



PILLARS TOOLKIT

Faith · Legal · Labor · Veterans · Business

Disclaimer: This toolkit is intended exclusively for No ICE In The Cup partners and must not be used for monetization purposes.

ABOUT THE CAMPAIGN

No ICE in the Cup is a national call to action to keep the World Cup safe, free from fear, and joyful — especially for immigrant families — living up to the ideals of our country as we host the tournament, and recognizing that any ICE presence is the antithesis of being welcoming and inclusive to all people, visitors and neighbors alike. We're calling for ICE to stay out of stadiums, off the streets, and out of the spaces where people gather to celebrate the game.

STRATEGIC RATIONALE: LEVERAGING THE CULTURAL MOMENT FOR LONG-TERM POWER

The World Cup represents a unique, high-visibility cultural moment that commands global attention and local engagement. By anchoring our campaign in this tournament, we leverage a period of heightened public consciousness to amplify our message. This visibility ensures that the demand for a safe and joyful celebration reaches audiences far beyond traditional advocacy circles, making the exclusion of ICE a central expectation of the event's success.

This moment serves as a powerful catalyst for cross-pillar power building, drawing together diverse actors from faith, legal, labor, veteran, and business sectors. The shared objective of protecting community members, visitors and patrons during the World Cup creates an environment where these institutional partners and economic stakeholders can align their interests and resources. This intersectional solidarity strengthens the overall coalition, creating a unified front that is more resilient and influential than any single group acting alone.

The coordination established during this campaign is designed to be activated for long-term democracy defense work. By building robust communication channels, shared protocols, and mutual trust now, we create a durable infrastructure capable of responding to future threats. This strategic alignment ensures that the power built during the World Cup transitions into a permanent network of vigilant community protection and active civic engagement, safeguarding democratic values long after the final match.

OVERVIEW NARRATIVE AND ORGANIZING FRAMEWORK FOR ACTIVATIONS

Core Narrative: A World Cup Free From Fear

Every activation must echo the central theme: The World Cup should be **safe, free from fear, and joyful for ALL**. This framework centers on the key concept that when people come together, **ICE melts**.

Mobilization Structure: Cross-Pillar Coordination

Activations are tailored using the five narrative pillars (FAITH, LEGAL, LABOR, VETERANS, BUSINESS) to persuade specific audiences and grow a broader coalition across the nation. Synergy between the different pillars enhances collaborations by uniting groups with shared objectives: economic stakeholders (BUSINESS and LABOR) and institutional allies (LEGAL, VETERANS, and FAITH).

The goal is identifying key core values and objectives, not the same tactics or the same audiences. As Seattle and multiple fan zones across the state host World Cup matches, this high-profile international



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event provides an unprecedented strategic opportunity for the nation to both showcase its commitment to human rights, worker rights and build a powerful, enduring national coalition that advances a bold vision to stand up against authoritarian threats.

HOW TO UPLIFT THE CAMPAIGN

Option 1 — Uplift On All Platforms | Your Own Graphics | Templates

Graphics: [Download the asset folder](#) (refreshed regularly).

If hashtags are trending in a particular community on Instagram and they're appropriate, feel free to use them — but note they now function as a categorization tool, not a growth tool.

Captions For Various Audiences

FAITH Pillar | Organized Religious Groups | Local And National Partners

Our sacred texts call us to welcome the stranger, not just in word, but in practice. As we host the World Cup, our congregations are asking: why does ICE need to be at the World Cup? We're standing up to protect every neighbor in our community.

Learn more: <https://NoICEinTheCup.us>

LEGAL Pillar | Lawyers | Law Students | Legal Observers

Attorneys know the law — and make sure your clients do too. Why does ICE need to be at the World Cup? Legal professionals are training businesses, workers, and visitors on their constitutional rights before and during the tournament. Warrantless searches have limits. Know them.

Learn more: <https://NoICEinTheCup.us>

LABOR Pillar | Unions | Worker Formations | Labor Coalitions

Every worker has rights, no matter where they were born. Why does ICE need to be at the World Cup? Labor stands in solidarity to defend safe workplaces and the dignity of every worker. ICE raids don't stop at the union hall door. We do.

Learn more: <https://NoICEinTheCup.us>

VETERANS Pillar | Veterans | Current Military | Persuadable Audiences



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We took an oath to defend the Constitution, and we know what it means to serve and protect. Why does ICE need to be at the World Cup? Veterans are standing up to protect the rights and freedoms we fought to defend.

