

Messaging the Moment

- **Voters are mobilized by messages that lay out what we are “for” more than what we are against.**
- **Messaging is more persuasive and mobilizing to voters when you start with shared values and share a future vision first. Then you can name a problem and end by providing your solution.**
- **Avoid starting messages with a negative. Starting with a negative framework will demotivate voters and could hurt turnout.**

Messaging the Moment

- **We have heard the economy is at the forefront of most voters minds. However, messages about the “economy” are often vague and winning messages contextualize the concept of the economy to everyday lives.**
- **These messages model how to talk about the impact of the economy in the way people experience it and ties the economy to race and class (economics).**
- **These messages are shown to both resonate and mobilize voters of color --including Gen Z.**

HEARING THIS

It is all about the economy

SAY THIS

We need leaders who care about our whole lives—from putting food on the table to seeing our kids grow up happy to having clean air to breathe and safe places to live. It's time we have leaders who will re-write the rules, demanding corporations pay what they owe, so that Americans can earn a good living and have a good life—with education and healthcare, housing, and jobs that every family needs.

HEARING THIS

It is all about the economy (2)

- Talk about race overtly
- Frame racism as tool to divide and harm everyone
- Connect unity to racial justice and economic prosperity
- Remind of past victories based on unity --esp with feelings of hopelessness of political process that is present for many

SAY THIS

No matter where we come from or what our color, most of us work hard for our families. But today, certain politicians hurt everyone by **handing kickbacks to the rich, defunding our schools, and threatening our seniors with cuts to Medicare and Social Security.** Then they turn around and point the finger for our hard times at poor families, Black people, and new immigrants. **We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past.** By joining together, we can elect new leaders who work for all of us, not just the wealthy few.

HEARING THIS

I don't like either candidate

SAY THIS

Voting is so much more than the presidential election. **From how police engage with the community to whether public transportation is affordable and safe to whether affordable housing is being built, elections shape our communities and impact our lives. Leaving no power on the table means using your vote in every race and every election because it matters.**

HEARING THIS

You must vote against the candidate who poses a danger to you and your community.

*

Starting with a negative framework will demotivate voters and could hurt turnout. Tell people what to vote “for” not against.

More freedom vs against a bleak world

SAY THIS

As Americans, we value our freedoms. Freedom to earn a good living and care for our families. Freedom to cast our votes and elect our leaders. **We can choose more freedom and more rights that support us all.** Together we must ensure that everyone in our communities can and actually does exercise their sacred freedom to vote and **decide the future that we want.**

HEARING THIS

When we don't vote, we lose democracy and the freedoms it brings, and it is replaced by authoritarian rulership or dictatorship that will strip away all of our freedoms.

- X Normalizes non-participation
- X Voting win/lose individualism instead of power of community

Everyone voting is the “win” in our desired future

SAY THIS

As Americans, we value our freedoms. Freedom to earn a good living and care for our families. Freedom to cast our votes and elect our leaders. We can choose more freedom and more rights that support us all. **Together we must ensure that everyone in our communities can and actually does exercise their sacred freedom to vote and decide the future that we want.**

HEARING THIS

I voted last time and none of the issues I cared about changed and many got worse. I don't feel like I am heard. Politicians are only in it for themselves and don't care about my generation.

Gen Z resonates most with this framework

SAY THIS

We need leaders who care about our whole lives—from putting food on the table **to following our passions** to having clean air to breathe and **safe places to live or study**. It's time we have leaders who will re-write the rules, demanding corporations pay what they owe, **so that our generation and all Americans can earn a good living and have a good life**—with education and healthcare, housing, and jobs that every person needs.

HEARING THIS

The election count isn't going to be respected and we are probably going to end up with politicians denying the outcome of the election either way.

SAY THIS

As citizens, **we determine the outcome of the election through voting—not politicians.** We need elected leaders who care about **our whole lives**—and that includes the democratic procedures that create the safety and stability of our nation.

