



UNITED NATIONS ASSOCIATION OF THE UNITED STATES OF AMERICA

Member's Call-In Challenge Digital Toolkit *(October 25th, 2021)*

Overview

On October 25th, 2021, UNA-USA is celebrating the 76th anniversary of the United Nations with a special virtual program (from 3:30 - 5:00 pm ET) and a national Call-In Challenge (occurs all day). The theme for UNA-USA's celebration is "Creating a Blueprint for a Better Future" and components will be incorporated in both the virtual program and Call-In Challenge.

Toolkit Contents

This Toolkit is specifically created for UNA-USA members to help you to prepare for the Call-In Challenge. The resources and information here are meant to provide you with what you need to successfully participate in the Call In-Challenge on October 25th.

Contents include:

1. Background on the Ask: The Commitment to Peacekeeping Act
2. Before You Call
3. Instructions to Call your Representative
4. Script if you have to leave a message
5. Script if you are able to speak to a Congressional staffer
6. Social Media Shout Out Guide
7. Frequently Asked Questions

The Challenge and the Ask

On October 25th, we're asking all UNA-USA members to participate in the Call-In Challenge by calling their U.S. Representative and asking them to sponsor an important piece of legislation that will considerably strengthen the U.S.-UN partnership. This Call-In Challenge will focus only on the House of Representatives, since the legislation (H.R. 4420) has not yet been introduced in the Senate (so, you will not need to call your Senators on October 25th).

The Challenge:

In order to celebrate and recognize the 76th anniversary of the United Nations (celebrated every year on October 24th), the 2021 UN Day Call-In Challenge seeks to reach 76% of the elected officials within the House of Representatives who represent districts which have UNA-USA members.

The Ask:

The Call-In Challenge Ask will focus on asking for support of the Commitment to Peacekeeping Act (H.R. 4420), which was introduced by Rep. Sara Jacobs (D-CA-53) to ensure that we pay our share for UN Peacekeeping missions and to foster a stronger relationship between the U.S. and the UN. The actual bill text is linked [here](#) and more information can be found in the FAQ section below (and within the Member's Toolkit).

WHY CALL-IN DAYS ARE IMPORTANT AND HAVE BIG IMPACT

If you're wondering about the impact of Call-In Days like the UN Day 2021 Call-In Challenge, it's BIG. Even if you don't speak to a live person when you call in on October 25th, Congressional offices have to tabulate the issues that their constituents share with them via email, completed petitions, visits, and calls!

So, every call lets elected officials in the House of Representatives know that UNA-USA members believe in the value and understand the importance of funding peacekeeping. This helps them to prioritize issues that they hear the most about, so dial those phones on October 25th!

Before You Call

- Visit [house.gov](https://www.house.gov) to find your Representative within the House of Representatives
- You can learn more about your Representative by visiting their webpage. Usually, they have a section dedicated to the issues they support
- After you know which Representative you'll be calling, review the Congressional Scorecard to see how they have voted on our core issues.

HOW TO CONNECT A REPRESENTATIVE'S ISSUES WITH THE ASK

Check your Representative's website, and usually they will include a section or webpage dedicated to the issues about which they are most active/passionate. Following are some areas to connect to the financial, military, and the US' status on the world stage:

- Military or veterans
- Peace and justice
- International relations
- Economy

Video Resources

 [Call-In Challenge Tips and Tricks](#)

 [How to Call Your Member of Congress](#)

 [Call-In Challenge Simulation](#)

Instructions on Calling Your Representative

- Dial 1-855-466-4862 to be connected to the Capitol Switchboard. You will first hear a brief message from a UNA-USA staff member and will then be prompted to select '2' to reach the House of Representatives.
- Make your selection, and you'll be automatically patched through to the front desk of the correct office.
- Once you complete your call, you will receive a text message with a link to our Call-in Challenge survey. *Please note that participants must complete the survey in order to receive their certificate.*

Call-In Day Script

The following are two scenarios that you will likely encounter during the Call-In Challenge on October 25th. Please remember to personalize as much as you can to bolster support for the Ask.

SCENARIO A: IF YOU ARE CONNECTED LIVE TO A STAFFER

Hi, my name is <NAME>, and I'm a constituent and voter from [your town/county/city/state].
How are you?

I'm a member of the United Nations Association of the USA, a grassroots movement of Americans that support the work of the UN. Today I'm calling to ask for [INSERT REPRESENTATIVE'S NAME] to cosponsor H.R. 4420, the United States Commitment to Peacekeeping Act. The bill would lift an arbitrary and harmful 25% cap on U.S. contributions to UN peacekeeping operations.

