



MESSAGING THIS MOMENT*

LEAD WITH VALUES

Narratives that first link to shared values have proven much more effective at shifting opinions. The family is the most effective lens to talk about the values you support.

Research shows Dems do better when we lean into a number of values including community, fairness, and freedom. Don't be afraid of mentioning race and class—in fact, leading with acknowledgement of race and class is more effective for Dem audiences.

LANGUAGE TO EMBRACE

Whatever our color, background or zip code, most of us believe that voters pick our leaders — our leaders do not get to pick their voters. When it comes to our elections, we want a transparent process we can trust, where Americans have equal freedom to vote, whether we live in a small town or big city.



CALL OUT THE VILLAINS

It's important to acknowledge that the Republican party is motivated by corporate donors, making the rich even more wealthy, and accumulating power. Exposing these motivations is important so that we have a both a contrast, and so that we can frame our arguments in opposition to those who would take our power and democracy.

LANGUAGE TO EMBRACE

But today, certain politicians and their corporate donors profit by dividing us. They try to make us fear each other so we won't come together to demand the schools, health care, and jobs all of our families need.

PROMOTE A SHARED VISION

We want to call on voters to come together to achieve the values we hold in common. This is our CTA (call to action), where we call out the need to work together and be united to realize our vision.

LANGUAGE TO EMBRACE

Together, we make the future, and we will rewrite the rules to make this a state where all of us can prosper.



SELL THE BROWNIE, NOT THE RECIPE

Talk about the essential part of what you're for, making it relatable to peoples' everyday lives. If we don't make policies relatable to peoples' lives, they tune it out and don't hear why it's important to work together to achieve our vision.

LANGUAGE TO EMBRACE

No matter where we're from or what color our skin, we all want to

...be able to support our families.

...educate our children

...afford quality childcare

...etc

LANGUAGE TO REPLACE

Discussing the "economy." It's not about the "economy," it's about having a job with a living wage, being able to feed the kids, buy holiday presents, go on vacation,
HAVE GOOD THINGS.

Indiana
WAM

USE OUR OWN ISSUE FRAME, NOT THEIRS

Don't repeat damaging frames used by your opponent, if you're trying to refute a claim. If you directly contradict them, you often use their framing. It's not enough to put **NOT** or **DON'T** in front of the same words. People will only hear the words that the other side uses.

LANGUAGE TO EMBRACE

Lead with what **YOU** want to say. Check whether the terminology and framing is working against you and re-frame if necessary.

Example on Rising Prices: No matter what we look like or where we live, most of us want similar things: to make a good living, care for our families, and feel safe and connected to our communities. Right now, many of us are struggling to make ends meet, so Republicans want us to focus on the rising price of gas and groceries. But the truth is, it's the things that cost and matter the most — a roof over our heads, childcare for our kids, healthcare for our families—that have long been put out of reach so wealthy corporations and billionaires can keep our wages down and rake in record profits. We must demand our elected leaders pass Biden's Build Back Better Act to reduce the cost of housing, childcare, prescription drugs, and healthcare — that's how we afford all that we need for our families.



USE A TRUTH (VVV) SANDWICH

It's important to use the values, villains, vision framing. First, appeal to shared values. Second, call out the opposition's motivation and goals. Third, call to implement our shared vision of what we can achieve together.

LANGUAGE TO EMBRACE

No matter what our zip code, the color of our skin, or religious belief, most of us agree that our leaders should govern for all of us. Some politicians are so desperate to hang on to power that they'll try to divide us based on (where we live, color of our skin, whom we love, etc). They hope we'll be too busy blaming each other to focus on what they've done to (keep wages low, sustaining injustice, etc). When we unite, we can demand changes that will allow us to (support our families, teach our children honestly,) etc.



SAMPLE MESSAGES

HIGH QUALITY CHILDCARE

Whatever our color, background or zip code, most of us believe that we all need access to high quality affordable childcare. Republicans have refused to address this vital community need which is the largest barrier to families attaining financial security. Joining together we can demand that the state legislature support high quality childcare that puts our children on the path to success in school and in life.

FREEDOM TO LEARN

No matter our color, background or zip code, we want our kids to have an education that imparts honesty about who we are, integrity in how we treat others, and courage to do what's right. Some politicians try to divide us using dog-whistle arguments that allow them to control what our kids learn in school. Joining together, we can demand that our schools have the resources to meet every child's needs with well-trained and supported teachers and a curriculum that helps them shape our great nation.



SAMPLE MESSAGES

WAGES AND WORKERS' RIGHTS

Whatever our color, background or zip code, most of us believe that we all need the ability to work for a living wage and negotiate our wages and benefits. Some politicians are so beholden to big corporate donors and their own pocketbook, that they try to stop us from making enough money to raise our families comfortably, afford good housing, and go on vacation once in a while. We must demand our elected leaders implement a living wage and allow workers to organize to achieve better working conditions.

DON'T FORGET TO USE YOUR OWN FRAME

**NEVER, NEVER, NEVER
retweet, repeat, like, send
around opponent's
messaging...on social media,
in campaign speech, in
fundraising appeals. Even if
you intend to refute their
points, repeating their
language gives their
messages power and
weakens yours.**

GO!

