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RESPECT FOR THE LAW & ECONOMIC FAIRNESS: ILLEGAL IMMIGRATION PREVENTION

OVERVIEW: THE FOUR PRINCIPLES

Americans are not only ready for an overhaul of illegal immigration policy, they are demanding it. It has become such an important issue that many are willing to vote against their traditional party if they disagree with a candidate's position on immigration reform. Linguistically, as you enter the debate, there are four key themes that must represent the core of your message: *prevention, protection, accountability and compassion.*

- 1) **PREVENTION.** Reform must start with the prevention of further illegal immigration, and that prevention starts at the border. While a majority of Americans believe it is the economic consequences of illegal immigration that is doing the most damage, it's the "*principle of prevention*" that the public sees as the most important solution.

"If we stop the inflow of illegal immigrants, we can start to address the problems created by illegal immigrants already here. But if we fail to prevent new illegal immigrants from entering the country, no reform measure will be truly effective."

- 2) **PROTECTION.** Immigration reform needs to be about protecting the generations of Americans who came here the right way. For most Americans, protection is as much about economic security as it is about homeland security – so say it and personalize it.

"This is about overcrowding of YOUR schools, emergency room chaos in YOUR hospitals, the increase in YOUR taxes, and the crime in YOUR communities."

- 3) **ACCOUNTABILITY.** Illegal immigration is a comprehensive problem that requires a comprehensive solution, and accountability should be at the core of every solution.

"Those who flaunt the rule of law should be held accountable. Those who enter this country illegally to commit a crime should be held accountable. Those who hire illegal immigrants should be held accountable. And those who turn their heads and claim there is no problem should be held accountable."

- 4) **COMPASSION.** This is the component lacking in much of the Republican messaging on illegal immigration thus far. You are quick to condemn the problem, as you should be, but no one hears your sympathy for ALL of the innocent victims. This includes everyone here legally pursuing the American Dream. There people must take priority.

"A child brought here by an illegal immigrant is a victim, but so are the children of legal immigrants and citizens who pay for it in taxes and fewer services themselves. We cannot deny care to an illegal immigrant, but the rest of us pick up the tab. The best way to show compassion for illegal immigration is to END illegal immigration."

“A country that can’t control its own borders can’t control its own destiny.”

The American people aren’t interested in piecemeal immigration “reform.” Reform is not strong enough. They want to END a system that is much too lenient and far too ineffective. In fact, the candidate that talks about **illegal immigration prevention** will beat the **illegal immigration reform** candidate almost everywhere in America. But they also don’t want to undermine the LEGAL immigration system that they believe has worked well for millions. So be careful of your language; words matter in this upcoming debate. Here is a summary of six policies and their language to appeal to a majority of Republicans and moderate Democrats:

- 1) **Increased border security.** The public believes Washington is responsible for providing “safe and secure borders” and will not accept excuses for its failure. If the American people knew that thousands of illegal immigrants cross the border every single day, there would be outrage. When polled, people are looking for a border that is “controlled.”
- 2) **Severe cross-border penalties for human traffickers.** It’s a no-brainer. And with only 21% of those polled believing that illegal immigration is solely our problem, it’s a minimum requirement Americans expect from our Mexican neighbors. ***“We have the right and Mexico has the responsibility to stop human trafficking across the border. And if they can’t or won’t do it, we’ll have to.”***
- 3) **Penalizing employers for hiring illegal immigrants.** Even Republicans want to “***stop the supply of jobs that encourages the supply of illegal immigrants.***” Punishing employers who hire illegal immigrants is almost as popular as punishing the illegal immigrants themselves.
- 4) **No special American privileges for illegal immigrants.** Americans are not ready to punish the children of illegal immigrants by denying them healthcare or an education. But they are completely opposed to providing welfare, unemployment or in-state tuition for college. ***“The special privileges and guarantees afforded American citizens and legal immigrants should not be afforded those who flaunt the law. It’s time to protect, not punish, those who play by the rules.”***
- 5) **Deportation for illegal immigrants who commit crimes in the U.S.** No one believes hardworking American taxpayers should have to foot the bill for illegal immigrant criminals. You have to make the decision whether or not it is good policy to remove illegal immigrants convicted of a crime but it is certainly good politics. ***“They have broken the law not once but twice. That’s twice too many. We need to send a message: ONE strike and you’re out.”***
- 6) **English as THE first language.** Every population subgroup, including Hispanics, would require new immigrants to pass an American history test in English (supported 72% to 24% when polled). We resent the fact that we have to pay to educate illegal immigrants, but what makes us angrier is to educate them in a foreign language. ***“If immigrants are truly coming here to get a piece of the American Dream, they need to learn and speak the American language.”***

“There are second chances for citizenship – but there are no shortcuts.”

THE LANGUAGE OF ILLEGAL IMMIGRATION

The following language is meant to help articulate what Americans want to see and hear regarding the illegal immigration problem. These are five rules to get you get started:

- (1) Always differentiate LEGAL from illegal immigration;
- (2) Always refer to people crossing the border illegally as “illegal immigrants” – NOT as “*illegals*.”
- (3) Always focus on those who are hurt most by illegal immigration – American citizens and immigrants who came here legally and played by the rules;
- (4) Don’t argue whether illegal immigration is a crisis, a major problem or a national challenge. Describe the problem, quantify it, but don’t measure it; and
- (5) If it sounds like amnesty, it will fail.

This is NOT a legislative primer, though many of the language components that follow can be found in the legislation now under consideration. This is strictly a language document designed to help communicate the principles of Americans when discussing illegal immigration.

