### HOPE FOR THE BEST, PREPARE FOR THE WORST.

Financial preparedness against disinformation for mixed-status families in the 2nd Trump Admin

Adali Frias Deniz, Danutcha Catriona Singh, and Sara Gomez Horta

### AGENDA

- 1. Setting the Scene
- 2. Situation and root causes
- 3. Landscape analysis
- 4. Strategy
- 5. Key audiences
- 6. Ladders of engagement
- 7. Storytelling
- 8. Partners
- 9. Evaluation

### About Us

We're approaching this as Tesoro:

The first wealth management and investing platform for young Latinas from mixed-status families to save for the future and build generational wealth.

Planning a social impact campaign



### There are 22 million people living in mixed-status households in the U.S.



Out of that total, 72-75% are of Latino/Hispanic origin



this percentage is a significantly lower figure than that of the 69% of non-Hispanics.

### There are significant financial literacy disparities between Hispanics and non-Hispanics in the United States.

### **Preparedness Campaigns from Non-Profits and Advocacy Groups**



### **STAY READY WITH A PREPAREDNESS** PACKET





TEACHING, INTERPRETING, & CHANGING LAW SINCE 1979

### **STEP-BY-STEP FAMILY PREPAREDNESS PLAN**

How immigrant families can more proactively

prepare for **immigration emergencies** that arise



### At Invest in Girls, we're investing in you

How you earn, spend, save, and think about money is all part of becoming who you are. Learning about student loans, credit cards, budgeting-and more-is key to your success as you move into adulthood.

We are here to start you off with free online and in-person opportunities for awesome girls like you.



### Preparing Your

Your Rights

Immigration Services

Important Forms

Important Numbers

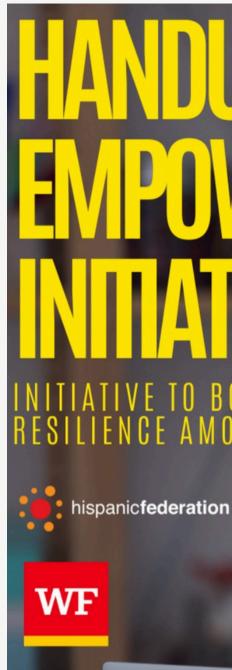




### 



Private Sector Campaigns







Our flagship financial literacy program for teens. Created in partnership with expert educators. Led by trained Schwab employees. Dedicated to young people everywhere in need of quality financial education.

# GIAI

### our STRATEGY















### unceanera

Quince Today, Protected Tomorrow







What is a quinceañera? A quinceañera is a coming-of-age celebration of a girl's fifteenth birthday and her transition from childhood to adulthood, typically involving a big party. The tradition originated in Hispanic/Latino communities. The average cost ranges from \$5,000-\$20,000.





→ A quinceañera isn't just a celebration

It's a financial milestone that already teaches budgeting, saving, and resource management

These same skills can protect family finances in case of financial emergencies, including immigration enforcement



+ This is a more surgical and creative approach to reach our mixed-status audience

ey Unsights















+ Lean into community, not fear



Use familiar cultural milestones to mobilize youth

Activate unlikely allies

Small steps build momentum















Transform joyful life events such as quinceañeras into a gateway to initiating savings goals, providing options during uncertain times

Empower young Latinas to save for their future

Encourage saving \$1,500 in honor of the quinceañera as an intial emergency savings fund

Drive Tesoro app downloads, savings account creation, and usage

Broaden support by engaging unlikely partners







Lead: Big Sisters & older female cousins







SALAN AND A

9%







### *Advacate:* Little Sisters & younger female cousins

### Explore: Godparents, aunts, uncles, & friends



## ngagement



### Advocate

### Support

- Download Tesoro and share content
- Contribute \$\$ to The Quince Challenge

### Explore

Observe

- Visit Tesoro website, watch content on TikTok, Instagram and Youtube
- Ask about the app
- Attend a quinceanera and learn about campaign there

Sees an ad on social media, the flyer at local restaurant, beauty salon/brand, schools....





### Sign younger sister up for The Quince Lead Challenge and start a Tesoro savings account

- Share the challenge with fellow older sisters
- Put in \$ into their little sisters account
- Participate in The Quince \$1,500 Challenge
- Share app with friends
- Start an account and a"saving goal"
- Post about their experience on social media

• Follow The Quince Challenge Campaign on social media





### torytelling Meme Edition

Meme for our lead and advocate audiences.

