breakthrough also used Facebook to mobilize the women’s rights community to focus on immigrant women’s rights. Key example of change: In March, partner organization UniteWomen shared #ImHere messaging on their Facebook page (which has more than 20,000 “Likes”). At that time, commenters responded negatively to the assertion of immigrant women’s rights. However, in October, when UniteWomen shared “The Call” on their page, the response was extremely positive, with commenters writing about how moved they were by the film and Sonia’s plight. The film got hundreds of comments and “likes” on UniteWomen’s page.



4. Results

4.1 Impact

#ImHere used social media to mobilize a global audience of millennials to stand with immigrant women.

Aided by numerous analytics tools, Breakthrough meticulously tracked *#ImHere* social media activity from the beginning, allowing for both quantitative and qualitative analysis of the social media conversation taking place around the campaign.

BUILT DEEP ENGAGEMENT ON ISSUE AND AUDIENCE OVERALL.

“The Call” got significant traction on Facebook — even more than Twitter, as Facebook allowed people to watch straight from Facebook without a click-through. “The Call” had 57 shares and a notable 40% virality on Breakthrough’s Facebook page. (This means that 40% of people who watched it shared it.) People who shared “The Call” also seemed to connect to it personally and emotionally. Nationwide audiences let Breakthrough know that — and why — they were sharing “The Call.”



Patricia Decker · Breakthrough
4 minutes ago · 🌐

I'm using "The Call" as a powerful tool to convince folks in Montana we must vote down anti-immigration ballot initiative LR 121. There's nothing like a compelling story like this to convince people we must continue to protect victims of crime no matter what their legal status is.

Unlike · Comment

👍 Breakthrough and Ishita Srivastava like this.

👍 Breakthrough Thank you Patricia!
a few seconds ago · Like

Write a comment...

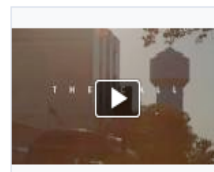
Angy Rivera, a young undocumented woman and survivor of sexual abuse, shared the film in a deeply personal way, finding and communicating resonances in her own life.

#ImHere also created a marked shift in Breakthrough’s overall Facebook demographic. By the campaign’s end, the audience most engaged with Breakthrough’s material had shifted from the 35-54 age group to 25-34, representing a large part of Breakthrough’s target audience. Breakthrough’s male audience on Facebook also went up by 5%. Since Breakthrough seeks to engage men to stop violence against women, this shift should be considered an unanticipated success.



Angy Rivera shared a link.
18 hours ago · 🌐

what do you do when you're undocumented, you're family has been hurt, abused, raped, assaulted and you have to call the one institution you're told not to interact with. the police? This is the reality of many families. As anti immigrant legislation continues to attack our communities these are the kinds of decisions that are no longer easily made. As a sexual abuse survivor, this was the reality of my family. Shout out to [Breakthrough](#) for working on this campaign. Are you here for immigrant women?



#ImHere - THE CALL

Sonia has worked so hard for this: a healthy family and a normal life in an average American town. But on a night that should have been like any other...

Like · Comment · Share

👍 12 people like this.



Margarita Bello Damián Yes, #IMHERE!!!
18 hours ago · Like

INFLUENCED PUBLIC CONVERATUON DURING ELECTION SEASON

Breakthrough conducted *#ImHereIVote* Twitter chats during the Republican and Democratic National conventions and the presidential debates. Hosted by Breakthrough and key partners/influencers with high Twitter followings, the chats riffed on the content of the televised events as well as the wider election-conversation taking place on Twitter. This narrative introduced messaging about the need to integrate the rights of immigrant women into the wider conversation. The first presidential debate on October 3, 2012 generated more than 1 million impressions of the *#ImHereIVote* hashtag. At the second presidential debate on October 16, 2012, “immigration” was the buzzword on Twitter and the candidates addressed immigration policy. Breakthrough’s Twitter chat played a significant role in pushing the conversation in this direction.

Breakthrough’s *#ImHere* Twitter events helped position the campaign at the center of a focused conversation around immigrant women. Integrating the hashtag with other trending hashtags worked well to broaden the conversation.

Tweets from the Twitter parties:



mallikadutt

Oct 03, 10:11pm via HootSuite

20 minutes left. Are they really going to end this without talking *#immigration*, women's health & gun control? *#imhereivote* *#debates*



VickySanchez

Oct 03, 11:01pm via Twitter for Android

RT @breakthrough: Dang @JimLehrer no questions about *#immigration* OR *#women*? *#Fail* *#imhereivote*



And on election night, this tweet, announcing majority support for undocumented immigrants, got 46 retweets.



SHIFTED THE MEDIA DISCOURSE

The publicity launch for “The Call” generated high-impact media coverage that both drove viewership and made the voting public aware of the need to support the human rights of immigrant women. The campaign included outreach to traditional media, online reporters, and editorial boards that framed immigrant women’s rights as an important issue during the election season and drove viewership of the film. Results included:

- Key media placements including the [Huffington Post](#), [New America Media](#), [Latina.com](#), [Latina Lista](#), [AsiaWeek](#), [RH Reality Check](#), and [AlterNet](#)
- Potential audience reach of more than 2.48 million through 19 articles on the film.
- Personalized email or phone contact with more than 70 reporters

- Celebrity engagement, including a retweet by actress Martha Plimpton to her more than 100,000 followers

Building on Breakthrough’s relationship with YouTube’s non-profit program, [YouTube featured “The Call”](#) throughout November 2012, generating a huge new audience that watched, commented and engaged with the video. Placements in online publications including [Upworthy](#) and [Feministing](#) generated an impressive percentage of campaign views. In addition to YouTube, top views for the video came from embeds on Upworthy (49.6% of 58,500 views), Feministing (19.4%), [Breakthrough.tv](#) (15.7%), Facebook (4.9%), [Information Clearinghouse](#) (2.7%), and Huffington Post (2.7%).