THE RULE OF LAW

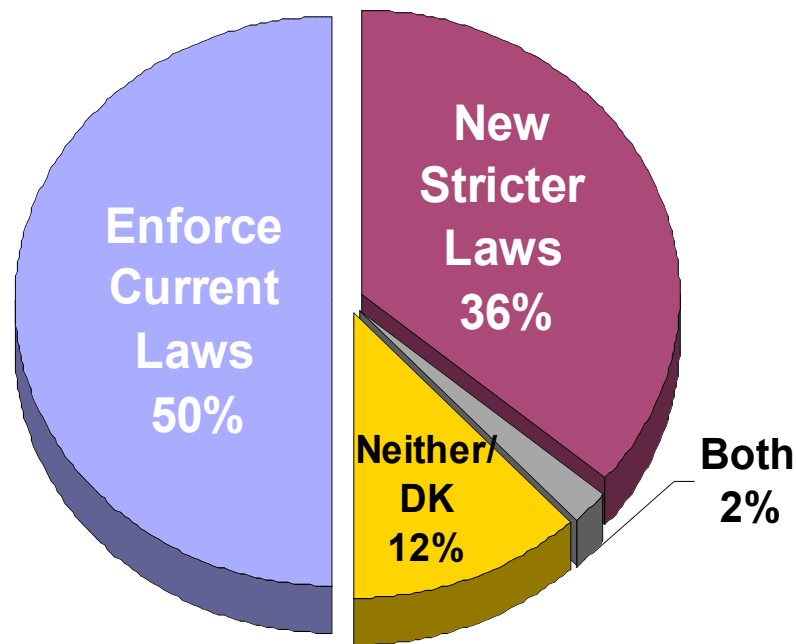
- 1) **Respect for the Rule of Law is a core fundamental American principle.** A nation that either cannot or will not enforce its laws – including immigration law – is inviting abuse of *all* its laws. Today, our immigration policy rewards those who break our laws and punishes those who abide by them. When illegal immigrants get access to our education and health care systems, taking away services from hardworking American taxpayers, the very people who pay for it, it’s time to stop rewarding those who disrespect our laws. You need elevate the severe impact of illegal immigration in order to demonstrate the importance of dealing with this issue NOW.

WORDS THAT WORK

“It’s time to treat America’s laws like laws – not like guidelines to be followed or ignored depending on one’s choice or country of birth. There is a right way and a wrong way to enter this country. If you do it the wrong way, there should be consequences. In America, when you break the law, you should be held accountable for your behavior.”

- 2) **Enforcement is a critical component of any meaningful immigration reform.** We cannot hope to create effective new immigration laws unless we are ready to enforce laws currently on the books or any new laws being considered. The poll supports this position, with people far more focused on “strictly enforcing the current laws against illegal immigration already on the books” rather than immediately calling for new, stricter laws. For too long, we have idly stood by and allowed people to disrespect our immigration laws. That must stop immediately. ***Republicans must demonstrate their commitment to enforce the current immigration laws – a demonstration that the public can SEE.***

Which do you agree with more...



WORDS THAT WORK

“By allowing illegal immigrants to get away with crossing the border illegally, we have encouraged an entire culture whereby America’s laws are optional – to be obeyed or disobeyed depending on what’s convenient. When the rule of law breaks down, chaos arises in its place. It’s time to stop the abuse of the legal immigration laws and start real enforcement.”

Lack of enforcement is a major source of agitation directed at Washington. Enforcement needs to be tied to true reform. The Democrat governors who declared a state of emergency on their borders have inoculated themselves against charges that they are “soft” on illegal immigration, while Republicans who only talk about guest worker programs are guaranteeing themselves a voter revolt at the polls unless and until they start addressing enforcement. The American people want laws that hold everyone accountable for their actions – employers and illegal immigrants alike.

“It’s time for this country to create rules that we are willing to live by...and then enforce them to the full extent.”

3) **Amnesty for illegal aliens is a violation of American principles and American law.**

Illegal immigration is by definition a violation of the law and therefore should not be tolerated or rewarded. Amnesty, by definition, rewards criminal behavior and is therefore unacceptable. And the survey supports this assertion, only 17% of people support amnesty with the remaining supporting other, more aggressive approaches.

It also disadvantages the millions of hard-working, law-abiding *legal* immigrants. If we truly value the rule of law, we will promote the behavior of legal immigrants and punish those who break the law. The public intensely and almost unanimously believes there has to be a price for coming here illegally. It may not be instant removal, but almost everyone rejects the idea of a free pass for illegal immigrants simply because they’re here already.

WORDS THAT WORK

“I know that there are some who would say that the illegal immigrants are here already so let them stay, let them work, and let them enjoy all the benefits of American citizenship. I don’t agree.

What message would that send to LEGAL immigrants who have played by the rules, waiting years for the chance to live and work here? What message does that send to law-abiding American citizens who work hard to pay their taxes – only to see those tax dollars go to law-breakers? What message would that send to every would-be ILLEGAL immigrant? Just get yourself across the border and you’re home free? Those are messages I don’t want to send any longer.”

HOMELAND SECURITY

- 4) **Prevention must be the first priority.** The first step in fixing the problems of illegal immigration is to prevent more immigrants from entering the country illegally. Reform of social services and guest worker programs will be ineffective until we get a grasp of the issue. And in terms of language regarding the concerns about illegal immigration, our poll suggests to focus on “we have no way of tracking and locating them” and “we don’t know who is entering our country or what they are doing while they are here.”

Biggest Concerns about Immigration...

Don't Know What They're Doing While Here	28%
No Way of Tracking and Locating	27%
Don't Know Who They Are	17%
Don't Know How Many of Them There Are	12%

Put simply, the solution to immigration reform starts with the Principle of Prevention. Not only is it seen as critical to effectively implementing all other reforms, but it is also politically neutral. Those who take a less aggressive approach to illegal immigrants currently in the country still agree with the idea of preventing new illegal immigrants from entering.

WORDS THAT WORK

“Step one is accountability on the borders. We need to put whatever police, whatever security personnel, whatever type of equipment is necessary. If it’s a wall, let it be a wall. But we have to stop the flood of people across the border 24 hours a day, seven days a week, 365 days a year.

