



National Hispanic Leadership agenda

DIGITAL ENGAGEMENT GUIDE

to support Alejandro Mayorkas and Myrna Perez

Date: December 10, 2013

BACKGROUND

The National Hispanic Leadership Agenda (NHLA), our coalition of 36 preeminent national Latino organizations in the country, issued a [press statement](#) and sent letters of support to United States Senators urging a YES vote to confirm Alejandro Mayorkas as Deputy Secretary of the Department of Homeland Security and requesting support to advance and confirm Myrna Perez, the President's nominee to be a Commissioner on the Election Assistance Commission (EAC).

Alejandro Mayorkas, currently the Director of the United States Citizenship and Immigration Services Office, was nominated by President Barack Obama to serve as Deputy Secretary of the Department of Homeland Security (DHS). In order to advance, he'll need a majority vote from the Senate Homeland Security and Government Affairs Committee and then a majority vote by the full Senate.

- Learn more at <http://nationalhispanicleadership.org/confirmmayorkas>.

Myrna Perez, currently Senior Counsel at the Brennan Center for Justice at NYU School of Law, is the President's nominee to serve as a Commissioner on the Election Assistance Commission. In order to get confirmed, she'll need a majority vote from the Senate Rules and Administration Committee and then a majority vote by the full Senate.

- Learn more at <http://nationalhispanicleadership.org/confirmyrna Perez>.

We encourage supporters and allies to join us in social media actions encouraging organizations and individuals to ask Senators to vote YES to confirm Mayorkas and Perez -- especially around two key Senate committee meetings/hearings:

- **9:30 a.m. Wednesday, December 11th:** The Senate Homeland Security and Government Affairs Committee vote on Alejandro Mayorkas' nomination as DHS Deputy Secretary.
 - Location: Senate Dirksen Office Building, Room SD-342.
 - Expected live-stream: hsgac.senate.gov
- **10 a.m. Wednesday, December 11th:** The Senate Rules and Administration Committee's nomination hearing on Myrna Perez's nomination as EAC Commissioner.
 - Location: Senate Russell Office Building, Room SR-301.
 - Expected live-stream: rules.senate.gov

** TIP: Consider using sites like [hootsuite](#) or [tweetdeck](#) to schedule posts in advance.

If you have questions or would like to share additional ideas to support the confirmation of Mr. Mayorkas or Ms. Perez, please contact NHLA's Latino Appointment Program Director, Melody Gonzales, at melody@nationalhispanicleadership.org.

SAMPLE SOCIAL MEDIA POSTS FOR ALEJANDRO MAYORKAS

NHLA'S ONLINE ACTION & INFORMATION CENTER FOR MAYORKAS

Help share and drive traffic to <http://nationalhispanicleadership.org/confirmmayorkas>, a site we'll be regularly updating in order to:

1. Ask organizations to co-sign our letter to the Senate
2. Ask individuals to find tools/tips to email/call/tweet their Senators, and
3. Compile and share news articles, letters of support, etc. for reporters or others looking to learn more about Mayorkas' confirmation process.

TWITTER TIPS:

- Hashtags to use/follow: #ConfirmMayorkas #latism
- Handles to use/follow: @NHLAagenda @DHSGov

Democratic Committee Members	Republican Committee Members
CHAIR: Senator Thomas Carper (DE) - @SenatorCarper Senator Carl Levin (MI) - @SenCarlLevin Senator Mark Pryor (AR) - @SenMarkPryor Senator Mary Landrieu (LA) - @SenLandrieu Senator Claire McCaskill (MO) - @McCaskillOffice Senator Jon Tester (MT) - @TesterPress Senator Mark Begich (AK) - @SenatorBegich Senator Tammy Baldwin (WI) - @SenatorBaldwin Senator Heidi Heitkamp (ND) - @SenatorHeitkamp	RANKING MEMBER: Tom Coburn (OK) - @TomCoburn Senator John McCain (AZ) - @SenJohnMcCain Senator Ron Johnson (WI)- @SenRonJohnson Senator Rob Portman (OH)- @robportman Senator Rand Paul (KY)- @SenRandPaul Senator Michael Enzi (WY) - @SenatorEnzi Senator Kelly Ayotte (NH) - @KellyAyotte Senator Jeffrey Chiesa (NJ) - @ChiesaNews

Sample Twitter Posts for December 11th Committee Vote

Today at 930amEST Alejandro Mayorkas is up for a vote to be DHS Dep. Secretary. Act now at <http://bit.ly/IE1rV> #ConfirmMayorkas #latism

Ask Senate to confirm Alejandro Mayorkas as Dep. Sec. of DHS at <http://bit.ly/IE1rV>. Vote is TODAY! #ConfirmMayorkas #latism

36 national Latino groups with @NHLAagenda want Senate to #ConfirmMayorkas as @DHSGov Dep. Secretary. [Insert Senator's Twitter handle] please vote YES! #latism

Sample Twitter Posts to use after December 11th Committee Vote

Alejandro Mayorkas could be our next @DHSGov Dep. Sec. Your voice can impact the vote! Make it heard <http://bit.ly/IE1rV> #ConfirmMayorkas

