



NARRATIVE & POLICY MESSAGES

AUGUST 20, 2013



POWER OF NARRATIVE

“The use of **narrative to instruct and lead** has long been a part of human culture. It is one of the world’s most powerful tools for achieving **astonishing results.**”

**Harvard
Business
Review**

NARRATIVE STRUCTURE



NARRATIVE OUTLINE

CAMBIO GOALS: UPHOLD OUR VALUES WHILE ENSURING PUBLIC SAFETY

IMMIGRANTS: HARD-WORKING FAMILIES

PROBLEM: THE SYSTEM IS IMPRACTICAL, COSTLY AND UNFAIR—AND IT TEARS FAMILIES APART

SOLUTION: FAIR, EFFECTIVE IMMIGRATION LAWS AND LAW ENFORCEMENT THAT PRESERVE THE VALUES OF AMERICAN JUSTICE

POLICY GOALS: DUE PROCESS, JUDICIAL DISCRETION, WORKERS' RIGHTS, PATH TO CITIZENSHIP, BORDER OVERKILL

NARRATIVE: GOALS AND PEOPLE

UPHOLD OUR VALUES WHILE ENSURING PUBLIC SAFETY

We're a nation of laws and a nation of immigrants - not a police state. We want immigration laws and law enforcement to uphold the American values of **justice** and **fairness** for all, while ensuring public **safety**. The current system is **ineffective** and it violates our values—it is **unfair** and **inhumane**.

HARD-WORKING FAMILIES

People sacrifice so much coming to America to make a better life, sometimes to escape desperate poverty and violence. Many are **families** with **children**. They **work hard, pay taxes**, and volunteer in their communities. They love America and want to contribute to our country.

NARRATIVE: PROBLEM

THE SYSTEM IS IMPRACTICAL, COSTLY AND UNFAIR—AND IT TEARS FAMILIES APART

Current immigration laws and their enforcement are impractical and inhumane. They **waste billions** of dollars—when our economy can't afford it—and thousands of **families have been torn apart**.

The federal government already spends more on immigration enforcement than on the FBI, DEA and ATF combined. Our resources should go toward protecting us from *real* threats like organized crime and terrorism. It doesn't make America safer to waste billions of dollars going after hardworking, tax-paying people who can contribute to our country.

Even worse, the current immigration system is not governed by **American values of fairness and justice**. The government throws these people in jail and sticks their children in government-run foster homes. It doesn't matter if you're a parent, sick, elderly or even pregnant—you can be thrown in jail indefinitely, without a hearing before a judge or an attorney to represent you.

NARRATIVE: SOLUTION

FAIR, EFFECTIVE IMMIGRATION LAWS AND LAW ENFORCEMENT THAT PRESERVE THE VALUES OF AMERICAN JUSTICE

We're at a critical moment in the debate. Immigration laws and their enforcement should be effective and uphold the values of American justice. Fair, effective law enforcement means every accused person has the **right to an attorney**, and **appears before a judge**. It doesn't mean **rounding people up** and **throwing them in jail** indefinitely.

Instead, we should focus our resources on true threats to public safety, and stop wasting taxpayer money locking up hardworking men, women and children for months or deporting parents and putting US citizen children in foster care.

To get to the root of the problem, we need common-sense immigration **laws that allow people to come here legally**, as well as **law enforcement that is fair and humane**. That's more effective than expensive and impractical approaches, like trying to detain and deport millions of people or walling off a 2,000-mile border.

This will **ensure public safety, save taxpayers money** and enable people to earn citizenship so they can **contribute to our economy and our country**.

WINNING WORDS

Goals

Justice, Fairness, Safety

People

Hardworking, Taxpaying

Families, Children

Problem

Ineffective, Unfair, Inhumane

Waste billions

Families torn apart

**Rounding people up and throwing
them in jail indefinitely**

Solution

Right to an attorney

Right to appear before a judge

**Laws that allow people to come
here legally**

**Law enforcement that is fair and
humane**

Benefits

Save taxpayers money

Ensure public safety

**Contribute to our economy and our
country**

NARRATIVE: POLICY GOALS

DUE PROCESS

No one—not longtime residents of the United States or recent immigrants—should be thrown in jail without a hearing before a judge or a lawyer to represent them. Checks and balances need to be respected, with responsible, accountable enforcement. In America, everyone should get their fair day in court.

