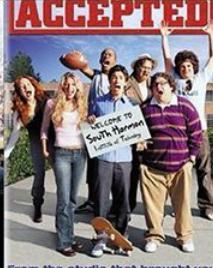
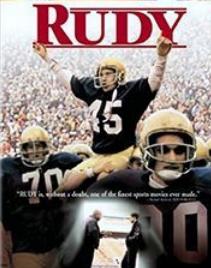
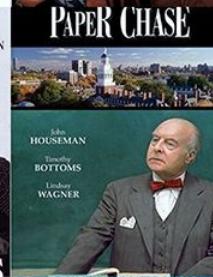
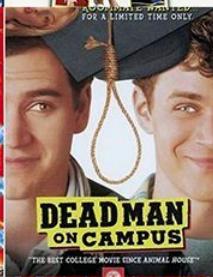
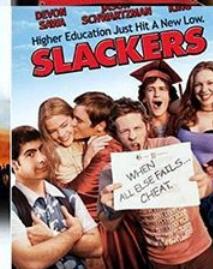
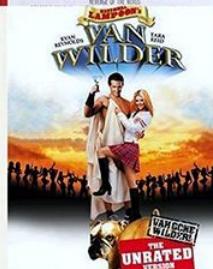
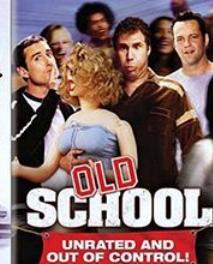
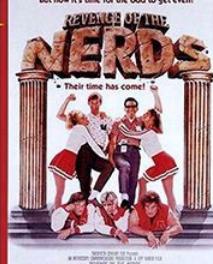
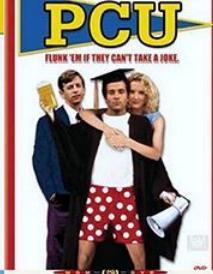
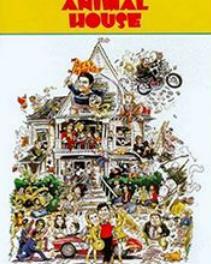


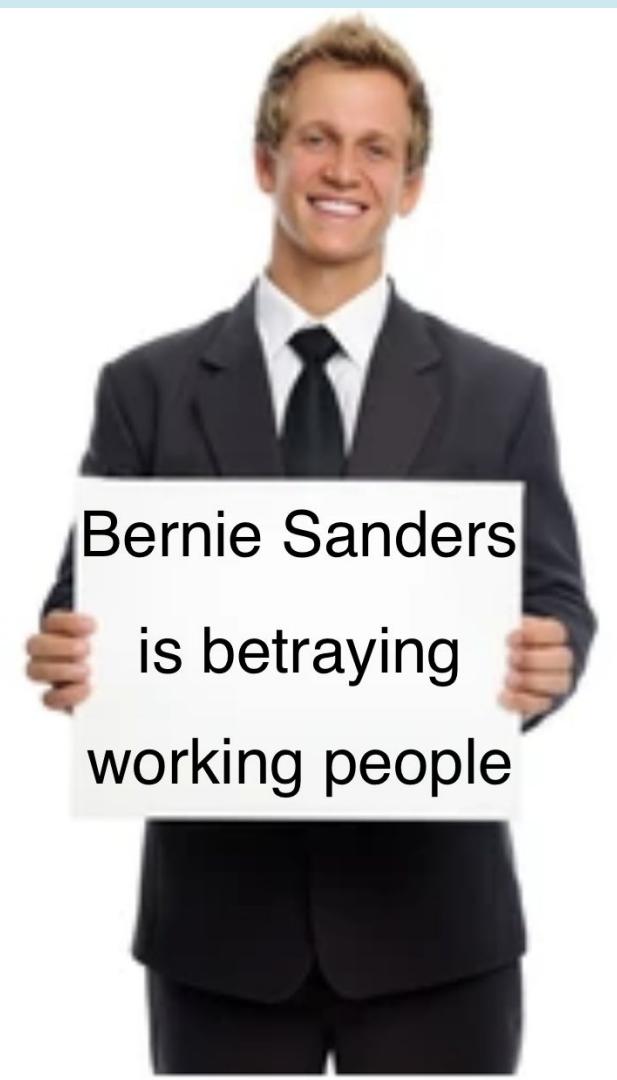
Narrative Training: Agenda

- Opening & Grounding
- Narrative is Everywhere
- Narrative is Organizing
- Building a Narrative
- *Break*
- The End Deportations Narrative
- Practice
- Next Steps