“Count Every Vote” was a result of messaging solidarity

Topic Message: Gun Violence

Across race, place, and background, we know our children's worth. They are worth state leaders who value their well-being and ensure they can safely grow up, graduate, and live a good life. They are worth more than the politicians in power who block common-sense gun safety measures that the vast majority of us favor, hoping that if we fear each other we will look the other way while they do untold damage to our communities. By coming together, we can elect leaders who know our children's worth and are willing to prove it by passing legislation to save their lives. It's time to demand what our families need so that every child in every corner of our state has the freedom to thrive and pursue their dreams, no exceptions.

Topic Message: Restorative Justice/Policing Children

School is a place where childhood happens. Most of us believe that every child, whatever their color, background, or zip code, has the right to learn in a supportive environment that respects their humanity, upholds their dignity, and responds fairly to mistakes and missteps. But today, certain politicians fuel divisions so they can take resources away from our schools while they let the wealthiest few get away with not paying their fair share. They then blame parents, teachers and students to distract from these failures. They send police into schools to harm students who are Black, brown, LGBT, or disabled for making mistakes that—for wealthy white kids—are deemed part of growing up and learning. Our schools must treat every child as equal, especially in situations of conflict. By joining together—parents and teachers, Black, white, and brown—we can make every neighborhood public school a place where all children can learn, grow, and thrive.

Topic Message: Education Debt

Across races, workplaces, and generations, we've come together to create a better life for ourselves and our families. When greedy corporations charge endless interest on loans that young people are forced to take out to pursue higher education, they keep students stuck in the red and unable to provide a better life for our families. Meanwhile, the politicians they pay for try to divide us by what we look like or what we do for a living so they can take away our freedoms, hand kickbacks to the rich, and control who we can become. But Americans of every background are fighting to cancel education debt and protect our freedoms, our families, and our futures. By unleashing our power in our communities, our workplaces, and our polling booths, we will make this a place where everyone—Black, white or brown, young or old—is free to learn and pursue our dreams.

Topic Message: Immigration Solidarity

Throughout our history, we've joined across races and places to protect our freedoms and build a better future for generations to come. But some elected officials are trying to rig the rules to pick and choose who has the freedom to move and build a life in our country. They want to stir fears based on what we look like or where we come from, hoping that we will blame our neighbors and everyday people for the hardships that a wealthy few create. These same opponents of freedom have done this before—whether through 20th-century laws that blocked Asian immigrants in more than a dozen states from owning land, to 21st-century bans against Muslims, Africans and people from across the Americas moving for the promise of freedom and a better life. Whether we are Chinese or Iranian, Latino or Korean, Black or white, together, we can make this a place where freedom is for everyone, no exceptions.

Developed with the Asian Law Caucus/ Countering AAPI Hate

Faith Solidarity Message

Most of us seek to treat others the way we'd like to be treated. And that cuts across race, across place, across what's in your wallet. But then a handful of politicians try to divide us against each other - hoping that if we fear our neighbor - we might look the other way while they undermine our public schools, take away our healthcare and threaten programs that help feed us. **But we are called to love our neighbor and when we stand up for each other, we know we can demand a nation that works for all of us.**

Race, Class/Economy/ Faith Message

Faith Solidarity Message

We need leaders who care about our whole lives—from putting food on the table to seeing our kids grow up happy to having clean air to breathe and **safe places to live and worship. It's time we have leaders who will rewrite the rules, demanding corporations pay what they owe, so that Americans can earn a good living and have a good life—with education and healthcare, housing, and jobs that every family needs.**

Race, Class/Economy/ Faith Message

Interfaith Solidarity

Treating others as we want to be treated means respecting people's rights to live free, raise kids in safety and seek a better life. No one should fear for their safety because of the color of their skin, what language they speak, or **how they pray.**

Race, Class/Economy/ Faith Message