

## Useful Docs

- [NAA's "Our Voice. Our Lane"](#)
- [Butterfly Lab Narrative Guide & Toolkit](#)

## Jamboard: What is happening in the world?

### What is happening in our movement?

- TN
  - Nashville & statewide - Language Access Campaign to Fight for language access for drivers license
    - Ton of local news coverage
    - Really close to submitting federal complaint to DOJ
    - TN legislature has introduced backlash legislation
  - Memphis
    - Working on narrative about getting cops out of synagogues
    - Trying to decide if they should put more energy into statewide campaign
- WI
  - Focused on 287(g) - eliminating county by county starting in Waukesha
- MA/Boston
  - Basebuilding effort, supporting partners, dont have independent strategy
  - Partners are also trying to figure out strategy
  - Had a big win with licenses last year - IRM still finding its feet
  - Very impacted by influx of immigrants from the busses, and that has created bad city responses that our chapter is a little bit engaged in supporting
- NYC
  - Forming official relationship with JFREJ, calling it a "working group" that we are supporting
  - Housing migrants issue
  - Could be great narrative opportunity re: Eric Adams
- Chicago
  - Campaigns are focused on supporting people locally via mutual aid
- DC
  - Doing an action at the National Sherrif Association Conference this weekend
  - Overall going to be involved in the ICE out of Arlington campaign
- RI
  - Highlighting partners work

- Had been working on shutting down the Wyatt, but has stalled out a bit
- In 2019 a guard tried to run over protesters at a Wyatt action
- TX
  - A BIGGIE
  - Chapter is part of coalition that is doing a lot of mobilization to try to break through about operation lonestar
  - TX has passed 2 big bad bills
  - Will be a lot to talk about re: actions and press conferences
  - Narrative goal of coalition is to see Abbott culturally isolated in TX, not actually what Texans want
- Overall orientation, frames and goals of this year for NAA as an organization
  - Various chapters thinking about mutual aid
  - 2024 Strategic Guidance
    - Got a lot of really great feedback from partners re: messaging and narrative
      - Connecting back to humans who are experiencing these ordeals
        - personal stories
        - visibility for the individuals facing state violence
        - be inclusive of all immigrants (no good immigrant/bad immigrant, exceptionalizing dreamers, etc.)
      - Fighting the dehumanization and criminalization
      - Didn't hear a lot about talking about the politics/elections
      - Connecting back to personal histories as Jews
      - Use our comms to bring political education in
        - teach us both about what's happening
        - present alternatives that our partners are leading on (ex. New Way Forward) re: ending the detention and deportation system
      - What is the alternative messaging to right-wing frameworks?
        - How are we thinking about immigration as a public and the policies that would address the roots of these problems?
      - How are we linking this to fascism, prison industrial complex, etc.?
      - Stuff that is in the Butterfly Report is absolute gold
        - would love to list wholesale from that report

## Narrative Exercises

Please include your initials with your ideas/contributions in the charts (ex. SA - people are scared)

### Our Audiences Current Beliefs

	What DEEP NARRATIVES does this group believe now? <i>(Deep Narrative: The underlying frameworks and values that form a worldview.)</i>	How is this group FEELING about the current situation and their understanding of the future?	What current NARRATIVES is this group hearing and ascribing to about immigration? <i>(Narrative: An array of related stories and messages that together evoke emotion, offer analysis, and suggest action)</i>	Where are they finding these narratives? What online and offline platforms?
<b>Our leaders, volunteers, people in our chapters</b>	<p>SM - is there still a way to electorally to move policy makers in a humane immigration policy direction?</p> <p>SES—Mostly they are committed to abolition; they believe in a responsibility to stay in the immigrant rights movement even in quite moments</p>	<p>SES—They are pretty low energy and sad and angry at the world CH +1 to the above +</p> <p>SES—They feel pulled in every direction</p>	<p>SES—Biden is pretty similar to Trump and has broken all of his promises; Biden has completely given up on any accountability to our movement and is doing awful, awful things on Palestine, as well as immigration</p> <p>SES—locally, they are hearing that <b>people are tired</b> and don't know what to do next; they often are hearing more about losses than wins +</p>	<p>SES—offline wise: from each other and from us and from local partners</p> <p>CH - from the lefty journos they follow, directly from chapters, places like Democracy Now, etc.</p> <p>SM - immigration twitter which i think is connected to other lefty twitter spaces</p>
<b>lefty/rad audience: already following our stuff, but not in our chapters</b>	<p>SM - that the US immigration system is unfixable and is designed to harm people</p> <p>SA - Underlying human rights</p>	<p>EB—I think there's a sense that Biden and Trump are almost equally bad; sense of frustration and despair from that [+1 HBG] +1 CH</p>	<p>CH - unless they are working really hard, they are hearing the same crap that everyone else hears on most mainstream outlets, including supposedly</p>	<p>SMS-more insular organizing/activist spaces, bubbles, signal/WA loops, podcasts, discord</p>