Learn more: <https://NoICEinTheCup.us>

BUSINESS Pillar | Small Business | Local Partners | Persuadable Chambers Of Commerce

Cities that feel safe attract visitors who spend money. Why does ICE need to be at the World Cup? Businesses that welcome every patron — regardless of where they're from — will be the ones that thrive. That's not just good values. That's good business.

Learn more: <https://NoICEinTheCup.us>

OPTION 2 — STORY / REPOST

Repost the latest @noiceinthecup post, or share it to your Stories with a link sticker pointing to NoICEinTheCup.us.

STORY TEXT BY PILLAR | EXAMPLES

FAITH

- Welcome the stranger, not just in word, but in practice. Why does ICE need to be at the World Cup? We're standing up to protect every neighbor in our community.
- Our moral mandate is to protect the vulnerable. The presence of ICE makes many families feel unsafe during a time meant for celebration. Faith leaders are calling for ICE to stand down so the World Cup can be truly joyful and free from fear.
- As people of faith, we believe in radical hospitality. The World Cup is a time for global welcome, not fear. When we ask "Why does ICE need to be at the World Cup?", we are asking for safety for everyone in our shared community.
- Every person is created with dignity. A truly welcoming nation doesn't use fear to police its neighbors. Join us in demanding that ICE stays out of stadiums and off the streets so all families can celebrate the beautiful game.

LEGAL

- Why does ICE need to be at the World Cup? Legal professionals are training businesses, workers, and visitors on their constitutional rights before and during the tournament.
- Our legal system guarantees due process and constitutional protections to everyone—including World Cup visitors and immigrant neighbors.



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- Upholding the rule of law means insisting that all agencies, including ICE, operate within established boundaries, which ultimately promotes safety and increases public trust for all communities.
- We are calling for ICE to stand down from spaces where people gather to celebrate, so that the promise of constitutional rights is a reality for everyone enjoying the beautiful game.

LABOR

- Why does ICE need to be at the World Cup? Labor stands in solidarity to defend safe places to live and work, and the dignity of every worker.
- ICE presence threatens the livelihoods of immigrant workers, creating an environment of fear that destabilizes local economies which rely on their labor.
- Labor unions fight for the rights of all workers, regardless of immigration status. An ICE-free World Cup ensures every worker can report unsafe conditions or wage theft without fear of retaliation or arrest.
- The World Cup celebrates global connection. We stand in solidarity with all workers, demanding an ICE-free environment that respects the dignity of every person who builds and runs our cities.

VETERANS

- Why does ICE need to be at the World Cup? Veterans are standing up to protect the rights and freedoms we fought to defend.
- As veterans who took an oath to defend the Constitution, we insist that its protections apply to all people, including our immigrant neighbors and World Cup visitors.
- True national security is built on trust and community safety, not fear. Veterans understand that an ICE presence undermines the welcoming environment we swore to protect.
- Our service taught us that a strong community defends its most vulnerable. We stand with immigrant families and demand that ICE respects the integrity of our shared public spaces during the World Cup.

BUSINESS



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- Why does ICE need to be at the World Cup? Businesses that welcome every patron — regardless of where they're from — will be the ones that thrive. Good values and good business.
- A World Cup free from ICE is an investment in our local economy, ensuring all patrons and workers feel safe to participate and spend.
- Fear of enforcement undermines the hospitality industry, but a commitment to inclusivity draws in diverse customers and fosters a strong, positive business environment.
- Supporting an ICE-free World Cup is a responsible business practice that demonstrates a commitment to community welfare and long-term economic stability.

KEY MESSAGING | ADAPTABLE TO MULTIPLE AUDIENCES

- The World Cup should be **safe, free from fear, and joyful**.
- **Immigrant communities** deserve to participate fully.
- **Soccer belongs to everyone**.
- Any **ICE presence is the antithesis of our ideals** as a nation.
- When people come together, **ICE melts**.

STORYTELLING PROMPTS: UPLIFTING DIFFERENT AUDIENCES | PROTAGONIST STORY OF SELF PROMPTS WITHIN EACH PILLAR

Use these prompts to encourage community members to share personal narratives that highlight the importance of a safe and inclusive World Cup.

