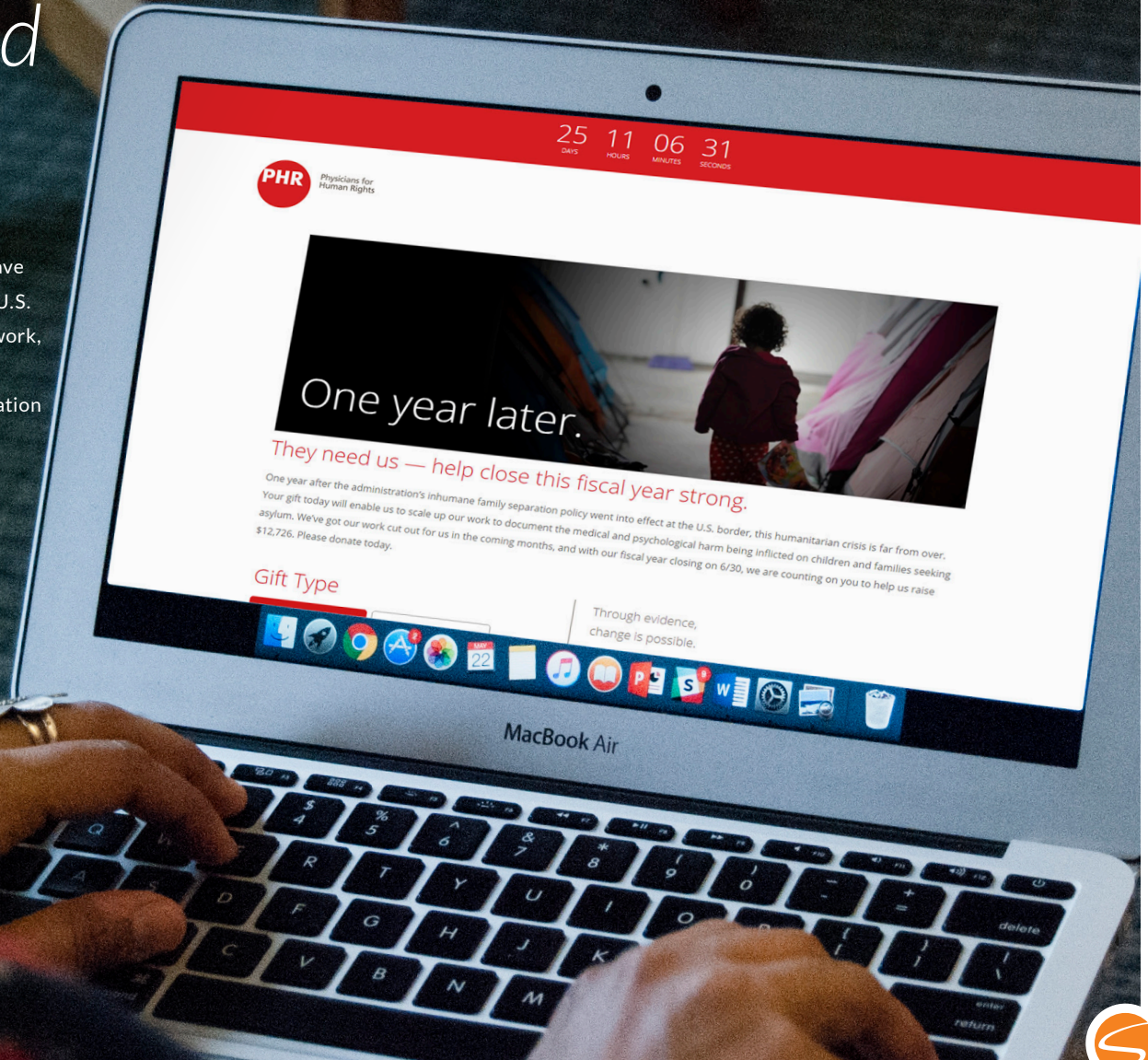


PHYSICIANS FOR HUMAN RIGHTS:

U.S. Border Crisis Integrated Campaigns

Physicians for Human Rights (PHR) uses medical evidence to document human rights abuses worldwide. One issue they have been heavily involved with in the last year is the crisis at the U.S. border. To raise awareness and garner support for this vital work, we developed an integrated campaign in the fall (specifically around the 2018 midterm elections) focused on family separation and detention.