	<p>framework - all people deserve dignity and respect and material thriving</p> <p>EB - opposite of a scarcity narrative--there's the potential of plenty + safety for all, harmful systems (among other causes) prevent this [+1 SMS] +</p>	<p>SA - disciplined hope, grief, but also has community and vision, so a resilience and forward momentum energy</p> <p>CH - I think A LOT of them feel that the scarcity and fear based arguments they're hearing are wrong, but they have difficulty in articulating an alternative that has the same sticking power as the right wing framework, which is just pure lizard brain stuff [+ 1 HBG] +</p>	<p>liberal ones - which is that the border is in crisis, etc.</p> <p>SES--They are hearing more about Palestine than immigration; they are aware that Biden is 'bad' on immigration but maybe don't know why +</p>	<p>servers</p> <p>RL: Social media, especially Instagram and TikTok.</p> <p>SES: from Palestine organizing spaces</p>
<p><b>liberal, centrist dem audience: already following our stuff, but not in our chapters</b></p>	<p>CH - there is a crisis at the border, and if Biden doesn't address it Republicans will win the election</p> <p>SM - I think these people are also tapped into the fact that Dems might be big losers in 2024 because they can't seem to get it right on this issue (maybe not ppl who work for the party but your everyday Joe Democrat) CH - +1 million to this</p> <p>SM - Also, large age divide on these issues that will decide elections, but also just sea change in politics in general (palestine, immigration, etc) +1</p>	<p>SMS- "What's the point of bringing signatures to politicians when they've already shown they don't care"</p> <p>CH - fearful that Trump will win, all other concerns secondary</p> <p>SA - scared about Trump, confused about Biden +</p>	<p>CH - Crisis at the Border, Cities are Struggling Financially with Weight of Said "Crisis"</p> <p>RL: With the job crisis happening, some may feed into the belief that "immigrants are taking our jobs." +1 + CH</p> <p>HBG: potentially feeling less friendly to/scared of Muslim immigrants lately in light of their liberal Zionist positions on Palestine +</p> <p>HBG: might be persuaded to support another Muslim Ban because of fear of "terrorists" and Hamas +</p> <p>SES: Biden's record on immigration and Palestine might</p>	<p>CH - everywhere, everywhere, everywhere.</p> <p>RL: Social media especially Facebook and Twitter. News outlets including The Washington Post.</p> <p>HBG: MSNBC, CNN, New York Times, NPR, other mainstream media</p>

			mean a Trump presidency; the left might 'hurt us' in the presidential election +1 +	
<b>Funders/Major Donors</b>	CH- I would guess the funders/major donors lean center in a lot of cases, and are therefore largely in agreement with normie Dems that there is a crisis at the border (but to be clear not in the way WE think there is a crisis, in that it is a human rights catastrophe)	SA - looking for the best thing to fund, scared of Trump, want to have the most impact		RL: Individuals with larger amounts of money have a tendency to skew more centrist in their news outlets, so that would include Forbes and the Wall Street Journal.
<b>Any other audiences we want to talk about?</b>	<p>SMS- Immigrant audiences- underlying framework of community survival/solidarity + +</p> <p>SM - documented folks (POC) who will always be racially profiled during heightened times of immigration talk</p> <p>SES-I wonder if other organizations matter as an audience (either Jewish partners or immigrant org partners)</p> <p>SMS-Jewish partners using "Never Again" in similar but different context + +</p>	SMS- Immigrants may feel more motivated, obligated, or totally disempowered. May feel frustrated by being scapegoated or used for brownie points by liberals or pawns for leftist org, may feel invisibilized by everyone shouting over them +1	SMS- Immigrant audiences are hearing their lives being talked about only through a political lens or a left vs. right issue instead of through a humanitarian lens. Liberal narrative of pity/white saviorism, right wing narrative of being criminals, dehumanizing +1+	RL: Immigrants are experiencing it for themselves, hearing about it from friends and/or family, or seeing the impact this rhetoric and these laws are having on their communities.
<b>IRM partners</b>	Our people are terribly, terribly under threat and Dems have thrown us under	Angry, exhausted		Off-line: From each other; from their base

	the bus after we mobilized for them +			On-line: from other orgs on Twitter, IG
<b>Jewish left partners</b>	Immigration + Palestine are part of the same system	Exhausted and consumed by Palestine organizing, but trying to trudge through on the other work	Copy from: SMS-Jewish partners using "Never Again" in similar but different context + +	

- Shayna
  - Want to fill out this for IRM partners and Jewish Partners too
- Corey:
  - Curious how much of our audience is the centrist Dems - seem like the biggest bang for our buck
- Hallie:
  - Don't have that data, but could do a short survey to see - any question that a liberal and leftist would disagree
  - In inbox responses, get feedback from different types of people with different types of leaning and have gotten feedback from liberal friends
- Symone
  - Can survey membership as well
  - Definitely have immigrants in our audience - partners and immigrants in our membership - lots of people who have family and personal connections following our work
  - and even if we didn't, we have a need to center immigrants in our messaging. Shouldn't be an after thought - is a part of accountability to bring people into narratives that people would positively respond to
- Rayna
  - Best way to ensure that we are on track is to have directly impacted folks speak on their own behalf as much as possible
- Sonya
  - Connecting what Rayna and Symone to what Corey was saying about moving the liberal centrist part of the chart → whether or not Trump gets elected, a lot more openly racist things are going to be happening during this time, how can we challenge people - white people especially - to challenge racism. These openly racist things that are happening are not okay

