BUILDING THE NATIONAL WILL TO EXPAND OPPORTUNITY FOR NEW AMERICANS
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ABOUT THE OPPORTUNITY AGENDA

Research, Analysis & Culture

Tools, Training, Strategy, Collaboration

ACTION

★ Activism
★ Policy Change
★ Culture Shift
Today

- Messaging with Values
- Messaging with Stories
Understanding Audiences

What are they hearing about your issue? (media, culture, conversations)

What are they thinking about your issue?

What are they feeling? What are their values?

What do you need them to do?
Why Values?
Why Values?

Activate positive ideas

Make people feel good about themselves

Make people feel a part of something
Example: Community vs. Us and Them
Community: Participation & Contribution
Community: Stronger Together

There are some things that we cannot do on our own.

A strong and cohesive sense of community is essential to expanding opportunity for all.

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Other Relevant Values

- Compassion
- Dignity
- Family
- Faith
Permanent and comprehensive reform of our broken immigration system through congressional action is still urgently needed, but the President’s action is a constructive step toward a system that honors the dignity and intrinsic value of every human being. It will immediately strengthen our nation’s communities by allowing immigrant families much fuller participation in American civic and economic life.

The Most Rev. Katharine Jefferts Schori
Presiding Bishop and Primate  The Episcopal Church
Building a Message: VPSA

Value at Stake
- Why should your audience care?

Problem
- Hurts us all. Violates our values.

Solution
- Avoid issue fatigue – offer a positive solution.
- Make sure the solution is systemic.

Action
- What can they concretely do?
Why Stories?
Individual vs. Thematic Stories

Bad Apple Cop vs. Racial Profiling

![Image of a police officer and a protest sign against racial profiling.]

![Bar graph showing similar rates of drivers stopped by police, broken down by race.]

- Percentage of drivers stopped:
  - 2002 Stopped: White 8.8, Black 9.2, Hispanic 8.6
  - 2005 Stopped: White 8.9, Black 8.1, Hispanic 8.9
  - Year 2002 Searched: White 8.9, Black 10.2, Hispanic 11.4
  - 2005 Searched: White 9.5, Black 9.5, Hispanic 8.8
## INDIVIDUAL VS. SYSTEMIC STORIES

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<th>All of Us</th>
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<td>Fix the Person</td>
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Telling Systemic Stories

- Start with a story about your vision.
- Tell a story about why you are invested in this issue.
- Tell a story about witnessing multiple people facing the same issues.
- Always include a systemic solution: The solution is about all of us and up to all of us.
Telling Systemic Human Stories

Affected Change Agents

Enlightened Insiders

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A NOTE ON MYTH-BUSTING
Thanks!

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