

Strategic Conversations:

Deep Engagement to Build Broader Support from Immigrants

Webinar Toolkit

November 2019

“Listening is the pathway to credibility”

Sustained and active conversations and engagement are the keys to building understanding and support for immigrants. Face-to-face interaction offers the opportunity to deeply examine one’s values, emotions and experience on the topic of immigration and develop positions that reflect

those underlying factors. You can broaden support by having conversations with Americans of all backgrounds that affirm a common humanity. Many Americans just want the opportunity to be listened to and included in this conversation without judgment.



Kimberly Serrano
California Immigrant
Policy Center

Strategies for building broader support

- Engage with groups that may not have broad engagement or support for immigrants.
- Identify the core values of the target audience. How might their positions be impacted by their views of authority, security or discrimination?

Learn More: Hidden Tribes Report

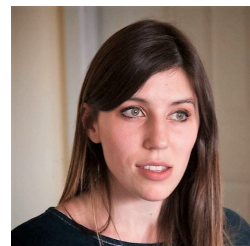
- Examine the biases you have about your audience. Approach them as a potential ally, not an opponent.
- Recognize that emotions and personal experience drive peoples’ opinions. Ask about your audience’s feelings and share human stories

rather than trying to convince someone using statistics, opinions or news stories.

- Remember that every single interaction can be an opportunity to build support and that each positive conversation contributes to a stronger relational infrastructure.

- Words can be weapons or they can be tools. Avoid using politically loaded or potentially insulting language, and be descriptive rather than using a catchphrase or a buzzword

Learn More: Defusing Hate: A Strategic Communication



Caitlin Homrich-Kneiling
Michigan United



Justin Gest
George Mason University

Balanced, core belief messaging

Make sure your message speaks to the values of your audience. Researchers from More in Common identified five categories of core beliefs: rights/responsibility, discrimination, loyalty, care and authority. By using messaging that both speaks to the core beliefs of your audience and with the values you are promoting, you can

broaden your appeal. An example message that speaks to the values of authority, loyalty and care might read, “I believe we can be compassionate towards people coming to our border while still being committed to our citizens. We should help people in tough situations so long as American people who need help get it too.”



Rachel Brown
Over Zero

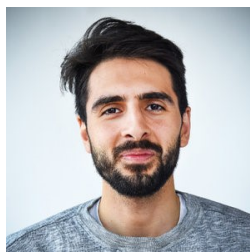
Deep canvassing techniques

Deep canvassing is a form of door-to-door engagement that focuses on long conversations designed to help people examine their feelings and experiences on policy topics. The California Immigrant

Policy Center has developed deep canvassing scripts that can help frame intentional conversations about difficult topics like immigration.

 [Learn More: Deep Canvass, Deep Change](#)

 For a communications toolkit, email cgamero@caimmigrant.org



Mohammed Naeem
More in Common



public.education@ilctr.org | www.ilctr.org

