

Messaging for times like these

Patti Crane, co-founder

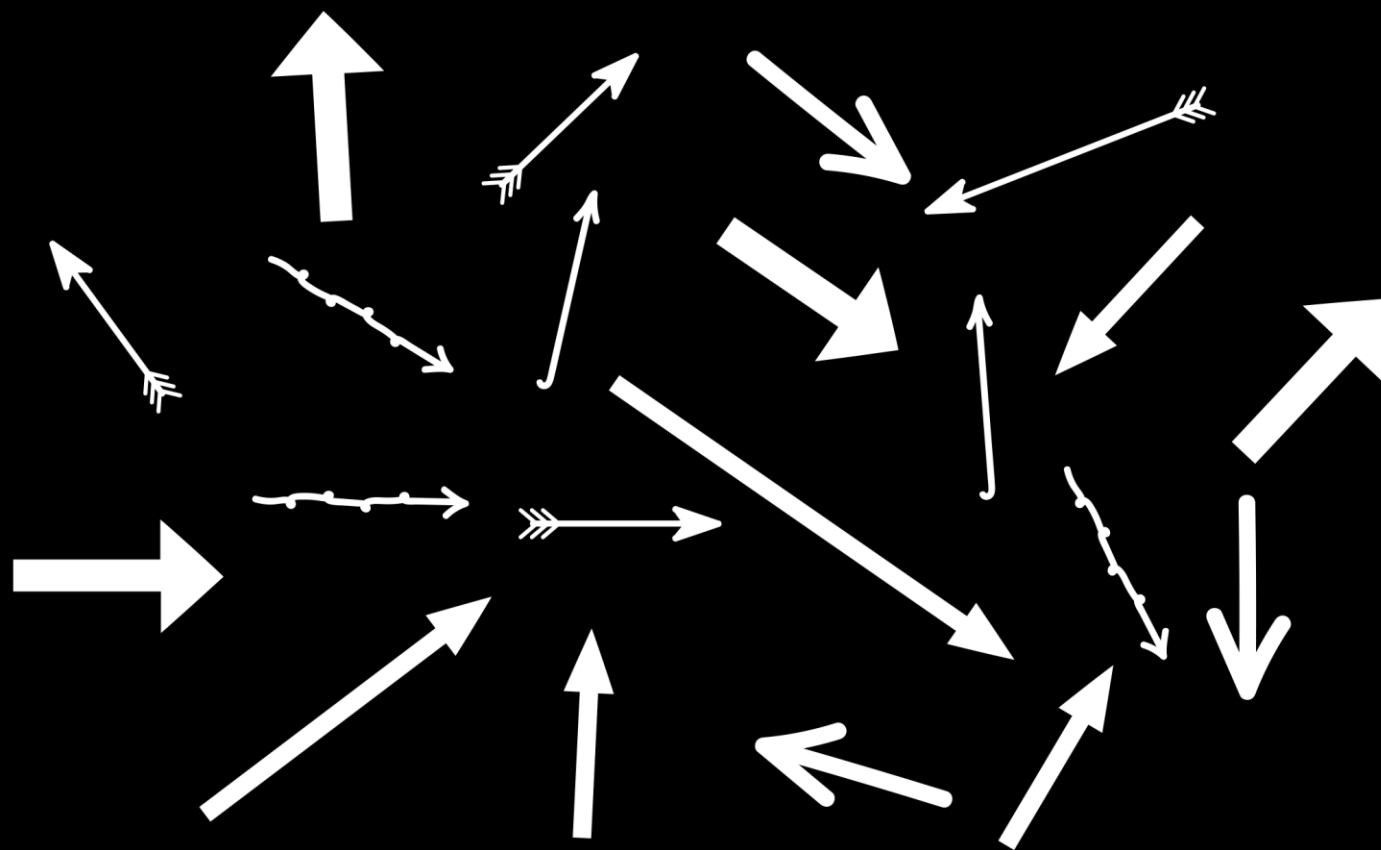
California Grassroots Alliance

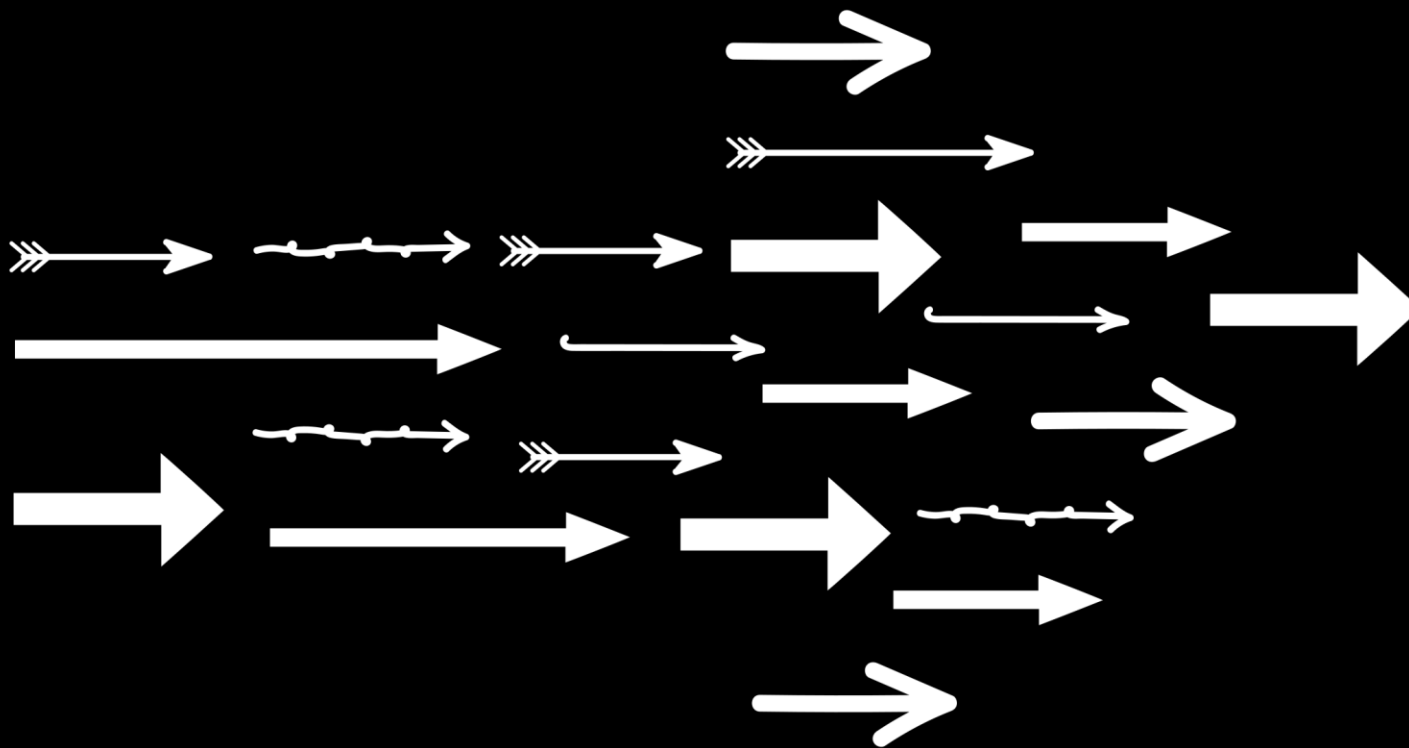
Making Waves for Democracy July 14, 2024 via [Zoom](#)

Thank you to **Making Waves for Democracy**
for sustaining this thriving organization.
You walk the walk of grassroots activism
every week and every cycle.

Being in community here
fortifies us and points us
to the antidote to anxiety: **ACTION!**

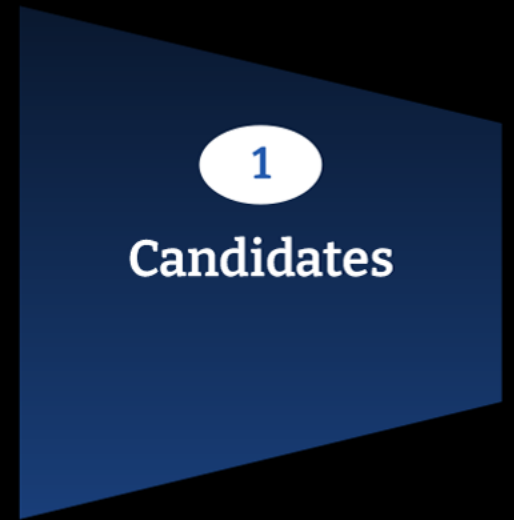
Let's stop doing this...



