

# Fraudulent Immigration Services Awareness Campaign

Office of Financial Empowerment  
and City Attorney's Office  
Immigrant and Refugee Affairs Program



**SAINT PAUL**  
MINNESOTA

[STPAUL.GOV](http://STPAUL.GOV)



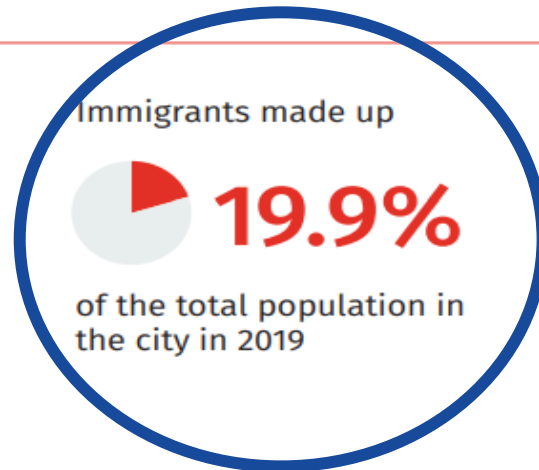
# New Americans in Saint Paul

The Demographic and Economic Contributions of Immigrants in the City<sup>1</sup>

## Population

**60,500**

immigrants lived in Saint Paul, Minnesota, in 2019.



In comparison,

**476,556**

immigrants lived in Minnesota in 2019. They made up **8.5%** of the population.<sup>2</sup>

Between 2014 and 2019, the population in the city increased by



The immigrant population increased by

**+15.2%**

during the same time period.

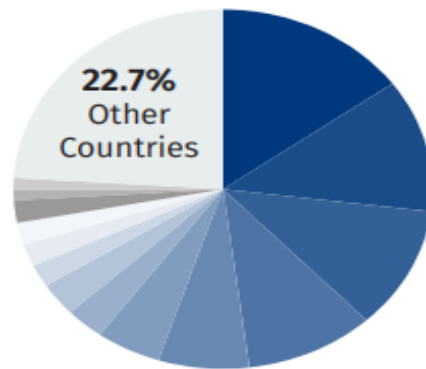


of total population growth in the city was attributable to immigrants.

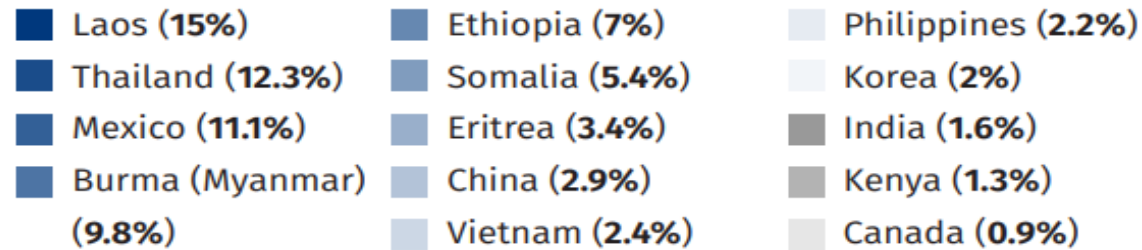


## New Americans in Saint Paul

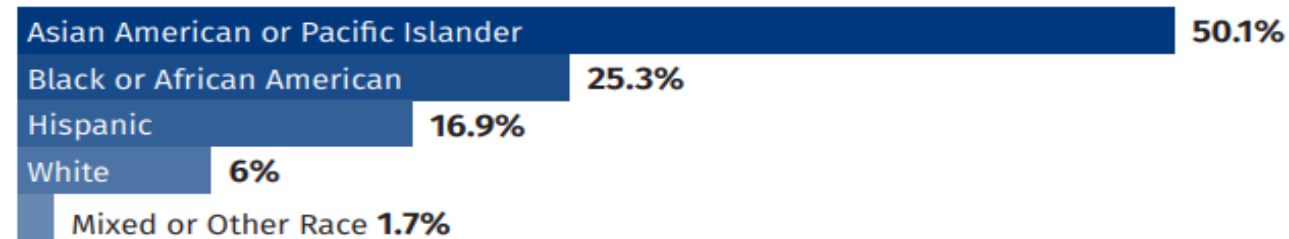
### Demographics *continued*



The top countries of origin for immigrants living in the city:



The immigrant population by race and ethnicity:





# 17,900

immigrants living in the city had limited English language proficiency, making up



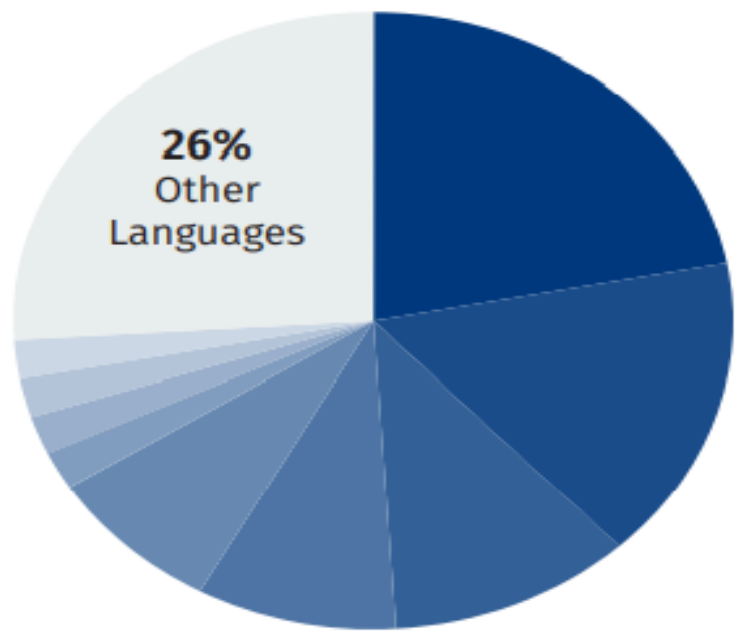
of the immigrant population.

Among them, the top languages spoken at home other than English were:

- Hmong .....27.9%**
- Spanish .....22.8%**
- Karen .....22.6%**
- Vietnamese.....4%**

The top languages spoken for immigrants living in the city:

- Hmong (22.2%)**
- Spanish (16%)**
- Karen (11.4%)**
- English (11.1%)**
- Somali, Oromo, Beja, and other Cushite language (8.5%)**
- Amharic and related (7.5%)**
- Vietnamese (2.2%)**
- Filipino, Tagalog (2.2%)**
- Chinese (2%)**
- French (1.8%)**