[INSERT PERSONAL REASON FOR PEACEKEEPING OR INCLUDE REPRESENTATIVE'S ISSUES RELATED TO PEACEKEEPING]

[WAIT FOR RESPONSE, IF ANY]

Thanks for the opportunity to share my opinion. I hope you have a chance to take a look at the bill and that [REPRESENTATIVE'S NAME] considers cosponsors. On behalf of the United Nations Association of the USA, thank you for your time and consideration.

SCENARIO B: IF YOU NEED TO LEAVE A VOICEMAIL

Hi, my name is <NAME>, and I'm a constituent and voter from [your town/county/city/state]. I'm also a member of the United Nations Association of the USA, a grassroots movement of Americans that support the work of the UN. Today I'm calling to ask for [INSERT REPRESENTATIVE'S NAME] to cosponsor H.R. 4420, the United States Commitment to Peacekeeping Act. The bill would lift an arbitrary and harmful 25% cap on U.S. contributions to UN peacekeeping operations.

[INSERT PERSONAL REASON FOR PEACEKEEPING OR INCLUDE REPRESENTATIVE'S ISSUES RELATED TO PEACEKEEPING]

Thanks for the opportunity to share my opinion. I hope you have a chance to take a look at the bill and that [REPRESENTATIVE'S NAME] considers cosponsors. If you would like further information, you can reach me at [YOUR PHONE NUMBER]. On behalf of the United Nations Association of the USA, thank you for your time and consideration.

Social Media Template

GRAPHICS

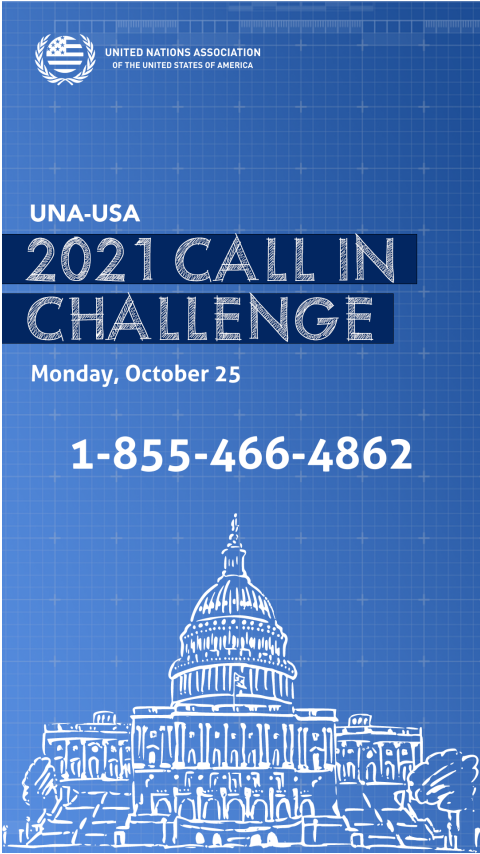
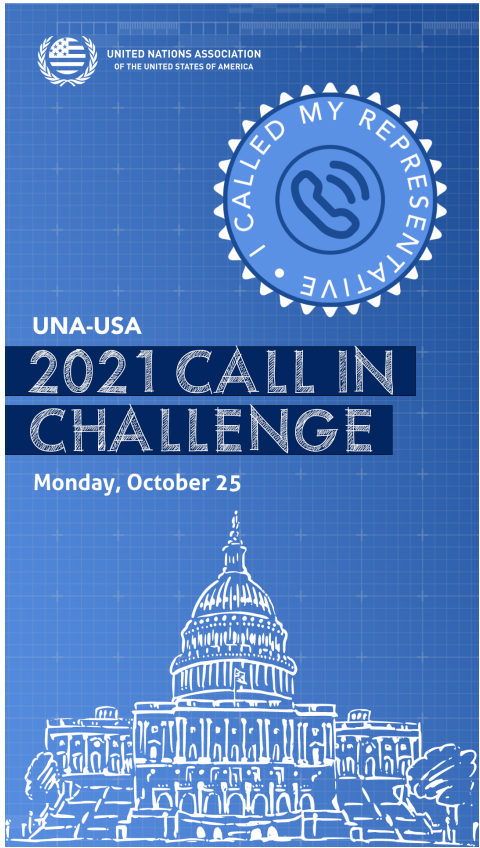
Use the following graphics to encourage others to participate in the Call-In Challenge, or to let your network know that you took action and called your Representative on October 25th! Simply copy and paste (right click your mouse to save) into your preferred social media.

