**OFA Training Annotated Agenda**

**Comprehensive Immigration Reform Issue Briefing**

**TIME ALLOTTED: 1 Hour**

**PRESENTER(S):**

**MATERIALS NEEDED:**

* Projector and PPT

**GOALS FOR THIS SECTION:**

* Understand President Obama’s four pillars for reform and the current legislative framework
* Articulate OFA’s message on comprehensive immigration reform
* Explain the current campaign strategy and timeline to pass comprehensive immigration reform
* Share national and state goals and tactics of the campaign to other volunteers

**AGENDA**

**0:00 – 0:06 Introduction, Goals & Agenda**

0:00 – 0:04 Personal Story Introduction

* **[Slide 1]** [Trainer should tell a 2-minute version of his or her personal story, tying it back to the issue of Comprehensive Immigration reform.] Everyone here decided to join us because this issue is important to you. You have probably already been reading about the issue in the news, and have lots of questions about the timeline and strategy, and what OFA’s role in all of this will be, and how you can help. Is that a fair assessment? Why is everyone here? [Facilitator should do an on-the-spot needs assessment and, as possible, adjust the agenda to reflect the needs that the facilitator detects during the assessment.]
* **[Slide 2]** As President Obama said, “our economy is stronger when we harness the talents, ingenuity of striving, hopeful immigrants.  And right now, leaders from the business, labor, law enforcement, faith communities -- they all agree that the time has come to pass comprehensive immigration reform. Now is the time to do it.  Now is the time to get it done.”
* I want to thank you all for being here today, because it is clear you share this sentiment with our President.

0:04 – 0:06 Session Goals and Agenda

* **[Slide 3]** By the end of this session, you will be able to…
  1. **[Animation Cue]** Understand President Obama’s four pillars for reform and the current legislative framework
  2. **[Animation Cue]** Articulate OFA’s message on comprehensive immigration reform
  3. **[Animation Cue]** Explain the current campaign strategy and timeline to pass comprehensive immigration reform
  4. **[Animation Cue]** Share national and state goals and tactics of the campaign to other volunteers
* **[Slide 4]** And so, to accomplish these goals, let’s take a look at our agenda…
  1. We’re just about to finish up our introduction
  2. Then we’re going to give a brief overview of what’s at stake with this issue.
  3. We’re going to talk about what we’ve already accomplished with the OFA campaign to pass Comprehensive Immigration Reform
  4. Then we’ll pivot to talk more about the components of our strategy and how we’ll apply those to the final hurdle, the House of Representatives
  5. Lastly, we’ll debrief, talk about next steps and close out.
* **[Animation Cue]** With that, let’s dive into our first session of the day.

**0:06 – 0:20 Immigration Issue Background**

0:06 – 0:10 What’s at Stake

* **[Slide 5]** In addition to the reasons you all have for being here, this issue has taken center stage on the national front because our immigration system is currently broken, and it has been for some time.
  1. **[Animation Cue]** 11 million undocumented immigrants are currently living outside of the current system. In so many cases, the immigration system has let these individuals down.
  2. **[Animation Cue]** DREAMers were brought to this country as children, at no fault of their own, but they are paying a great consequence. Kids who have worked hard, done their best in school, now have to pay a price and live an unfair life.
  3. **[Animation Cue]** The current system doesn’t allow us to be competitive. Too many tech companies (as an example) are not able to hire the best and the brightest because of this flawed system.
  4. **[Animation Cue]** Our borders are safer than ever, but it still needs to continue to be a top priority.

