



***ya es hora* Campaign Operating Principles**

As Revised April 2009

ya es hora is an historic and unprecedented civic participation campaign that was launched as a community action-oriented response to the pro-immigrant mobilizations of 2006. The campaign represents the largest coordinated effort to incorporate Latinos as full participants in the American political process. The *ya es hora* campaign represents the most comprehensive sustained approach to building a culture of civic participation in the Latino community to date. The campaign integrates the fundamental pillars of greater civic participation: citizenship, voting, and the decennial census into a comprehensive civic engagement strategy that seeks to inform, educate, and facilitate the participation of Latinos. Our campaign is organized under the recognizable action-oriented slogan: *ya es hora*, which translates to “*Now is the time!*”

One of the driving principles of the *ya es hora* campaign is to coordinate a movement that incorporates organizations of varied interests, constituencies, and geographies under the shared goal of increasing the ability of Latinos to fully participate in American society. Through the close collaboration of national and local organizations along with Spanish-language media, the campaign is dedicated to bringing accurate, timely, and accessible information and community services pertaining to the naturalization, electoral, and census processes directly to the community in a non-partisan, non-lucrative way. All with the end goal of helping the Latino community make significant contributions to the civic life of the United States.

The *ya es hora* campaign is coordinated, nationally by the National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund, the National Council of La Raza (NCLR), the Service Employees International Union (SEIU), Mi Familia Vota Educational Fund and national media partners Univision Communications Inc., ImpreMedia, and Entravision Communications and driven by a broad-based and dynamic coalition of local and regional partners.

The following set of principles, in addition to the broader mission related principles outlined above, establish the guiding parameters for the campaign and its affiliated partners.

Use of the *ya es hora* brand

- The *ya es hora* campaign is a non-partisan, non-lucrative campaign dedicated to public information, education and service. With the exception of the campaign’s media sponsors who may engage in leveraging the brand to secure additional sponsorship of media-related activities and promotions, affiliated organizations may not use the *ya es hora* name, theme, logo, or any communication that includes the *ya es hora* brand for the purposes of making a profit or for the sale of any items or publications.

- The *ya es hora* brand may not be used by a local partner in fundraising efforts for its organization (i.e. foundations, corporations, businesses, and individuals) without prior authorization from the National Coordinators.
- The *ya es hora* logo/brand may not be used in connection with any lobbying activities or endorsement of any partisan or electoral activities and events that include activities in connection with declared candidates for elected office and/or ballot initiatives or referenda.
- The *ya es hora* brand, including motto, logo, or any other manifestation of the brand, may only be used for activities related to: 1) promoting and assisting in the attainment of U.S. citizenship, and 2) coordinating voter participation activities limited to those under the *ya es hora Ve Y Vota* campaign including Voter Registration, Voter Information, Get-Out-The-Vote, and Voter Protection efforts; 3) Activities related to participation in the 2010 Census.

Media Sponsors

- Media sponsors will make every effort to support official campaign activities by helping to promote events activities pre and post.
- Media sponsors will provide the campaign public service announcements and community programming to promote the campaign, deliver important information about any of the three pillars, and connect the community to the campaign via our hotlines, websites, or community event.
- Media sponsors reserve the right to maintain editorial independence of the campaign.
- Affiliation with the campaign does not guarantee media coverage. In addition media sponsors will not provide any form of independent endorsement of an organization, company, or for-fee services, not related to the campaign.
- *ya es hora* activities are supported by Univision Communications, Entravision Communications, and ImpreMedia Publications. Organizations may not coordinate campaign activities under the *ya es hora* brand with any other media entities without the prior consent of the National Coordinators. This does not include any earned media and press related activities such as distributing press materials or conducting interviews about *ya es hora*.

National Coordinators

- National coordinators will provide general support to the campaign by dedicating at least one staff person to help plan, coordinate, and implement national/regional activities.
- The NALEO Educational Fund will manage and staff a large portion of the campaign information infrastructure, including campaign hotline and website. Co-National Coordinators will provide ongoing support to the NALEO Educational Fund, when needed.