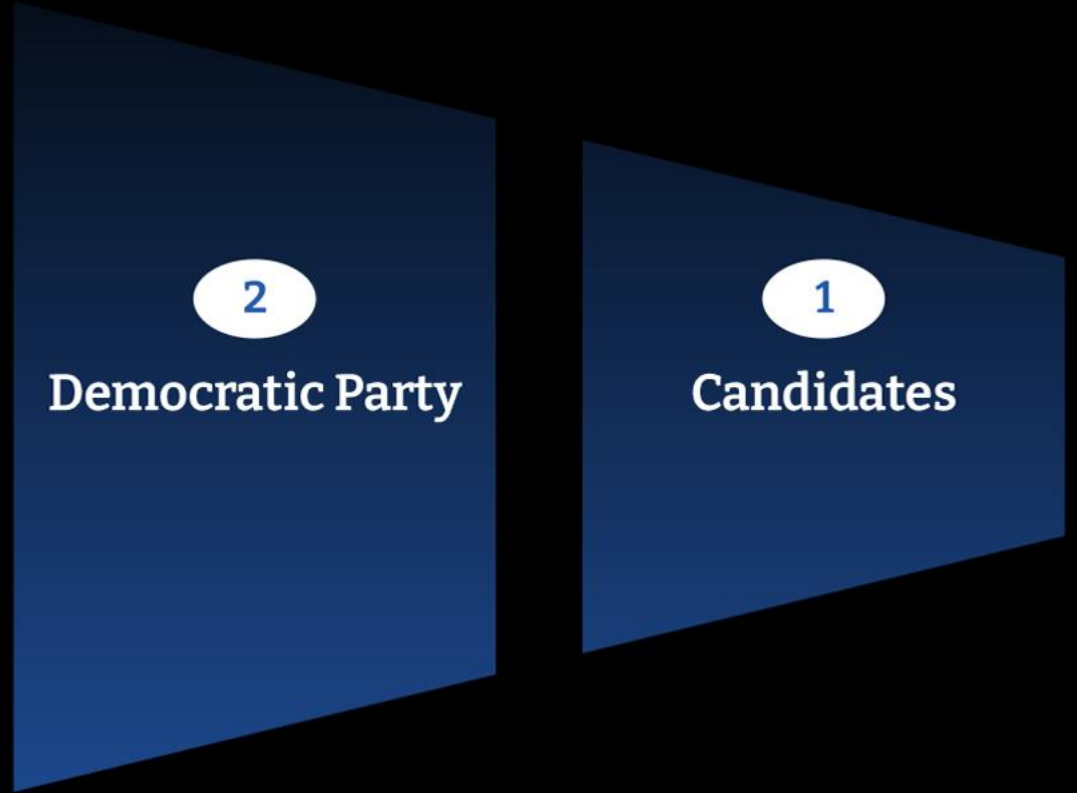


...and start doing this.

