

# Engaging Receiving Communities through Messaging

Christina Pope, Welcoming America

# WHAT WE DO

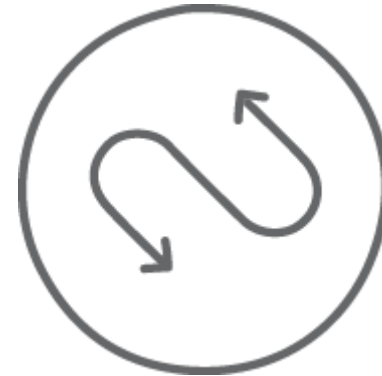
CONNECT



BUILD



CHANGE





BUILDING A NATION OF NEIGHBORS

# THE INNOVATION

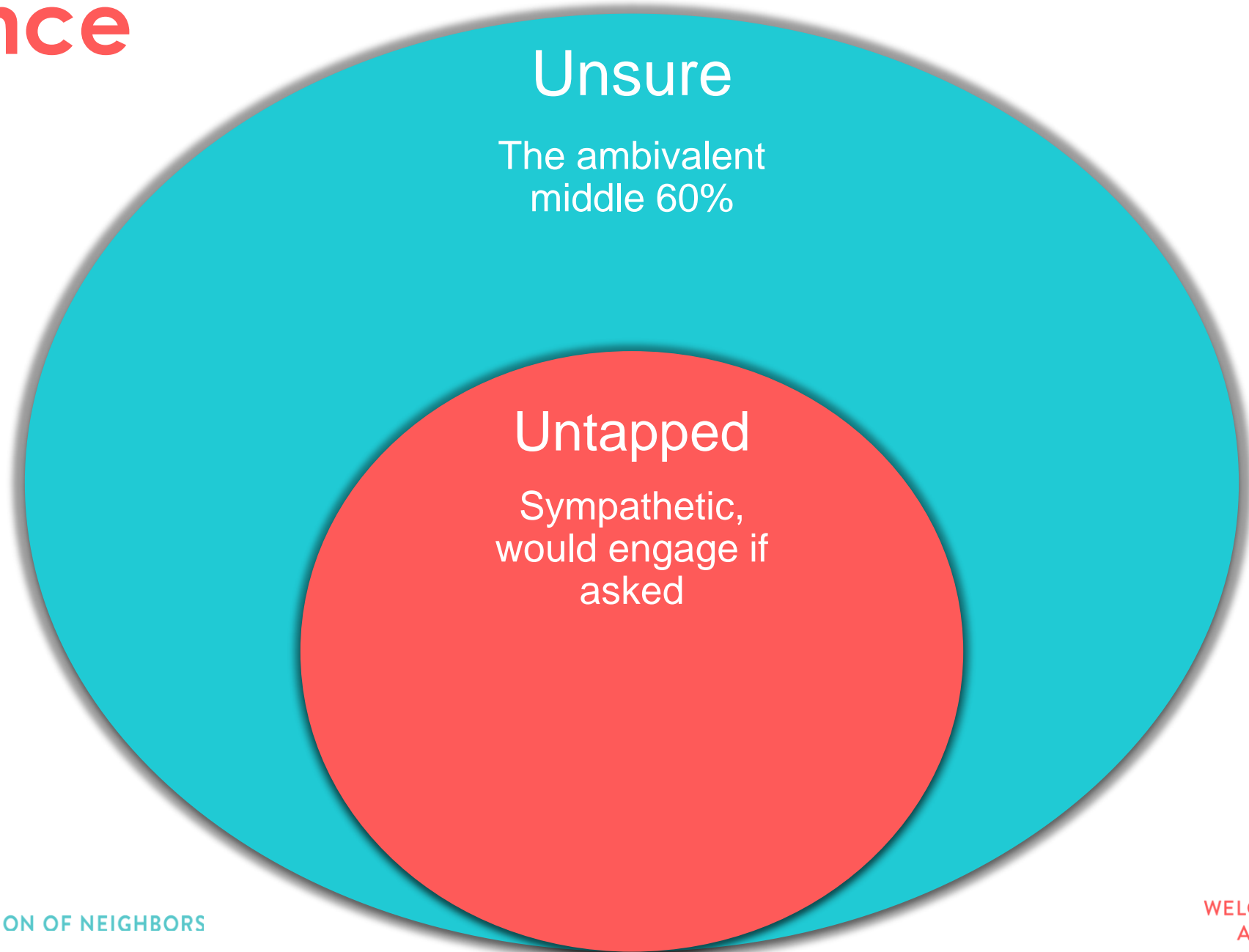
BUILDING A NATION OF NEIGHBORS

WELCOMING  
AMERICA 

# MOVING COMMUNITIES ACROSS THE WELCOMING SPECTRUM



# Audience



# RECEIVING COMMUNITIES APPROACH



# Communication & Message Framing

# Why Communications?

- An essential tool in fostering a more positive community climate for immigrants
- A means to an end: helps to engage people who will help you reach your goals.
- Clarifies who we need to reach, how to speak to them, and through what channels.



# Framing

# How are immigrants framed now?



# What would be better?



“I came speaking little English and only knowing US culture through MTV and CNN, but now I teach creative writing workshops for youth and am about to publish my first book.”

I'm a proud **immigrant** and I contribute to DC.

**Immigrants face many challenges, but discrimination should never be one of them.**

If you think you've been discriminated against because of your national origin or your accent, call (202) 727-4559 or visit [ohr.dc.gov/complaint](http://ohr.dc.gov/complaint).

*Emigrated from Cameroon in 2000*

**Office of Human Rights**  
DISTRICT OF COLUMBIA

[ohr.dc.gov/wecontribute](http://ohr.dc.gov/wecontribute)  
 [facebook.com/dcohr](https://facebook.com/dcohr)

Share your story with  
**#immigrantscontribute**

# New Frames: STRONGER TOGETHER

Our community's success depends on making sure everyone who's a part of it—including immigrants—feels welcome here. Becoming a more welcoming community means more customers for our local businesses, more jobs created by immigrant entrepreneurs, and a thriving economy that benefits us all.

