

WE'RE ALL
GOLDEN

#BEGOLDEN

TOGETHER WE CAN #BEGOLDEN

"Treat others as you'd like to be treated." The Golden Rule has been around for thousands of years, spanning across cultures and religions. It's something we were all raised with, but are quick to forget. We're about to change that.

The conversation around immigration has heated up recently. It's a sensitive topic many feel passionate about, from Washington D.C., to our schools and dinner tables. We want to remind our community that this is more than just a legal or a political issue, **it's a human issue**, and that we are all in this journey together.

The **#BeGolden** campaign is a rallying cry for our community to unite under the Golden Rule and remember to practice it every day, especially with those who are immigrants. It's a message of unity, civility and empathy.

We want you to help us educate, inspire and generate action to build a more welcoming community. Now's the time to join the movement that's giving a new meaning to the color gold.



#BEGOLDEN

WHAT WE'RE DOING

Through a year-long campaign, we'll be reminding our community about the meaning of the Golden Rule. From events and fundraisers, to education, public display of support and ways to get to know the human side of immigration – the #BeGolden campaign will help make Dallas a beacon of inclusivity and compassion.

SOME GOLDEN FACTS

36%

OF DFW RESIDENTS
SPEAK A LANGUAGE
OTHER THAN ENGLISH¹

SOURCES

1. PEW RESEARCH CENTER • PEWFORUM.ORG

2. CENTER FOR PUBLIC POLICY PRIORITIES • FORABETTERTEXAS.ORG

3. INSTITUTE ON TAXATION AND ECONOMIC POLICY • ITEP.ORG

25%

OF THE DALLAS
LABOR FORCE
IS MADE UP OF IMMIGRANTS²

IMMIGRANTS
PAY AN ESTIMATED

\$11.7

BILLION/YEAR
IN STATE & LOCAL TAXES³

THIS JOURNEY IS IN MOTION

Join us in making the world a bit more Golden as we're planning displays of support and events around our community such as:

Paint the Town Gold

To celebrate the launch of the campaign, we lit the Dallas Skyline gold as a display of our city's support of the Golden Rule.

The Golden Badge

We're providing local business owners, service providers and medical offices with a Golden Badge they can display proudly as a sign of support towards the #BeGolden movement and what it represents.

Welcome Wall

An art installation in the form of a wall, which we'll cover with messages of welcome and support from the community towards immigrants coming into Dallas.

Golden Gear

Visit begoldenjourney.com to shop our store full of gear that will help you make your #BeGolden statement to the world.

WHAT YOU CAN DO



#BeGolden

Start applying the Golden Rule in your day-to-day. Practice kindness towards others, be understanding of other people and always try to put yourself in other people's shoes.



Show Up

Attend our events, and invite all your friends and family to join the Be Golden Movement.



Partner Up

The more people we get behind the movement, the bigger it becomes. If you're an influencer or a well-known organization, we ask you to lend your name to our cause to help it grow.



Volunteer

Help us connect with the communities that are a part of our area to spread the word about #BeGolden in a personal, meaningful way.



Advocate

Help spread the word about our movement by posting on all of your social media accounts. Or, place a poster or sticker at your business to show your support.



Donate

We accept monetary donations as well as any resources or items you may have available.



LEARN MORE AT
BEGOLDENJOURNEY.COM