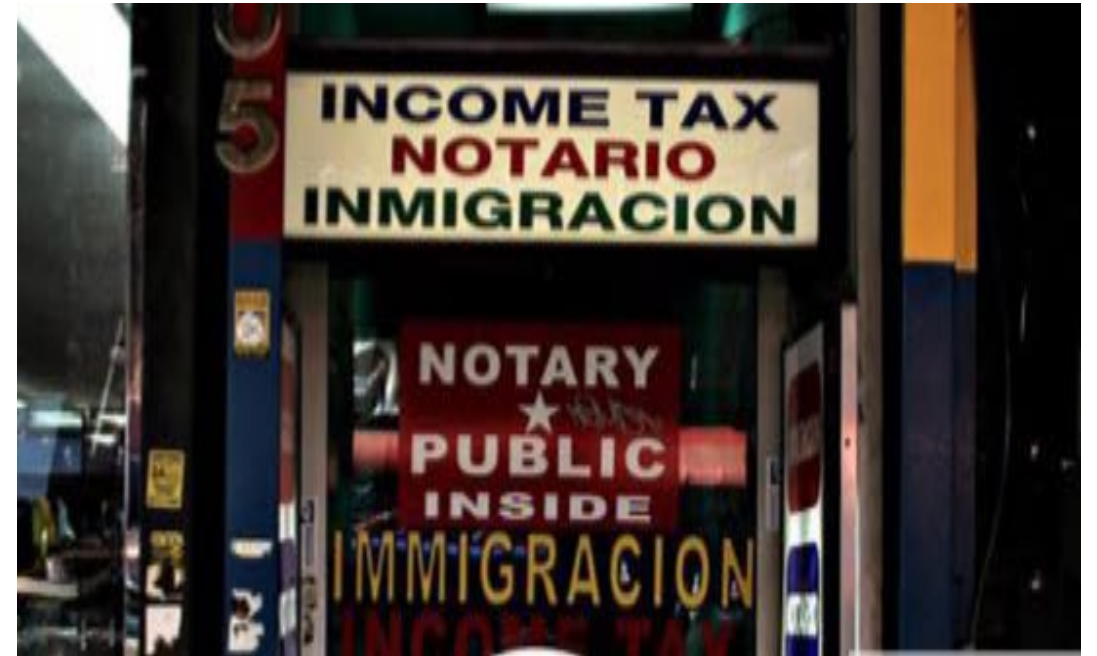




## Notario Fraud – Fraudulent Immigration Services

Fraudulent immigration services tend to increase following major shifts in US immigration law and policy.

Fraudsters will use these occurrences to over-exaggerate the effects of policy and law changes to gain customers.





# Consequences of Fraudulent Immigration Services

## For resident:

- Risk to immigration status
- Delayed applications
- Financial costs

## For service provider:

- Unauthorized practice of law
- Fraudulent or misuse of notary public responsibilities

← Tweet



City of Saint Paul ✓  
@cityofsaintpaul

An individual in Minnesota unlawfully acquired thousands of dollars by misleading Hispanic immigrants through fraudulent immigration services. He was found guilty and deported. (Read more about the case: [startribune.com/immigration-at...](https://www.startribune.com/immigration-at-...))

[stpaul.gov/stop-immigrati...](https://stpaul.gov/stop-immigrati...)  
#StopImmigrationFraudSTP





# Campaign Overview

**8-week education and awareness on city social media (over 75k followers)**

**Total imprints:** 700,000; landing page had the most hits on city website throughout the campaign

**Audiences:** Potential victims, good-faith bad actors, intentional bad actors

**Method:** Social media – Facebook and Twitter; organic posts first with request from network of partners to boost (share/retweet), then paid boosting on high-performing posts. Many posts in multiple languages: English, Spanish, Somali, Hmong, Oromo

Partnership between:

## City Departments

- Office of Financial Empowerment
- Welcome Saint Paul! Immigrant Refugee Affairs Program