Ask Senate to #ConfirmMayorkas for the #2 slot at @DHSGov. Raise your voice & impact the vote at <http://bit.ly/IE1rV>. #latism @NHLAagenda

.@NHLAagenda letters ask Senate to #ConfirmMayorkas to @DHSGov & #ConfirmMyrna Perez to @EACGov <http://ht.ly/rEpru> #latism

FACEBOOK:

Make your voice heard THIS MORNING for Alejandro Mayorkas as Deputy Secretary of the Department of Homeland Security! He needs a majority vote in committee today, then a majority of the full Senate must vote to support his nomination. Contact your Senators to let them know of your interest in having them support this important nomination. Act now via <http://nationalhispanicleadership.org/confirmmayorkas>.

ADDITIONAL LINKS TO SHARE:

- NHLA Press Statement with links to letters of support:
<http://nationalhispanicleadership.org/headlines/121013confirmations>
- NHLA letter supporting Mayorkas:
http://nationalhispanicleadership.org/latinoappointments/2013.1210_NHLA_Senate_Letter_re_Alejandro_MayorkasDHS.pdf
- White House Statement on Mayorkas' nomination:
<http://www.whitehouse.gov/the-press-office/2013/06/27/president-obama-announces-more-key-adminis-tration-posts>

SAMPLE SOCIAL MEDIA POSTS FOR MYRNA PEREZ

NHLA'S ONLINE ACTION & INFORMATION CENTER FOR PEREZ

Help share and drive traffic to <http://nationalhispanicleadership.org/confirmmyrnaperéz>, a site we'll be regularly updating in order to:

- Ask organizations to co-sign our letter to the Senate
- Ask individuals to find tools/tips to email/call/tweet their Senators, and
- Compile and share news articles, letters of support, etc. for reporters or others looking to learn more about Perez's confirmation process.

TWITTER TIPS:

- Hashtags to use/follow: #ConfirmMyrna #latism
- Handles to use/follow: @NHLAagenda [@EACGov](http://EACGov)

<i>Democratic Committee Members</i>	<i>Republican Committee Members</i>
CHAIR: Shumer (NY), @ChuckSchumer Feinstein (CA), @SenFeinstein Durbin (IL), @SenatorDurbin Murray (WA), @PattyMurray Pryor (AR), @SenMarkPryor Udall (NM), @SenatorTomUdall Warner (VA), @MarkWarner Leahy (VT), @SenatorLeahy Klobucher (MN), @amyklobuchar Independent - King (ME) @SenAngusKing	RANKING MEMBER: Roberts (KS), @SenPatRoberts McConnell (KY), @McConnellPress Cochran (MS), @SenThadCochran Chambliss (GA), @SaxbyChambliss Alexander (TN), @SenAlexander Shelby (AL), @SenShelbyPress Blunt (MO), @RoyBlunt Cruz (TX) @SenTedCruz

Sample Twitter Posts to use Before 10 a.m. hearing

10amEST today is Senate Rules Cmte hearing to #ConfirmMyrna Perez for @EACgov. RT & see <http://ht.ly/rEofn> to show support! #latism

Take a look at Myrna Perez & RT 2 support her nomination 2 be Commissioner on the Fed. Elections Commission! <http://ht.ly/rEofn> #latism

I stand w/ @NHLAagenda's 36 Latino groups backing Myrna Perez for Federal Elections Commission. [\[Insert Senator's Twitter handle\]](#) vote to #ConfirmMyrna #latism

Sample Twitter Posts to use After 10 a.m. hearing

RT & see <http://ht.ly/rEofn> to show support & ask Senate #ConfirmMyrna Perez as a Commissioner on the Fed. Elections Commission. #latism

.@NHLAagenda asked Senate to #ConfirmMyrna Perez as @FECGov Commissioner. Raise your voice to help at <http://ht.ly/rEofn> #latism

.@NHLAagenda letters ask Senate to #ConfirmMayorkas to @DHSGov & #ConfirmMyrna Perez to @EACGov <http://ht.ly/rEpru> #latism

SAMPLE FACEBOOK POST:

Myrna Perez is nominated to be a Commissioner on the Federal Elections Commission! Today at 10am EST she has her nomination hearing in the Senate Rules and Administration Committee. Take a look at her extensive career, share this status and invite friends to ask Senators to support her at <http://nationalhispanicleadership.org/confirmmyrneperez!>

ADDITIONAL LINKS TO SHARE:

- Myrna Perez's Bio on the Brennan Center site <http://bit.ly/IE2iQZ>
- NHLA Press Statement with links to letters of support: <http://nationalhispanicleadership.org/headlines/121013confirmations>
- NHLA letter supporting Perez: http://nationalhispanicleadership.org/latinoappointments/2013.1210_NHLA_Senate_Letter_re_Myrna_PerezEAC.pdf
- Initial 2011 White House Statement on Perez's nomination: <http://www.whitehouse.gov/the-press-office/2011/03/17/president-obama-announces-more-key-administration-posts>