- National Coordinators will be assigned to specific states and markets to serve as the national liaison/representative to regional/local partners and local media sponsors. The Local Liaison is responsible for updating the Media Partners regarding the campaign activities and for ensuring that all local coalition partners are equally highlighted through the Media Partners for their contributions to the campaign.
- National Coordinators will help to promote the campaign through their respective national/regional conferences and events.
- National Coordinators will help in the recruitment of local partners and volunteers, in at least their assigned markets.
- National Coordinators shall send a representative to all national public campaign events (e.g. national conferences, press conferences, etc.)
- The National Coordinators are responsible for developing the national media strategy with the national offices of the Media Partners. Organizations at the local level may work directly with their local media. National Coordinators and Media Sponsors reserve the right to ensure that local messages are consistent with the national strategy.
- National Coordinators shall help to support outreach efforts in support of regional-local events and activities. This includes providing general talking points for the campaign, providing template press releases and advisories and providing local partners access to communications staff with the National Coordinators to provide guidance on earned media strategies to local partners.

Regional-Local Partners

- All partners shall execute a Memorandum of Understanding acknowledging agreement with the stated principles of the campaign.
- Local partners will help plan and coordinate acceptable campaign activities with local media partners.
- Local partners agree to work collaboratively with other official partners in the market/community. This includes allowing all partners an opportunity to participate events and activities.
- All local partners shall participate in local coalition meetings, regional and national calls, coordinate at least one event in support of the campaign, and actively recruit or provide volunteers for campaign activities and events.
- Organizations that have executed the Memorandum of Understanding and have agreed to the governing principles may use the *ya es hora* brand as prescribed with no additional consent from national coordinators.

- Organizations may not use the names of any of the National Coordinators without the prior written consent from the organization. Participation in the *ya es hora* campaign is not an endorsement of the organization and its activities.
- *ya es hora* Media Partners and their affiliates may only promote the official designated *ya es hora* bilingual hotline: 1-(888)-Ve-Y-Vota; 1-877-El -Censo and websites www.yaeshora.info or www.veyvota.org Organizations must receive prior written consent from a National Coordinator to use another telephone number or website for *ya es hora* related activities, this does not include the location of links, widgets, or banner ads promoting the official hotline and website on partner sites.

Operating Principles specific to *ya es hora* ¡Ciudadania!

- All non-profit organizations and institutions are welcome to participate in the *ya es hora* ¡Ciudadania! campaign.
- Organizations with no experience in assisting persons with the N-400 naturalization application may select to serve as a *Centro de Informacion* and only provide information to the public.
- Only organizations that meet the following guidelines may be able to assist and charge a fee to assist persons in completing the N-400 applications:
 - Have BIA Accreditation, AND/OR
 - Have staff immigration paralegals or attorneys who are familiar with the N-400 naturalization applications, AND/OR
 - Working with one of the national coordinators to organize a local workshop and or training to provide N-400 assistance;
 - Have years of expertise within the community of assisting with the N-400 naturalization application form;
 - Only fees directly associated with completing the N-400 shall be assessed by organizations. No additional fees, services, or membership requirements shall be applied to any activity under the *ya es hora* brand.

Operating Principles specific to *ya es hora* ¡Ve-Y-Vota!

- Organizations must strictly adhere to 501(c)(3) nonpartisan rules for electoral mobilization.
- Organizations must abide by all local, state, and federal laws that limit non-profit organizations activities in electoral mobilization. It is the responsibility of organizations to research and ascertain whether their activities fall within the legal parameters as permitted by law. Any voter engagement activities associated with the campaign shall be provided free of charge. No fees, services, or membership requirements shall be applied to any activity under the *ya es hora* brand.

Failure to Adhere to *ya es hora* Principles

If any organization does not adhere to the principles of the *ya es hora* campaign or the stipulations within the MOU, and/or if an individual hotline caller reports a problem pertaining to the conduct of a partner, the National Coordinators reserve the right to remove any local or national member from the campaign coalition.