The Four Lanes of Messaging



The Four Lanes of Messaging



The Four Lanes of Messaging

3

Issue Groups

2

Democratic Party

1

Candidates

The Four Lanes of Messaging

4

Grassroots

3

Issue Groups

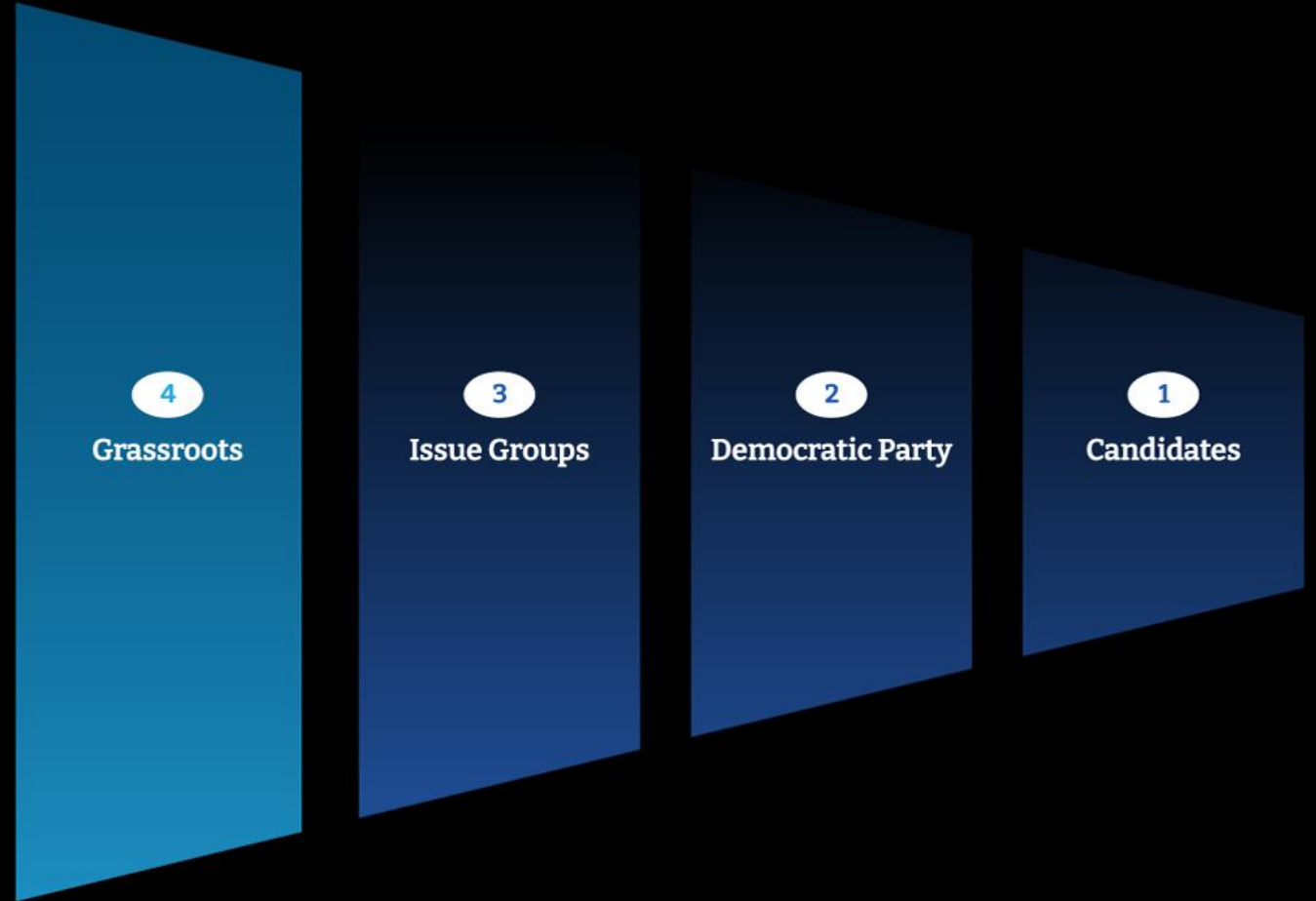
2

Democratic Party

1

Candidates

The Four Lanes of Messaging



The Four Lanes of Messaging

4
Grassroots

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Issue Groups

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1
Candidates

The Four Lanes of Messaging

It's not about the odds.

It's about the *stakes*.

Equal justice for all

Unalienable rights

*Life, liberty, and
the pursuit of happiness*

Consent of the governed

Free and fair elections

Peaceful transfer of power

Freedom of speech

Freedom of the press

Religious freedom

Freedom to vote

We the People

rule of law
life
Liberty
rule of law
form a more perfect union
life
rule of law
happiness
We the People
freedom of the press
Liberty
rule of law
happiness
rule of law
Unalienable rights
rule of law
Liberty
Liberty
consent of the governed
form a more perfect union
happiness
rule of law
We the People
Unalienable rights
rule of law
consent
rule of law
Freedom of speech
consent of the governed
life
constitution
rule of law
happiness
We the People
rule of law
We the People
rule of law
freedom of the press
rule of law
happiness
will of the people
Liberty
life
rule of law
We the People
happiness
rule of law
liberty
rule of law
form a more perfect union
life
will of the people
rule of law
We the People
happiness
rule of law
peacefully assemble
Promote the general welfare
will of the people
consent of the governed
form a more perfect union
Liberty
rule of law
consent of the governed
rule of law
We the People
constitution
life
Freedom of speech
rule of law
happiness
rule of law
We the People
rule of law
life
Freedom of speech
rule of law
Unalienable rights
rule of law
life
form a more perfect union
constitution
consent of the governed