Accountability starts with a simple principle – prevention. If we prevent illegal immigration, then we won’t have to deal with illegal immigration.

If we stop people from successfully getting across the border, then our schools won’t be as overcrowded, the hospital waiting rooms and emergency rooms won’t be as overcrowded, our highways and our streets won’t be as overcrowded, our social services won’t be as abused, and taxpayers won’t be as punished.”

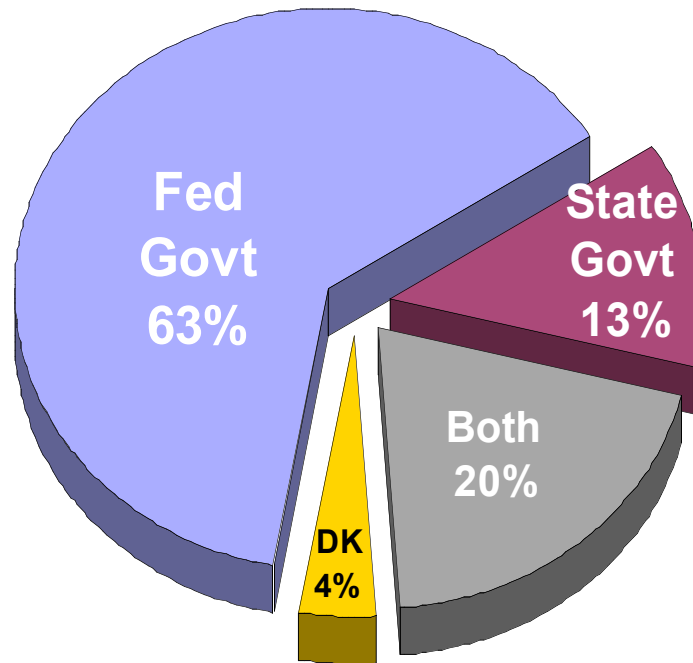
MORE WORDS THAT WORK

“It is hard for me to deny the child of an illegal immigrant an education or the right to see a doctor because it is not their fault, but it is easy for me to deny that illegal immigrant entry into this country. That’s why we need to invest more money in border security -- so we then don’t have to spend more money on overcrowded schools, overcrowded highways, overcrowded emergency rooms, and overcrowded jails.

Prevention is the best solution.”

- 5) **It is Washington’s responsibility to protect our borders and ports of entry.** First and foremost, Americans believe that ultimately, the responsibility falls squarely in the lap of the Federal Government.

Who financially responsible for improving border security...



Americans expect the federal government to have the ability and willpower to enforce border security – but no one, including Republicans, believes that the Federal Government is doing their job. Focusing on the failures of the federal government can be an effective way to gain bi-partisan support, but it would be done at the expense of a Republican President. Democrats will be happy to hear the White House bashed, and it does demonstrate your willingness to stand up to Washington on an issue as important as illegal immigration – but that is a shortsighted approach. It would be far better to promote and pass legislation that solves the problem rather than assesses blame.

WORDS THAT WORK

“The first responsibility of the federal government is to control its borders. Let us have compassion for those people who want to come here legally, but let us also insist on accountability and strict control of the borders for those who don’t.

Let’s use our border security to communicate that there is a better way to come here: follow the rules, follow the regulations, get the right permits, come here to experience the American Dream, but do it the right way...the legal way.”

- 6) **Border security is homeland security.** In a post-9/11 world, protecting our borders has taken on a whole new importance. It’s not just about economics or even quality of life.

It's about preventing the next September 11th. We don't know who is entering the country each day. We don't know why they are here or what they plan to do. What we do know is that ***terrorists can't attack America if terrorists are kept OUT of America.*** This argument does well among all voters – even hardcore Democrats.

WORDS THAT WORK

“In a post-9/11 world protecting American borders has assumed an even greater urgency. If we learned anything from that horrible day, we learned this: terrorists can't attack America if terrorists are kept out of America. In a very real sense, border security is homeland security.

Right now, hundreds of illegal immigrants are crossing the border almost every day. Some of them are part of drug cartels. Some are career criminals. Some may even be terrorists. It's time we got serious about securing our border. We need to hire, train, and deploy more border patrol agents. The security of our nation depends on it.”

- 7) **Law enforcement agencies must have *all the border security personnel, technology and resources they need.*** We cannot expect the borders to be properly protected if they do not have the equipment and personnel. We can't pinch pennies when it comes to an issue as critical as protection our borders. Too much is at stake. If Washington has enough money to subsidize mohair, they certainly have enough money to protect and patrol our own borders. And American taxpayers are prepared to foot the bill if the effort will work. At this point, they appear willing to consider any and all alternatives because they feel like they have been left with no other choice.

The problem is that the Democrats have already taken this tact – and it is clearly working.

DEMOCRAT WORDS THAT WORK

“When we're talking about stronger border enforcement, let's just do it. The Intelligence Reform Bill called for 2,000 new border agents every year for the next four years. The President's budget only had 250. That's not enough people, but people alone won't solve this problem. Let's find better sensors, tracking equipment and state-of-the-art technology. Let's give better resources to our border officials and facilitate them working with the local law enforcement. We need to do more.

The problem is, is that the federal government is not doing anything about it. They're looking the other way, and they're living in denial. This has been the real problem we have in our state.

We have requested over and over for more border patrols. We have requested over and over to finish the fence that was started -- the three miles. Now, finally, Secretary Chertoff has called us and has told us that it will be finished and that he's committing to finishing it, and that he will send more border patrol people and help us with the resources.

But it seems like it's too little and too late.”

Gov. Bill Richardson

ECONOMICS

The Bush Administration may repeatedly communicate that homeland security is the Number One threat of illegal immigration, but what makes Americans most angry and bitter are its economic consequences. And that's the problem behind so much attention and focus on guest worker programs – it does nothing to address what the public believes are the economic consequences and overstretched government services (paid for by their tax dollars) as a result of illegal immigration.

