



MEDIA TALKING POINTS

OVERVIEW OF MESSAGING

This is a time when many are embracing a vision of inclusion, standing up for our democratic values, and promoting communities where all feel that they are part of our social fabric. This is also a time of fear and increased divisions as groups are pitted against each other and some wonder if they are still welcome. Research shows that communicating a positive vision - one that emphasizes inclusion, unity, and a positive shared future - is key to overcoming divisions. Welcoming America has a number of communication toolkits available to help you craft Welcoming Week messages, but here are a few sample talking points to help you get started.

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- This is a time to celebrate the values that unite us as neighbors, parents, and colleagues, and to make our towns more welcoming to newcomers and to everyone who calls our community home.
- Welcoming Week celebrates our nation's highest democratic values: freedom and opportunity.
- Welcoming Week reminds us that no matter where you come from, what your gender is, or the color of your skin, we all deserve the opportunity to reach our greatest potential.
- There has never been a more important time for communities to show that they are welcoming to everyone, of all backgrounds, including immigrants and refugees.
- Our [community's/organization's] participation in Welcoming Week through [event(s)] shows that in (local community), residents of all backgrounds are coming together to create stronger, more prosperous communities.
- We are proud to be a part of Welcoming Week, which is demonstrating that in places large and small, rural and urban, people of all backgrounds are coming together to create stronger communities.
- Welcoming Week is an annual celebration bringing together thousands of people and hundreds of local events that celebrate the contributions of all of us - newcomer and long-time residents alike - and the role communities play to foster greater welcome and opportunity for everyone. Welcoming Week is Sept. 13-22, 2019.
- More and more communities around the world are recognizing that we need the talents of all of us to make our communities stronger economically, socially, and culturally.
- Welcoming America is leading a movement of inclusive communities becoming more prosperous by making everyone who lives there know they belong. We believe that all people, including immigrants, are valued contributors and vital to the success of both our communities and our shared future.