Renewed
Public Spaces

All Children Free
from Hunger

A Livable Planet

Reimagined
Public Safety

Affordable Accessible
Healthcare

Everyone Pays
Their Share

Fair Wages
for Fair Work

**One Person, One Vote
Counted Every Time**

Equal Justice
for All

Affordable Neighborhoods
with Great Public Schools

Equal Rights
Realized

Universal
Broadband

College
without Debt

The 3 Vs Framework

The 3 Vs Framework/1

Start with a *shared value*

The 3 Vs Framework/2

Start with a *shared value*

Name the *villain* standing in the way
—and call out the villain's *motive*

The 3 Vs Framework/3

Start with a *shared value*

Name the *villain* standing in the way
—and call out the villain's *motive*

Pivot to our *vision* for a better future

Messaging Principles

Messaging Principles/1

Make the **voter** the hero

Messaging Principles/2

Make the **voter** the hero

Say what we're **FOR**

Messaging Principles/3

Make the **voter** the hero

Say what we're **FOR**

Draw a stark **contrast**

Messaging Principles/4

Make the **voter** the hero

Say what we're **FOR**

Draw a stark **contrast**

Describe the impact on **regular people**



Firebreak (click the link on the next slide)

Links to *Firebreak*: Please share!

[Alliance website homepage](#)

featuring ***Firebreak***

Downloadable [Firebreak](#) link

from Vimeo

**When voters focus on the personalities,
we struggle.**

**When voters focus on the *stakes*,
we win.**

Ezra Levin, Indivisible

New Research on Messaging vs. Project 2025

Voter opposition to *Project 2025* policies
increased by ***forty points***
when researchers followed a
Four-Part Formula to frame the story.

Research: Messaging Against Project 2025

Background: Three quarters (77%) of respondents in a June 14 national study of 1,220 likely voters *disbelieved that Project 2025 would ever be carried out.* (This survey was fielded prior to the SCOTUS immunity decision.)

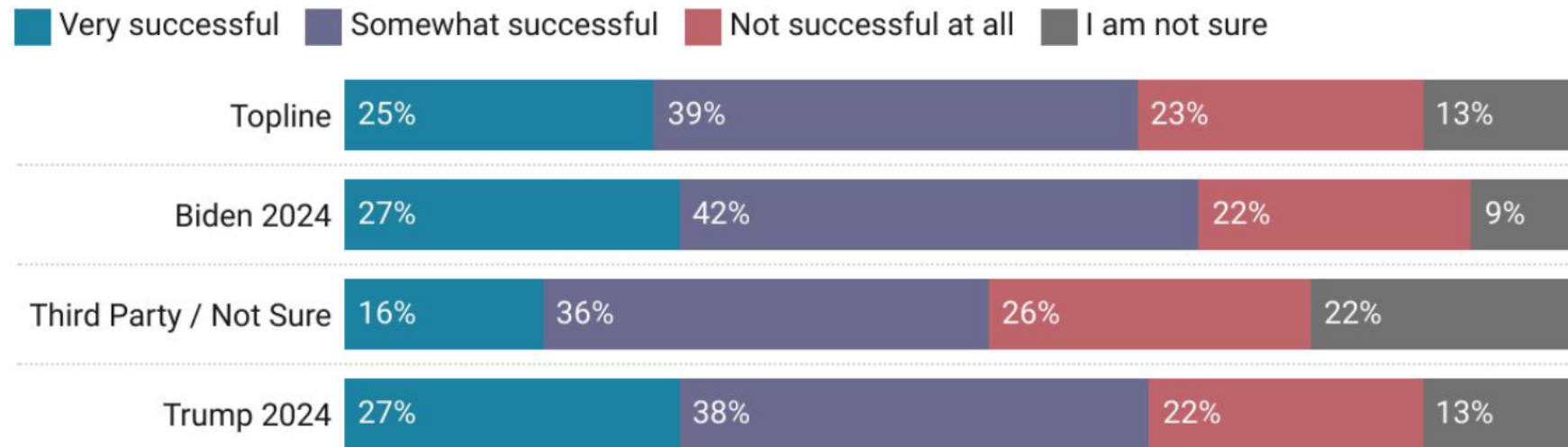
Three out of four cited faulty reasons including:

- “The courts would stop it”
- “The Dems would never allow it”
- “Congress would be against it”

Only one in four!