- 8) **Immigration reform must protect of our citizens and their tax dollars.** As a matter of principle, social services paid for with taxpayer dollars should go to hardworking taxpayers. That's just plain common sense. As the poll validated, "illegal immigrants should not be eligible for services provided by the government until we can adequately provide for our own citizens." So, as a matter of principle, we should not use our tax dollars to pay for services for illegal immigrants until we take care of the hard-working, tax-paying Americans. This shows voters that you have compassion but that you also understand where your priorities are – and should be.

WORDS THAT WORK

“One of the most horrific, untold stories about illegal immigration is just how expensive illegal immigration is for law-abiding American citizens. We have to pay more for police protection. We have to pay to patrol our highways. We already have overcrowding of classrooms; they have to build more space because there simply isn't room to educate the kids of illegal immigrants. Even our hospitals have run out of space.

The burden on the taxpayer because of illegal immigration is wrong, it's destructive, it undermines the economy, and it puts undo pressure on people to pay even more in taxes to fund the programs that pay for those who are here in America.

That's not fair, that's not right, that's not just, and that's not the American way.”

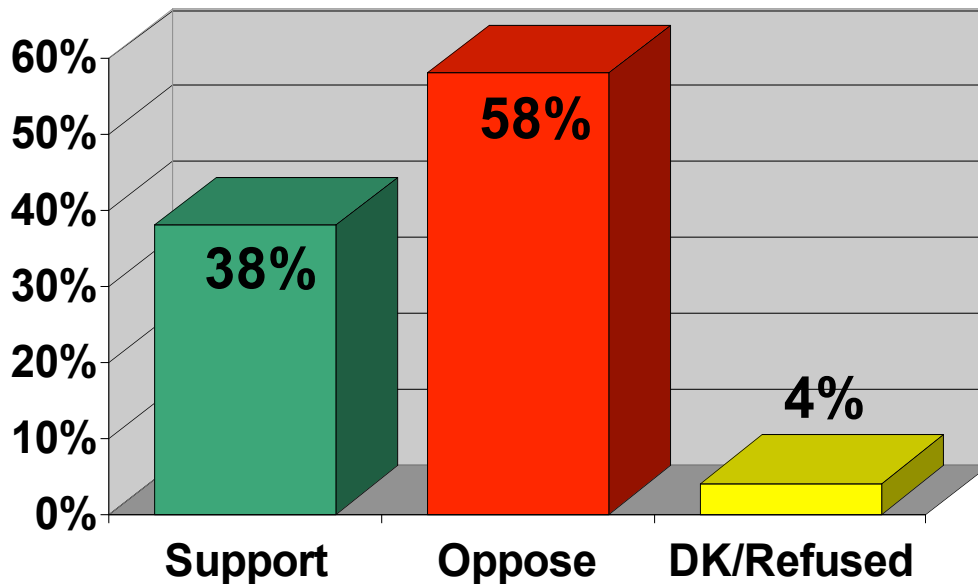
- 9) **Economic revitalization starts with immigration reform.** Our huge deficits are driven in part by the increased costs of social services for illegal immigrants who don't pay their fair share. In fact, nearly 60% of those polled believe that illegal immigrants "use more in services than they pay in taxes so they are partially responsible for the deficit." Fix the immigration problem and we begin to fix the economy. Fix the immigration problem and we reduce the cost of government. Fix the immigration problem and taxpayers get the break they deserve.

The impact illegal immigration has on budget deficits...

Illegal immigrants use more in services than they pay in taxes so they are partially responsible for the deficit	58%
Illegal immigrants pay more in taxes than they use in services so the deficits would have been worse	17%
Illegal immigration has no impact on the deficit	14%

- 10) **The economic compassion of Americans should not be exploited.** Illegal aliens who don't pay taxes and don't abide by our laws should not be allowed to benefit from our social services. When polled, nearly 60% of people are opposed to immigrants getting broad access regardless of their status.

Immigrants get access to public schools, hospital emergency rooms and welfare system regardless of their legal status...



However, it is clear that not all social services are treated equally. People are willing to allow the children of illegal immigrants to have access to a K-12 education (57% of those polled think they should no denied access) but not in-state tuition rates for college (36%). People were willing to let illegal immigrants have access to emergency health care (62%) but not welfare (28%). It's about giving illegal immigrants the basic building blocks, but nothing more. When it comes to language, you should actually talk about "not having access to" compared to "deny access to." The word "deny" infers that social services are more rights that they privileges that should be available only to legal citizens.

WORDS THAT WORK

"A good day's work for a good day's pay is a basic American principle. Accepting and abiding by the rule of law is a basic American principle. Working as hard as you can, as hard as you want to and enjoying the fruits of that labor, that's an American principle.

But having to pay more in taxes because other people are outside the system isn't an American principle. And having to pay more in taxes to support social services that go to illegal immigrants who aren't paying anything in taxes isn't the American way."