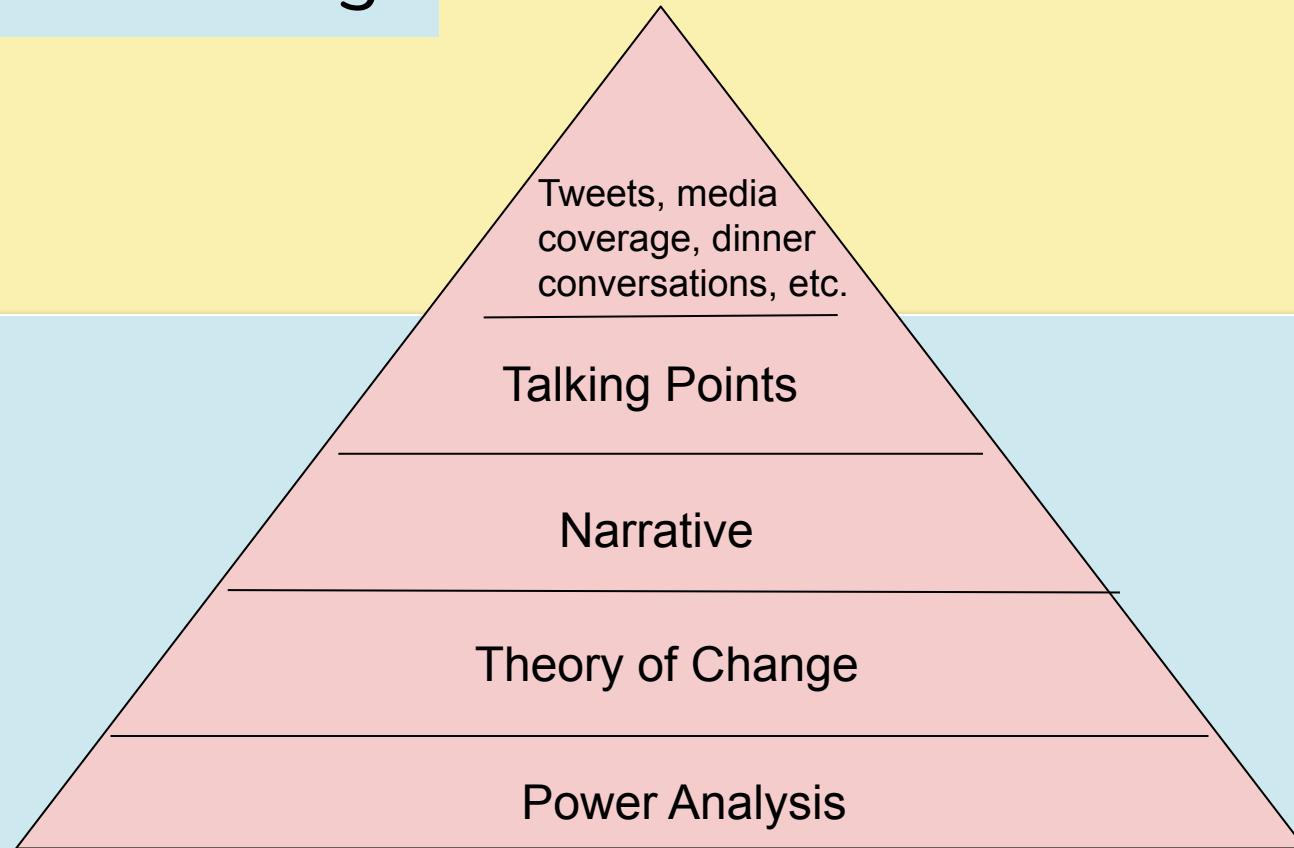
**“ If having facts on your side was
all you needed to win, we would
live in a very different world.”**

-- Center for Story-Based Strategy

A photograph of a young man with blonde hair, smiling broadly. He is wearing a dark grey suit jacket, a white dress shirt, and a dark tie. He is holding a white rectangular sign in front of him with both hands. The sign has black text on it. The background is plain white.