Facebook and Twitter





Instagram





TEXT TO ENCOURAGE OTHERS TO JOIN THE CALL-IN CHALLENGE

Facebook

On Monday, October 25, we're putting pressure on our Representatives to support the U.S. Commitment to Peacekeeping Act; legislation that will ensure the U.S. can once again fulfill its financial obligations to the UN.

Join me and @UNAUSA and participate in our Call-In Day Challenge! #USAforUN

<https://bit.ly/una-call2021>

Mark your calendar! On Monday, October 25, join me and other @UNAUSA members in calling your Representative to ask that they support the U.S. Commitment to Peacekeeping Act (HR 4420). We need you! 🙌🙌 ↩️ ↩️

<https://bit.ly/una-call2021>

🔥🔥 Calling activists across the country: we need your voices! Participate in @UNAUSA's Call-in Challenge Monday, October 25, to help to ensure that the U.S. pays what it promised to @UNPeacekeeping. 🔥🔥 <https://bit.ly/una-call2021>

Twitter

For more than 20 years, the U.S. hasn't been able to fulfill its financial obligations to @UNPeacekeeping. Now, we're more than \$1 billion in arrears. Your Rep needs to hear from you that it's time to pay what we promised. <https://bit.ly/una-call2021> @UNAUSA #USAforUN

🔴 Did you know the U.S. is \$1 billion in arrears to @UNPeacekeeping? It's time to pay what we promised. Join @UNAUSA 10/25 for a nationwide call-in challenge to urge your Rep to ensure the U.S. can pay our dues in full. <https://bit.ly/una-call2021> #USAforUN

Join me October 25 for @UNAUSA's nationwide call-in challenge to urge our lawmakers to support H.R.4420, which would enable the U.S. to pay its treaty-obligated dues to @UNPeacekeeping. <https://bit.ly/una-call2021> #USAforUN

I'm calling my Representative on October 25 to urge them to support H.R.4420, which calls for the permanent repeal of the arbitrary cap on U.S. contributions to @UNPeacekeeping. Our voices make an impact. Will you join me? <https://bit.ly/una-call2021> @USAforUN #USAforUN

Frequently Asked Questions

1. What's the number to call on October 25th?

1-855-466-4862

2. What is the United States Commitment to Peacekeeping Act?

Rep. Sara Jacobs (D-CA-53) introduced The United States Commitment to Peacekeeping Act ([bill text here](#)) to permanently repeal the arbitrary cap on U.S. contributions to the UN's Peacekeeping operations, which was established by Congress in 1994. The bill also requires the State Department to report to Congress on its efforts to advocate for reforms at the UN and how UN Peacekeeping operations can be improved.

Learn more about the United States Commitment to Peacekeeping Act by reviewing Appendix A.

3. Why is funding for peacekeeping operations so important?

Peacekeeping operations help limit the severity and duration of violent conflicts, reduce atrocities and population displacement, and are critical to sustaining peace in fragile

places. To reap the benefits of its full potential, peacekeeping operations must be fully resourced.

This legislation would remove the arbitrary cap on U.S. contributions to UN peacekeeping operations. The previously held cap and residual debt have resulted in diminished U.S. standing in the UN and ability to pursue U.S. priorities, reduced ability to conduct oversight and accountability through reforms at the UN, and impaired peacekeeping missions' ability to operate.

UN peacekeeping operations are able to provide the necessary assistance to achieve peace and stability in conflict regions at a fraction of the cost of deploying U.S.-led forces.

The United States plays an important leadership role in authorizing and shaping UN missions. The Peacekeeping Act reinvigorates American support for effective peacekeeping and removes bureaucratic obstacles that prevent the optimization of UN operations.

Learn more about why peacekeeping matters:
<https://betterworldcampaign.org/un-peacekeeping/>

4. What if my chapter is hosting its own event for UN Day?

We want to make this Call-In Day Challenge as easy as possible, so your members and Advocacy Leads do not see it as additional work. While UNA-USA will host the national program on Monday, October 25 from 3:30-5:00 pm ET,

5. Is the Call-In Challenge different from the UNA-USA virtual program?

The Call-In Challenge is the actual act of members calling their elected official within the House of Representatives anytime on October 25, 2021. Also on October 25, UNA-USA will host the nationwide virtual UN Day Celebration. You can register for the session by clicking [here](#).

