

FOR IMMEDIATE RELEASE



Stand up Chicago: Support Global Poverty Legislation with The Borgen Project

An Ambassador for The Borgen Project Launches Campaign to Mobilize Chicagoans in Support of Global Poverty Legislation.

Chicago – JULY 16, 2024 - The Borgen Project, a non-profit organization dedicated to combating global poverty, is excited to announce the launch of a comprehensive branding campaign aimed at mobilizing Chicagoans to contact Congress in support of global poverty legislation. Running from July 8th to August 31st, the campaign seeks to raise awareness, engage the community, drive legislative action, build relationships, and increase donations.

The Stand up Chicago Campaign wants to make the most of our powers as members of a democracy. Congressional leaders often support poverty-reduction legislation when as few as 7-10 people in their district contact them in support of it. Congressional staffers keep a tally of every issue that people in their district contact the leader about. This information goes into a weekly report that is viewed by the congressional leader and key staff. Just one email will get the issue or bill on your leader's radar. Not only is contacting your leaders effective, but it is also easy; it takes as little as 45 seconds.

Campaign Timeline:

1. **Week 1 (July 8th - 14th):** Campaign Launch and Initial Awareness
2. **Week 2 (July 15th - 28th):** Engagement and Community Building
3. **Week 3 (July 29th - August 11th):** Driving Action and Legislative Advocacy
4. **Week 4 (August 12th - 25th):** Building Relationships and Fundraising
5. **Week 5 (August 26th - 31st):** Final Push and Evaluation

About The Borgen Project:

Founded in 2003 by Clint Borgen, The Borgen Project is a leading non-profit organization focused on fighting global poverty. The organization has received the highest ratings from Guidestar and Charity Navigator for its effectiveness and transparency. Notably, The Borgen Project played a crucial role in the passing of the Global Food Security Act, which has lifted 23 million people above the poverty line and improved food security for 5 million families.

For more information about the campaign or to get involved, please visit <https://www.annakuell.com/general-4> or contact Anna M. Kuell at annakuell11@gmail.com or (207) 650-6309.

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