MORE WORDS THAT WORK

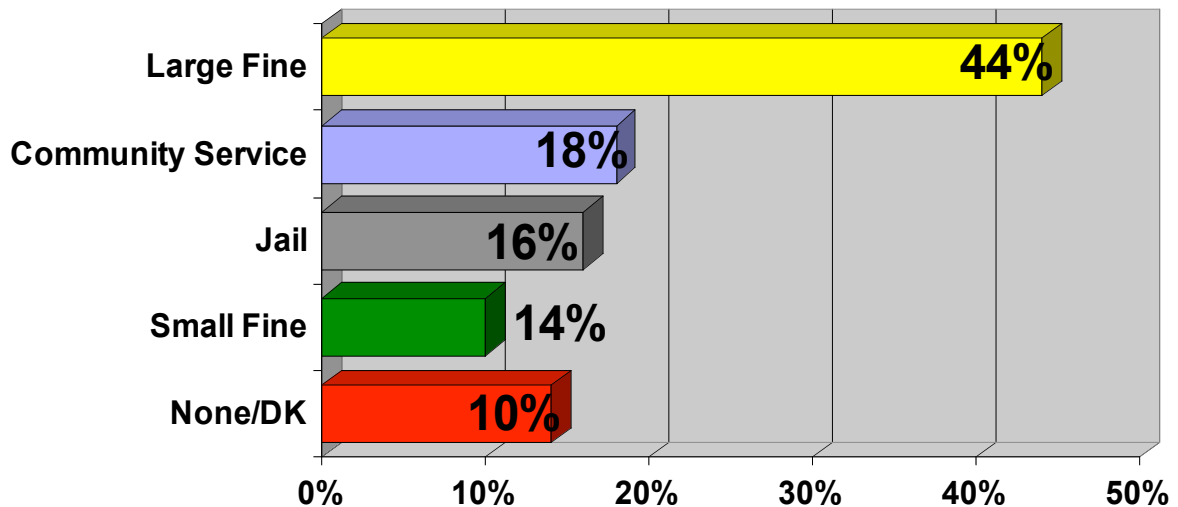
"I think it's important when we discuss illegal immigration to do so not out of anger but out of compassion. Out of compassion for people who came here legally, out of compassion for American citizens who've been here for generations and watch as their kids have to suffer through overcrowded schools, as they have to deal with overcrowded hospitals, as they have to face overcrowded streets and highways.

I do have compassion for illegal immigrants, but if I have to choose, I'm going to choose American citizens first, and we need to hold the system and the government accountable if they cannot get control of the borders."

- 11) **Companies who knowingly hire illegal aliens must be held accountable.** We cannot hope to fix the problem of illegal immigration as long as employers are allowed to disrespect our immigration laws and knowingly hire illegal immigrants. And from our polling data, employers and our economy may have less to fear than they think. While people are not convinced that the economy would suffer if employers were no longer able to hire illegal immigrants, they do accept that prices would likely go up. However, when it comes to the agriculture industry, 51% would rather “pay higher prices if it means we can reduce illegal immigration” while only 34% “would rather continue current immigration policy if it means keeping the prices low.”

These employers are exploiting the citizens who are forced to pay for the social services these employers fail to provide. Employers are responsible for knowing the legal status of their employees. No more excuses. Republicans should set an example by insisting that companies caught breaking the law should be subjected to penalties and punitive damages. And voters agree. Our polled showed that only 14% want nothing done to officers of companies who knowingly employ illegal immigrants, instead preferring large fines (44%) to be the primary deterrent.

***Which punishment for officers of companies who
KNOWINGLY employ illegal immigrants do you support
the most?***



Our message is simple: *everyone must be held accountable.*

WORDS THAT WORK

“We've got to find a way to dry up the jobs magnet. There has not been enough enforcement. There have not been enough prosecutions. There have not been sufficient sanctions. Employers know that they can hire illegal immigrants with impunity, and every day that they get by without a sanction is another day they put undo profit in their pockets. That has to end.”

MORE WORDS THAT WORK

“In the United States we have limits on work hours, laws against child labor, laws abolishing slavery, a minimum wage, and safety standards for work environments. We have recognized that people are not a commodity – they need to be protected and treated fairly.

Yet over the years, this principle has been lost when it comes to illegal immigrants. There is a right and a wrong way to make a profit, and the wrong way is to hire illegal immigrants. The right way is to ensure that those people go through a legal process, that they are properly registered, properly tracked, that they have the right credentials, that they carry the rights cards.

But it goes further. As a business owner, you have a responsibility to pay social security just as every other business owner has to do. You have a responsibility to pay into the Medicare system. You have a responsibility to pay unemployment insurance.

Employers pay illegal immigrants less than minimum wage with impunity because the illegal immigrants need the money and they fear removal. Employers also overwork illegal immigrants, because they know these workers have no voice, no advocate. Employers who ignore the law and abuse their workers deserve to be punished to the fullest extent of the law.”

MORE WORDS THAT WORK

“Just as we want to punish illegal immigrants for adding a burden to the safety net, we need to hold employers accountable so they are all contributing equally to that safety net. And the way that we do that is to prevent illegal immigration in the first place.”

CRIME AND THE ILLEGAL POPULATION

While Americans are most concerned about the economic impact of illegal immigration, crime is a close second. Particularly in border and industrial states with heavy illegal populations, the perception of illegal immigration and increased fear of crime are closely related.

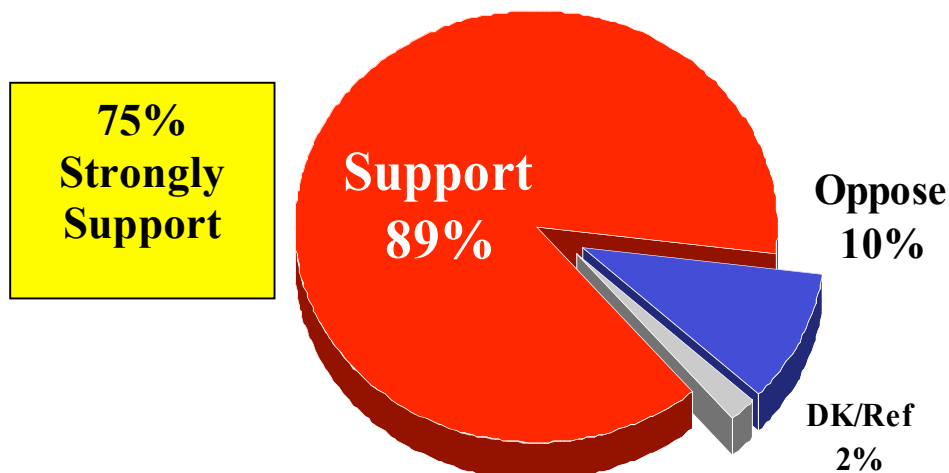
- 12) **Stopping illegal immigrants at the border means less crime.** Most legal immigrants have a positive impact on the economy and on society, but the impact of illegal immigrants is not so rosy. When the nation's prison systems currently house so many illegal aliens, it doesn't matter what drove them to committing more crimes. What matters is that fewer illegal immigrants will mean less crime.