- **FAITH:** How does your faith tradition's call to "welcome the stranger" inspire you to support an ICE-free World Cup? Share a moment where your congregation provided sanctuary or radical hospitality.
- **LEGAL:** Why is upholding constitutional rights during a global event like the World Cup essential for public trust? Describe a situation where knowing one's rights changed the outcome of an encounter.
- **LABOR:** How does the presence of ICE impact your workplace safety and the dignity of your fellow workers? Share a story about how your union stands in solidarity with immigrant workers.
- **VETERANS:** As someone who served to defend freedoms, why is it vital to ensure these same freedoms apply to everyone during the tournament? Share what "community safety" truly means to you.
- **BUSINESS:** How does a welcoming environment for all patrons—regardless of status—contribute to the success of your business? Share an experience where inclusivity strengthened your business or local economic impact.



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NO ICE IN THE CUP ACTIVATION ROADMAP TEMPLATE:

TWELVE WEEKS OF ACTION | ADAPTABLE TO LOCAL CONTEXT AND RUNWAY

The proposed timeline follows a structured twelve-week preparation and activation progression: 'Build-up' (KYR trainings, press conferences), 'Activation' (Watch Parties, Mobile KYR units), and 'Cultural Leverage' (culminating events to transition momentum into democracy defense and electoral infrastructure).

Activities and peaks identification can and should be tailored to the specific context of individual pillars while embracing cross-pillar collaboration whenever it strategically enhances our collective impact.

ACTIVATION RUNWAY CONSIDERATIONS

This proposed plan requires focused attention across three areas to ensure success and long-term impact:

- **Planning:** Prioritize rigorous scheduling for the "Build-up" phase, specifically coordinating the rollout of digital assets and the comprehensive Know Your Rights (KYR) trainer-the-trainer sessions. Success hinges on localizing the five narrative pillars to regional audiences across our states to demonstrate broad, national consensus.
- **Logistics:** Critical logistical needs include securing accessible venues for community KYR trainings and press conferences, deploying "Mobile KYR units" during the high-frequency "Activation" weeks, and staffing the "Coordination Space" with legal and communications leads for immediate, verified real-time response to emergent needs during matches.
- **Partner Coordination:** The plan's power rests on institutionalizing cross-pillar coordination. This requires systematic partner onboarding, providing consistent communication channels including talking points by pillar, and establishing clear communication protocols to ensure alignment on shared values and objectives, thereby successfully transitioning the short-term



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World Cup activation into long-term infrastructure for power building and democracy defense work across the nation

TWELVE - WEEK IMPLEMENTATION TIMELINE TEMPLATE

Phase	Week	Tactics & Actions
Build-up	May Week 1-4	Digital asset rollout; Know Your Rights (KYR), community canvassing, trainer-the-trainer sessions; Local partner outreach. Activation mass call
	June Week 1	Community KYR trainings; Partner press conference; In-person flyer distribution at local hubs and fan zone events (where possible).
Activation Implementation	June Week 2	World Cup kickoff; Mobile Satellite KYR units active; High-frequency social media templates deployed. Watch Parties, Canvassing, Virtual Legal Clinic
	June Week 3 - 4	World Cup Watch Parties; Mobile Satellite KYR units active; High-frequency social media templates deployed. Virtual Legal Clinic
	June - July Week 5	World Cup Watch Parties, Pillar-specific watch parties; Real-time digital response; Press updates on community safety.
Cultural Leverage	July Week 2-3	Final match watch parties; Community celebration and solidarity rally; potential press conference.
Coordination Assessment	July Week 4	Post-world cup cross pillar debriefs.

COORDINATION SPACE FOR EMERGENT NEEDS (DURING WORLD CUP MATCHES)



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A physical and digital coordination hub will be established to manage real-time requests for legal assistance or reporting during tournament hours. This space is staffed by a rapid response team composed of legal observers, community advocates, and communications leads. Protocols include



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tiered escalation for reported ICE activity, immediate dispatch of legal resources, and verified public messaging to ensure community safety is maintained without spreading misinformation.

- Weekly Coordination Space For Partners Activating Around World Cup (varying by needs)
- Potential Workers Centers Drop In Office Hours
- Neighborhood Response Hub Satellite Locations
- Near host city venue drop in spaces where community and partners can gather

WATCH PARTY ACTIVATION TEMPLATE: THE BEAUTIFUL GAME, SAFE SPACE FOR EVERYONE

Template agenda to ensure every watch party is both a celebration and a strategic organizing space. This tactic should include a logistics plan and could incorporate collaboration across partners or local businesses as ways to practice shared coordination.