Bernie Sanders
is betraying
working people

The Iceberg



Four Questions

1. What is our campaign goal, and how long do we have to accomplish it?
2. Who is our audience? What part of the public do we need to reach in order to accomplish our goal?
3. What does our audience currently believe about our issue?
4. What do we need our audience to believe about our issue, in order to accomplish our goal?

Structure of a Story

1. US: *who we are, and why we're in this fight*
2. PROBLEM: *What is the issue we're tackling with this campaign? Why are we doing this work?*
3. DEMAND: *What are we demanding?*
4. TARGET: *Who has the power to meet our demands?*
5. CHOICE: *What are the stakes of this moment?*

Campaign Goal

The goal of the End Deportation campaign is to mobilize Jews and other allies in opposition to Biden's deportations *in order to make the liberal public feel like deportation is a crisis.*

Our Audience

The Liberal Public:

People who voted for Biden, were horrified by Trump's treatment of immigrants, and believe it's possible to make America a better place without a dramatic transformation of our political and economic system.

What we need the Liberal Public to Believe

1. Deportations are happening.
2. Deportations are bad.
3. Biden has the power to stop them...
4. But we have to make him use it

Us

We are allies, safe from the deportation system because of an accident of birth.

But we cannot live with the way immigrants are treated in America, because it spits in the face of our most deeply held values: that every human being deserves safety, freedom, and dignity.

We are united in our determination to build a country where no one lives in fear. And those of us who come from families scarred by the Holocaust, pogroms, and other systems of violence and persecution answer an additional call: to be the allies we wish our ancestors had.

The Problem

America doesn't have an immigration system. We have a deportation system.

In every city and town in America, immigrants live with the pain and fear of deportation. On the news we've seen ICE raids, parents taken from their kids, and children in cages.

What we don't see are the parents afraid to drive their kids to soccer practice, or the grandparents who died of COVID because they were afraid ICE would find them if they checked into a hospital. 11 million people who know every day could be the last they spend with the people they love.

The Problem

None of this is an accident. Families torn apart, refugees turned away, and millions living in fear are not side effects of an “immigration system” that needs reform.

They’re proof of a deportation system that’s alive and well, working as intended, and continuing to deport hundreds of thousands of people under Joe Biden.

The Problem

ICE and the deportation machine are direct descendants of America's original immigration regime, created in the 1800's with an explicit goal: making America a white country for white people, while exploiting the labor of people of color.

Clinton, Bush, Obama, Trump, Biden; no matter who is at the top of this white supremacist system, it will continue to produce exclusion, pain, and fear until it is fundamentally transformed.

The Choice

When Joe Biden took over from Trump, he inherited a white supremacist "immigration system".

We elected him to end the pain and fear, but instead he's maintaining it, afraid of backlash from Fox News and the immigrant-hating industrial complex.

The Choice

We can continue to let the “white country for white people” Republicans scream about a border invasion.

Or we can organize the people who put Biden into office, show that the real immigration crisis is the deportation system, and make clear that ending it isn’t optional.

Moving Forward & Next Steps!

1. Narrative Next Steps:
 - Fill out the feedback form for this training: bit.ly/NarrativeTrainingFeedback
 - Review the narrative worksheet we will send out and use it to strategize around your own organizing and actions!
2. Come to our next trainings & events!
 - **Crip Camp Screening & Panel with Denise & Neil Jacobson:** August 15th, 4-7pm ET
 - **Stop Police-ICE Collaboration! Campaign Launch:** Thursday, September 2nd, 8:00-9:30 ET
 - **High Holiday End Deportations Phonebank:** Sunday, September 12th, 3:00pm ET
 - **Fundraising Training:** TBD in late September
3. Help power our End Deportations Campaign by donating \$18 or \$36 to Never Again Action!