

Trump Unveils \$5 Million 'Gold Cards' Program to Attract Wealthy Foreign Investors

The newly announced initiative would allow foreigners to enter the U.S. by investing \$5 million, with the goal of boosting job creation. The program aligns with Trump's broader immigration strategy of favoring economic contributions.

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President Donald Trump has unveiled a new initiative dubbed the "gold cards" visa program, which allows foreigners to enter the United States by paying \$5 million, with the aim of boosting job creation.

The proposal, announced today, marks another chapter in Trump's ongoing efforts to reshape immigration policy while prioritizing economic benefits for the country.

The "gold cards" visa program is designed to attract wealthy individuals who can invest \$5 million to secure entry into the U.S., with the expectation that their presence will generate employment opportunities. While the administration has not yet released detailed guidelines—such as eligibility requirements, the number of visas available, or the specific process for ensuring job growth—the initiative reflects Trump's broader approach to immigration, which blends strict controls with selective legal pathways. The announcement aligns with his "America-first" agenda, a cornerstone of his 2024 campaign that emphasizes economic contributions from immigrants.

Trump's immigration policies have long been a defining feature of his presidency. During his first term, H-1B visa denial rates climbed sharply, reaching 24% in 2018 compared to 6% in 2015 under President Barack Obama, according to USA Today. Those rates later fell to under 5% during the Biden administration.

Despite his tough stance on many immigration issues, Trump has supported programs that bring skilled or economically valuable individuals into the country. On December 31, 2024, at Mar-a-Lago, he remarked, "I always felt we have to have the most competent people in our country. We need competent people. We need smart people coming into our country. We need a lot of people coming in." The "gold cards" program appears to extend this philosophy, targeting affluent foreigners capable of making substantial investments.

The program remains in its early stages with no official White House statement or policy document providing comprehensive details. Questions linger about how the \$5 million fee will be implemented and what mechanisms will guarantee the promised job creation.