Engaging Receiving Communities through Messaging

Christina Pope, Welcoming America
WHAT WE DO

CONNECT

BUILD

CHANGE
THE INNOVATION
MOVING COMMUNITIES ACROSS THE WELCOMING SPECTRUM

FEARFUL  TOLERANT  WELCOMING
Audience

Unsure
The ambivalent middle 60%

Untapped
Sympathetic, would engage if asked
RECEIVING COMMUNITIES APPROACH

LEADERSHIP

CONTACT

COMMUNICATIONS

BUILDING A NATION OF NEIGHBORS

WELCOMING AMERICA
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.

OHRC构建| DC人权办公室

ohr.dc.gov/wecontribute
facebook.com/dcohr
Share your story with immigrantscontribute

Engraved from Cameroon in 2000

Office of Human Rights
DISTRICT OF COLUMBIA

WELCOMING AMERICA
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.
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

Impact of Refugees in Central Ohio 2015 Report

Since 1983, refugees started arriving in Columbus. In 2015, there were 16,596 refugees in Columbus.

- Refugees from around the world were resettled in the Columbus area—most of them (56%) in the last ten years.
- Franklin County has the largest number of refugees in the Columbus MSA. In 2015, 28% of all refugees in Ohio were in Franklin County.

ECONOMY

- 13.6% of refugees are business owners, compared to 11.5% in the general population.
- Refugees are more likely to run small businesses, which may be in sectors like food service, retail, and health care.

IMACT

- Refugees have a positive impact on the local economy.
- They contribute to local businesses and communities.
- The local refugee community supports an estimated total of 21,273 jobs in the Columbus MSA.

FACTS

- 41.8% of refugees are enrolled in college, compared to 26.9% of the general population.
- 45.2% of refugees have completed high school, compared to 85.1% of the general population.

IMPACT

- Refugees have a positive impact on the local economy.
- They contribute to local businesses and communities.
- The local refugee community supports an estimated total of 21,273 jobs in the Columbus MSA.

Impact of Refugees in Central Ohio 2015 Report

BUILDING A NATION OF NEIGHBORS
Which resonates?
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.”
Stay Positive, Focus on 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

AMERICA NEEDS ALL OF US.
A TOOLKIT FOR TALKING ABOUT RACE, RACE, AND CHANGE

STRONGER TOGETHER
Making the Case for Shared Prosperity Through Welcoming Immigrants In Our Communities

REFRAMING REFUGEES
WELCOMING	AMERICA
BUILDING A NATION OF NEIGHBORS
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