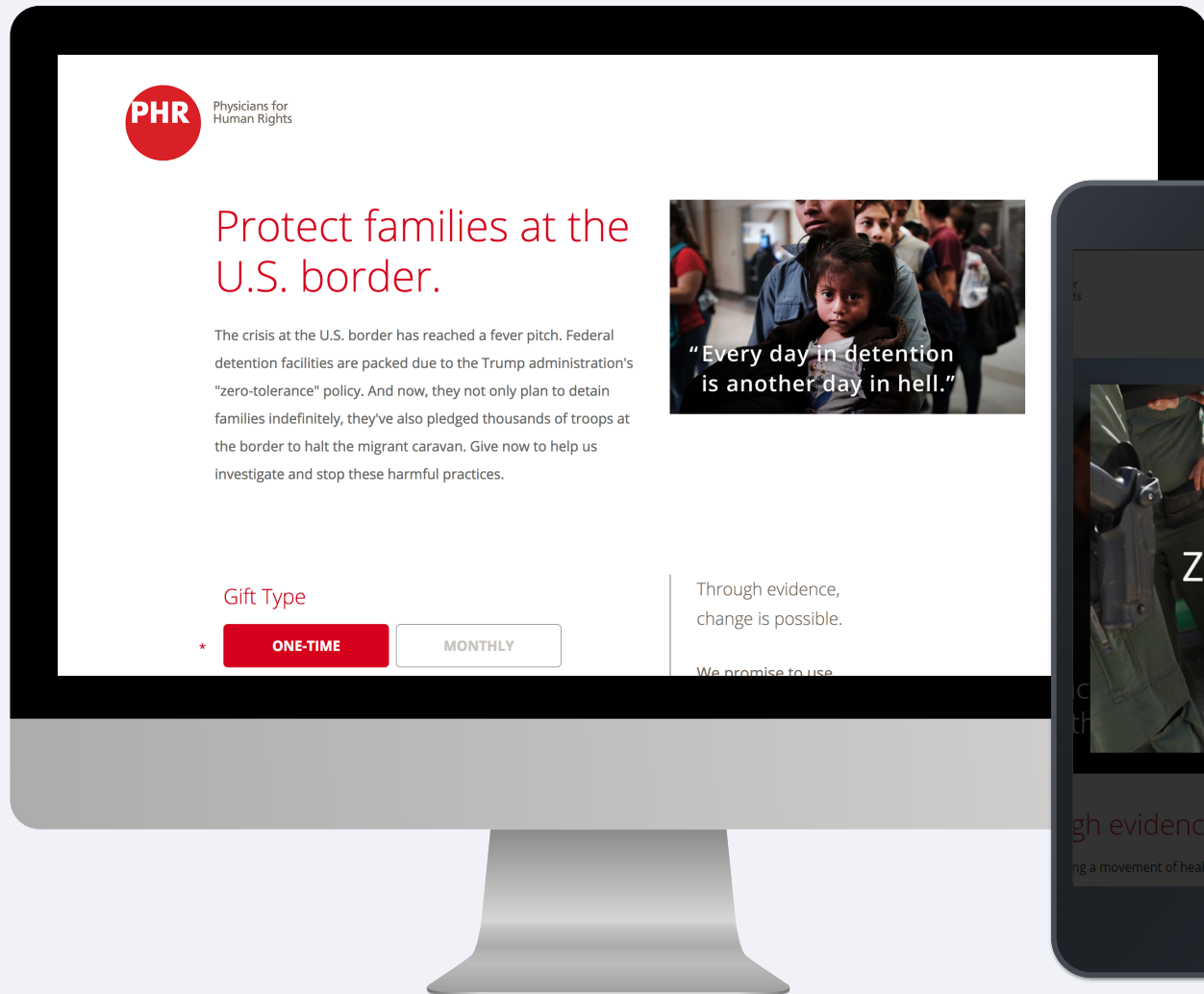




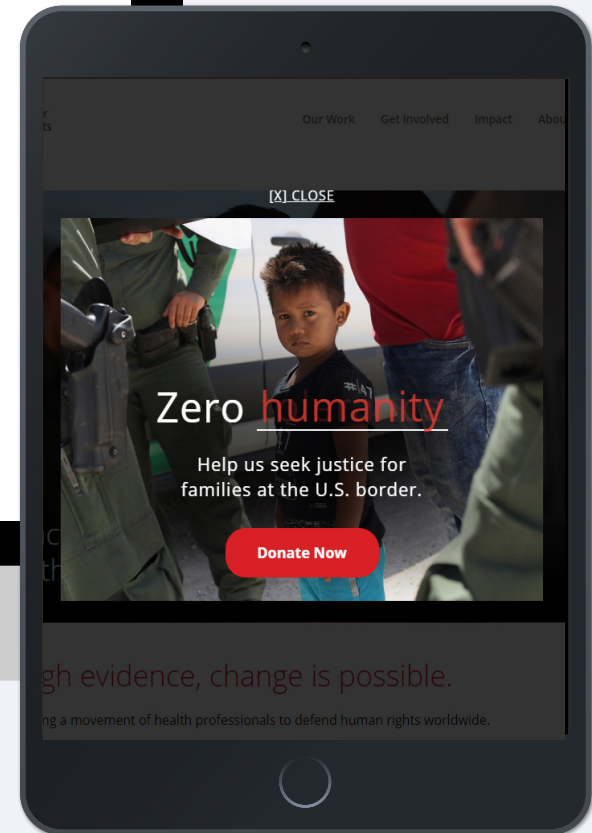
Website Component

Through a variety of channels—including a modal, donation form, direct mail letter, email appeals, and social posts—we called on supporters to fight the Trump administration’s “zero tolerance” policy and stand up for immigrant families seeking asylum.

DONATION FORM



MODAL





Website Component

After a young girl tragically died at a border detention center, we sent out a petition urging Congress to open an investigation into this child's death and pleaded with the Trump administration to #PrioritizeLivesNotWalls. We followed up with a series of emails, including one that detailed the inhumane conditions PHR physicians witnessed at a detention center in Texas.

PLEDGE

PHR Physicians for Human Rights

Prioritize lives, not walls

Tell your members of congress to stop hardline policies that put asylum seekers' lives at risk. Sign our petition today.

A seven-year-old Guatemalan girl named Jakelin Amei Rosmery Caal Maquin died after crossing into the United States last week. Join PHR in calling on Congress to take action now.

Message

Dear [Senator/Representative],

A seven-year-old Guatemalan girl named Jakelin Amei Rosmery Caal Maquin died after crossing into the United States last week. I urge you, as my elected official, to take immediate action toward **a thorough investigation into all the factors that contributed to Jakelin's death**, including details about the medical team's actions, Jakelin's initial medical screening, and her eventual transfer to the hospital.

President Trump's **administration must end policies that keep asylum seekers like Jakelin in detention** during processing, especially families and children. Mechanisms must immediately be