By recognizing the contributions that we all make to creating a vibrant culture and a growing economy, we make our neighbors feel more included and our community more welcoming to new Americans and to everyone who calls our community home.

# DIFFERENT PASTS, ONE FUTURE

In this country we believe each person should have an equal opportunity to make it if they work hard. That should be true regardless of the color of your skin or where your ancestors were from. Because no matter who our ancestors were, they all wanted the freedom to speak, to pray, and to raise their children with hope.

We may not all share the same history, but we share one future as a country. We need to stop thinking in terms of us versus them and start thinking in terms of just us: Americans united by the bonds of shared freedom and equality. If we can do that, there's nothing we can't do together.

# COMPETITIVE EDGE

Competing in a twenty-first century economy means taking full advantage of our most important resource—our people. And that means welcoming the new Americans who are starting businesses, committing to our community, and helping build a stronger local economy.

Communities across the country and around the world are in a race to the top to attract the human capital that will allow them to thrive in a global economy. Becoming a more welcoming place for immigrants gives us a leg up in that competition and helps us retain talented people of all backgrounds.

Working together to build a twenty-first century economy means making sure everyone who lives here feels welcome and included, no matter where they were born.



# Know Your Audience\*

\*your audience isn't you



Image credit: The Next Silicon Valley

# Value: Community





# Value: Faith



Like you, we are  
a people of faith  
and we want  
a better future  
for our children.

welcomingtn.org

We love America, and we're proud to call Shelbyville home.