### What's our Narrative?

	<b>What do we want this group to DO and/or KNOW</b>	<b>What do we wanna strategically say or not say about the</b>
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	<b>and/or FEEL? If anything??</b> <i>(think one step further than what they are doing already and consider impact on immigrant &amp; directly impacted audiences)</i>	<b>election to this group of people</b>
<b>Our leaders, volunteers, people in our chapters</b>	<p>SES <b>feel</b>: Supported, seen, celebrated + SM - like they have the tools to go forth and do the best work they can in these really fucked up times</p> <p>EB - these struggles take place over a long term, setbacks will happen but needn't cause despair</p>	SMS- Partners are not strategically engaged in the election campaigns in a direct way, we need chapters to keep organizing, supporting and checking in with partners and each other and not get lost in electoral politics. Follow the lead of directly impacted folks, not the attention-grabbing headlines
<b>lefty/rad audience: already following our stuff, but not in our chapters</b>	<p>SA - long haul, sustainability, vibe (probs not super priority)</p> <p>SM - could NAA be a political home for you? Become a member/join/start a chapter and help us end immigrant detention and deportation!</p>	<p>CH - there is a difference between Biden being elected and Trump, there really is, even if Biden is horrible there is still a difference</p> <p>SA - we are going to follow our directly impacted partners in our local places where we have relationships. We understand that no community is a monolith, and there is deep internal disagreement within all communities and identities, and folks of color will bear the brunt of any outcome, so we are attuning to the people we are in relationship with and therefore accountable to. No matter what happens, we will show up in mutual aid and to put our bodies on the line</p> <p>RL: It's easy for Gen Z and Millennials to fall into nihilism. Gen Z needs to know that their hard work and organizing tactics are making a difference. Millennials need extra motivation to get moving because they have been beaten down so much that they often lose motivation to do anything. Millennials needs the reminder that not everything is useless bullsh**. </p>
<b>liberal, centrist dem audience: already following our stuff, but not in our chapters</b>	<p>EB - Stop letting the right/far-right frame the conversation, define all the terms, etc +1 CH</p> <p>SES–<b>feel</b>: confident that they can stand with immigrants without fear, <b>know</b>: that nothing that the Dems or Republicans are doing is acceptable; what is actually going on in immigration; <b>do</b>: support partner asks, get involved, become members</p>	<p>CH - being afraid of Trump shouldn't be reason for you to abandon any and all principles or critique of the Democratic Party [+1 EB]+++</p> <p>SES–Yes, the fascists are scary and the way we are going to fight them is by being on the right side, the side of solidarity, not by being silent about Dems and that's the right thing to do</p>

	<p>CH - the way forward electorally AND morally is through embracing a radically different immigration framework, NOT in trying to use the same 'tough' talk as Republican shithheads</p> <p>HBG: Stop thinking of basic human rights as "radical" or "extremist" +1 CH +</p> <p>SMS- A better world is possible and we don't have to wait for someone to write it into policy, we can create it together</p>	<p>SA - There is something rotten at the core of this system. It is our duty to understand <i>why</i> Biden and Trump are our only options, and to have a longer term vision that extends past this election. And we will follow those who will be most directly impacted by the decision. +</p> <p>SMS- Palestinians/Arabs must not be excluded +</p> <p>SM - relying on electeds has not worked for us, time to turn towards each other</p>
<b>Funders/Major Donors</b>	<p>CH - give us money [lol]</p> <p>SES—confident that we're out there doing the things</p> <p>SMS- they need to stop dictating the work and just hand over the money haha</p>	<p>SES—they should know where our chapters are doing stuff that they don't think is controversial and is bad for the Republicans/fascists (like fighting Abbott and TX republicans)</p> <p>RL: Immigrants are part of what makes this country strong. Even centrists can agree on that. We need to instill in them that the dehumanizing immigration laws are putting all of the US at a massive disadvantage, including business owners.</p> <p>SA - honestly don't say much, just focus on our local work and local wins</p>
<b>Directly impacted audience</b>	<p>SES—<b>feel</b>: Supported and as a big part of the conversation</p> <p>RL: That their experiences are important enough to affect other people and should be shared to help spread awareness.</p>	<p>SMS- That we will be with them no matter what happens in the elections, that we won't ignore their daily struggle amidst a barrage of jarring headlines and short bursts of negative attention [EB +1]</p>
<b>IRM partners</b>	<p>SES <b>feel</b>: Supported, seen, celebrated, <b>know</b>: that they can count on us to amplify them to an ally audience</p> <p>SM - that non directly affected people have a stake in this movement and in a humane immigration system</p>	<p>SA - we will follow you locally</p> <p>SES— their stuff!! We want to uplift their things</p>