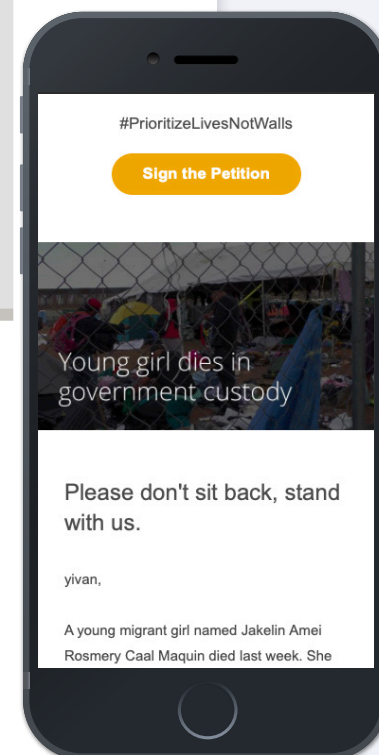
Your Information

Salutation **

First name *

Last name *

E-mail address *





Digital Fundraising & Communications

EMAILS

PHR Physicians for Human Rights **Donate Now**

dushan, following President Trump's latest comment on the migrant caravan – calling it an "invasion" and pledging military action – it's clear that this administration places little value on protecting the human rights of those who are seeking safe haven in the U.S.

These migrants should not be met by thousands of armed troops upon arrival, but rather should have access to medical care, legal representation, and basic services.

3x
The # of detainees has increased threefold since last year due to this administration's inhumane "zero-tolerance" policy. And it continues to rise.

We just returned from a detention center in Texas. [What we witnessed was disturbing – and we need your help.](#)

Most of the detainees – all women and children – are fleeing gang or domestic violence. After traveling hundreds, even thousands of miles to find safety, they are dehumanized and imprisoned.

PHR Physicians for Human Rights **Donate Now**

Zero tolerance

Donate Now

Sanky, this administration continues to demonstrate that when they say "zero tolerance," what they really mean is "zero humanity."

In addition to last month's promise to withdraw from the Flores Settlement Agreement, which protects immigrant children from indefinite detention, the administration now plans to deny asylum to migrants who enter the United States between ports of entry. *There's no telling what they'll do next!*

[Please rush your donation now. Help us speak out and activate our network of trained professionals to protect the health and human rights of children at the U.S. border.](#)

Donate Now

"Detention can cause or exacerbate trauma. Such experiences can alter the very architecture of the brain, which in turn can result in social, emotional, and cognitive impairment."

