

A Less Secure America

Messaging on the Iran Nuclear Deal

Messaging Priorities

Highlight the Dangers of the Deal:

- Funds terrorism
- Gives the bomb to Iran
- Gives Iran a month to hide violations

Transparency—79% believe Washington leaders are not telling the full truth about what is in the nuclear deal and overstating our ability to verify and enforce the agreement.

Accountability—71% agree that the President should reverse direction when a majority of Americans, a majority of their elected representatives, and even many of his own party oppose his policy.

Strongest Messages

Funds Terrorism

There is already American blood on Iran's hands, and giving them access to billions of dollars will make their support for worldwide state-sponsored terrorism even greater.



Gives Iran the Bomb

The deal leaves Iran with everything it needs to build a nuclear bomb.



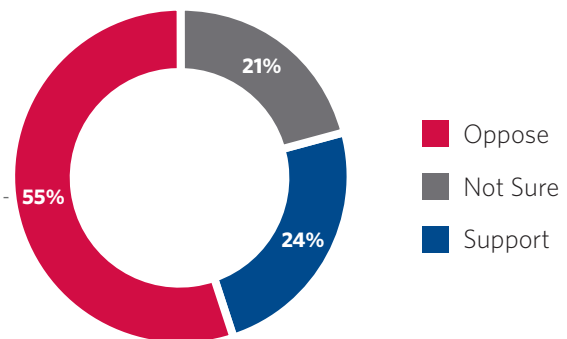
Weak Inspections

...the deal gives the Iranians up to a month to hide and cover up any wrongdoing before investigators can make inspections.



Post-Messaging Opposition: Consequences and Accountability

Americans oppose the Iran nuclear deal by a ratio of 2 to 1. Of those who oppose, **72%** say the issue is important enough that they will **hold their Congressman or Senator** accountable for their vote at the next election.



Source: Recommendations based off an online survey using a national representative sample of 1,001 U.S. voters conducted September 4-11, 2015 with a margin of error of ±3.1%.