

American Citizens of
PUERTO RICO



Our Reasoning



Nearly Half of Americans Don't Know Puerto Ricans Are Fellow Citizens

By KYLE DROPP and BRENDAN NYHAN SEPT. 26, 2017



More than three million Americans in Puerto Rico are [struggling to meet basic needs](#) after a devastating strike from Hurricane Maria, but their plight seems to be attracting far less public or political attention than the woes caused by the recent hurricanes in Texas and Florida.

One potential explanation is the congested news environment. Over the weekend, for instance, President Trump reignited [a debate](#) over whether N.F.L. players should kneel during the national anthem, crowding the hurricane out of the headlines.



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>80%

Of surveyed Americans dontated if they knew Puerto Rican citizens were American Citizens.

Compared to

40%

who did not know.

Iteration One

**SORRY
WE**



**THREW YOUR
BUDGET
OUT _{of} WHACK**

PUERTO RICO



KNOW YOUR NEIGHBOR.


The people of Puerto Rico are
United States citizens, too.

TERRITORY'S CITIZENS ARE OUR CITIZENS



VS.

**US CITIZENS
— OF —
PUERTO RICO**

If you can afford a donut, you can afford to help. | donate today 
American citizens are struggling to feed their families. | <http://unicosporpuertorico.com>

Iteration Two



VS.

American Citizens
of
PUERTO RICO

If you can afford a donut, you can afford to help.
American citizens are struggling to feed their families.

donate today
<http://unidosporpuertorico.com/>



VS.

American Citizens
of
PUERTO RICO

If you can afford a cup of coffee, you can afford to help.
American citizens are struggling to feed their families.

donate today
<http://unidosporpuertorico.com/>



VS.

American Citizens
of
PUERTO RICO

If you can afford a pack of gum, you can afford to help.
American citizens are struggling to rebuild.

donate today
<http://unidosporpuertorico.com/>



Iteration Three



VS.

American Citizens
of
PUERTO RICO

If you can afford a donut, you can afford to help American citizens who are struggling to feed their families. Donate today <http://Ayudanosporpuertorico.com/>



VS.

American Citizens
of
PUERTO RICO

If you can afford a cup of coffee, you can afford to help American citizens who are struggling to feed their families. Donate today <http://Ayudanosporpuertorico.com/>



VS.

American Citizens
of
PUERTO RICO

If you can afford a lightbulb, you can afford to help American citizens who are struggling to keep their lights on. Donate today <http://Ayudanosporpuertorico.com/>




Social Media Sized



vs.

American Citizens
of
PUERTO RICO


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Social Media Response

Jimmy Cordova posted 3 photos.
October 21 at 12:52pm · 🌐

Some classmates and I designed some posters for the Hurricane Maria relief in support of our fellow Americans in Puerto Rico 🇵🇷 Here is a link to donate if you can spare!
<http://www.unidosporpuertorico.com/en/> + 📷 🗨

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•
• ... See More

👍 Like 🗨 Comment ➦ Share

👤 Kathy Nguyen, Kevin Godinez and 9 others

Write a comment... 🗨 📷 🎬 🗨

the.real.zeal Following

the.real.zeal Some classmates and I designed some posters for the Hurricane Maria relief in support of our fellow Americans in Puerto Rico 🇵🇷 Here is a link to donate if you can spare!
<http://www.unidosporpuertorico.com/en/>

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#therealzeal #positivethinking #themindset #personalgrowth #change #power #lets go #themovement #puertorico #hurricanemaria #hurricanerelief #americans #usa #donation

👍 12 likes
1 DAY AGO

Add a comment... 🗨

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#therealzeal #positivethinking #themindset #personalgrowth #change #power #lets go #themovement #puertorico #hurricanemaria #hurricanerelief #americans #usa #donation

👍 12 likes
1 DAY AGO

Add a comment... 🗨

Emily Daub added 3 new photos.
Yesterday at 11:10am · 🌐

Photos from a campaign we did for class; the idea is that if you can spend a couple dollars on random treats for yourself, you can donate a similar amount to help those affected by the hurricanes. What do you think?

👍 Like 🗨 Comment ➦ Share

👤 Robin Gibson, Yue Liu and 19 others

👤 Rachel Seals I think these are great! I love the style and message.
Like · Reply · 🗨 1 · Yesterday at 11:33am

Write a comment... 🗨 📷 🎬 🗨