**“Belonging Begins With Us” Messaging Overview**

*You can reference the guidelines below for preparing spokespeople, and for developing op-eds, blog posts, or other custom content.*

*The guidelines below were developed by the Ad Council based on extensive research with American adults ages 18+ who have varying political and social stances. These guardrails help ensure we reach the public effectively and are consistent in our messaging around what belonging means and why it matters.*  
**MESSAGE IN A NUTSHELL**

We’ve all had moments where we felt like we didn’t belong. But for people who moved to this country, this experience can last more than a moment. **[ORGANIZATION NAME]** is proud to support *Belonging Begins With Us*, a new campaign dedicated to fostering a more welcoming nation where everyone – regardless of their background – can feel they belong.

**KEY SOUND BITES & THEMES**

* We’ve all had moments where we felt like we didn’t belong. But for people who moved to this country, that feeling can last more than a moment. Together, we can change that.
* When we welcome everyone who calls America home and make them feel included, we bring out the best in our community, our nation and ourselves.
* We have an opportunity to rewrite the narrative of a divided country. Let's use this unique moment in time to come together as neighbors and as a community.
* Each of us has the power to make our neighborhoods, workplaces and schools more welcoming.
* The best of our great nation is alive all around us, in every way we show care and concern for our neighbors, our coworkers, and everyone who calls America home.
* *Belonging Begins With Us* is about what we can do in our own neighborhoods and communities to spark connections and strengthen our bonds with one another.
* **[ORGANIZATION NAME]** is committed to fostering a more welcoming nation, where everyone feels they belong – no matter their background or country of origin.
* *(Note: instead of using the term “immigrant” please use the term “people who moved to this country.” Instead of saying “American” as shorthand for non-immigrant, please say “people born in the U.S.”*)

**SUPPORTING DATA POINTS – WHY BELONGING IS NEEDED NOW**

* 6 in 10 Americans (58%) say the US feels very divided today and more than 40% of Americans feel that their trust in other people is worse because of the pandemic. ([More in Common, June 2020)](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.moreincommon.com%2fmedia%2faysdn2pb%2fmore-in-common-the-new-normal-united-states-en.pdf&c=E,1,26JnaVePTrdARS8jb7X4_Gjla7HJomBmb4RzLocPKjg44ZcnPBVsvi_ZqPeg8px4N_OAnuGRVAjnvMPLxHyUQ0I6RAx7EYXMO8igTWgsRXi8q7psT6EnEdXX&typo=1)
* Only about half of Americans (48%) agree that the U.S. should be a diverse country made up of people from all over the world; even fewer – about 4 in 10 (38%) —agree that the U.S. should be made up of people belonging to a wide variety of religions. ( [PRRI, Sept. 2020](https://linkprotect.cudasvc.com/url?a=https%3a%2f%2fwww.prri.org%2fresearch%2famid-multiple-crises-trump-and-biden-supporters-see-different-realities-and-futures-for-the-nation%2f&c=E,1,UL5GMJx25OxJlZIDkzGJSZojdgFXgTaMDVbWnZT6PQ_gAdPnSbTM-1-eX7g83RfHrCauukhb53FsxZrLQc0qsfkbfW0YAdQ_Cr4AEqateyEQXXxRNnmnKaB2xA,,&typo=1))
* Workplaces that index highly for employees feeling a sense of belonging are linked to tremendous bottom-line benefits including: ([Harvard Business Review, Dec. 2019](https://hbr.org/2019/12/the-value-of-belonging-at-work#:~:text=Belonging%20is%20good%20for%20business,75%25%20reduction%20in%20sick%20days.))
  + 56% increase in job performance
  + 50% drop in turnover risk
  + 75% reduction in sick days
  + All of which results in the equivalent of $52M in savings for a 10,000-person company
* Employees with a higher sense of belonging showed a 167% increase in employer promoter score (willingness to recommend company to others) ([Harvard Business Review, Dec. 2019](https://hbr.org/2019/12/the-value-of-belonging-at-work#:~:text=Belonging%20is%20good%20for%20business,75%25%20reduction%20in%20sick%20days.))

**MORE ABOUT *BELONGING BEGINS WITH US***

* **[what]** *Belonging Begins With Us* is a new campaign dedicated to fostering a more welcoming nation where everyone – regardless of their background – can feel they belong.
  + The PSAs, developed pro bono by ad agency Pereira O’Dell and featuring new music from Lake Street Dive, will appear nationwide in time and space donated by the media.
  + Additionally, organizations across the country, including **[YOUR ORGANIZATION HERE],** are sharing the campaign’s message and offering community-based programming that builds connections across our differences.
* **[why]** We’ve all had moments where we felt like we didn’t belong. But for people who moved to this country, this experience can last more than a moment. We all want to feel safe and welcome in the community we call home, but today, too many of our neighbors experience exclusion, isolation, harassment, and even violence on the basis of their identity.
* **[how]** *Belonging Begins With Us* will reach Americans with a range of viewpoints about welcoming people to this country, reminding them of a common feeling we have *all* experienced—the pain of being excluded—and inspiring them to help others feel they belong.
* **[who]** *Belonging Begins With Us* was developed by the Ad Council and is supported by a broad coalition of organizations, including **[YOUR ORGANIZATION HERE]**, working to foster a spirit of belonging across our country.
* **[call to action]** Because we all know how it feels to be excluded, we also know how to make others feel they belong. Each of us has the power to welcome others into our communities.
  + At **[YOUR ORGANIZATION HERE]**, we’re fostering belonging by… **[DESCRIBE OFFERINGS/EVENTS THAT BRING YOUR COMMUNITY TOGETHER]**
* **[learn more]** Visit [BelongingBeginsWithUs.org](http://www.belongingbeginswithus.org) to read real stories of welcoming and belonging from across the country, and find ways to get involved in your own community.