



Український Конгресовий Комітет Америки, Інк. UKRAINIAN CONGRESS COMMITTEE OF AMERICA, INC.

NATIONAL OFFICE

203 Second Ave., New York, NY 10003
(212) 228-6840 • ucca@ucca.org
www.ucca.org

WASHINGTON OFFICE

311 Massachusetts Ave., N.E., Washington, D.C. 20002
(202) 547-0018 • unis@ucca.org
[@UNISdirect](https://twitter.com/UNISdirect)

What Your Donation Will Fund

1. Billboard Campaign in Washington, D.C.

- Two bold, unignorable billboards along New York Avenue—visible to thousands of policymakers, officials, and media daily
- Designed in collaboration with Drake Creative Collaborative, known for emotionally powerful, high-impact messaging
- Messaging that confronts the looming threat: If we abandon Ukraine, what happens to democracy?

2. Expansion to High-Impact Congressional Districts

- Billboards and digital campaigns in swing districts and obstructionist strongholds—where public pressure can change votes
- Community-driven messaging to hold elected officials accountable

3. Targeted Social Media Campaign

- Geo-targeted video and visual ads reaching millions
- Focused especially on young Americans and voters in key regions
- Designed to spark emotion, action, and sharing

4. Image Licensing & Storytelling

- \$2,000 to license powerful, rights-managed images from the frontlines of Ukraine
- Human-centered visuals that communicate the stakes beyond politics

5. Ongoing Mobilization & Content Creation

- Video PSAs, reels
- Paid media placements in both digital and print where influence is most needed

Updated Budget Goals

Item	Estimated Cost
DC Billboard (3 weeks) – Location 1	\$46,905
DC Billboard (3 weeks) – Location 2	\$34,275
Billboard Campaigns in Other Districts	\$30,000–\$40,000
Photo Licensing & Image Rights	\$2,000
Targeted Social Media Ads	\$10,000–\$15,000
Content Creation & Media Management	\$10,000
Campaign Infrastructure & Outreach Tools	\$5,000–\$8,000
TOTAL GOAL	\$150,000