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Segment	Activity & Messaging Focus
Pre-Game: Welcome & Safety	Arrival and music. Sign up form confirmations. Waivers for media and or for the game. Distribute physical KYR cards. Messaging: <i>"This is a sanctuary (this is our pitch, home field, our zone) space where soccer belongs to everyone."</i> Invite people to community agreements to hold for the space.
Context Briefing (15 mins)	Campaign Pitch: Why we need an ICE-free World Cup. KYR Demo: Brief training on rights if ICE is encountered. This can be a light reminder and resources available for the public. Introduce them to the event and why we are hosting events. You can include an ask for workers to uplift social media materials during the game, prompting them to share within their network materials relevant to them.
Match Viewing	Kick Off The Game Have participants gear up with visuals (face paints, flags, pins, hats) Make it a Community celebration. Use halftime for "Digital Actions" or art build opportunities to uplift online and within strategic networks (reposting templates posts or their own photo graphic, art, etc). The secret is layering interactive moments into the viewing experience so that everyone feels like they're part of something, not just sitting in the same room. When guests are laughing, competing, and reacting together, the energy takes care of itself
Post-Game: Power Building	Call to Action: Sign up for protect the pitch protect workers protect immigrants protect our neighbors protect the pitch. (The goal will be to turn into democracy defense networks. Transitioning momentum into long-term community protection infrastructure.

Logistics Checklist

- **Venue:** Secure a gathering space or partner with local businesses that align with the campaign messaging for the watch party.
 - Identify a local gathering space
 - Organizational meeting space | identify a partner host locally
 - Local small business
 - Community Center
 - Local Sport Space
 - Park with coordination for safety | permitted space



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- **Materials:**
 - Prepare physical KYR (Know Your Rights) cards
 - Music | Speakers
 - TV Screens | Ideally Host Location Has One | Bring Inflatable Set Up
 - Confirm power source in advance
 - Tools for Digital Actions (toolkit, props, links, pledge, etc)
 - Art building materials (prior to the start of the game and during halftime)
 - Soccer Theme Set Up & Decoration : Soccer Ball | Inflatables | Team Flags | Face paint | Noise makers (matracas) |
 - Streamers, pennants, and flags representing the teams playing
 - Prizes | giveaway materials | games
- **Hosting Team | Proposed Roles and Responsibilities**
 - Assign leads for facilitation of the space
 - Check In Lead | welcomes participants, confirm they sign in
 - Food and Drinks Coordinator (ensures materials are organized and replenished)
 - Event Host | Introduces and welcomes participants | gives instructions during half time
 - KYR overview lead | leads the mini KYRs overview | available for Q&A during and post
 - Safety and security support | coordinates with location access and any support needs
 - Ensure you have a safety plan prior to the event, ensure safety leads are clear on their role and everyone hosting has clear de-escalation guidance.
 - Have an agreed upon red line: if you need to pause or stop the event who makes the call and how do you communicate.
 - Energy lead | hypes the space up, creates waves activity, prompts people to participate in activities throughout the game (when it makes sense)
 - KYR Demo
 - Responsibility to overview KYRs info and set up KYR Resource Hub
 - Digital coordination | Managing the digital coordination hub.
 - If online actions are taken ensures tracking and uplifts the asks
 - Media content
 - Uplifting social media from workers who uplift our materials
- **Coordination:**
 - Establish a shared coordination plan across partners, assigning roles and responsibilities
 - Divide roles and responsibilities at least a week in advance to ensure clarification questions are answered in a timely manner
 - Ensure location is accessible for preparation | set up time and layout for seating
 - Arrive at least an hour before for set up and on the ground final activity breakdown
 - Depending on the style of the event set up may require more time
 - Establish communication channels in person and online for any emergent needs
 - Discuss budget and coordination of resources in advance

OUTLINE TEMPLATE FOR KNOW YOUR RIGHTS (KYR) WORKSHOPS



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This workshop outline is designed to be adaptable for diverse audiences, including workers, families, and community members, focusing on immediate safety and long-term empowerment.

- **Welcome & Collective Values:** Set a safe tone. Reiterate that soccer belongs to everyone and that our community is built on mutual protection.
- **Worker Rights & Safety:** Review rights in the workplace, including the right to a safe environment and the right to report wage theft or unsafe conditions regardless of immigration status.
- **Immigrant Rights & Family Preparedness:** Practical steps for creating a family safety plan and identifying trusted legal resources within the pillar networks.
- **Fourth Amendment Protections:** Deep dive into "Know Your Rights" when encountering ICE or law enforcement. Focus on the right to remain silent and the requirement of a judicial warrant for searches of private spaces.
- **Interactive Scenarios:** Role-playing common encounters (at work, on the street, or at a fan zone) to practice asserting rights calmly and effectively.
- **Rapid Response & Next Steps:** Distribute physical KYR cards and provide the contact information for the Coordination Space for real-time reporting during matches.