HELPED MERGE THE GOALS OF THE WOMEN’S AND IMMIGRANT MOVEMENTS

One of *#ImHere*’s goals was to encourage the immigrant rights movement to specifically include the rights of women. Today, women’s rights are a priority for the movement.

Similarly, Breakthrough aimed for the women’s rights movement to include the rights of immigrant women in their demands and messaging. The support of influential women’s rights organizations and advocates — including Eve Ensler and Cecile Richards — helped highlight intersection of these issue areas and bring immigrant women’s rights into the mainstream women’s rights conversation.

#ImHere also succeeded in mobilizing the influential young leaders of the immigrant rights movement — especially those working for the DREAM Act — to support immigrant women. Shared messaging included the notion that President Obama’s move to grant DREAMers a provision to apply for citizenship

was, while welcome on its face, not enough, as their mothers were still in danger of being deported.

5. Lessons

Use clear real-world timelines to set goals and drive results. Linking #ImHere to the presidential election allowed Breakthrough to set a clear timeline and deadline-based goals.

Drive deep engagement with fictionalized storytelling. The fictionalized (non-documentary) film “The Call” generated an emotional “gut” reaction, offering a rare moment of depoliticized response to an otherwise highly contentious subject.

Use current events to invigorate the message. As #ImHere competed for airtime in a crowded newsmarket and multimedia space, Breakthrough leveraged headline conversations and trending social media tools to keep its message current.

Meet your audience where they are. Breakthrough researched, tested, and deployed specific, varied tools (e.g. Facebook, Instagram) to connect with target audiences where they were already engaged.

Tone matters. #ImHere messaging connected most strongly with the target audience when its messaging balanced the suffering of immigrant women with their success as heads of households, entrepreneurs, business owners, and breadwinners. Positive messaging got significant traction on social media and helped provide a three-dimensional picture of women immigrants. In “The Call”, Sonia is portrayed not as a victim, but as a powerful woman in an impossible circumstance.

Start the campaign before you start the campaign. In advance of launch, Breakthrough proactively sought opportunities to develop a public voice on the intersection of immigration and gender. For example, Breakthrough president Mallika Dutt published issue-positioning op-eds in mainstream media publications. Breakthrough also worked with partners to gather feedback and build leadership and expertise on the landscape of women and immigration. This work not only enhanced Breakthrough’s reputation with allies, it also created a pre-launch base of supporters. This approach also enabled a pilot phase for the campaign where multimedia strategy could be tested and modified in a flexible way.

Provide a platform. Breakthrough aimed not only to mobilize individuals and policy-makers but also to amplify the voices of immigrant women themselves. Breakthrough based the film on a real life story and placed an op-ed on [Fox News Latino](#) penned with Norma Ortiz, a formerly undocumented mother who had faced a choice similar to Sonia’s. That article, “[Abused Women Forced to Keep Quiet or Else Be Deported](#)” was one of the campaign’s most successful media placements. It provided weight and authenticity to the campaign, and demonstrated clearly why policymakers need to turn their attention to immigrant women.

6. Conclusion

Breakthrough's *#ImHere* campaign educated thousands of people among diverse groups on immigrant women's issues, rallying large audiences on multiple visible and influential social media platforms to say "*#ImHere*" for the human rights of immigrant women." The campaign created an active community of *#ImHere* change agents acting as one voice for equality, dignity, and justice for all women, especially immigrant women. With more than 7 million impressions across social networks, the campaign played a significant role in compelling the presidential candidates to address the rights and contributions of immigrant women during their campaigns and propelling the issue on to the national agenda during a critical political moment.

6.1 Looking forward.

Generating significant engagement on social media and reaching millions through press coverage, Breakthrough shifted the public narrative in favor of immigrant women.

But this is only a beginning. Immigrant women remain disproportionately — and negatively — affected by current immigration, health care, law enforcement, and economic policy. Immigration overhaul is essential.

A growing number of organizations and influential voices are now prioritizing humane immigration reform that provides a path to citizenship for the 11 million undocumented immigrants that reside in the U.S. and respects the human rights of all immigrants in the process. As policymakers and the Obama administration deliberate on what immigration reform will look like in 2013, there is increased

attention to the rights of immigrant women and children.

Breakthrough will continue to work on immigrant women's rights in 2013. We will build on the strategy developed during the first phase of the *#ImHere* campaign to influence public opinion about immigrant women. Breakthrough will use the foundation built by *#ImHere* to broaden the groundswell of support for immigrant women at a critical moment in the policy debate and public conversation.

Appendix

Campaign consultant: Bridgit Antoinette Evans (Fuel Change)

Campaign Communications: Camino PR

Breakthrough Staff

THE CALL

Cast

Sonia - Zuleyma Guevara

Raf - Raul Castillo

Teresa - Yadira Guevara-Prip

Tony - Ray J. Rodriguez

Simi - Samantha Emily Mozes

Produced by Breakthrough (www.breakthrough.tv)

Production company: People's Television
(www.peoplestelevision.com)

Executive producer: Mallika Dutt

Executive producer: Andres Cortes

Producer: Nicholas Bruckman

Producer: Ishita Srivastava

Producer: Bridgit Antoinette Evans

Director: McGraw Wolfman

Writer: Dana Variano

Cinematographer: Logan Roos

Assistant Director: Andrew Fishman

Casting director: Pat Golden

Art Direction - Matthew Kern

AC/Gaffer - Shane O'Hara

Sound design: Kurt Pierce

Original music: Gingger Shankar

Wardrobe coordinator: Marcela Ruiz

Hair and makeup: Celina Santory