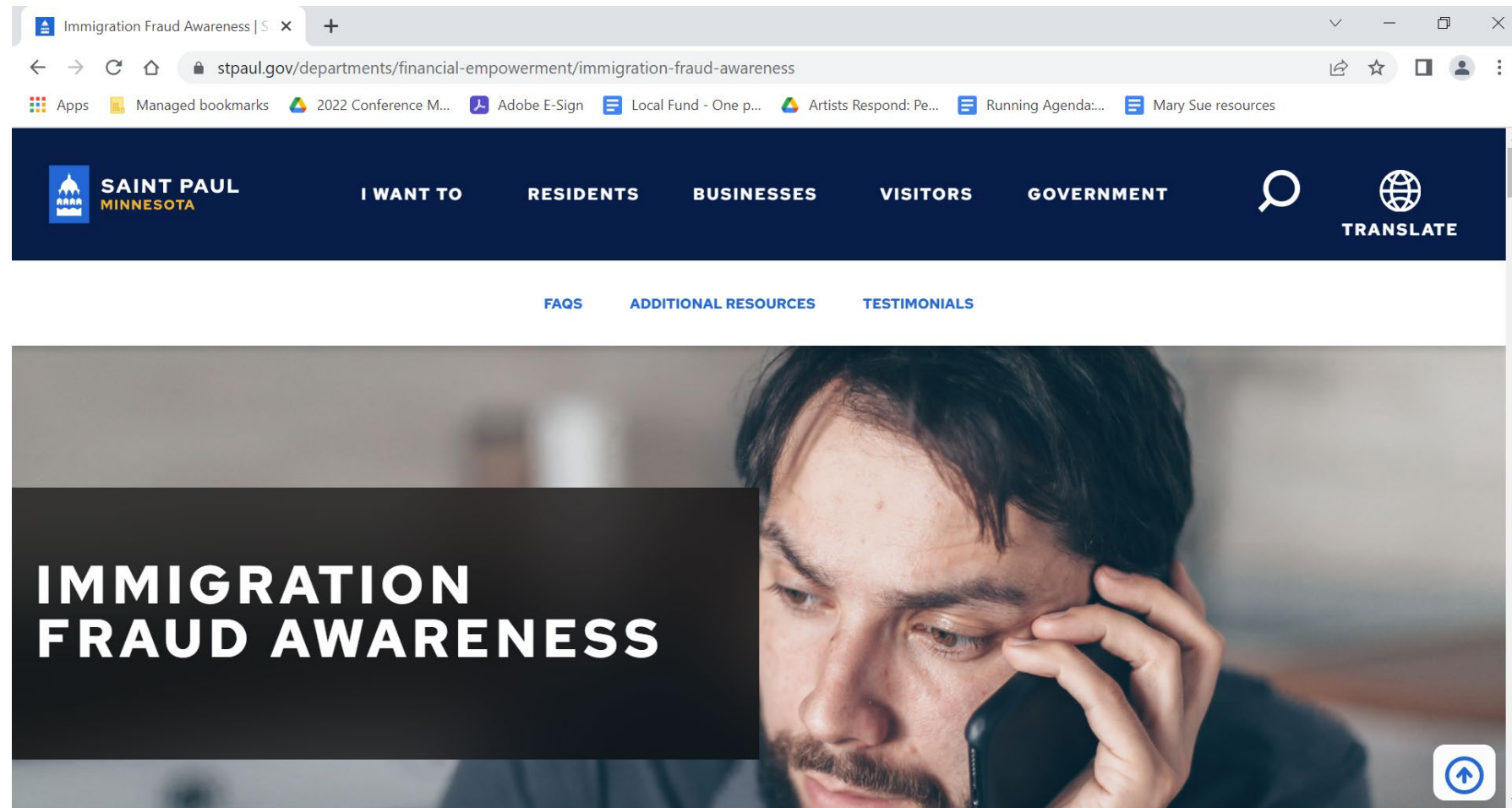
## Community Partners

- New Publica – multicultural communications firm
- Immigrant Law Center of Minnesota
- Lutheran Social Service of Minnesota





# Centralized landing page – all things lead back here



<https://www.stpaul.gov/departments/financial-empowerment/immigration-fraud-awareness>





# Laying the foundation for the campaign



← Tweet



Whenever you hear about changes coming in Immigration Law, check with an attorney or BIA accredited representative before taking any action. It may not be law yet, or may not benefit you.

Learn more at [stpaul.gov/stop-immigrati...](http://stpaul.gov/stop-immigrati...)  
[#StopImmigrationFraudSTP](https://twitter.com/StopImmigrationFraudSTP)





# Multi-mode & multi-lingual

**SAINT PAUL MINNESOTA**

Yusuf Abdi

Yusuf Abdi  
Sr. Director of Refugee Services, Authority for Social Service of Minnesota

18 views • Nov 4, 2021

0 DISLIKE SHARE CLIP SAVE ...

← Thread



Thaum twg los xij koj hnov txog cov kev hloov pauv los hauv Txoj Cai Kev Nkag Teb Chaws, nrog tus kws lij choj los sis BIA tus neeg sawv cev lees paub tham ua ntej yuav nqis tes ua. Tej zaum yuav tsis tau yog txoj cai lij choj, los sis yuav tsis muaj txiaj ntsig rau koj thiab.

**SAINT PAUL MINNESOTA**

**Ua kom ntseeg tau tias koj tau txais cov ntaub ntawv tsheeb thiab hloov kho tshiab los ntawm cov peev txheej txaus ntseeg.**

5:39 PM · Nov 3, 2021 · Twitter Web App





# Targeted messaging and maximizing existing resources

← Tweet



Don't become a victim of immigration scams by making sure the person helping you is authorized to give legal advice. Tips on selecting immigration service providers can be found at [stpaul.gov/stop-immigrati...](http://stpaul.gov/stop-immigrati...)

#StopImmigrationFraudSTP





## Lessons learned

- **Start somewhere!** For us, education and awareness on consumer financial protection.
- **Don't let the perfect be the enemy of the good.** We wanted to do more and move faster, but sometimes it's about the slow, steady long haul.
- **Maximize partnerships.** Bringing more people into the fold builds buy-in and expands thinking around how to do consumer financial protection work.
- **Proximity to the issue mattered.** Four Latinx team members (including an intern with DACA status) and a Latinx-led communication firm orchestrated the awareness campaign.



## Contact

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