PRESS CONFERENCE TEMPLATE: AMPLIFYING NO ICE IN THE CUP

A structured outline for community partners to coordinate high-impact media events that showcase cross-pillar solidarity. This tactic will require a media outreach plan, a speakers preparation plan and logistical coordination across partners for broad front coordination with different media outlets.



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Segment & Timing	Activity & Speaker Guidance
Preparation (Pre-event)	Assign a media lead. Setup visuals (banners, pillar-specific signs). Distribute press kits with core narratives and contact info. Ensure diverse representation from all five pillars is visible behind the podium.
Welcome & Framing (5 mins)	Emcee: Define the moment. "We are here because the World Cup must be safe, free from fear, and joyful for all." Introduce the statewide coalition and the specific purpose of the gathering.
Pillar Amplification (15-20 mins)	Pillar Speakers: 2-3 mins per pillar (Faith, Legal, Labor, Veterans, Business). Guidance: Each speaker uses their unique lens to answer "Why does ICE need to be at the World Cup?" and emphasizes shared values.
Call to Action (3 mins)	Specific demands for local officials or FIFA organizers. Direct the public to NoICEinTheCup.us for mobilization and coordination resources.
Q&A (10 mins)	Facilitated by media lead. Speakers remain at the podium to answer technical or community-specific questions. Emphasize unified national consensus.
Closing & Photo Op (2 mins)	Final unifying quote or chant. Group photo with all partners holding signs. Offer 1-on-1 interviews for reporters.

FOLLOW-UP OPPORTUNITIES (POST-PRESS CONFERENCE)

- Distribute a press release immediately following the event, including quotes from the pillar speakers and high-resolution photos.
- Secure 1-on-1 interviews (print/radio) for the pillar spokespersons who resonate most with specific media outlets (e.g., Labor lead for labor beat reporter, Faith lead for community radio)
- Share media clips, photos, and video (if applicable) across all coalition social media channels within 2 hours of the event's end, using the pillar-specific caption templates.
- Send thank-you notes/emails to all attending journalists, offering a final opportunity for follow-up questions or interviews.
- Schedule an internal coalition debrief to review media coverage, assess its impact, and refine messaging for the next planned action or press event.

OP-ED PITCH OUTLINE TEMPLATE: AMPLIFYING PILLAR NARRATIVES

Strategic framework for community partners to pitch op-eds to local news outlets, ensuring consistent



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messaging across diverse voices uplifting shared values and cohesive narrative interventions.

Pitch Component	Guidance & Template Content
Target Identification	Identify local opinion editors or community news desks. Prioritize outlets that reach specific pillar audiences (e.g., local business journals, faith-based newsletters, labor bulletins).
Subject Line	<i>"OP-ED PITCH: Why [Pillar Perspective] says the World Cup must be safe for all" or "OP-ED: Soccer belongs to everyone — why NO ICE IN THE CUP meets this moment"</i>
Content Structure	<p>The Hook: Connect the World Cup to local community values. Find a narrator to message the embodiment of the pillar and or values, a worker at the stadium, a faith leader hosting community drop in spaces, a veteran protecting ICE free fan zones, an attorney hosting know your rights workshop with community partners.</p> <p>Pillar Argument: Use the specific lens (Faith, Legal, Labor, Veterans, Business) to articulate the "Why does ICE need to be there?" question.</p> <p>The Call: Demand safety, joy, and inclusion for all neighbors.</p>
Follow-up Strategy	<p>Follow up via email if no response after 48 hours. If accepted, coordinate social media amplification using campaign templates.</p> <p>If no response, find ways to uplift it via your social media channels, website blogs or newsletters that you can share messaging through.</p>

ADVOCACY ASK TEMPLATE: FROM WORLD CUP SAFETY TO LONG-TERM NATIONAL PROTECTIONS

Strategic framework for institutional partners to engage local and state officials, linking immediate tournament safety to durable community protections.



