

WE'RE ALL
GOLDEN

#BEGOLDEN

TOGETHER WE CAN BE GOLDEN

"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 **#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 from different backgrounds. It's a message of unity, civility and empathy.

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.

We want you to help us build awareness, educate our community and build a strong united front in support of immigrants. 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

25%
OF THE DALLAS
LABOR FORCE
IS MADE UP OF IMMIGRANTS²

IMMIGRANTS
PAY AN ESTIMATED
\$11.7
BILLION/YEAR
IN STATE & LOCAL TAXES³

SOURCES

1. PEW RESEARCH CENTER • PEWFORUM.ORG
2. CENTER FOR PUBLIC POLICY PRIORITIES • FORABETTERTEXAS.ORG
3. INSTITUTE ON TAXATION AND ECONOMIC POLICY • ITEP.ORG

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're planning to light the Dallas Skyline gold as our first big display of this city's support of the Golden Rule.

The Golden Badge

We'll be 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.

"Walking in Your Shoes" Exhibit

An exhibit that pairs an immigrant's shoe with non-immigrant's shoe, as well as each of their stories, and how despite very different backgrounds, they're now connected.

The Empathy Machine

What better way to put yourself in other people's shoes than to quite literally see life from someone else's perspective through a virtual reality experience.

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.



Make it Golden

If you are a creator who makes the products you sell, you can add a special Golden line to your catalog.



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

(Website coming April 8)