0:10 – 0:15 Who’s Involved and What They’ve Said

* **[Slide 6]** Let’s look at some of the big decision-makers influencing the fate of comprehensive immigration reform.
  1. **[Animation Cue]** First, President Obama has made it clear that the time to pass comprehensive immigration reform is now.
  2. **[Animation Cue]** He told Congress that they need to take the lead but he has also made it clear that if they don’t, he will introduce legislation to get this done himself.
  3. **[Animation Cue]** Committees, called “Gangs of 8,” have formed in the Senate **[Animation Cue]** as well as the House of Representatives. They are made up of members from both parties who are committed to crafting a bill and a plan to pas comprehensive immigration reform
* **[Slide 7]** President Obama has laid out what we’re calling the four pillars for reform. Basically, these are the four components of any comprehensive immigration reform package that he needs to see in order to sign the bill into law. Those four components are:
  1. **[Animation Cue]** Continue to strengthen our borders
  2. **[Animation Cue]** Holds employers who are hiring undocumented immigrants accountable
  3. **[Animation Cue]** Allows for an earned pathway to citizenship for the 11 million undocumented immigrants currently living in the United States
  4. **[Animation Cue]** Streamlines and modernizes our immigration system
* **[Slide 8]** Before we get into the House of Representatives and our strategy for that body, let’s back up and talk about the Senate. As you probably read, we scored a major win a couple of weeks ago when the Senate passed the Gang of 8’s bill.
* Can anyone tell me what provisions ended up passing in that bill? [Best Practice: wait at least 5 seconds after asking a question for the audience to step up before rephrasing or clarifying the question] Great, so here’s the breakdown of what passed in the Senate last week.
  1. **[Animation Cue]** Continues to strengthen our borders by increasing support and funding. Provides additional resources, training, and clear benchmarks for success.
  2. **[Animation Cue]** The bill strengthens penalties for employers who game the system and knowingly hire undocumented employees.
  3. **[Animation Cue]** The bill passed in the Senate has a tough, but fair pathway to citizenship for the 11 million; brings them into the legal system. The pathway outlined by the Gang of 8 brings the 11 million into the legal system and ensures that they pay taxes and learn English. This process will take at a minimum 13 years.
  4. **[Animation Cue]** Finally, the bill modernizes our immigration system.

0:15 – 0:20 OFA’s Role in the Senate

* **[Slide 9]** OFA played a key role in all of this. While the bill was making its way through the complicated process in the Senate, there were countless opportunities for it to fail and disappear from the Senate’s docket. But through our organizing, we were able to have an influence to keep it moving. Let’s dive into a couple of examples.
* First off, with the help of all of our supporters across the country, we were able to collect thousands of stories of people affected by our broken immigration system.
* We’ll continue to highlight these stories through the duration of our campaign
* Collecting stories also helps us shape our narrative and connect our values to our volunteers. We heard and were able to share some truly inspiring and truly heart-breaking stories that helped us make our argument for reform in the Senate so much more potent.
* **[Slide 10]** To know where to focus our efforts and resources most heavily, we priorities Senators in 32 states. This allowed us to focus only on the swing votes in the Senate. Volunteers in these states held over 1,300 events in support of action in the Senate on this issue.
* While we know that every state has a role to play, states that have gold stars are states where we knew there were house members or Senators that can be persuaded into supporting CIR.
* All legislative priorities are fluid and likely to change based on a series of variables, for example in FL where our volunteers spoke to and got a positive statement of support from US Rep. Young (R).
* Notice how all states are listed on this map - all states will play a key role. Some will serve as issue battlegrounds and others will serve as issue border state programs but every single one of our volunteers will play a key role. This is the only way CIR will pass.
* **[Slide 11]** Then, in some states, our work has been to primarily make examples of Senators who made the incorrect votes. The best example is with Republican Senator Mark Kirk in Illinois.
* Illinois voted for President Obama bay 17 percent in 2012, and voters overwhelmingly support comprehensive immigration reform, but Senator Kirk voted twice during symbolic Senate procedural votes to block immigration reform. We employed aggressive rapid response tactics to shame him. We did flyering and press events in Illinois and he ultimately changed his vote to support the bill following our efforts.
* **[Slide 12]** As you can see, we’ve adhered pretty closely to our original timeline for accomplishing this.
  1. Back in April we started organizing to support the Gang of 8, then they introduced the bill.
  2. Then, in May, the bill was in a sort of revision phase, in the Senate Judiciary Committee, which has jurisdiction over immigration issues. We organized in the home states of these Senators and showed support for their work. Here, we did two things: First, we prevented poison pills from making their way into the bill and causing us to lose votes among the larger body, and second, we fought back amendments to water the bill down and remove the four pillars the President asked for. This was a huge win.
  3. Since then, we’ve been telling stories, holding grassroots events, writing Letters to the Editor across the country, and not relenting. This was leading into the Senate vote.
* **[Slide 13]** What did all of this work get us?
  1. **[Animation Cue]** The Senate voted 68-32 in support of Comprehensive Immigration Reform.

**0:20 – 0:40 Getting the Bill Through the House**

0:20 – 0:25 The Challenge in the House

* **[Slide 14]** Despite the challenge we had in the Senate, it was actually the least resistant body to change. So, our work in the House is even more critical, but our strategy is going to have to be different.
* **[Slide 15]** In the House, we have a few different challenges to get us to our goal – none of which are easy to overcome.
  1. **[Animation Cue]** The first is that one of the top options is to pass the bill peacemeal. This means that each of those four pillars would be held to a vote on their own standing, rather than a comprehensive approach.
  2. **[Animation Cue]** Second, we will need to stress pathways to reform less, and it will take encouragement for the House to act at all.
  3. **[Animation Cue]** Third, we don’t yet have a bill in the House because the Gang of 7 hasn’t yet introduced it.

