In order to reach the educated class of Iranian society, those with university educations from Europe or America, and persuade those citizens to apply pressure to their government to end their nuclear ambitions, the focus should be upon how nuclear weapons violate Islamic teachings. To this end, we propose Operation Love Each Other or Die.  
All Muslims should see that nuclear power goes against Islamic teachings. One of the pillars of Islam is Zakat which teaches social responsibility and it emphasizes the generosity, consideration, and kindness towards neighbors. Threatening its Muslim, Christian, Jewish, neighbors with the presence of nuclear weapons contradicts teachings of Muhammad such as ”No man is a true believer unless he desires for his neighbor what he desires for himself." Appealing to the educated classes by stacking the deck towards saturating Iranian social circles with these carefully selected Islamic principles will utilize print ( billboards, posters, periodicals), and electronic ( social media, television, radio) venues all while appearing to be standard toe-the-line government support. Placement will be dictated by regions of residence and tailored to fit. A spray painted wall expressing Mohammad's wisdom might not work in a more affluent neighborhood as well as a well-timed text or well-placed business card.

"You will not enter paradise until you have faith, and you will not have faith until you love one another." "He does not believe whose neighbors are not safe from his injurious conduct." It is easy to envision these quotes emblazoned across the image of a mushroom cloud or under the photo of an obliterated lifeless Middle Eastern landscape. Nuclear capacity does not guarantee nuclear safety.  An accident would not just be killing or maiming Iranians. The educated can frame their opposition to the love of their children and neighbors, both emphasized emphatically in the Koran.

As an aside, transferring the respect of Muhammad to the opposition of nuclear weapons works well regionally politically too.  Iran's fundamentalist neighbors can be awakened to these points and then used to support their brothers and sisters who stand in opposition to nukes. Iran will have to realize a Muslim vs. Muslim conflict could result in, at the least, a Middle Eastern Cold War. Educated Iranians should know their world history well enough to remember what that was like.  This bandwagon effect, a group of educated influential Iranians backed by Muslims, would be perceived much stronger than if only alone, or worse, backed by the West.

Therefore, while tweaking the campaign to suit ethnic/national tastes, this tactic would work with other educated pockets in the region as well. An "imported" DVD, confidential URL, or easily transferred flash drive will go a long way towards showing, not just telling, this argument. An army that has to defend two fronts (inside and outside Iran) is fundamentally weaker than having to defend just one.