<b>Jewish partners</b>	<b>SES feel:</b> Supported, seen, celebrated, <b>know:</b> how immigration stuff overlaps with pro-Palestine stuff and other topics they're working on; <b>do:</b> integrate pro-immigrant messaging into their adjacent work	<b>RL:</b> That our causes are intersectional and when we uplift one another we uplift everyone. + +  <b>SES</b> —we might want to support partners in defending pro-immigrant candidates against AIPAC????
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## Day 2

- Check In
- Read over yesterday's work & chat
  - what do we feel strongly about
  - assess alignments and misalignments
  - What are the types of narratives and stories we need to be finding and creating content on?
- (if time) talk about the "us", "them", "problem," "vision"
  - What are ways we can have the biggest "us"
  - Who and how are we talking about the "them"
  - What are the ways we are talking about the "problem"
  - What "vision" are we bringing people into?
- Structure check in
- Post this meeting
  - 1-2 people work on filling in the rest of this document based on our convos
    - where there are misalignments, make a choice! a proposal!
  - next meeting - standing content call? another time?

## NOTES

- Check in
  - Shayna: Diva music/expressive, the way the media is talking about what the democrats is very different than how they were talking about a little while ago. Things are shifting - want to hold that.
  - Sonya: K-Pop! Theres a lot of people in this group that want to radicalize the libs - appreciate the positive, can-do attitude
  - Rayna: Mr. Brightside. Been stuck thinking about the military spending bill and thinking about what is going on in the news with it.
  - Corey: Life-affirming, anti-capitalist electric jug band. "we think these fuckers are the main problem we should tackle"
  - Hallie: pixie garage band, really smart people on this call! keep thinking ahead to the election, and how daunting that is and how Biden is doing everything he can do make himself unelectable and how to talk to other leftists about how to talk about voting.
  - Ethan: irish punk. Schroedings cat: what do we do if Biden wins, what do we do if Trump wins. Cut through that. What is our narrative no matter what?
  - Symone: 60s psychedelic pop. Members have noted that our comms doesnt talk a whole lot about what we're doing as NAA, and letting people know that stuff. Holding that with the feedback of not presenting the work from a white-savior brownie points way. Curious if the team wants to incorporate
- Convo
  - Corey: pretty strong consensus on who we want to talk to = want to radicalize the libs and move the leftys in some ways electorally?
    - seems like everyone felt strongly about talking to the libs
    - but what do we say to them?!
    - whats the most worthy place for time and energy?
  - Sonya:
    - one question coming up (and as a right-wing watcher) = how do we be less on the defensive and more on the offensive? How can we be more "there are ideas are dangerous and bad and not life affirming" as opposed to always having to defend the humanity of immigrants
  - Corey: Medhi Hassan wrote a book about "winning arguments" or something - when you take the bait in school... one of the things that actually does change peoples minds and work well is attack the messenger. "Look at what these people say about everything else - do we want to take cues for this. These people are hateful weirdos. Why would you listen to them on anything?" Seems like libs dont say that about republicans?
  - Symone: To present an alternative to what Corey said. A lot of training is in shifting the overton window. Appreciate the distinction between narrative and deep narrative. How do we have this convo from a values perspective? Values based, getting at peoples backgrounds. What influences are people coming from? When it comes to liberals, love to focus on headlines, but inundated with whats going on, vulnerable to fear and urgency tactics. Having liberals understand and learning more about where the left is coming from. Have them pay attention to power-holders.

- Serena: appreciate what Symone is putting on the value piece. If primary audience is liberals, we can improve as an organization, honing in on that value and say repetition around messaging, holding that value as the center. At the heart of this debate re the election, centering directly impacted folks – the value of humanity-centric – all life mattering – centrist Dems have a very law and order frame. How to counter that not as a direct counter, but maybe our Jewishness helps. All life is sacred. License campaign in Boston took 20 years to win. Initial messaging was about “good for public safety” – wasn’t compelling enough. Wasn’t until directly impacted people told personal stories and took direct action. What makes sense? Does this policy make sense? What is pragmatic? Life affirming and pragmatism – heart/trunk of tree that we stress to bring in
- Rayna:
  - What demographic of liberals are we trying to talk to ? boomers, gen x, millennial? Each one needs a different set of bias that motivates them and demotivates them? boomers tend to be really pro-israel and that is going to be a hurdle and don't like to be educated. Figuring out demographics is important.
  - How much are they willing to learn from our movement? comparing photos of concentration camps is definitely a way for people to pay attention = visual learning tool
- Hallie:
  - Instagram gives us info on who is following us → overwhelmingly millennials, and then gen z. Boomers on Facebook. Need to have different strategies with different audiences.
  - Can't completely paint our audience all with the same brush. Audience is mixed.
  - Trying to move the people we have - not trying to grow at this point.
  - Don't have all the liberals have some
- Ethan
  - How are leftists who are not part of NAA feeling? a lot of despair around how Biden is almost as bad as Trump. Someone else wrote that this audience had hope. Not an actual misalignment - both of those things are true. How do we address both sides of that- Yes there are reasons to despair and YES there are reasons to hope in pragmatic and life-affirming way.
- Shayna
  - Add to mix about audiences - totally on board with liberals. And the other audience to speak to is the people who are already totally with us. An audience that I really care about and want to feel good about our stuff. Want to give people routes to engage. What to make sure our comms is doing organizing
- Hallie
  - The people we have that our leftists and we don't want to alienate them in order to appeal to liberals and don't want to compromise our values
  - Many reasons the newsletter is really successful is because it is appreciated by the majority leftist audience who doesn't pay attention to immigration
- Serena
  - centering immigration as related to the whole
- Corey

