

# Core Messaging

This document provides topline messaging for foundations and their partners to respond to attacks on the sector, individual foundations, or specific philanthropic leaders. We also outline core messages in response to potential executive action(s) specifically targeting climate and immigration organizations.

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## **FREEDOM TO GIVE/FREEDOM TO INVEST**

**VALUE:** Everyone—regardless of our politics—wants to live in a nation where we enjoy the fundamental rights and liberties every person needs and deserves in order to thrive. [STATE CONNECTION TO EO CONTENT, CLIMATE AND/OR IMMIGRATION]

### **THE PROBLEM:**

- With this [EXECUTIVE ORDER], the Administration is trampling on the First Amendment’s guaranteed freedom of expression to intimidate or punish climate/immigration work that it disagrees with.
- There is a clear throughline between this attack on [INSERT INSTITUTIONS] and the various assaults we are seeing against the legal profession, educational institutions, and corporate diversity initiatives: The administration wants to silence anyone who disagrees with, annoys, or otherwise upsets its leaders.
- This is about more than just bullying climate/immigration organizations—the administration’s actions come at the expense of the American families and communities who
  - are dealing with the effects of pollution, natural disasters, fires, and other environmental harms.
  - rely on the hard work and contributions of people who came to the U.S. for a better life.

**CALL TO ACTION:**

- We call on members of Congress and President Trump to do everything within their power to preserve nonprofits' freedom of expression to fight for causes they believe in.
- The government should never be allowed to force the charitable sector to conform to its political agenda through threats and retaliation.
- In America, we have no kings—climate/immigration organizations and all other nonprofits serve the public interest, not any political party or business interest.

**THE IMPACT:**

- Our nation is stronger when everyone can exercise their First Amendment right to freedom of speech—including the freedom to express ourselves by supporting issues we care about.
- When we fight for the freedom of charitable institutions to give back to our communities, we're fighting for the freedoms of our fellow Americans to breathe clean air, care for their families and their health, and leave a better world for future generations to enjoy.

**CLIMATE**

**VALUE:** There's nothing political about work that helps more people breathe safe air, drink clean water, and leave future generations with a thriving planet.

**THE PROBLEM:**

- The government's attack on climate work is intended to have a chilling effect on efforts to address pollution and mitigate the effects of climate change.
- Rather than fighting for the public good, this [EO or other action] sides with the corporate polluters that have poisoned many of our communities.
- By seeking to paralyze climate organizations, this action will only amplify a climate crisis that is making storms more damaging, floods more frequent, fires more common, and heat more deadly.

**CALL TO ACTION:**

- This government is spending taxpayer resources on trying to shut down climate organizations fighting to protect our health when it should be working with them

to protect the wellbeing of everyday Americans and deliver clean, affordable energy that creates new jobs.

- The only thing political about the climate work the government is trying to shut down is that wealthy fossil-fuel CEOs have been paying politicians for years to defend their interests over the public good.
- [If applicable] The [FOUNDATION NAME] isn't going to back down from our commitment to [STATE CLIMATE MISSION].

#### **THE IMPACT:**

- The climate work that's under attack touches almost every corner of the U.S.: states that are red, purple and blue, urban and rural communities, people young and old from all different backgrounds.
- Everybody benefits from [good clean energy jobs/clean air and water/healthy communities] that organizations like [NAME] are fighting for.
- It's time for these baseless attacks to end so the charitable sector can get back to focusing on what's most important to the American people: our health, our families, and our futures.

## **IMMIGRATION**

**VALUE:** There's nothing political about work that keeps families together, helps our economy retain valuable workers, and assists people seeking safety and a better life.

#### **THE PROBLEM:**

- The government's attack on immigration reform advocacy organizations is intended to have a chilling effect on efforts to make the case for a fair immigration process that benefits our economies and respects all families.
- Rather than fighting for the public good, this [EO or other action] sides with people shaming and blaming immigrants to divide and distract us from the major economic problems our nation is facing.
- By seeking to paralyze immigration reform organizations, this action will only harm the American businesses, communities, and families that rely on them.

#### **CALL TO ACTION:**

- This government is spending taxpayer resources on trying to shut down organizations fighting to keep families together when it should be focused on

addressing rising prices and a slowing economy that is making it harder for American families to get by.

- The only thing political about immigration work is that it gets in the way of the administration's costly and inhumane mass deportation agenda by providing real solutions for fixing our broken immigration system.
- [If applicable] The [FOUNDATION NAME] isn't going to back down from our commitment to [STATE IMMIGRATION MISSION].

#### **THE IMPACT:**

- We need our politicians and immigration reform advocates to work together to address our broken immigration system and the situation at the border.
- Everybody would benefit from real immigration solutions that uphold our values and honor our great national tradition of being a place where people from anywhere can build a better life for their families by working hard and playing by the rules.
- It's time for these baseless attacks to end so the charitable sector can get back to focusing on what's most important to the American people: our health, our families, and our futures.