WORDS THAT WORK

“Let's talk about the facts behind illegal immigrants. They do commit crimes. They are more likely to drive uninsured. More likely to clog up hospital waiting rooms. More likely to be involved in anti-social behavior because they have learned that breaking the law brings more benefit to them than abiding by it.”

- 13) **Crimes committed by illegal aliens should carry stiffer penalties.** Those already guilty of criminal activity by their presence in America should face even greater punishment if they engage in further illegal activity. Americans should not be penalized twice by the crimes of illegal immigrants – once as victims and again when paying the prison bill. This is simply not the way our tax dollars should be spent. This received the strongest reaction of all the initiatives we polled, with 91% in support (and 75% of those strongly in support) of requiring “immediate deportation of illegal immigrants convicted of a crime.”

Support immediate deportation of illegal immigrants convicted of a crime



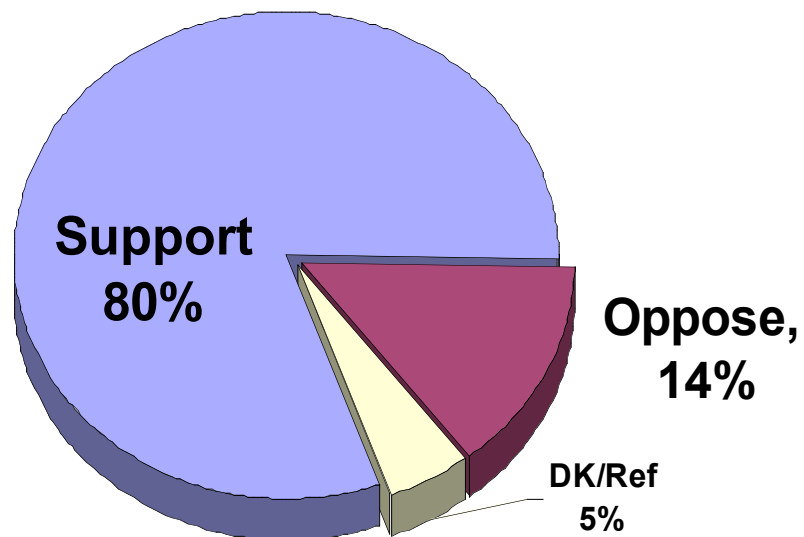
WORDS THAT WORK

“We need to say to those who commit crimes: ‘you’re out of here.’ We’re not going to fund you in jail, we’re not going to pay for your food, and we’re not going to allow you to work out on weights. We’re not going to pay for your cable television. You are gone. One strike and you are out of this country.

We will deport you within 72 hours, and we will insist that the country of your origin take you and be responsible for you or it will have an impact on the trade we do with that country.”

- 14) **Those who traffic in human lives deserve the harshest penalties of all.** There is a deplorable criminal ring built around human trafficking because of lax border security and lack of immigration enforcement. Hundreds have died and thousands have lived in shockingly inhumane conditions in their misguided effort to sneak across our borders. Those responsible for facilitating illegal immigration should be sought, arrested, and prosecuted to the fullest extent of the law. This was the second strongest potential initiatives we polled (behind only immediate deportation of illegals convicted of a crime), with nearly 80% in support of severe penalties for traffickers. And it’s time to demand publicly the active support and participation of the Mexican authorities. This argument does well among all voters – even Hispanics and hardcore Democrats.

Severe penalties, including mandatry 10 years in jail, if caught trafficking illegals



WORDS THAT WORK

“We also need to hold accountable those who bring these illegal immigrants over. The ugly fact is, this is human trade – and it is happening right on our borders.

We don’t know how many hundreds, if not thousands, of people die each year trying to get across the border by being stuffed into trucks without air, stuffed into boats that sink or capsizes. Human beings are being treated worse than cattle – and it’s happening right now, tonight, on the Texas border.

The penalties against human trafficking aren’t strict enough. The prosecution of human traffickers isn’t consistent enough. The effort to stop the inhumane practice isn’t robust enough.

If someone dies in one of those trucks, instead of being sent to prison for 20 years to life, it ought to be life.

If a known trafficker escapes back into Mexico, we should demand that the Mexican authorities hand him over – no strings attached.

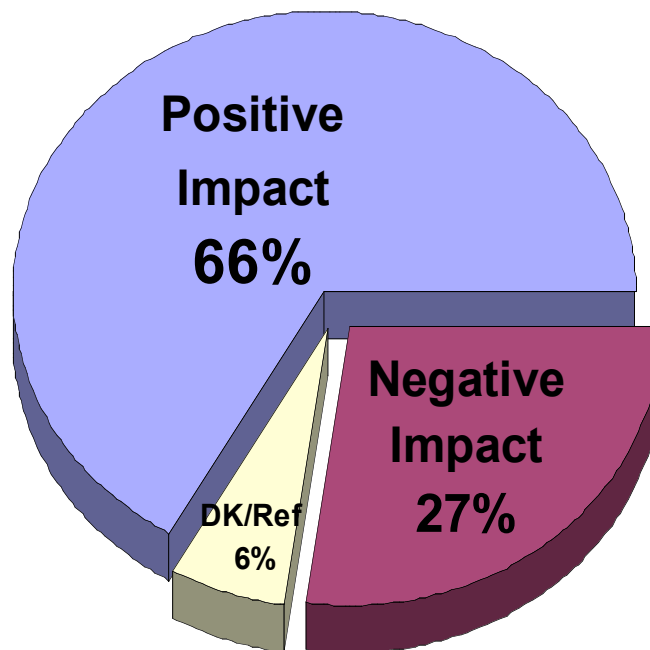
The only way we’re going to stop human trafficking is to remove these people from society. We need to say to them, ‘One strike and you’re out.’ We will not accept, we will not tolerate, and we will absolutely punish human traffickers to the maximum extent, and we need that written into law now. We cannot wait any longer.”

