

TRANSFORMING OUR NARRATIVES FOR A NEW ERA

A COMMUNICATIONS
TOOLBOX FOR IMMIGRANT
RIGHTS ADVOCATES
IN CALIFORNIA

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THE BIG PICTURE

AN INVITATION TO DEEPEN AND TRANSFORM THE CONVERSATION

Dear CIPC Partner:

This toolbox brings together easy-to-use resources and best practices to inform and support your strategic communications work.

It is also an invitation to join a conversation and to keep learning from each other – and from a growing body of research.

Over the last two decades, we have achieved tremendous progress in California, driven by the courage, determination, and stories of immigrant communities themselves.

Our state's transformation offers valuable lessons for the U.S. as a whole, even as it remains a work in progress, as particular regions face steeper challenges, and as we confront a dizzying onslaught of attacks from the Trump administration.

With this resource, we invite you to explore deeper conversations with Californians from all walks of life about who we are, the values we hold dear, and the urgency of defending the humanity of everyone – including immigrants and refugees.

As advocates, precisely because we have spent so much time working on immigrant rights issues and deepening our knowledge, we may tend to think and talk a bit differently than even the broader communities of people who might be inclined to agree with us.

But through the power of storytelling, framing, and messaging anchored in deep values and paired with transformative organizing, we can move broad swaths of people into action and influence the intersection of emotion, identity, values, and culture. We can even break open the bounds of what is deemed “possible” in the debate.

Fortunately, what we need is already within us. At our core, we are all storytellers – we use language every day to express our view of the world. And all of us – especially people directly affected by harmful policies – are the owners of our stories.

The more we sharpen our critical analysis, and the more we learn about the audiences we are seeking to influence, the more powerful communicators each one of us can become, and the greater our collective impact will be. We hope the simple, easily accessible resources in this toolkit will help move this important process forward.

In solidarity,

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