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Component	Guidance & Messaging Focus
Target	Local City Councils, Mayor's Offices, County Executives, and relevant Law Enforcement Oversight Boards.
Core Ask (Short-Term)	<p>Commit to an ICE-free World Cup. Ensure local resources are not used for immigration enforcement during the tournament to guarantee safety and joy for all residents and visitors. Expand accountability mechanisms, tracking violations and public accountability for bad actors during and post World Cup.</p> <p>Example : Pledge to an ICE-Free World Cup Protect the safety and well-being of all visitors and residents by guaranteeing that no local resources are diverted toward immigration enforcement throughout the tournament. To ensure a celebratory environment free from fear, we must also broaden oversight by monitoring infractions and maintaining public accountability for those who violate these standards, both during and after the World Cup.</p>
Supporting Rationale	<i>Integration of Pillars:</i> Highlight economic stability (Business/Labor), moral mandates (Faith), constitutional integrity (Legal), and true community safety (Veterans).
Policy Bridge (Long-Term)	Establish or Expand permanent "Civil Rights Defense" protocols or Sanctuary City ordinances that outlast the tournament, creating a durable infrastructure for community defense, connect it to the democracy defense work coming up in the fall. Make clear asks that can seed or grow new protections for working class people beyond the World Cup.

HOST CITY CROSS-PILLAR ACTIVATION MASS CALL AGENDA TEMPLATE | NATIONAL ACTIVATION CROSS-PILLAR ACTIVATION TEMPLATE WILL NEED DEFLECTORS



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Segment	Time	Activity & Focus	Goal & Key Messaging
<ul style="list-style-type: none"> Welcome & Shared Values 	10 mins	<p>Welcome and Introductions: Emcee (Lead Organizer) sets the tone. Context Setting: Reaffirm the "No ICE in the Cup" vision as a shared value goal (safe, joyful, fear-free World Cup).</p>	<p>Goal: Establish a unified front based on shared values, not shared tactics. Messaging: "Soccer belongs to everyone. When we come together, ICE melts."</p>
<ul style="list-style-type: none"> Landscape Assessment (National, State & Local) 	15 mins	<p>Briefing: Quick updates from key leads (e.g., Legal, Comms, Organizing) on the current environment: what threats exist, what commitments have been secured, and key upcoming dates (matches, partner actions).</p>	<p>Goal: Ensure all partners are grounded in the current reality and understand the urgency of the moment. Messaging: Highlight the nation's unique opportunity to lead on human rights and worker rights.</p>
<ul style="list-style-type: none"> Pillar-Specific Successes & Tactics 	15 mins	<p>Pillar Spotlights: Short, high-impact shares (2 mins each) from 3-4 pillar leaders. Focus on <i>*what*</i> they are doing, <i>*how*</i> it persuades their specific audience, and <i>*what*</i> resources they are offering.</p>	<p>Goal: Showcase the diversity of tactics and resources available (KYR trainings, op-eds, business pledges). Messaging: "Our strength is in our specialized reach; our power is in our shared objective."</p>
<ul style="list-style-type: none"> Cross-Collaboration & Activation Opportunities 	20 mins	<p>Breakout/Discussion Prompt: Identify 2-3 immediate, shared activation opportunities where pillars can overlap (e.g., A Faith group hosting a watch party at a Labor hall, with Legal conducting a KYR training). Focus: Identifying shared targets and complementary tactics.</p>	<p>Goal: Move from parallel actions to integrated, joint activations for maximum impact. Messaging: Call for 1+1=3 activations. Identify opportunities to activate across Spokane and Seattle leadership.</p>



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<ul style="list-style-type: none"> ● Seeding Long-Term Coordination 	<p>15 mins</p>	<p>Long-Arch Commitment: Discuss the transition from the World Cup to future democracy defense work. Protocol Seeding: Agree on initial steps for maintaining the Coordination Space (post-tournament debrief, shared policy priority identification).</p>	<p>Goal: Institutionalize the coordination channels built during the campaign. Messaging: "The unity we build now protects our community long after the final whistle."</p>
<ul style="list-style-type: none"> ● Commitments & Closing 	<p>5 mins</p>	<p>Call to Action: Final commitment from partners for the next 6 weeks (e.g., hosting a KYR, pitching an Op-Ed, joining a Mobile KYR unit). Closing: Next mass call date/time.</p>	<p>Goal: Secure immediate partner buy-in for the Activation Phase.</p>

NO ICE IN THE CUP ACTIVATION MASS CALL TEMPLATE

Subject: INVITATION: National Cross-Pillar Activation Call – No ICE in the Cup (Host Cities)

Dear Partners and Allies,

We invite you to a critical statewide activation call to coordinate our collective efforts for the **No ICE in the Cup** campaign across the nation. The World Cup represents a vital cultural moment to ensure a



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safe, joyful, and fear-free environment for all residents and visitors, while simultaneously building a powerful, enduring infrastructure for long-term democracy defense work.

