



Thank you for being a member of and supporting the [Latinos for a Better Future](#) coalition and for your efforts to promote the passage of the Build Back Better agenda and critical provisions that increase opportunities for Latinos. As part of the L4BF campaign, here is a toolkit with resources and access to digital videos to help educate and promote action by Latinos on the agenda.

## About the Build Back Better Agenda

President's Biden Build Back Better Agenda provides Latino communities with historic opportunities to achieve critical progressive social and economic goals we have been fighting to win for years. The initiatives contained in the agenda includes proposals that will lift millions of Latino kids out of poverty, provide loved ones with health and home-based care they need and deserve, and ensure that Latino parents have access to quality and affordable childcare. It also provides young children and young adults with equitable educational opportunities, citizenship opportunities for our hardworking immigrant families, and millions of green jobs for building clean energy, housing, and clean water. If passed by Congress, the proposals in the Build Back Better Agenda can change the trajectory of this country and the lives of millions of Latinos – but only if we collectively work together.

The Latinos for a Better Future coalition is dedicated to working to ensure passage of the Build Back Better agenda and to ensure inclusion of key priorities impacting Latino communities in the states and Puerto Rico. We focus on the opportunities presented by Build Back Better and the proposed Infrastructure Bill, as well as strategies for implementation that clearly prioritize Latino workers, businesses, families, and communities – including our immigrant communities.

As Coalition members, it is our duty to ensure that the provisions in Build Back Better do not exclude or negate the needs of Latinos residing in the mainland and Puerto Rico. While the provisions create important and clear benefits, our work is to ensure that Build Back better is fully responsive to our community and provides equitable access and benefit to all Latinos, including immigrant families. [Click here](#) for more details.



## Ways to engage on the Build Back Better Agenda with your community:

- Write a letter to the editor/op-ed on a key topic (education, healthcare, immigration, climate or jobs/economy) for your local media
- Hold or participate in community briefings on the impact of the Build Back Better Agenda and inclusion of Latino priorities
- Send Build Back Better Agenda alerts to staff, volunteers, and community members
- Participate in events with local elected officials on the Build Back Better Agenda
- Have local organizations meet with Congressional offices to discuss the impact of Build Back Better Agenda and inclusion of Latino priorities
- Share digital content with your online community

## Share the Latinos For A Better Future digital videos with your networks:

### English Video

#### Repost/Retweet

- Facebook  
- <https://www.facebook.com/hispanicfederation/videos/1336015910212428/>
- Twitter  
- <https://twitter.com/HispanicFed/status/1445412021198102531>
- Instagram - <https://www.instagram.com/p/CUpvS2ENZkE/>
- YouTube - <https://youtu.be/AjVKHt28JiE>

**Download and share the following [video](https://vimeo.com/612972552)** with your social media networks. The video is optimized for social in its current format, all you need to do is download from the Vimeo page and you can post to your channels or share directly from Hispanic Federation social media accounts. The download button is located in the middle of the page under the video. **Latinos For A Better Future Downloadable Video:** <https://vimeo.com/612972552>



**Social Media Language (please use the above video links when posting the below language for social media)**

1. For decades we have fought for our communities, and now we are closer than ever to winning the change we need. @POTUS' Build Back Better agenda puts the needs of our communities at the forefront. It's time to tell Congress to get it done! #Latinos4BetterFuture
2. Tax cuts, universal preschool, 2 yrs of free community college, job creation and training: this is what @POTUS' Build Back Better agenda can accomplish. Let's tell Congress to get it done and give back to our communities that have given so much. #Latinos4BetterFuture
3. We are closer than ever to winning the change we need for our communities. It's time for the final push. Congress, it's time to get it done! #Latinos4BetterFuture

### **Spanish Video**

**Download and share the following [video](#)** with your social media networks. The video is optimized for social in its current format, all you need to do is download from the Vimeo page and you can post to your channels or share directly from Hispanic Federation social media accounts. The download button is located in the middle of the page under the video. Final Downloadable video here: <https://vimeo.com/624843947/24893d0981>

**Social Media Language (please use the above video links when posting the below language for social media)**

### **Ways to Share the Spanish Video**

#### **Repost/Retweet**

1. Facebook - <https://fb.watch/8wbDex2G5S/>
2. Instagram - <https://www.instagram.com/p/CUxktKtt5x8/>
3. Twitter  
- <https://twitter.com/HispanicFed/status/1446514362684936200>
4. Linked-In - [https://www.linkedin.com/posts/hispanic-federation\\_latinos-por-un-mejor-futuro-activity-6852281606091116544-tDwW](https://www.linkedin.com/posts/hispanic-federation_latinos-por-un-mejor-futuro-activity-6852281606091116544-tDwW)



## Spanish Social

1. Por décadas hemos luchado por nuestras comunidades, y ahora estamos más cerca que nunca de lograr un cambio. La agenda Mejor Reconstrucción del @POTUS le da prioridad a las necesidades de nuestra comunidad. ¡Es tiempo de que el Congreso actúe! #LatinosPorUnMejorFuturo
2. Recortes de impuestos, preescolar universal, 2 años de colegio comunitario gratuito, creación de empleo: esto es lo que la agenda Mejor Reconstrucción del @POTUS puede lograr. Vamos a decirle al Congreso que es tiempo de que actúe. #LatinosPorUnMejorFuturo

## Place coalition logo and Build Back Better Agenda language on your organization website:

Logo: [Latinos for a Better Future logo 1820 x 468 pixels-03.png](#)

## Sample Language

The Build Back Better Agenda is a plan that will create jobs, lower costs for working families, and grow our economy. The Build Back Better agenda gives American Latino families the opportunity to succeed in the 21st century and creates funding for critical programs across the country, including Puerto Rico.

## Sample Taglines

- Working To Ensure Latinos Priorities In The Build Back Better Agenda
- Support Progress for Latinos in the Build Back Better Agenda
- Latino Priorities like lower health care costs in Build Back Better agenda
- Support tax cuts for families and workers in Build Back Better Agenda
- Latino Priorities like a Pathway to Citizenship in Build Back Better Agenda
- Build Back Better Agenda provides free Pre-K for Latino Families

## Press Releases

[Latinos For A Better Future Launches to Ensure Passage of Latino Priorities in the Build Back Better Agenda](#)

Spanish: [Se lanza Latinos Por Un Mejor Futuro para asegurar la aprobación de las prioridades latinas en la agenda para una Mejor Reconstrucción \(Build Back Better\)](#)