# Value: Economic Contributions

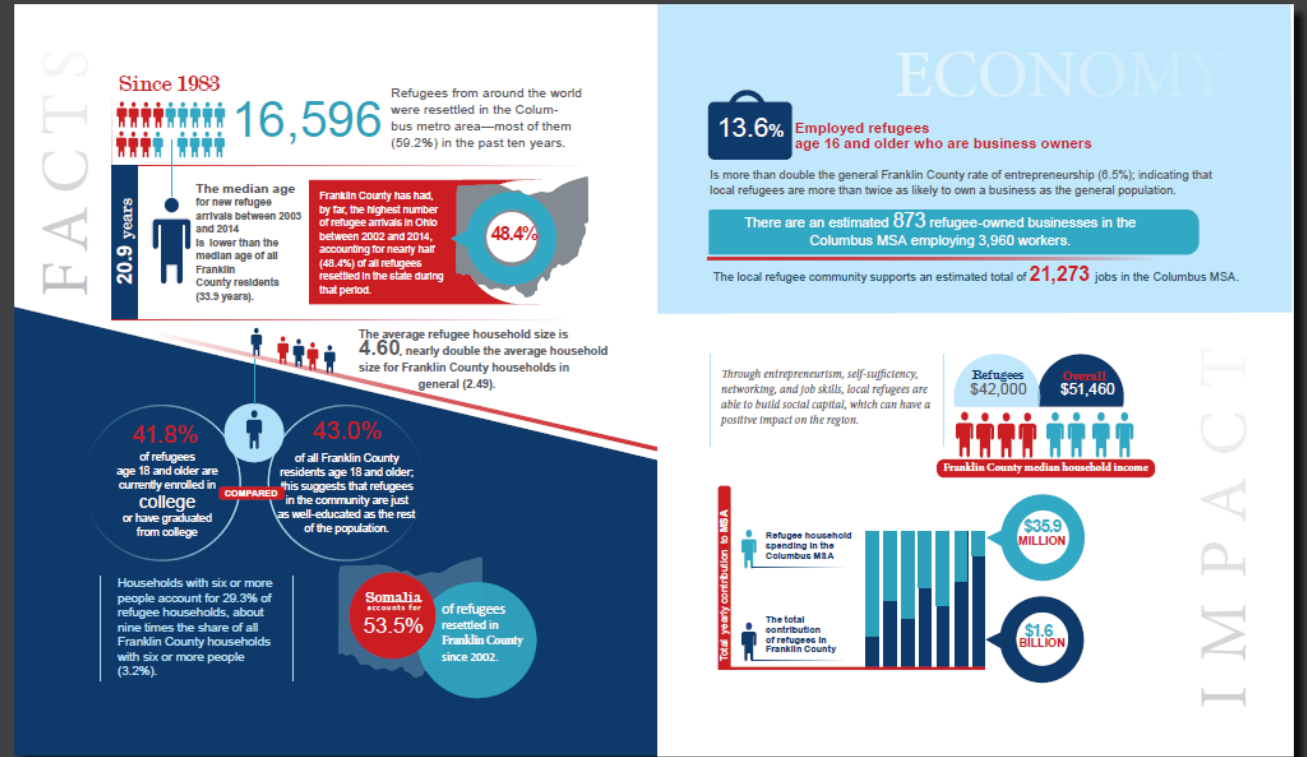


# Balance Stories and Facts



BUILDING A NATION OF NEIGHBORS

## 2015 Major findings from the Impact of Refugees in Central Ohio Report



Impact of Refugees in Central Ohio 2015 Report




# Which resonates?

Government of Canada / Gouvernement du Canada

Search Canada.ca

Jobs | Immigration | Travel | Business | Benefits | Health | Taxes | More services

## Immigration and citizenship



**#WelcomeRefugees**  
**Stories from the journey**

Get the latest #WelcomeRefugees stories, videos and photos.

Item 1 of 3 | Pause

Apply to visit, study, work or immigrate to Canada, apply for citizenship, a permanent resident card or refugee protection, check the status of your application or find a form.

U.S. Citizenship and Immigration Services

FORMS | NEWS | CITIZENSHIP | GREEN CARD | TOOLS | LAWS



## Here's what the refugee security screening process looks like.

**SERVICES**

- CITIZENSHIP**
- GREEN CARD**
- WORKING IN THE U.S.**
- FAMILY**
- E-VERIFY**

**Check your Case Status**  
Track your application or petition as it moves through the immigration process

**Find a USCIS Office**  
Locate your nearest field or international USCIS office

**Make an Appointment**  
Schedule a free appointment to visit a local USCIS office and get answers on your case

News: Customer Service Tools Outage  
Events: Local Events  
Other Services: Adoption

# Communicate through credible spokespeople



Bahjat Shariff, Panera Bread / Howley Bread Group

“In this country, values, integrity, honesty and hard work pay off every time. Sharpen your pencil; be willing to learn new things and try new experiences and the skies are wide open for you.”