This call is designed to move beyond individual pillar efforts and solidify integrated, cross-sector action across the state.

What to Expect from the Mass Call:

- **Landscape Assessment:** Receive immediate updates on the state and local environment, including threats, secured commitments, and key dates to ground our efforts in the current reality.
- **Pillar Spotlights and Tactics:** Hear quick, high-impact shares from various pillar leaders (Faith, Labor, Legal, etc.) on their current successes and the specialized tactics they are deploying to persuade their unique audiences.
- **Cross-Collaboration Planning:** Engage in focused discussion to identify immediate, shared activation opportunities—such as a Faith group hosting a watch party at a Labor hall with Legal



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conducting a Know Your Rights training—to achieve integrated, joint actions for maximum impact.

- **Seeding Long-Term Coordination:** Begin the crucial work of transitioning our World Cup coalition into durable long-arch power for future democracy defense. We will seed initial protocols to ensure the unity built now protects our community long after the final whistle.

The goal of this campaign is to align on shared values and objectives, not necessarily the same tactics or the same audiences. Your participation is essential to ensure a unified and powerful front in Washington State.

[Insert Date, Time, and Meeting Link Details Here]

We look forward to coordinating with you.

In Solidarity,

The No ICE in the Cup Committee (or applicable committee)

CHECK-IN/AGENDA TEMPLATE: PLANNING & IMPLEMENTATION (HOST CITIES COORDINATION | CROSS-PILLAR ACTIVATIONS)

Structured agenda for weekly cross-pillar check-ins to ensure seamless coordination during the campaign's build-up and activation phases.

Segment	Time	Focus & Key Objectives
Roll Call & Landscape	10 min	Rapid Pulse Check: Brief updates from each pillar lead on current sentiment, secured partnerships, and potential threats or roadblocks in their sector.
Shared Activations	15 min	Synergy Planning: Coordinating upcoming watch parties, KYR workshops, and media pushes. Identify specific opportunities for 1+1=3 cross-pillar collaboration.
Emergent Needs	10 min	Real-Time Response: Review requests from the Coordination Space, verified reporting of ICE activity, and immediate resource allocation (legal/comms) for upcoming matches.
Long-Term Strategy	10 min	Power Building: Discussion on transitioning current momentum into permanent democracy defense protocols and advocacy asks for long-term national protections.



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PLEDGE TEMPLATE | LOCALIZE | FRAME FOR AUDIENCE |

Pledge Title: Safe Cup, Safe Community: A National Pledge for No ICE In The Cup

Framing the Commitment

The World Cup is a moment for global celebration, bringing joy and visitors to our country. We believe this event must be free from fear and uphold the dignity of every person—our neighbors, workers, and guests. An ICE presence fundamentally contradicts the welcoming spirit of our state and the safety we demand for our communities.

The Pledge Commitment (The Ask)

By signing this pledge, I commit to the **No ICE in the Cup** campaign and its goal of ensuring safety and inclusion across the nation.

I pledge to:

1. **Demand an ICE-Free World Cup:** Support the call for ICE to stay out of all public spaces, including stadiums and fan zones, ensuring a fear-free environment for celebration.
2. **Uphold Community Safety:** Share resources and information to help community members and visitors know their rights and stay safe during the tournament.
3. **Welcome Standard:** Commit to an ICE-Free World Cup, ensuring local resources are never used for immigration enforcement, guaranteeing a safe, welcoming, and fear-free environment that upholds the rights, dignity, and economic security of all businesses, workers, patrons, residents, and visitors.
4. **(Depending On Audience) Support Lasting Protection:** Use this moment to advocate for long-term policies that protect the rights and well-being of all residents, extending safety, welcoming and inclusion spirit beyond the final match.

Sign-On Letter Template: Adopting the No ICE in the Cup Welcome Standard

To: Local Partners, Civic Organizations, Businesses, and Institutions

The World Cup is the world's most-watched sporting event, transcending borders and uniting billions of people around the globe. Soccer has a powerful history of bringing diverse communities together,



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fostering international solidarity and shared celebration. Hosting this tournament in our country, state, and city presents a massive cultural and economic opportunity that we can't pass up.

