



Moral Messaging on DACA Repeal/DREAM Act

- 1. Values:** Leading off with a values message is essential. **For DREAMers: justice, freedom, equality, leadership, family, human dignity and hopeful future.**
- 2. Problem:** After leading with values, transition to describing the problem, but don't dwell on it for too long. **For DREAMers: life disruption, job loss, deportation, future in jeopardy, cruelty.**
- 3. Solution:** Talk about the kind of nation we want to be. Ground it in our values. Describe the ultimate goal: **a nation where all people, including Dreamers, are free to pursue their dreams and careers, and raise their families without fear.**
- 4. Action:** Close by calling for action to bring about the change we seek. **Pivot to Congress, call for a clean DREAM Act with a path to citizenship and no political deals that treat DREAMers as bargaining chips.**

SUPPORTING MESSAGES

- **Point out bipartisan support:** Public support for Dreamers is strong across the political spectrum. Point out that this means DREAM Act makes political sense. A September Politico/Morning showed only 15% favor deportation. 84% of Democrats, 74% of independents and 69% of Republicans favor letting Dreamers stay.
- **Connect to white supremacists:** While the vast majority of Americans support protecting Dreamers, there is one exception -- the kind of white supremacists and neo-Nazis we saw carrying torches in Charlottesville. Members of Congress who oppose the DREAM Act are on the same side as hate groups.
- **Pose the moral question to Congress:** It's time for Republicans in Congress to decide which side of history they want to be on. Are they going to pass a clean DREAM Act that protects 800,000 young people who are the living embodiment of the American dream, or will they stand idly by and let their president destroy the livelihoods of these young Americans?

DO'S AND DON'TS

DO: Talk about “the kind of nation we want to be.” This phrase, as well as this overall line of messaging, appeals to aspirational shared values and seizes the moral high ground.

DO: Tell your story. If someone close to you was protected by DACA before Trump killed it, tell the story of what they’re going through. Be brief and vivid. Focus on future and family.

DO: Humanize dreamers. Refer to families, neighbors, friends, parents and children. Say “our”, and avoid “they” and “them” as much as possible. Emphasize that Dreamers came as young children, and face deportation to countries they’ve never known.

DO: Center human dignity, not utilitarian arguments. By focusing on morality, we avoid the “good immigrant vs bad immigrant” trap and political stalemate.

DO: Be bold. This is a moral emergency and scandal, and we must paint it as such.

DON'T: Commodify Dreamers. Although Dreamers’ contributions to the economy are important, that’s ultimately not what motivates us. Lead with values!

DON'T: Repeat the myths. “DREAMers are not taking our jobs,” or “these are not ‘bad hombres,’” for example, reinforces the other side’s message.

Say this	Not that
The kind of nation we want to be	A nation of immigrants
An outdated immigration system	A broken immigration system
Immigration policy reform	Immigration reform
This is about American values	This is about immigrants’ rights
Neighbors, friends, coworkers, parents	Immigrant communities

Key Words and Phrases

dreams, future, faith, united, standing together, determined, not turning back

Key Metaphors

Trump’s immigration principles are **a ransom note**.

Republicans in Congress are using Dreamers as **bargaining chips**.