

October 13th, 2023

# Sustainable Scaling

Noon - 1:30PM EST

# Welcome

We are excited to welcome you to the Immigration Hub's **Mechanics of Persuasion and Data (MP&D) Bootcamp**—an intensive, skills-based training series that aims to empower and inform immigration justice doers and innovators with the digital tools, know-how, and methodologies to persuade critical populations in America.

The **MP&D Bootcamp** brings together industry leaders and disruptors to raise the curtain behind cutting-edge research, technical solutions, and insights on how to strategically engage and persuade segments of the American public in a rapidly evolving digital space. Through a series of workshops that build upon each other, you'll gain access to the mechanics behind developing surveys, customizing messaging, testing ad content, applying data to creative content, targeting audiences on a diversity of digital platforms, and other valuable data-driven tactics.

We hope you leave this bootcamp equipped and motivated with new ideas, insights, and plans to scale and power up your reach as you disrupt the national narrative on immigration.

**Welcome to the MP&D Class of 2023.**

## **BEATRIZ LOPEZ**

Deputy Director

## **JENNIFER PIERRE**

Senior Digital Marketing Manager

## **THOMAS KENNEDY**

Senior Political Fellow

## **MARY ZOCH**

Communications and Digital Intern

## Sustainable Scaling

October 13, 2023

**12:00 PM**    **Welcome**

**12:05 PM**    **Salon Session: Find your Funding & Tell Your Story of Success**

Bold ideas need bold investments. In the digital advertising space, the tools and skills are ever-evolving and affecting how we reach our target audiences and the strategy at-large. So how can you get the funding needed to make these big and bold ideas come to life? How can you best pitch your story and strategy for change? Find out what funders are looking for in a proposal, what language, data and numbers you should consider when speaking to funders, and how to talk about and demonstrate the impact of your work.

**Moderator:** Jennifer Pierre, Immigration Hub

**Speakers:**

- Kavitha Sreeharsha, Strategic Consultant
- Maria Cardona, Dewey Strategy Group

**12:50 PM**    **10 Min. Break**

**1:00 PM**    **Measuring the Impact of Your Strategy**

Knowing whether you've persuaded or mobilized your audience into action is critical to an effective campaign. But how do you measure persuasion in the digital space? Is social listening enough? What tools can help you assess whether your messaging is working or not? Learn from the Immigration Hub's Beatriz Lopez on how to not just track impressions, but make one.

**Speakers:**

- Beatriz Lopez, Immigration Hub

## Salon Session: Find your Funding & Tell Your Story of Success



### **KAVITHA SREEHARSHA**

Strategic Consultant | California

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Kavitha Sreeharsha (She/Her) is a Strategic Consultant, providing advisory services in the philanthropic and nonprofit sectors, with a focus on immigrant justice and immigration. Most recently, Kavitha served as the Senior Director, Immigrant Justice Philanthropy for the Emerson Collective. In this capacity, she designed a strategy that over eight years, made Emerson Collective one of the leading national funders in the immigrant justice ecosystem. Kavitha provided bespoke support to immigrant justice nonprofit organizations intended to build organizational capacity and strategy. Before her work in philanthropy, Kavitha spent over a decade working with non-profits on immigrant rights, as a direct services immigration attorney, through public policy advocacy and providing national technical assistance.



### **MARIA CARDONA**

Principal

Dewey Strategy Group | Washington, D.C.

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Maria Cardona (She/Her) is a Principal at the Dewey Square Group (DSG) and Founder of Latinovations, the Latino Strategies Practice of DSG. She has more than two decades of experience in the community affairs, government, politics, and public relations arenas. Recognized among the most influential Latinos in the country, and as one of the most sought-after communications and media strategists, Maria Cardona is a seasoned Democratic Strategist and communications professional who currently serves as a CNN and CNN Español Political Commentator. She was previously the host of the MARIA! Show on El Rey Network. As the head of DSG's Public Affairs Practice, she combines public policy, communications, coalition building, constituency outreach, government relations, traditional and new media at this premier national public affairs firm.