Both older and younger sisters can see themselves represented









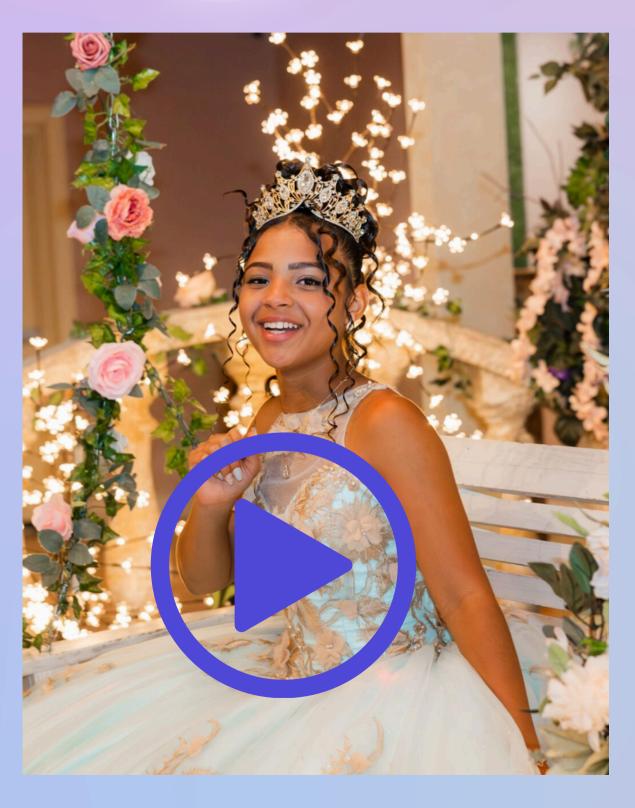


Meme for our support and explore audience.

Parents and extended family members are prompted to consider donating toward the Quince Challenge.

### Storytelling

Encourage teens to join the Tesoro - Quince challenge to share on social media about saving \$1,500 for their emergency fund













Did you guess correctly? #quince #quinceañera #quincemomtips #quinceonabudget #quincecost mo Engage eldest sisters, parents, aunts to share how they're supporting their quinceañera via our campaign





+ Tesoro wealth management platform Quinceañera vendors (dress shops, venues) Beauty brands (Selena Gomez / Rare Beauty) Community organizations and immigration advocacy groups (UWD, FWD.us, CHIRLA, RAICES, and NYIC) + Consulates and cultural centers









Nail and beauty salons Mexican/Latino restaurants and quinceñera venues High school and college student clubs Beauty brands and cultural influencers Social media platforms popular with young Latinas -→ TikTok/Instagram







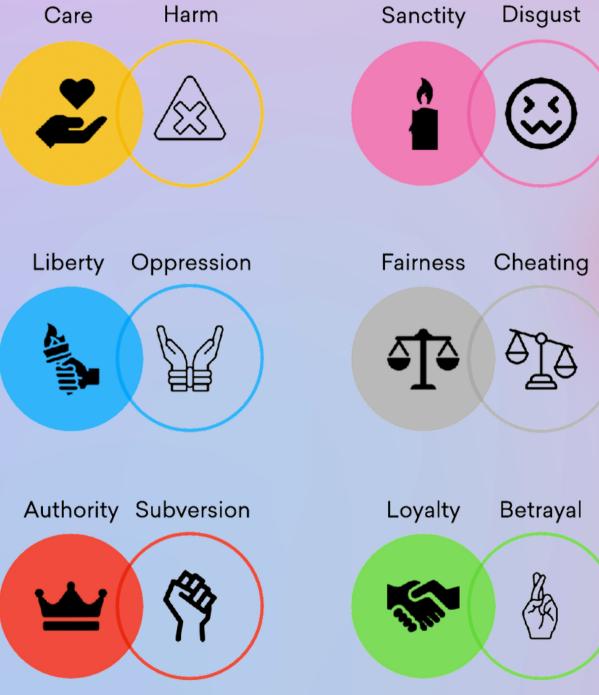


### 6/Noral -oundations

Position financial preparation as an act of family protection, giving daughters the tools to care for their families without burning out.

Provide knowledge and a plan in a way that centers the joy, autonomy, and liberty of families and is not fear-based, focusing on their immigration status.

Challenge Authority by promoting abundance thinking, "you can have your quinceañera and also save," encouraging young Latinas to question traditional financial norms and take power into their own hands.









Anchor campaign with Quince tradition - a sacred rite of passage where a young girl becomes a woman surrounded by her community.

Promotes Fairness by fighting for all families to have access to financial knowledge, regardless of their status. Helps children who otherwise have to navigate financial matters on their own

We affirm Loyalty by acknowledging and leaning into the emotional ties to family while empowering young women to build resilience.





Tesoro app downloads and savings account creation, module completion, average savings amount, and savings goals created, app retention at 3, 6, and 12 months

Social media engagement metrics (reach, likes, shares, comments)

Partner participation rates and community adoption







### hank you

Quince Today, Protected Tomorrow