6. What if I experience technical issues or want to discuss with others on the Call-In Day?

We will have a Call-In Day Help Desk supported by UNA-USA National Office staff and UNA-USA Advocacy Committee members, which will be available from 10:00 am-2:00 pm EST and 5:00 pm-6:00 pm EST on Oct 25th, who can assist with any questions and issues.

Zoom Link: <https://unfoundation.zoom.us/j/95955667257>

7. How do I know if my Representative will be supportive or has already cosponsored the bill?

You can check to see if your Representative has already cosponsored H.R. 4420 - the U.S. Commitment to Peacekeeping Act - by visiting [this link](#).

8. How can I receive a certificate of participation?

Once you have successfully completed your call, you will be prompted to complete a survey. Within the survey, in order to earn a certificate, you must fill out the fields with your name, email address, and zip code (along with the other information to provide feedback).

Appendix A: Additional Background on H.R. 4420

Which office introduced the legislation and when?

Rep. Sara Jacobs (D-CA) on July 1, 2021

What is the Bill Number: [H.R. 4420](#)

Who are the current cosponsors:

Reps. Joaquin Castro (D-CA), Karen Bass (D-CA), David Cicilline (D-RI), Tom Malinowski (D-NJ), Dean Phillips (D-MN), Ted Lieu (D-CA), Dina Titus (D-NV), James McGovern (D-MA), Ilhan Omar (D-MN), Jones Mondaire (D-NY), Mark Pocan (D-WI), Peter Aguilar (D-CA), and Juan Vargas (D-CA)

Endorsements:

Better World Campaign, United Nations Association of the USA, Friends Committee on National Legislation, Refugees International, and the Center for Civilians in Conflict

Background:

The peacekeeping cap issue dates back to the early 1990s, when the U.S. peacekeeping assessment rate was fluctuating between 30.4% and 31.7%. The rate is negotiated and calculated (every 3 years) using a formula that considers each member state's GNI, per capita income, etc., along with a premium for the five permanent Security Council members that have veto authority over every mission. At the time, the U.S. was by far the largest financial contributor (we're still the largest, but the gap has

significantly narrowed) and the thinking was that the rate should be reduced to “reflect the rise of other nations that can now bear more of the financial burden.”

As a result, Congress set a 25% cap on peacekeeping funding for all fiscal years after 1995. While well-meaning, the unilateral maneuver did nothing to affect the actual assessment rate and the cap immediately led to significant arrears. Congress realized this, and in order to fully pay our UN peacekeeping dues, has lifted the cap 15 times on a bipartisan basis since 2000.

However, after not lifting the cap each since 2017, the U.S. has accrued more than \$1 billion in debt. The cap and the resulting arrears have resulted in diminished U.S. standing in the UN and ability to pursue U.S. priorities, reduced ability to conduct oversight and accountability through reforms at the UN, and impaired peacekeeping missions’ ability to operate. Countries like China and Russia have also taken advantage of U.S. outstanding dues to argue against human rights priorities that the U.S. has championed over the years.

In 2018, for example, Russia and China used U.S. budget cuts as a pretext to disband the Human Rights Upfront Initiative, which sought to ensure UN entities were prioritizing human rights in their field operations and all UN personnel were responsible for promoting human rights.

This bill would repeal the cap and improve U.S. long-term financial standing, which would then allow the U.S. to more effectively advocate for its national security interests and needed reforms at the United Nations.

In addition to repealing this cap, this legislation would direct the U.S. Ambassador to the UN to advocate for a number of critical reforms at the UN, including:

- Support the full implementation of management reform at the UN;
- Advocate for robust engagement with host countries and local communities;
- Support efforts to deploy more mobile, adaptable, and agile forces;
- Promote and protect internationally recognized human rights standards at UN peacekeeping;

Key Message:

Every 5-10 years, the peacekeeping cap causes U.S. arrears to the UN to come close to surpassing \$1 billion. It impacts UN operations across the board and greatly damages U.S. credibility. It’s time to put an end to the cycle, so let’s pass this bill.

How to respond to argument that we need the cap to force reform: History shows we get reform by being engaged at the UN. Plus, this cap keeps putting us in a hole and forces the U.S. to pay huge amounts at a later date--simply kicking the can down the road.

Resources: You can read the bill text [here](#) and our press release [here](#).

If the Representative would like to be added as a cosponsor: please fill out [this form](#). If you have any questions, please contact Sophie Jones with the Rep. Sara Jacobs' office at sophie.jones@mail.house.gov.