It is a moment to demonstrate our collective power and commitment to unison by establishing an ICE-Free Zone and Welcome Standard, ensuring this global celebration is safe, joyful, and fear-free for every resident and visitor.

The No ICE in the Cup is a national call to action to keep the World Cup safe, free from fear, and joyful for all, recognizing that any ICE presence is the antithesis of being welcoming.

We invite you to join us by adopting the Welcome Standard: "Commit to an ICE-Free World Cup, ensuring local resources are not used for immigration enforcement, guaranteeing a safe, welcoming,



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and fear-free environment that upholds the rights, dignity, and economic security of all businesses, workers, patrons, residents, and visitors."

We ask that you sign on to this commitment and use your unique platform to amplify this message across our community.

Please see the toolkit here to uplift this initiative

Defending The Pitch,

No ICE In The Cup Committee

AGENDA TEMPLATE FOR HOST CITY LEADS | TRACKING PROGRESS & ACTIVATIONS

- **Roll Call & Landscape (10 min)**
 - **Rapid Pulse Check:** Brief updates from each pillar lead on current sentiment, secured partnerships, and potential threats or roadblocks in their sector.¹
- **Shared Activations (20 min)**
 - **Synergy Planning:** Coordinating upcoming watch parties, Know Your Rights (KYR) workshops, and media pushes.¹
 - Identify specific opportunities for 1+1=3 cross-pillar collaboration.
- **Emergent Needs (15 min)**
 - **Real-Time Response:** Review requests from the Coordination Space, verified reporting of ICE activity, and immediate resource allocation (legal/comms) for upcoming matches.¹
- **Long-Term Strategy (10 min)**
 - **Power Building:** Discussion on transitioning current momentum into permanent democracy defense protocols and advocacy asks for long-term national protections
- **Feedback Loop (5 Mins)**
 - **Review & Refine:** Rapid, actionable feedback on recent activations (What worked? What didn't? Where can we immediately improve messaging or coordination protocols?)



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#	Metric of Success	Host City Lead Tracking	National Coordination Committee Tracking
1	Know Your Rights (KYR) Reach	Total number of individuals trained through in-person and virtual KYR workshops, and the volume of KYR materials (cards/guides) distributed.	Aggregate total national reach and analyze trainer-to-community ratio (effectiveness of trainer-the-trainer sessions).
2	Cross-Pillar Synergy Rate	The number of activations that involve formal collaboration between three or more pillars (e.g., Legal, Labor, and Faith partners executing a joint event), focusing on 1+1=3 collaboration.	Track the percentage of total national actions that are cross-pillar collaborations versus single-pillar actions.
3	Advocacy Adoption (Pledges)	Total number of businesses, civic organizations, and local government officials who formally adopt the "No ICE in the Cup Welcome Standard" or sign the campaign pledge.	Track institutional wins (e.g., major business or national organizational sign-ons) and compare adoption rates across different host cities.
4	Earned Media Amplification	The number of Op-Eds successfully published in local outlets and the total number of media mentions/clips secured for press events.	Analyze national media sentiment to confirm the "Free From Fear" narrative is consistent and track total national reach of key messages.
5	Real-Time Safety Response	The number of verified reports of ICE activity requiring intervention via the Coordination Space and the average time taken for legal/comms resources to be dispatched.	Analyze patterns of verified activity, response protocols, and resource effectiveness to refine future rapid response strategies.
6	Mobilization & Activation Volume	Total number of campaign-affiliated watch parties and high-visibility community events (e.g., rallies, canvassing) held during the Activation phase.	Track peak mobilization points relative to match schedules and ensure equitable resource distribution across active host cities.



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7	Digital Content Utilization	The frequency of local sharing of campaign social media templates, graphics, and reposts, plus unique visits to local-specific landing pages/sign-up forms.	Track overall website traffic for NoICEinTheCup.us and analyze the effectiveness of pillar-specific captions (Faith, Legal, etc.).
8	Long-Term Power Commitment	The number of partners who formally attend the post-World Cup cross-pillar debriefs and commit to transitioning into the "Civil Rights Defense" infrastructure.	Track the formal establishment of permanent policy bridge protocols and measurable progress on long-term national protection advocacy asks.

A core principle behind all No ICE in the Cup events is a commitment to nonviolent action. We expect all participants to seek to de-escalate any potential confrontation with those who disagree with our values and to act lawfully at these events. Weapons of any kind, including those legally permitted, should not be brought to events.