

“Never before will so many people around the world have the opportunity to vote, but rarely have democracy’s core tenets been so fundamentally threatened” - NBCNews

In 2024, the world will witness an unprecedented wave of democratic participation, with approximately 4 billion people across 76 nations casting their votes. Amidst this global democratic movement, the United States faces a pivotal moment. As immigration remains a politically charged issue, the voices of immigrants and refugees are often marginalized or ignored. **How to Speak American** strives to change this narrative by promoting civic engagement, fostering understanding, and inspiring action.

MEET TOLU...

Tolu Olubunmi is a trailblazer in the fight for immigrant rights and social justice. Born in Lagos, Nigeria, and raised in the suburbs of Washington, D.C., Tolu has dedicated her life to advocacy. Her journey from an undocumented chemical engineer to a celebrated activist and social entrepreneur is nothing short of inspirational. Recognized by the World Economic Forum as one of 15 women changing the world, Tolu's work has helped protect nearly 800,000 DREAMers from deportation and earned her the distinction of a person of extraordinary ability by the U.S. government.

This August, after nearly 30 years of uncertainty, Tolu becomes eligible for U.S. citizenship, just in time to cast her first vote in the 2024 presidential election. Her mission is to use this milestone to drive immigrant and refugee participation in politics, inspire eligible individuals to become citizens and voters, and encourage greater civic engagement among young Americans.

MEET HOWTOSPEAKAMERICAN...

How To Speak American is a pro-democracy, culture-shifting campaign that uses storytelling to engage communities, demystify the journey to US citizenship, and return attention to a powerful yet ignored electorate.

With nearly half of the world’s population going to the polls in 2024, it’s a pivotal year for democracy. In the last U.S. presidential election, naturalized citizens made up a record one-in-ten eligible voters. Yet, amidst political noise and the risk of disenfranchisement, we need to spotlight this vital electorate.

How to Speak American is not about learning a language. It is about understanding and striving for the highest ideals of your new nation. It's about integration, belonging, and exercising the highest honor bestowed by your adopted country—voting.

CAMPAIGN ACTIVITIES...

Through social media, broadcast television, podcasts, workshops, and a nationwide Get Out The Vote (GOTV) campaign, **How To Speak American** will galvanize naturalization efforts and amplify the voices of new Americans in the 2024 presidential elections.

Storytelling and Media Outreach:

- Social media content on TikTok, YouTube, and Instagram
- Podcast interviews with Tolu and other influential figures
- Magazine profiles and media features

Citizenship and Voter Engagement:

- Citizenship application workshops and voter registration drives
- Naturalization ceremonies and voter registration at events

Events and Public Engagement:

- National campaign launch and key milestone events
- Music festivals and celebrity voter registration giveaways
- National Voter Registration Day celebrations

CAMPAIGN PARTNERSHIPS...

We invite corporations, media outlets, organizations, celebrities, athletes, faith leaders, civic leaders, and political leaders to join us in this transformative campaign. By partnering with **How to Speak American**, you can help amplify our message, engage diverse communities, and inspire a new generation of American voters. **How To Speak American** is a 501(c)(3) nonprofit organization, that makes all donations to us tax-deductible.

For more information and to become a partner, please contact: Tolu Olubunmi

Founder, **How To Speak American**
tolu@tolu.us

Join us in celebrating the diversity that makes our nation strong and in promoting a democratic process that includes every voice. Together, we can ensure that every eligible voter has the opportunity to participate in the 2024 election and beyond.

How To Speak American is a project of Lions Write. Lions Write builds and manages initiatives committed to giving voice and value to the presumed voiceless and strengthening collaborations between corporations, governments, and civil society organizations. See more about our work [here](#).

Braid is an open-source vocational storytelling platform for students, researchers, practitioners. Its objective is to foster inclusivity by highlighting experiences from underserved communities with the end goal of making the public interest knowledge more democratic and representative of the populace. Braid is a New America and University of Michigan sponsored project. See more about our work [here](#).