**WELCOMING RHODE ISLAND**  
ENRICHING NEIGHBORHOODS - STRENGTHENING RI

# Stay Positive, Focus on Solutions

**SUPPLYCHAIN**  
MANAGEMENT REVIEW

Logistics Management  
Material Handling Product News  
Modern Materials Handling

Access Premium PLUS+ Content.  
Log in Now or Begin Your PLUS+ Subscription

News ▾ Critical Topics ▾ Guides ▾ Blogs ▾ Subscribe ▾ PLUS+

Resources: White Papers Webcasts

Follow us on Twitter, Facebook or RSS

## BLOGS

### Global Migration Can Make a Positive Impact on Supply Chains

The question of whether the United States and the EU will be able to replace their labor forces to remain economically viable in the global market is closely tied to immigration.

By Patrick Burnson, Executive Editor  
December 15, 2015

Lost in some of the more passionate (often inflamed) dialogue on global migration and the challenge it poses to social stability, one can also make a good argument that immigration can mean positive long-term outcomes for supply chains both here and in the EU.

If strong supply chains translate into stronger national security – as we believe they do – then it's time to step up and champion policies that ensure that Western World nations continue to welcome highly-motivated emigres to their shores. Two recent studies make compelling cases in support of this position.

The McKinsey Global Institute – the business and economics research arm of McKinsey & Company – posits in its paper “A Window of Opportunity for Europe,” that the EU has a solid platform for renewal, based largely on its ability to absorb a new generation of young workers. Here in the U.S. – a Brookings Institution paper

From the December 2015 Issue

It's December, and time once again for our annual Executive Guide to Supply Chain Resources. This is a comprehensive guide to services, products, and educational opportunities targeted specifically to supply chain professionals. The editors at Supply Chain Management Review wish all of our readers a successful year to come.

Global Economy Likely to Remain Stalled in 2016

Raising the Public Sector Bar Through Private Sector Best Practices

Key Distribution Strategies of Top Omni-channel Retailers

How They Did it: Service and Price Come Together

More from December 2015

**SUBSCRIBE TO OUR EMAIL NEWSLETTER**  
Subscribe to our free, weekly email newsletter!

Your email address

**PENSKE**  
TRUCK  
LEASING  
AND  
LOGISTICS  
SOLUTIONS.



# Key Principles

- Start with positive, relatable messages that speak to shared, local values
- Communicate through spokespeople with greatest credibility
- Focus on how receiving communities benefit, vs. how they are obligated
- Involve immigrants and refugees