- Reason why i was intrigued by the report is because i have convos with liberals
- How to talk to liberals in the report is basically describing an open border. To get through to this person is to embrace the alternative argument we do want to make through an affirmative way. Putting forward the affirmative "we can all have freedom to move"
- Shayna
  - Did see some misalignments on elections in the notes
  - Biden vs. Not Biden
- Sonya
  - making connections with people and other movements → making our movement irresistible. Being what we want to see in the world. Making that the back end of all our work

	Deep Narrative (Key values & frameworks we are always coming back to)	"Us"	"Them"	"Problem statements"	"Vision"
<b>Primary Audience: The Libs</b>	<p>RL – This organization exists to eliminate the concentration camps we have in the United States and to keep them closed.*</p> <p>SA – All people deserve freedom, safety, kindness and care +1</p>	<p>CH - the whole world minus right wing radicals but if the right wing radicals repent * they can be part of 'us.'</p> <p>RL – People who are willing and able to care about others different from themselves.++</p>	<p>CH - Right wing radicals</p> <p>SES–fascist politicians +1</p> <p>SA – Politicians who fall into white nationalist right-wing talking points (Give</p>	<p>RL – Immigrants are being scapegoated for every problem in the US when in reality, immigrants are the backbone of this country. All of the scapegoating is to obfuscate the systemic issues</p>	<p>RL – A complete overhaul of the immigration system so that tearing families apart and putting people into concentration camps is never an option again. To do so, we need to construct a system</p>

	<p>SM - safety through solidarity with directly impacted folks</p> <p>SA – There is another way than the path we are on, and it's better for us all</p>	<p>SA – "people of conscious", people who want to do the "right thing", people who are confused about the path we are on, and want to find a path that works for us all +++</p> <p>SES—people who care about humanity; people who are life-affirming; people who are horrified by the violence of the fascists</p> <p>SM - the great divide aka what voters of dems have expected out of their elected leaders vs. the reality of what they have gotten</p>	<p>dems the chance to opt in or out of the them)+</p> <p>RL – People trying to cover up the systemic issues and are contributing to these issues growing worse.+</p> <p>EB - White supremacists +1</p> <p>HBG: Radical antisemitic people on the far right *and* "the far left" (or people they see as antisemitic if they are Zionist)</p>	<p>happening that need to be addressed and stopped.</p> <p>CH - most arguments, even liberal ones, start from a place of fear and scarcity. +</p> <p>SA: There is currently political leadership responding to what the vast majority of people actually want. Our elected officials are more beholden to gas and oil and war execs than their constituents.</p> <p>EB - a lot of corporations and politicians profit off of scapegoating immigrants+</p> <p>SM - Great replacement theory talking points ++</p> <p>SMS- anti-abolitionist arguments around shaming or punishing people we don't like +</p>	<p>designed to help, rather than harm, immigrants. +1CH</p> <p>SA - an immigration system that welcomes immigrants and supports those fleeing persecution, violence, terror. A government that cares more about their constituents wellbeing and safety than war profiteering abroad +</p>
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<p><b>Secondary Audience: The people who are already really with us</b></p>	<p>SMS- Jewish values, invoking the Holocaust+</p> <p>SES—There is hope. We can build the world we want to see; we know that we are on the right side, the moral side; principles of solidarity; we have a responsibility to humanity + life +</p> <p>SMS-anti-oppression</p> <p>SM - we are organizing our way to change/everyone has a role to play</p> <p>SA - we must hold complexity/multiple truths</p>	<p>SM - sharing stories of our chapter's wins and partnerships</p> <p>HBG: "us" might feel regional or provincial to people in different chapters - if they identify strongly with where they are located and what's happening there on the ground</p> <p>SA - people who are committed to justice, who are really doing the work</p>	<p>HBG: Fascist politicians, both GOP <i>and</i> anti-immigrant Dems (ie Eric Adams) * +</p> <p>SM - Right wing media holding hands with xenophobic and right wing policy makers</p>	<p>RL – As soon as the US is done scapegoating one group, they'll move onto the next. We know what that's like. We are seeing the signs written on the walls and we have to stop this now before it gets worse. +1</p> <p>SMS- that white leftist have the solution, ignoring indigenous sovereignty</p>	<p>SM - A border free world +1</p> <p>CH - Victory over Fascism</p> <p>EB - A world where calling a human "illegal" is not an option +</p> <p>SMS- collective liberation</p> <p>SMS- speaking from a place of love without tolerating hate</p>
<p><b>Always keeping in mind audience: Directly impact folks and our immigrant partners</b></p>	<p>SES—Groundedness in these are real problems that impact the people's lives in really real ways</p> <p>RL – Their stories deserve to be heard. They affect us because we understand what it's like to be scapegoated. And we will do everything we can to win this battle for their rights.</p>	<p>SM - sharing stories of our chapter's wins and partnerships +</p> <p>SMS- the left also has a lot of inherently racist messaging around lifting up stories of "good" immigrants or pandering to centrist arguments +++</p> <p>RL – Anyone who has a relative who immigrated to this country should be</p>	<p>SMS- I would reject the us vs. them mentality and ground in our shared humanity and common needs +</p>	<p>SMS- The election results aren't going to change the system and we can't pretend that any president can do that. Focus on legislation maybe, but not candidates *</p>	<p>RL – We aren't giving up on you, no matter what happens. We are devoted to this cause and we won't change our stance.</p> <p>SMS- Addressing power dynamics/money in all our systems</p>

