



Give Us Something to Fight For

An Evidence Based Messaging Guide for
Communities Ahead of the Local, European and
National Elections 2024

With Support From



About this Guide

Based on this evidence base, Parable Communications was able to find the most persuasive narratives that can both change and open people's minds to pull them away from divisive messages and towards the values of inclusivity, community and collective empowerment.

Key Findings

- Our hard opposition is small - only 1.1% of people surveyed agreed with **all far right** views on issues of race, migration, class and gender.
- Our opposition, those who agree with **most but not all**, far right views were about 11%.
- Our base is relatively big, 20% of people surveyed held **only** inclusive views on race, migration, class and gender.
- The majority of people in Ireland believe that people migrating to Ireland improves their communities, and that the housing crisis will be solved by building affordable public homes, not restricting migration.
- The majority of people believe that Transgender people should be free to live their lives and access the healthcare they need, and that LGBTQIA+ inclusive sex education should be taught in our schools.
- Most people believe that the wealthy are successful because they were given more opportunities than others, that working class people struggle to succeed because the rules are rigged against them and that Black, Asian and Minority ethnic people face bigger structural barriers to success than white people.

Our most crucial finding was that while messages of inclusivity, action and hope are more persuasive than our opposition's messages, people who believe in equality were much less likely to believe that they can change things in their community than our opposition.

80% of our opposition believed that they could change things in their community vs just 41% of our base. This is where we need to focus on change.

It's time for us to motivate ourselves and each other to believe we can change things for the better. Together, we can rely on tested, persuasive narratives that help us get out and spread our message and fight constructively for our communities.

Messaging Guidance

Motivate your Base

Our Base makes approximately 20% of people in our communities.

It's easy to become demotivated when our messaging focuses on problems without solutions, or problems without causes. Our base, i.e. the people most likely to agree with us, need to believe that change is possible, and that people are capable of becoming more welcoming and inclusive.

- Let them know that most people believe in a welcoming Ireland, where everyone has what they need.
- Allow space for emotions like anger and fear - but channel them towards concrete, constructive action.
- Focus on wins, remind people that winning is possible when we come together.

Persuade people who haven't made up their minds

Persuadables make up approximately 68% of people in our communities.

This research shows that people are far more movable on key issues than our opponents would have us believe. It also shows that rather than avoiding talking about issues that our opposition uses to divide people, we should talk about them on our terms. For example, our research shows that hearing messages about LGBTQIA+ people made persuadable people more likely to support LGBTQIA+ inclusive sex education.

- Stay grounded and calm. Tell people about your values and remind them of theirs.
- Meet people where they are, but don't leave them there. If someone has a concern about safety in their community, acknowledge the importance of safety - then pivot to the things that make us all safe - secure homes, local healthcare, a strong sense of community.
- Name who is at fault within your community - if there aren't enough homes - why? Who has the power to change that? How should we hold them accountable?
- Think about the picture you want to paint in people's minds, and how you want them to feel after you talk to them. What is the vision for your local community, what will it look like when you have gotten what you need?
- Redirect anger towards constructive campaigning for local resources, and talk about times in the past where the community has come together to get what they need.

Don't repeat your Opposition

Our Opposition makes up approximately 11% of our communities, with our hard right opposition making up just 1.1%.

It is a tactic of our opposition to get us to repeat their message. Even though they are much smaller in numbers than us, their message gets repeated. It is a simple message that is easily understood by Persuadables, and it is one that we repeat in order to deny and refute it. But when we do this, we hand them the microphone, over and over.

Instead, we need to stay focused on our vision, our values and our framing.

- Make a list of the talking points and words your opposition want you to use; phrases like '*unvetted males*', '*Ireland is full*', '*We should look after our own*' should never be repeated. They want to keep the 'container' of who belongs in our communities small - we should open it up and use the 'Big We'.
- Practice reframing and shifting the conversation to solutions like building public homes, recruiting GPs or using the thousands of empty homes in Ireland.
- Don't spend your time arguing or correcting your opposition on social media - this will only give their comments weight. Instead, focus on making your own content that articulates your values and your vision.

Embrace and Replace Guide

Embrace	Replace	Reason
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<p>In Ireland, most of us believe that no matter what we look like or where we come from, we all deserve a place to live, care when we're sick, and a community where we belong.</p>	<p>The facts are that immigration is not a bigger issue than the far right would have us believe. Ireland is not full.</p>	<ul style="list-style-type: none"> ● Open Container - Create Big We ● Creates Movement towards inclusive views. ● Stay in our frame.
<p>We need our next Government to create the biggest building programme of public affordable homes we've ever seen.</p>	<p>The housing crisis is the reason why there aren't enough homes for all. Social housing hasn't been built. End the housing crisis, Homes for All.</p>	<ul style="list-style-type: none"> ● Keeps focus on Government responsibility. ● 'Housing Crisis' is passive. ● Public /affordable homes are more persuasive than social.
<p>We have plenty of room, if the leader's we elect make affordable, public homes for everyone a priority</p>	<p>There isn't mass uncontrolled migration.</p>	<ul style="list-style-type: none"> ● The term mass uncontrolled migration is highly persuasive, don't repeat it.
<p>Whether we are from the LGBTQIA+ community or not, we all deserve the freedom to be ourselves.</p>	<p>Nobody is trying to cancel the traditional roles of men and women.</p>	<ul style="list-style-type: none"> ● The terms 'cancel' and 'traditional roles of men and women' are persuasive, don't repeat them.. ● Repeat our values. ● Name LGBTQIA+ communities.
<p>By coming together this election, we can reject their division, demand what our families need, and create a better future for the next generation.</p>	<p>It's the Government's Fault and the far right are blaming migrants.</p>	<ul style="list-style-type: none"> ● Put the power back in our hands. ● Most persuasive. ● Vision for the future. ● Name and reject division as a TOOL used to make us all worse off, rather than just describing the situation as it is.
<p>We can elect leaders who make sure Government policy creates enough homes and accommodation for everyone, no matter who we are,</p>	<p>It's the Government's Fault and the far right are blaming migrants.</p>	<ul style="list-style-type: none"> ● Put power back in our hands. ● Focus on policy change.

the colour of our skin, or where we come from.		
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