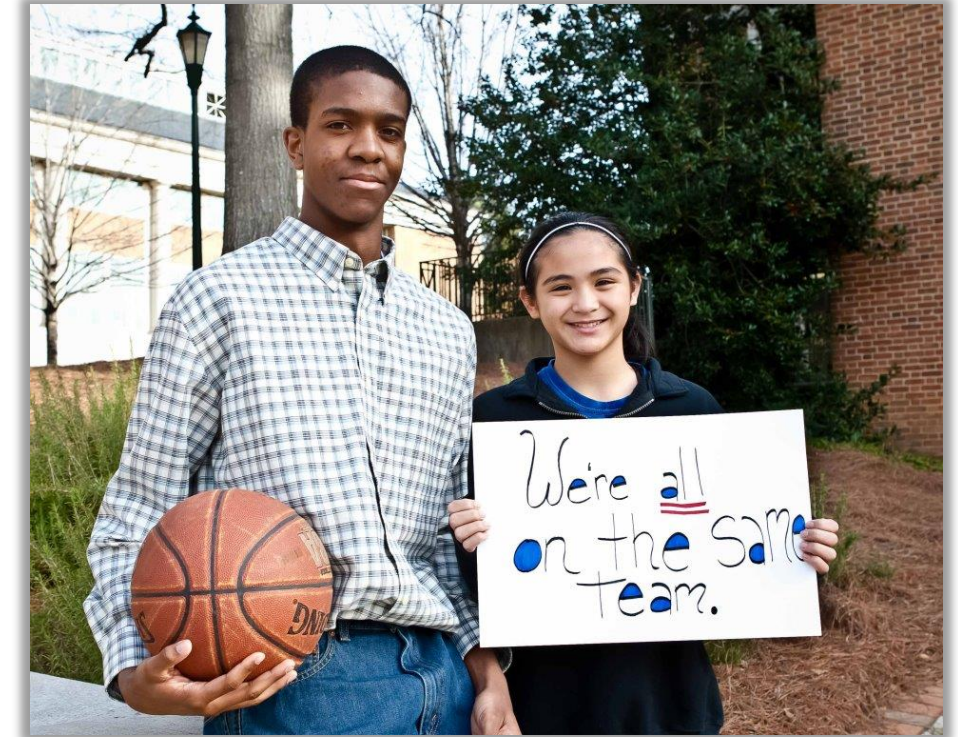


Photo credit: Hillary Andrews

# Pitfalls

- Don't restate myths
- Avoid using dividing language (good/bad immigrants)
- Partnership matters. It's hard to create an echo chamber when everyone is in a different room.