		working to relate with the plight of immigrants. +			
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### Opinions/flags/questions

- Shayna: still need to figure out what we are saying about the elections!
- Ethan: found myself writing a lot statements in the negative, need some of that, but need more of what do we do instead?
- Corey: gotta talk about facism! thinking about what we say both of these groups of people. need to make it clear that this rhetoric starts here but never ends here. Seems like there is a disconnect, especially in mainstream media, level of what the threat is and how it's being talked about. Given that the larger problem is the fascist fucks, and subset is that fascist fucks are going on about immigrants . Is there a utility in talking to our audience about to that framework? Does it make sense to talk to the libs or the leftys "harm reduction" way?
- Symone: distinction between talking to the liberals directly - they are pedantic. Talking to them in a way that holds core values and invites people in. Making the movement irresistible. DOesnt feel jargony, inaccessible, calling them out. We are not writing for them, but we are writing them in a way that invites them in.
- Shayna: Moral clarity is something I'm pulling out and leaning into speaking with moral clarity

## Structure Proposal

### Structure & Roles

Content	Description	Who	How coordination & decision making happens (MOCHAS)	Who else they interact/coordinate with & what containers exist to facilitate this content
Weekly Newsletter + Social Media Content	weekly newsletter and translation of that same content for other social media platforms (infographics and twitter threads)	Current content team	M - Shayna O - Ethan B for email C - (who consults currently?) H - existing content team A - Ethan B + 1 other rotating content team member	Existing content & newsletter meetings  NAA Comms Chat (local team leads + content team + shayna + symone + Social Media Manager)
Social Media Content	4-5 original pieces of content a month + reposting partners + responses to DMs	Social Media Manager (In process of finding)	M - Shayna O - Social Media Manager C - partners, staff, content team H - content team as able A - Social Media Manager	Social Media Manager goes to content team meetings  In NAA Comms Chat  Social Media Manager Meet with Shayna every other week for accountability and support
Local Chapter Comms	Content for local chapters (social media & press)	Current local comms leads	M - Field organizers O - local comms leads C - local partners H - anyone they explicitly ask for support in the comms chat A - local comms leads	NAA Comms Chat (local team leads + content team + shayna + symone + SMCC)
Email Content	3-5 emails a month	Staff	M -	NAA Comms Chat (local



			O - Serena & Shayna C - Partners & content team H - content team and local comms leads as they can A - either Serena or Shayna	team leads + content team + shayna + symone + SMCC)  Serena and Shayna meet once a week to discuss weekly email content (meet after content team)
Overarching Comms Strategy	Tracking our comms strategy and content calendar overall and making sure that we are reaching our comms goals and putting our narrative out into the world enough	1 staff person + social media manager + content team	M - Serena/new org director O - Shayna C - content team, social media manager, partners, chapters H - staff, content team, social media me A - Content Team	Discuss in Content Team meetings  Serena/new org director and Shayna meet to check in on this overall
Anything else?				

**In summary, a proposed schedule:**

- Every Monday: Content Team = content calendar overall
- Every Tuesday: Serena & Shayna check in about Email
- Every Tuesday: Newsletter Workblock
- Every Wednesday: Newsletter Sent out
- Every other Wednesday: Shayna & Social Media Manager meet
- Ongoing: Communicate in Comms Chat