## Measuring the Impact of Your Strategy



### **BEATRIZ LOPEZ**

Deputy Director

Immigration Hub | Washington, D.C.

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Beatriz Lopez (she/her) is the Immigration Hub's Deputy Director. She provides executive management support of public advocacy strategies across departments and leads the Hub's political and multifaceted communications programs. Beatriz was a founder of CKZ, designing strategy, benchmarks and programs for several nonprofit leaders and organizations. Previously, she was the Managing Director of Communications for the Center for American Progress (CAP) Action Fund. Prior to her time at CAP, Beatriz was the Assistant Communications Director for the Service Employees International Union's (SEIU), where she led the communications strategy for the Immigrant Justice Campaign and Latino electoral program and created and launched a new, innovative multi-platformed model for the union, called iAmerica, to galvanize battleground voters. Formerly, she led the Latino and labor outreach efforts for the Florida Association of Planned Parenthood and Public Citizen, respectively. She also served the Peace Corps in El Salvador. Beatriz is a graduate of Pace University and proud mother to a toddler.

## Immigration Hub Hosts



### **BEATRIZ LOPEZ**

Deputy Director

Immigration Hub | Washington, D.C.

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Beatriz Lopez (she/her) is the Immigration Hub's Deputy Director. She provides executive management support of public advocacy strategies across departments and leads the Hub's political and multifaceted communications programs. Beatriz was a founder of CKZ, designing strategy, benchmarks and programs for several nonprofit leaders and organizations. Previously, she was the Managing Director of Communications for the Center for American Progress (CAP) Action Fund. Prior to her time at CAP, Beatriz was the Assistant Communications Director for the Service Employees International Union's (SEIU), where she led the communications strategy for the Immigrant Justice Campaign and Latino electoral program and created and launched a new, innovative multi-platformed model for the union, called iAmerica, to galvanize battleground voters. Formerly, she led the Latino and labor outreach efforts for the Florida Association of Planned Parenthood and Public Citizen, respectively. She also served the Peace Corps in El Salvador. Beatriz is a graduate of Pace University and proud mother to a toddler.



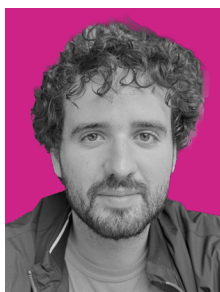
### **JENNIFER PIERRE**

Senior Digital Marketing Manager

Immigration Hub | Washington, D.C.

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Jennifer Pierre (She/Her) is the Senior Digital Marketing Manager for the Immigration Hub where she oversees the implementation of the Hub's digital and political strategy. She reaches key audiences and shifts cultural and political attitudes on immigration by developing and applying data-driven messaging and research. Jennifer is also the founder of Melanites, serving to inspire children of color to dream big, stand tall, and live out their childhood. Melanites designs diverse toys, storybooks, and games that celebrate brown boyhood. Jennifer is a first generation Haitian immigrant native to South Florida.



### **THOMAS KENNEDY**

Senior Political Fellow

Immigration Hub | Florida

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Born in Argentina, Thomas Kennedy (He/Him) came to the United States with his parents at the age of 9, first living in New Jersey before settling down in Miami. After living as an undocumented immigrant for over a decade and seeing the daily struggles his parents overcame to have a better life, Thomas became involved in progressive activism and immigration reform advocacy. He graduated with an International Relations major from the Florida International University and a Master's in Community and Social Change from the University of Miami. He is a fellow at the Immigration Hub and an elected Democratic National Committee member.



### **MARY ZOCH**

Communications and Digital Intern

Immigration Hub | Illinois

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Mary Zoch (She/Her) is a Communications and Digital Intern with the Immigration Hub. She contributes to both traditional communications tasks and digital projects in furthering the Hub's mission of conducting research initiatives and deploying innovative communication strategies. She is a first-generation college student attending Aurora University where she is pursuing Bachelor's degrees in Sociology, Communication, and Spanish. She currently resides in Illinois where she was born and raised.