LEGAL IMMIGRATION

It is absolutely essential that you clearly and repeatedly distinguish between LEGAL and illegal immigration. The lack of distinction, coupled with occasionally overheated rhetoric, can send the wrong signals to the Hispanic, Asian and other important immigrant communities.

- 15) **We should encourage a “balanced” and “reasonable” amount of LEGAL immigration.** At one point or another, all of us are children of immigrants. We are a compassionate country – and we are eager to provide the opportunities of freedom and the American Dream to those who come here legally. Moreover, *legal* immigration is an important component of America’s economy and social fabric. Two-thirds of those polled believe that legal immigration “has had a positive economic and social impact on America” while only 27% believe that “legal immigration has created too many economic problems and racial tensions.”

Impact of legal immigration in America...



Many of America’s leading scientists, computer engineers and high-tech specialists are first generation immigrants. This should not result in advocating for legal immigration to be increased, since most of those polled would actually like to some sort of a decrease (61%). But rather, the economic benefits of *legal* immigration should be addressed, and not ignored, in the context of a discussion on illegal immigration.

- 16) **Illegal aliens should never deprive *legal* immigrants of the American Dream. We must not penalize or burden *legal* immigrants in any effort to end *illegal* immigration.** Illegal immigration hurts America – and the folks hurt most are *legal* immigrants. Illegal aliens don't pay taxes, don't have insurance, and remain outside our entire legal system. As such, they undermine public support for legal immigration. We must draw the clear legal distinction between those who followed the proper procedures when entering the country vs. those who broke the law. Showing compassion to effectively provide for those here legally will help counteract charges against you when it comes to broader immigration reform.

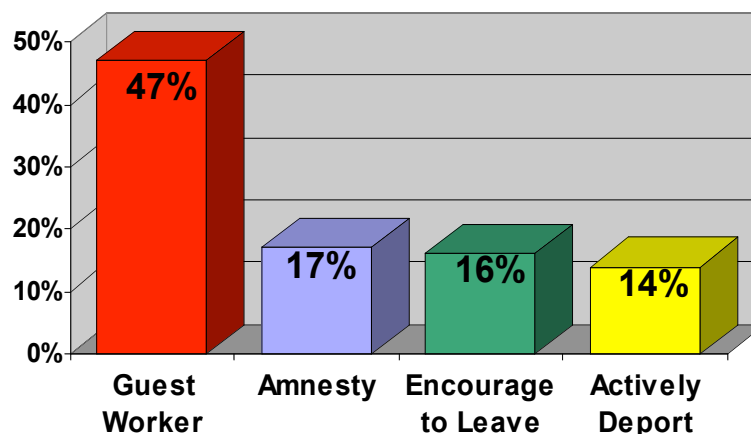
WORDS THAT WORK

“By giving social services to illegal immigrants, we are silently condoning their illegal activity and undermining the efforts and commitment of legal immigrants to enter America the right way. We have to be clear that there is a right way to come to our country, and only when someone goes through the proper channels will they be recognized and helped.”

- 17) **Illegal aliens should be given a second chance to come here and earn their status LEGALLY.** The American people do believe that illegal immigrants who are currently employed in the U.S. should be granted an opportunity to leave and seek permission to re-enter the country as guest workers and legal immigrants. This generous opportunity allows those here illegally to begin a proper legal process while not disadvantaging legal immigrants awaiting permanent status – and without granting amnesty to anyone.

When given the option in our poll, people choose a guest worker program by a nearly 3-to-1 margin over amnesty (47% to 17%). And when specifically asked about a guest worker program so long as people paid a fine and submitted to a background check, those polled supported is 61% to 33%.

The best approach for dealing with illegal immigrants already here...



TALKING TO HISPANICS ABOUT ILLEGAL IMMIGRATION

Republicans have made significant inroads into the Hispanic community over the past decade, and it would be a shame if poorly chosen words and overheated rhetoric were to undermine the credibility the party has built within the community. Communicating your position on illegal immigration will require a different approach among Hispanics and Latinos. Here are some ideas to consider:

- 18) **Hispanic Americans reject the assertion that illegal immigration fosters a general culture of lawlessness.** Hispanic citizens have friends, co-workers, and family members who came to the United States illegally. They have a tremendous amount of compassion for those who are here illegally – even as they condemn the practice – and they will be offended by the connection between illegal immigration and criminality.

In fact, Hispanic voters strongly believe that illegal immigrants are *more* likely to obey the law for fear being discovered and removed. From their perspective, illegal immigrants keep their heads low and their noses clean – hoping to remain in the country long enough so that their families may become citizens. No, not everyone who comes here illegally is going to be a good citizen, but not everyone born here is either. To imply otherwise will hurt your credibility.

WORDS THAT DON'T WORK WITH HISPANICS

“Illegal immigration has a corrosive impact not just on LEGAL immigration but also on all of our society. Illegal immigrants operate outside the law. They are part of an underground economy and an underground society. They are more likely to commit crimes. More likely to drive uninsured. More likely to clog up hospital waiting rooms. More likely to be involved in anti-social behavior because they have learned that breaking the law brings more benefits than abiding by it.

And by getting away with it, they have encouraged an entire culture whereby America’s laws are optional – to be obeyed or disobeyed depending on what’s convenient. When rule of law breaks down, chaos arises in its place. It’s time to stop the abuse of the legal immigration laws and start real enforcement.”