– Dr. Ranit Mishori
PHR expert medical advisor

Donate Now

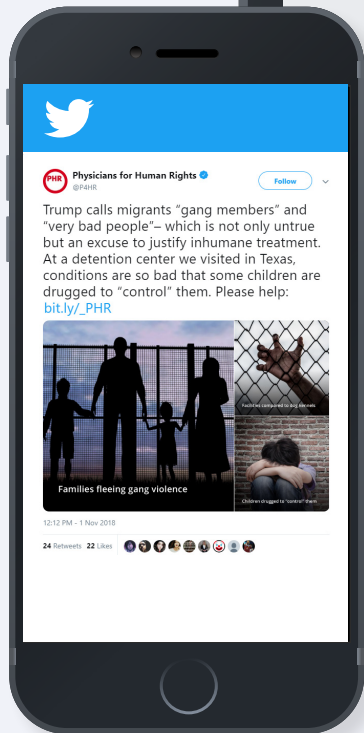




Social Media

CAROUSEL POST

SINGLE POST



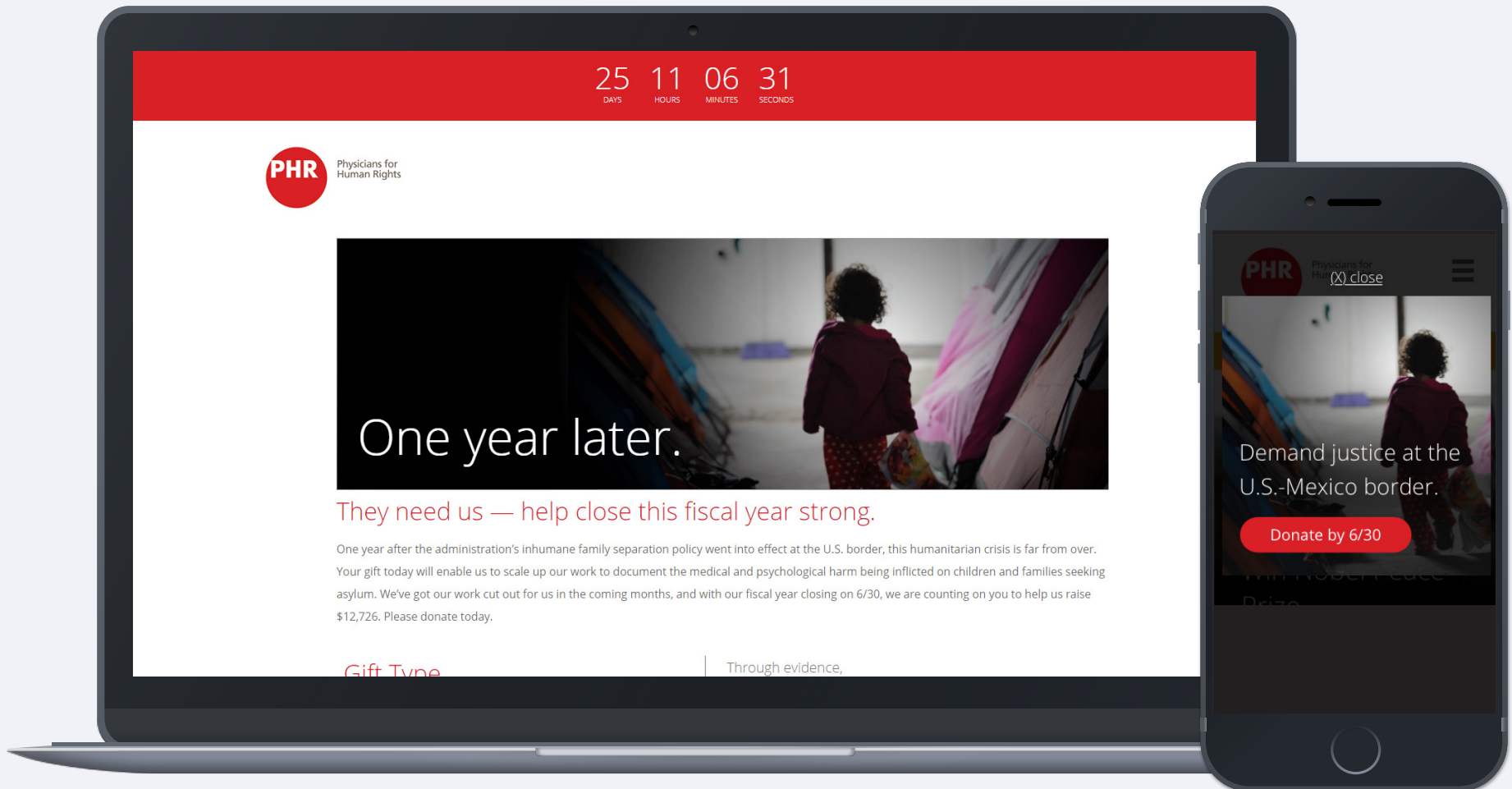


Website Component

Throughout 2018 and 2019, we kept PHR supporters updated on the border crisis—and when the one-year anniversary of Trump’s family separation policy coincided with PHR’s fiscal year end, we knew it was the perfect opportunity to take action.

Utilizing the fiscal year deadline of 6/30 and a budget fundraising goal of \$12,726, we urged PHR’s dedicated supporters to help PHR protect human rights in the upcoming year—not only at the U.S. border, but in Sudan, Syria, Myanmar, Yemen, and more.

LABEL





Digital Fundraising & Communications

The digital campaign built upon a large-scale advocacy campaign—and asked petition signers to take the next step in protecting asylum seekers by making a donation to PHR.

A countdown clock on the donation form and select components ramped up the urgency—and messaging came from a variety of signers, including an email from a PHR physician, an internal message from the organization’s Director of Finance and Administration about the budget goal, and a FOMO/roll-call email to stress the urgency of funding PHR’s work, as well as make it as easy as possible for the donor to complete their gift.

EMAILS