**TO FILL IN AFTER RETREAT & BRING TO NEXT SPACE**

	Based on the info above what DEEP NARRATIVES do we	What is the Narrative we need to share? <i>(Narrative: An array of related stories</i>	What kinds of STORIES do we need to find, write and share?	Any messaging ideas? <i>Hashtags, slogans, ideas,</i>
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	<b>want them to believe?</b> (Deep Narrative: The underlying frameworks and values that form a worldview. )	<i>and messages that together evoke emotion, offer analysis, and suggest action)</i>	<i>Stories have characters and a story arc. They create meaning and are the basic unit of change.</i>	<i>taglines that remind us of what we think and how we might choose to act.</i>
<b>Our leaders, volunteers, people in our chapters</b>	Their commitment to abolition is reflected in their desire to move policy makers in the direction of humane immigration policy, even during quiet moments.	They feel exhausted, sad, and angry as they are pulled in every direction.	They often hear more about losses than wins and about how Biden is as bad for Palestine as Trump.	They can get more empowering messages from local partners, other organizations like Democracy Now, Immigration Twitter/lefty Twitter, and from lefty journals.
<b>lefty/rad audience: already following our stuff, but not in our chapters</b>	They believe the US immigration system is unfixable and designed to harm people, and how this stands in contrast to the fact that all people deserve dignity, respect, and material thriving. There is a potential of plenty and safety for all that harmful systems intentionally prevent.	That the fear-mongering tactics are powerful but wrong, and that they need tools to fight both the despair and misinformation. They would also benefit from hopeful pieces that address grief, but also vision, resilience, and forward momentum.	We need to dispel the false narrative about a “border crisis,” and to help them understand how much Palestine’s situation reflects the US immigration issues. Explain why Biden is bad on immigration.	They receive their information from activism spaces, bubbles, podcasts, Discord servers, signal/WA loops, Palestine organizing spaces, and social media (including Instagram and TikTok).
<b>liberal, centrist dem audience: already following our stuff, but not in our chapters</b>	That Democrats are likely to lose the 2024 election if they can’t get on the correct side of the immigration situation.	Republicans have leaned on fear-based tactics so well because they work: we need to remind them of what another Trump presidency will do to this country. We also need to remind them to challenge racism	We need to dispel myths about the immigration “crisis” and point out how they’re being scapegoated for EVERY issue as a smokescreen for politicians to avoid accountability. We also need to bring awareness to the harm the Muslim communities are experiencing and will	They get their sources from social media including Facebook, Twitter, Washington Post, MSNBC, CNN, New York Times, NPR, etc. They have the most places that they can pull information from.

			experience.	
<b>Funders/Major Donors</b>	Because funders are more likely to lean center, they would believe in the manufactured “immigration crisis” instead of recognizing it as the human rights catastrophe that it is.	They are looking for the best causes to fund that can also stand against Trump, while having the most impact.	They believe in the “immigration crisis” narrative and need help understanding that it’s a human rights catastrophe.	Individuals with larger amounts of money tend to skew centrist and so would their news outlets: Forbes, Wall Street Journal, Bloomberg, etc.
<b>Directly impacted audience</b>	They believe in an underlying framework of community survival and solidarity, while recognizing that they will experience racial profiling during heightened times of immigration talk.	Immigrants must be given ample opportunity to speak on their own behalfs, and to have their voices amplified. Immigrants may feel more motivated, obligated, or totally disempowered. They may feel frustrated and scapegoated or used as political pawns while their needs are being ignored.	Immigrant audiences are hearing their lives being talked about through a political lens instead of a humanitarian lens. We need to discuss how white saviorism can cause just as much harm as right-wing dehumanizing.	Between experiencing these things for themselves and hearing about it from friends and families, they also see how immigration discussions impact their communities.
<b>IRM partners</b>	Our people are under a terrible threat and Dems have thrown us under the bus after we mobilized for them.	Their feelings of anger and exhaustion should be acknowledged.		They receive offline sources from each other and their base, and online sources from social media including Twitter and Instagram.
<b>Jewish partners</b>	Immigration and Palestine are part of the same system.	Though they are exhausted and consumed by Palestine organizing, they are trying to continue to do important work.		

**Current political moment narrative framework (will need to be updated as the problems and choice evolve)**

	<b>US</b> <i>Who do we want people to see themselves alongside? How will people see themselves in our narratives? How are people already identifying and how do we want them to identify?</i>	<b>THEM</b> <i>Who are we fighting? Who do we have power against? How can we make them "them" as small and clear as possible so that we can have the biggest "us" and smallest "them"</i>	<b>PROBLEM</b> <i>How are we framing the problem in our narrative in a way that gives people analysis. What is happening and why? But like... concisely.</i>	<b>VISION</b> <i>Something people can SEE and FEEL and BELIEVE IN</i>	<b>CHOICE</b> <i>You can do "this" or join us and "do that"</i>
<b>Our leaders, volunteers, people in our chapters</b>	<p>We want people in our chapters to feel seen and supported in their actions that they take alongside our immigrant partners, that we as NAA are in it for the long haul, we celebrate wins and learn from losses, and our struggles take place over a long term.</p>	<p>Governments, policymakers, and private corporations who profit off the carceral immigration system, politicians and right wing activists and media makers who profit off of the xenophobic rhetoric they spew.</p> <p><i>How can we make them as small as possible?</i></p> <p>By ensuring that they have to answer and be accountable to every decision they make</p>	<p>In varying degrees, both Democrats and Republicans profit off of the cruelty of our immigration system, however it is not politically expedient for Dems to alienate the immigrant voting block.</p> <p>Biden is pretty similar to Trump and has broken all of his promises; Biden has completely given up on any accountability to our movement and is doing awful, awful things on Palestine, as well as immigration</p>	<p>A complete overhaul of the immigration system so that tearing families apart and putting people into concentration camps is never an option again. To do so, we need to construct a system designed to help, rather than harm, immigrants.</p> <p>Victory over Fascism</p> <p>A world where calling a human "illegal" is not an option +</p> <p>collective liberation</p> <p>speaking from a place of love without tolerating hate</p> <p>A new way</p>	