- 19) **Republican Hispanics are responsive to the language of deportation – but Democrats are not.** Just like Democrats, they empathize with the plight of illegal immigrants. But unlike Democrats, they consider sending an illegal immigrant back to his or her own country to be an appropriate consequence for breaking the law in the U.S. *Judge your audience carefully: Removal does not fly with Democrats, and championing it as a solution will make you seem hard-hearted and out-of-touch.*

**WORDS THAT WORK WITH
HISPANIC REPUBLICANS**

“It’s time to treat America’s laws like laws – not like guidelines to be followed or ignored depending on one’s choice. And if that means sending illegal immigrants back to their home countries, that’s fine by me. There is a right way and a wrong way to enter this country. If you do it the wrong way, there should be consequences.

We have to get back to the days when a visa was just that – a visa – and not a one-way ticket to America. Right now, visas are abused by millions of people who are trying to sneak into our country, and stay in our country. And here’s the disturbing part: We actually don’t know how many people are in this country on temporary visas, where those people are, or how many have had their visas expire but are still here.”

- 20) **Talk about “the system” as the problem.** Hispanic voters see the problem of illegal immigration as the natural result of a broken system. With better border control and faster documentation processes, they think people would be more likely to obey the laws. But the combination of porous borders and an unwieldy system lead to an inevitable and unenviable result – illegal immigration.

Hispanic Americans know the system is broken. They know that illegal immigration undermines those who come to the United States legally. But they also consider the current situation to be inevitable. So don’t single out individual illegal immigrants for blame without acknowledging that the system itself encourages the result. Hispanic voters will support reform, but not if they feel that their friends and family members – the ones who chose a path outside the system – are scapegoats.

WORDS THAT WORK

“We all know that the government isn’t doing enough. When hundreds of illegal immigrants can cross into America in just one night, that’s proof that it’s not doing enough to regain control of our borders. And when hundreds or thousands of illegal immigrants are being smuggled in via ships, that’s proof that it’s not doing enough to protect our ports of entry.

The time has come for Washington and our elected leaders to learn something that every American knows: *A country that can’t control its own borders can’t control its own destiny.*”

- 21) **Ethnic Hispanics feel unfairly targeted by politicians and the press.** When you talk about the problem of illegal immigration be sure to include a broad range of nationalities

and races. Mexicans, Nicaraguans, Cubans – these ethnic Hispanics feel unfairly singled out and they resent the limelight. You can talk credibly about the problems of illegal immigration – national security, the economy, visa abuse – and use examples of Africans, Europeans, Middle Easterners, the Vietnamese, or Chinese too. Hispanic voters are much more responsive as an audience when they feel that their ethnic group is not unduly under fire.

- 22) **Use language of “accountability” and NOT “punishment.”** To Hispanics, the bottom line in the debate about illegal immigration is *yes, the law is being broken – but the U.S. economy depends on the labor of these immigrants*. To them, it is absurd to speak about “*punishing*” these immigrants – the men and women who quietly wash dishes, and mow lawns, and clean houses for U.S. businesses and citizens at next-to-nothing wages. They support holding these immigrants “accountable” for their decision to come to America illegally AS LONG AS you talk about holding the employers of these immigrants accountable as well. But if your language becomes too strident – if you talk of jailing these workers as common criminals – you will instantly lose credibility.
- 23) **Stick to solutions and second chances.** The language of hope and opportunity works with Hispanic voters. They believe in the American Dream. They believe that immigrants who work hard, who have families here, who contribute to the economy by doing tough jobs that other Americans don’t want to do, deserve a second chance. A chance to change their status, to emerge from the underground economy, to pay taxes and to educate their children. They’re here. They’re a part of our social fabric. And we should give them the opportunity to contribute to our society, our economy, and our culture...legally.

WORDS THAT WORK

“In addition to being a land of opportunity, America is also a land of compassion. We believe that everyone deserves a second chance. If an illegal immigrant working here would like to re-enter the country as a guest worker and as a legal immigrant, they should be given that chance.

This is a generous offer that allows immigrants who are here illegally to start over and apply for citizenship. And that’s fair - illegal aliens are entitled to a clean slate – IF they follow the proper rules and procedures. There are second chances for citizenship – but there are no shortcuts. If they’re willing to earn citizenship, legally, they should get a second chance. That’s the American Way.”

- 24) **Hispanic Americans see “coyotes” as the real criminals – and want assurance that they will be punished.** Hispanic voters understand the desperation that many immigrants feel – the intensity of their desire to come to America is so strong that they’ll risk imprisonment, or even death, for a chance at economic freedom. And they also know that those who escort immigrants across the border illegally take terrible advantage of that desperation. They may put immigrants in ships, in containers – then have them work in sweatshops in the U.S. for years to pay off their “debt.” Every year immigrants are left in the desert to die or suffocate in abandoned trucks.

You cannot talk too strongly about punishing these human traffickers. The more aggressive your language, the more support you will receive from a Hispanic audience. Yet again, it is a strong sense of solidarity and compassion that drives the reaction. It is the opportunists who deserve a reckoning – the ones who make money from human misery.

WORDS THAT WORK

“Where illegal immigrants see hope, these border-crossing facilitators only see profit. In order to stop the inhumane treatment of would-be illegal immigrants, we must get tough on these underground criminal networks. If we take human life seriously, we will take these human trafficking rings seriously.

We must seek out, arrest, and prosecute those involved in this deplorable, so-called business. For anyone who traffics in humans, the penalty should fit the crime – life behind bars without the possibility of parole.

These criminal networks must be broken and torn apart. We owe it to the people crossing the borders – not as illegal aliens, but as human beings.”

LANGUAGE TO REMEMBER

Illegal Immigration PREVENTION

Accountability for Law-Breakers

Compassion for Innocent Victims

Economic Justice for Hardworking Americans

Full ENFORCEMENT of CURRENT Laws

Setting Priorities

Putting Citizens and Legal Immigrants First

Safe and Secure Borders

Control Over Our Borders

Respect for Rule of Law

Border Security = Homeland Security

NO AMNESTY

SEVERE Penalties for Human Traffickers

Balanced and Reasonable LEGAL Immigration

The American Dream

Hope and Opportunity

A Comprehensive, Long-Term Solution