One in Four Think Republicans Will Be Very Successful in Implementing This Agenda

How successful do you believe Republican politicians will be at implementing this plan if Republicans win control of the government in November?

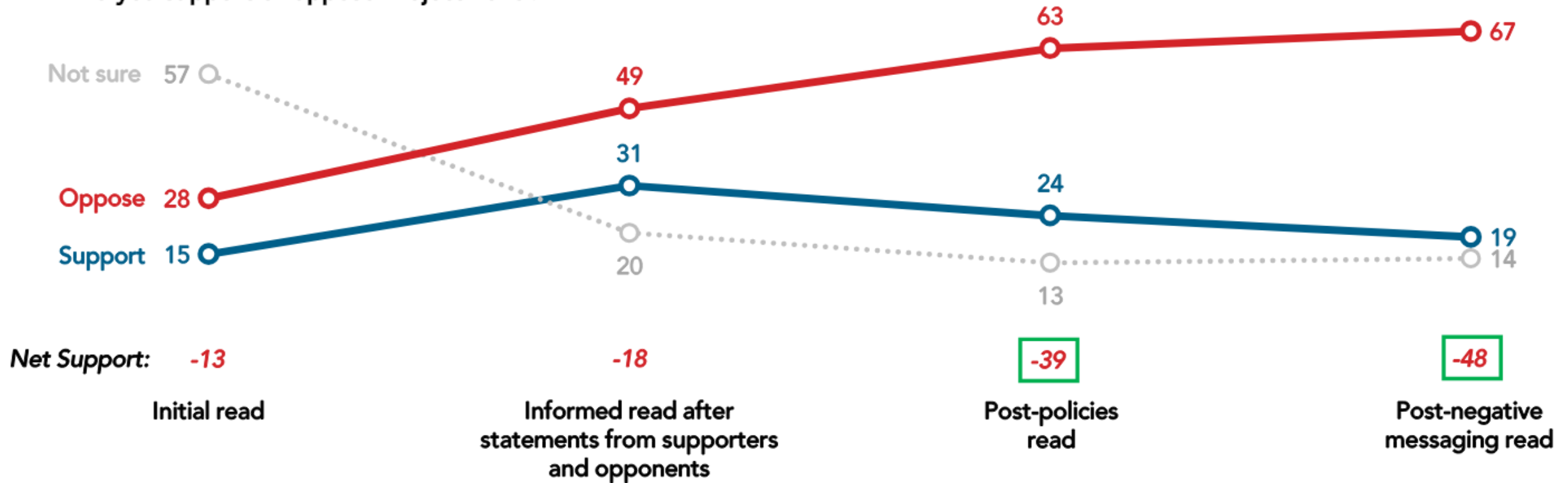


Source: National survey of likely voters, n1220, Data for Progress/Research Collaborative/ASO Communications, June 14-16, 2024 • Created with Datawrapper

As People Learn More About Project 2025, Their Opposition to It Grows

After learning about the policies in Project 2025 and reading negative messaging about the plan, independents shift from opposing Project 2025 by a net 15-point margin initially (10% support, 25% oppose) to opposing it by net-66 points (6% support, 72% oppose).

Do you support or oppose Project 2025?



Nationwide survey of 1,000 registered voters conducted June 20-June 24, 2024.
For more info, visit navigatorresearch.org.