				<p>forward?????</p> <p>Other immigration partnership plans?</p> <p>Open borders Solidarity with the most directly affected people in this movement.</p> <p>Ending 287g</p>	
<b>lefty/rad audience: already following our stuff, but not in our chapters</b>	It's vital that US leftists pay attention and make the connections between the US crimmigration system and the larger movement to end all carceral systems in the US. If you're apart of this movement then you're with US!!!!	Same as above	Same as above	Same as above????	
<b>liberal, centrist dem audience: already following our stuff, but not in our chapters</b>	Immigrants are our neighbors and always have been they are a large part of what makes the US economy go, and we should have a stake in ensuring their civil rights are not violated and there's a humane immigration system.	<p>Trump and racist GOP, and to a lesser extent Biden and dems who are upholding the status quo in the house and senate.</p> <p>Also right wing media</p>	Fighting racist GOP and their xenophobic immigration rhetoric and policy is fighting facism, of which we are dangerously sliding into electorally in this country.	<p>A new way forward?????</p> <p>Other immigration partnership plans?</p>	
<b>Funders/Major Donors</b>	Non directly impacted people have a stake	We are fighting right wing and libertarian	Fighting racist GOP and their xenophobic	A humane immigration system in	

	in fighting for their immigrant neighbors, and NAA is building a home for people to organize both alongside people in their local communities and nationally to end the criminality of the US immigration system and ensure a safe future for their undocumented neighbors.	policymakers, thinktanks, and funders who exacerbate the already racist rhetoric and policymaking around immigrants and immigration, and they have A LOT of money, so we have to use the money we have to resource as many groups who are doing on the ground work as possible.	immigration rhetoric and policy is fighting facism, of which we are dangerously sliding into electorally in this country.	the US via A knew way forward or some other legislative action  Ending 287g, other racist national or local immigration policies	
<b>Directly impacted audience</b>	“Us” is anyone who has a relative who immigrated to this country and/or can relate to the plight of immigrants either logically or emotionally. We know the harm of inherently racist depictions of immigrants like the “good” immigrant and we recognize the harm of pandering to centrist arguments.	We are all human and should all try to relate to one another. Separating it into “them” will do more harm than good.	The election results wont’ change a broken system and we can’t pretend that a president will be willing to do it. Focus on legislation, but not on the candidates.	We are devoted to this cause and we aren’t giving up no matter what happens. We also want to address how money impacts the power dynamics of the entire system.	
<b>IRM partners</b>	People who stand against the rise of fascism and try to uplift one another. We recognize the power of intersectionality and	People who uphold fascist ideologies and keep a system in place that harms and punishes marginalized people.	Progress against the tide of fascism can feel isolating and disparaging.	All of us working together to lift one another as we fight against fascism.	

	will work to support one another.				
<b>Jewish partners</b>	People who recognize genocide and the steps we need to take to stop it.	People who refuse to acknowledge genocide and are trying to control the narrative to turn people against Palestinians.	Information is being intentionally buried or misconstrued and false information is being spread like news about both immigrants and the plight of the Palestinians.	We help other organizations understand how much the Palestine situation reflects the US' immigration situation and we work to spread information to help tackle both issues head-on.	

### Election Specific Talking Points

<b>Audience</b>	<b>Main Talking Point</b>	<b>Which platforms do we share these on</b>
Our leaders, volunteers, people in our chapters	Encouraging messaging should be the main focus: that even though these are difficult times, setbacks don't equal failure and this team has the tools to go forth and make a difference. Don't get lost in the politics, and make sure to follow the lead of directly-impacted folks.	
lefty/rad audience: already following our stuff, but not in our chapters	Offer NAA a political home for them: encourage them to become members, join the cause to end detention and deportation, and to start a local chapter, all with a vibe centered on "we're in this for the long haul" and a sense of hope and sustainability. Empower them to vote by showing that there's a difference between Biden and Trump being elected.	
liberal, centrist dem audience: already following our stuff, but not in our chapters	Basic human rights are neither radical nor extremist: the way forward electorally and morally is to stop swallowing the immigration rhetoric going around, and to instead learn to support the immigrants in your community. Stop letting far-left vs. far-right frame the conversation and define all the terms: call out the hypocrisy of both political sides.	
Funders/Major Donors	Show them the changes we have made, and the changes we will continue making. Remind them that donating to us makes a direct impact. Remind them of the positive impact immigration has on the economy.	

Directly impacted audience	Their experiences are important enough to affect other people. That their voices deserve to be heard, and that they will have our unyielding support no matter what happens in the elections.	
IRM partners	Make them feel supported, seen, and celebrated, and know that we can amplify each other, and that everyone is affected by a broken immigration system.	
Jewish partners	Show them how pro-Palestine things overlap and intersect with pro-immigration movements. Make them feel supported and seen and help them integrate pro-immigrant messaging into their work.	