0:25 – 0:35 Breakout Strategy Sessions

* **[Slide 16]** We’re going to take the next 10 minutes to kick this to all of you. Can I get a volunteer to read me the questions up on the screen? [allow volunteer to read all questions:
  1. Whose support in [CITY, STATE] does [INSERT REPRESENTATIVE] count on?
  2. How can we use our connections with these people to make the perception match the reality that the majority of voters in [CITY, STATE] support CIR?
  3. What are some outlandish, but effective tactics we can use to persuade Representative [INSERT REP] to support CIR?
* Great. Don’t move until I say, “go,” but we’re going to break into groups of 5. Assign a note keeper who will report out your group’s ideas.
* Ready – Go!

0:35 – 0:40 Breakout Report-Backs

* [Regain the attention of the group. Best practice: “if you can hear me clap once! If you can hear me clap twice!” until you’ve regained the attention of the room.
* Let’s hear from one group at a time on these three questions [give each group about 1 minutes to outline their plan and make sure to encourage creativity and wacky ideas – even if they may not be realistic].
* Great well, we’re going to just briefly talk about messaging before moving to our debrief on this session.

0:40 – 0:45 Messaging on CIR

* **[Slide 17]** As we move into the planning phase in the next session, we want to make sure that every event we have is an opportunity to amplify our message in a way that it resonates with the most people in our Congressional district. Let’s take a look at our core message right now (note that it is subject to change)
* Let’s start with something basic: what is messaging? [it’s a strategic way of talking about what we care about, in order to reach a broader or more targeted audience cogently].
* Great! And why do we message? [Again, to tell a compelling argument that relates to people’s shared values and experiences in order to persuade them to support us or take action in support of our efforts].
* We have two major goals with messaging as it relates to CIR.
* **[Animation Cue]** The first is engaging our volunteers.
  1. **[Animation Cue]** We’re collecting personal stories, connecting with people based on shared values and talking about CIR as integral to the American story. It’s the right thing to do.
* **[Animation Cue]** Second, we want to use messaging to persuade Members of Congress on three key points:
  1. **[Animation Cue]** A message that focuses on the economic benefits of reform
  2. The president’s four pillars for reform and finally,
  3. A tailored message that is relevant to the community we’re trying to connect with.
* **[Slide 18]** For comprehensive immigration reform, the importance of our message, and exactly what that message sounds like, fits into two major buckets: Values and the Economy.
  1. With values, we connect with the things that are important to people using values we have in common with them. Fairness, justice, responsibility, etc. We’ll emphasize that immigration gets at the core of who we are as a nation – it’s our American Story. Lastly, we won’t let the House of Representatives unfairly block what the country wants and deserves.
  2. With the economy, we need to drive home that this legislation grows the economy by 1.5 trillion dollars over 10 years, while reducing the deficit by almost $1 trillion over the next 20. Economically speaking, our message is that this bill makes our country and our economy stronger, despite what some critics have falsely accused.

**0:45 – 1:00 Debrief, Next Steps & Closing**

0:45 – 0:55 Group Debrief & Key Takeaways

* **[Slide 19]** Now we’re going to move into the most important part of today’s session: our debrief!
* **[Slide 20]** Don’t move until I say “go,” but we’re going to do roller derby takeaways. Who here knows and can explain to the group the concept/rules of the sport, Roller Derby? [Probe for an answer that describes the objective as rolling around in a big circle, trying to pass people on the opposing team]
* We’re going to do the debrief – and non violent – version of this sport and we like to call it “Roller Derby Review”. OK, everyone line up in a big circle and face counter clockwise [give participants a minute and make sure to remove any cords or chairs or objects that could cause tripping or injury.]
* Now take about 30 seconds of silence to come up with answers to these three questions:
  1. What is your #1 takeaway from today
  2. What are you most excited to do after this training on CIR
  3. What questions do you still have
* [Regain attention of the group]

0:55 – 1:00 Closing

* **[Slide 21]** We’ve waited more than 20 years for comprehensive immigration reform.
* Many have tried before and failed, but...
* The time is now and we need you to be a part of it. We can only accomplish this together.
* Thank you!