3 key messages plus supporting messages for each. Memorize them and repeat, repeat, repeat, repeat over and over again. Do not change the words or phrasing. They are designed for impact and to address common concerns and phrased in a way to be understood and educate effectively.

1. American Muslims deserve the same opportunities as all Americans – to build better futures for our families and children.
   1. American Muslims share our country’s strong family values, dedicated to raising and educating their children.
   2. American Muslims want to succeed in the traditional American way – by working hard and supporting their families.
   3. Muslims here are Americans in their hearts and in fact – [most are born or raised as U.S. citizens.](http://www.gallup.com/poll/116260/muslim-americans-exemplify-diversity-potential.aspx)
2. American Muslims participate actively in mainstream society, as our co- workers, citizens and neighbors.
   1. American Muslims contribute to our nation’s economy as nurses, doctors, teachers, business people, and in many other roles.
   2. American Muslims are part of the diversity that is one of America’s greatest strengths.
   3. American Muslims give back to our local communities as volunteers in fire departments, PTAs, food banks and many other organizations.
3. American Muslims share the same American values and freedoms that we all cherish, knowing that we are all in this together.
   1. [Over 10,000 American Muslims serve](https://web.archive.org/web/20120414193112/http:/www.defense.gov/News/NewsArticle.aspx?ID=44689) in our nation’s armed forces, and many have made the ultimate sacrifice for our country.
   2. American Muslims believe in the right and freedom of all U.S. citizens to live and worship in their own way, and they deserve to practice their faith in return.
   3. American Muslims uphold the Constitution and the laws of the United States.

Also: [There are about 50,000 American Muslim medical doctors across the nation saving lives every day](http://www.ispu.org/pdfs/ISPU_Report_Muslim_Physicians_WEB.pdf). 1 in 18 medical doctors across America is an American Muslim, who are saving lives every day.

**NOTE: Never, ever** use/repeat for any reason the “bad (loaded) words” used to attack American Muslim communities, e.g. ‘ISIS’, ‘Islamic State’, ‘radical(ism, iazation),’ ‘extreme(ism, ist),’ ‘cult’, ‘terror(ism)(ist)’ radical(ize,ization), or ‘jihadi(ist)(ism)’, Wahhabi(ist), Salafi(ist), Islamic followed by a negative word/action, or call yourself anything but “American” (no foreign nationalities) and “American Muslim” (to emphasize identity, beliefs, inspiration to do good).