# GAME Plan

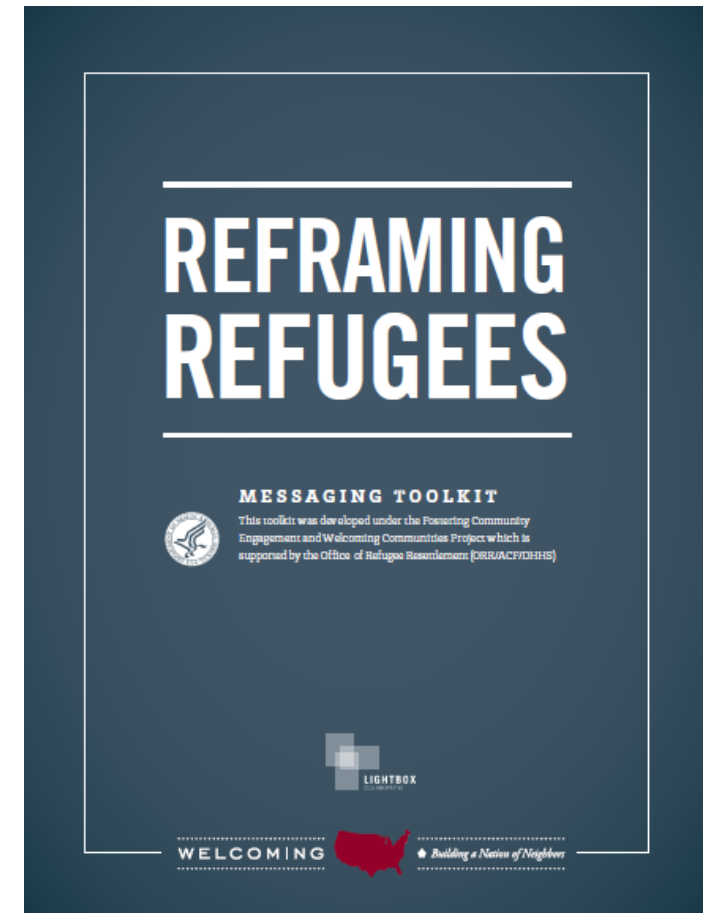
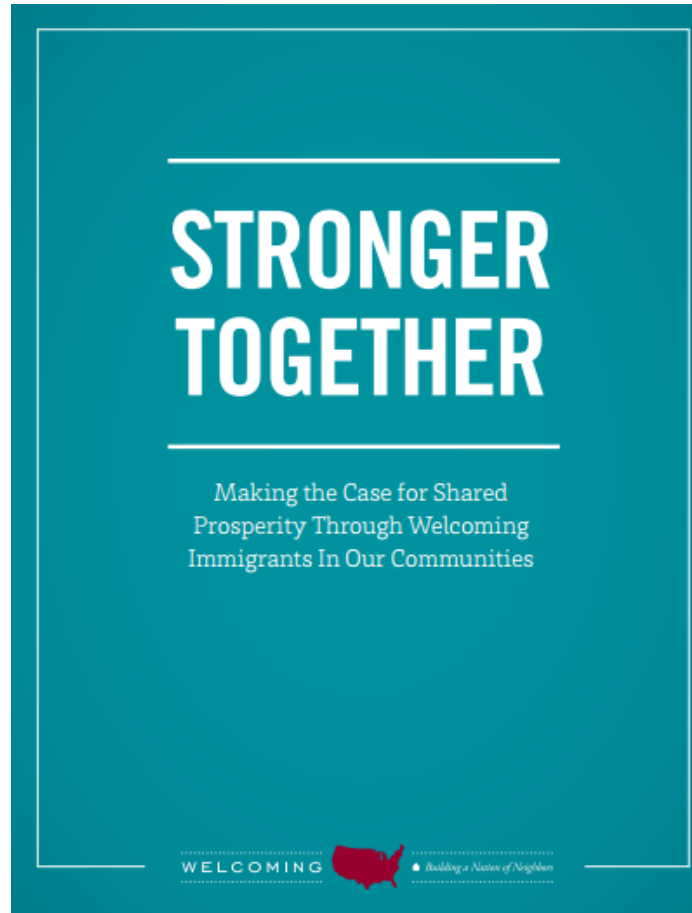
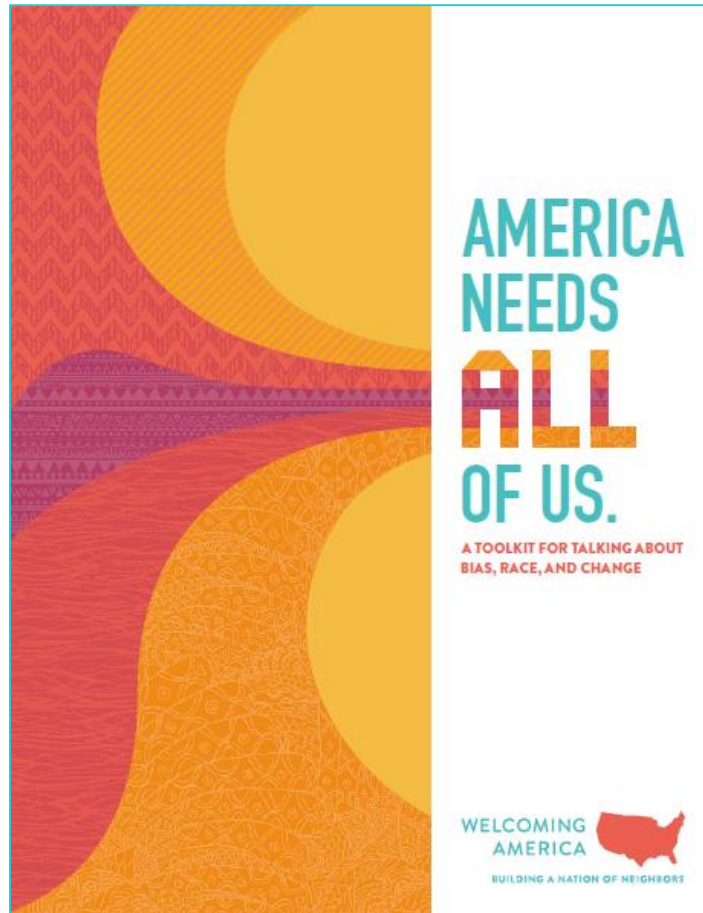
**Goals:** What results are you looking for and what metrics will tell you you've achieved them?

**Audience:** Who can help?

**Message:** What values are at stake and how can they help?

**Engagement:** How will you reach people?

# MESSAGING RESOURCES



# WELCOMING WEEK



Soccer Without Borders



Kentucky Refugee Ministries

# KEEP UP WITH OUR LATEST NEWS AND EVENTS



**WelcomingAmerica.org**



Like us on Facebook  
**facebook.com/WelcomingAmerica**



Follow us on Twitter  
**@WelcomingUSA**



Subscribe to our YouTube Channel  
**youtube.com/WelcomingAmerica**



Connect with us on LinkedIn  
**linkedin.com/company/welcoming-america**

**QUESTIONS?**

**[Christina@welcomingamerica.org](mailto:Christina@welcomingamerica.org)**