JUDICIAL DISCRETION

Let judges do their jobs. An immigration judge should be able to consider the circumstances of each person's case and decide whether he or she should be deported. For example, a judge should be able to take into account whether the person served in the military or whether they were brought into the U.S. as a small child.

NARRATIVE: POLICY GOALS

WORKERS' RIGHTS

Like all workers in America, immigrant workers have rights. Workers who are exploited by employers that violate fair labor laws should feel free to report those violations without fear of being deported. This helps ensure that the U.S. can protect workers' rights for all workers.

PATH TO CITIZENSHIP

Keeping 11 million people in the shadows of our society doesn't make America safer. People who are here already should be able to earn their citizenship, pay their taxes and contribute to their communities and the economy. That's more effective than trying to deport millions of people.

NARRATIVE: POLICY GOALS

BORDER OVERKILL

This border surge is a border splurge. Doubling the number of Border Patrol agents to 40,000 is border overkill—and makes our southern border the most militarized in the world after North and South Korea. Even local law enforcement officials say this is too many federal agents and not enough checks and balances. If you're an American who lives near the border, an agent can stop you in your car or intrude onto your private property anytime without a warrant. Instead of just throwing billions more dollars at the Mexican border, we should use our resources for better training and oversight of the 20,000 agents already at the border.

KEY QUESTIONS

1. *Which immigration enforcement programs would you be in favor of?*

We're in favor of law enforcement that is fair and humane. So we would support programs that provide proper training for border agents, and fair, accountable oversight to ensure that families are treated fairly and humanely.

The current programs are impractical and unfair - they waste billions of dollars and thousands of families have been torn apart.

We support programs that make America safer rather than going after hardworking, taxpaying people who want to contribute to our country.

KEY QUESTIONS

2. *Would you be in favor of deporting a murderer/rapist?*

We're in favor of leaving those questions up to the judges—that's their job, and we should let them do it. If an immigrant is accused of a crime, they should get a fair day in court, just like everyone else, and if they're found guilty they should be sentenced appropriately.

These decisions should be left up to judges, not politicians.

KEY QUESTIONS

3. *Didn't "aspiring citizens" already break the law?*

Yes - because our current immigration laws are so confusing and complicated, many immigrants can't navigate a path to come here and stay lawfully. We need to reform the laws, including a clear path to citizenship for people who are already here.

These people came to America to make a better life, sometimes escaping desperate poverty and violence. They love America and want to contribute to our country - they work hard, they pay taxes, and they volunteer in their communities.

KEY QUESTIONS

4. *The CBO determined that the “border surge” would cut illegal immigration by 50%. Would our proposals have the same effect?*

Let’s be clear – the CBO estimated this would cut undocumented entries from Mexico. But border crossings from Mexico are already at an all time low. Doubling the number of border patrol agents at the Mexican border is overkill—making our southern border the most militarized border in the world other than the North-South Korea border—and it wastes billions of dollars instead of spending the money where we really need it.

To get to the root of the problem, we need common sense immigration laws so people can navigate the system to come here legally. That’s more effective than expensive and impractical approaches like trying to wall off a 2,000 mile border.

KEY QUESTIONS

5. *Why shouldn't we make it hard for people who are here illegally to earn citizenship?*

It's already very hard for people to navigate our immigration system and become US citizens.

The people who are already here should be able to earn their citizenship, pay their taxes and contribute to their communities and the economy. We're a nation of laws and a nation of immigrants who build businesses, create jobs and contribute to our economic growth.

KEY QUESTIONS

6. Won't giving judges more discretion add to an already backlogged and overwhelmed system?

No. The system is backlogged and overwhelmed because the government wastes billions throwing thousands of hardworking people in jail, sometimes for years. It doesn't matter if you're a parent, sick, elderly or even pregnant—you can be thrown in jail indefinitely, clogging the system.

So we should let judges do their jobs—and decide whether someone should be in jail or released until their hearing. There are thousands of people in detention on any given day who do not need to be locked up because they pose no flight risk or threat to public safety. They should be released so they can take care of their kids, do their jobs and pay their taxes, not languish in jail at taxpayer expense.



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