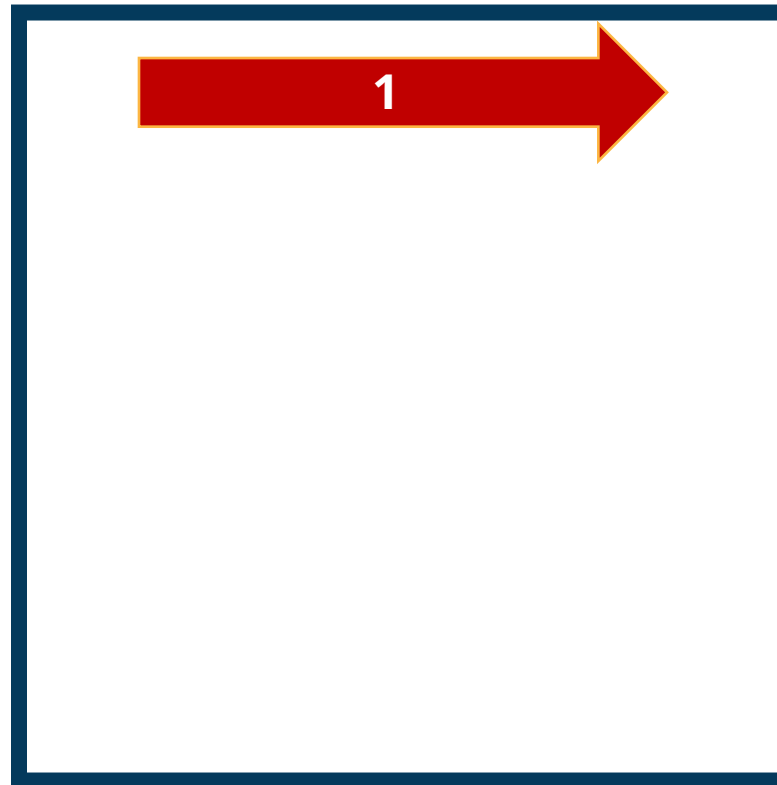
The Four-Part Formula That Moves Voters

“WALK AROUND THE BOX”

1. What MAGA has **already done** in specific red state about this issue
2. What MAGA **promises to do** nationwide on this issue if they gain power
3. What Biden/Harris have **already done** nationwide about this issue
4. What Biden/Harris **promise to do** nationwide on this issue when they hold the majority

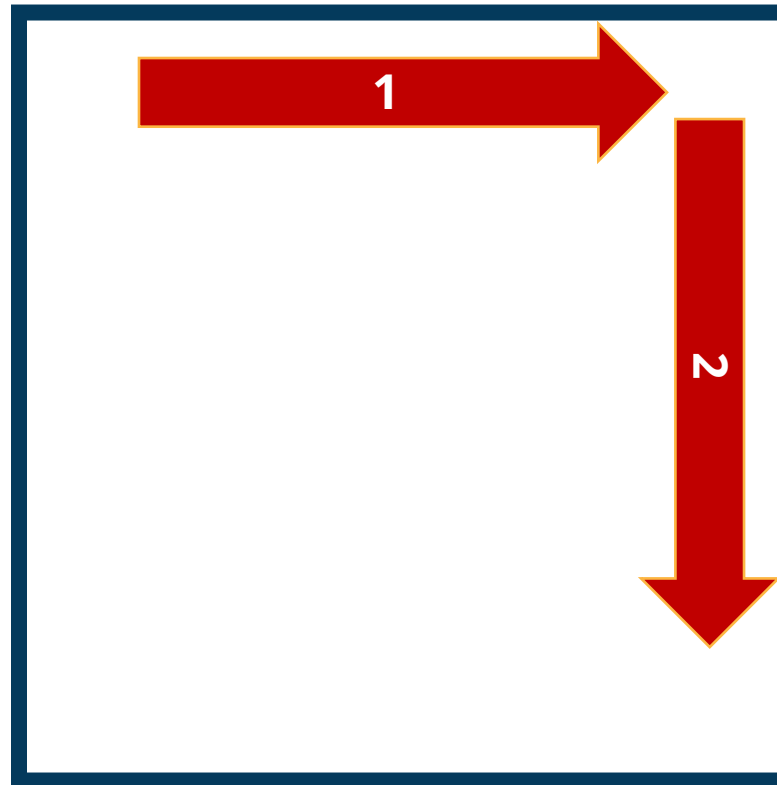
“Walk Around the Box” Formula Moves Voters

What MAGA has **already done** in a specific red state about this issue



“Walk Around the Box” Formula Moves Voters

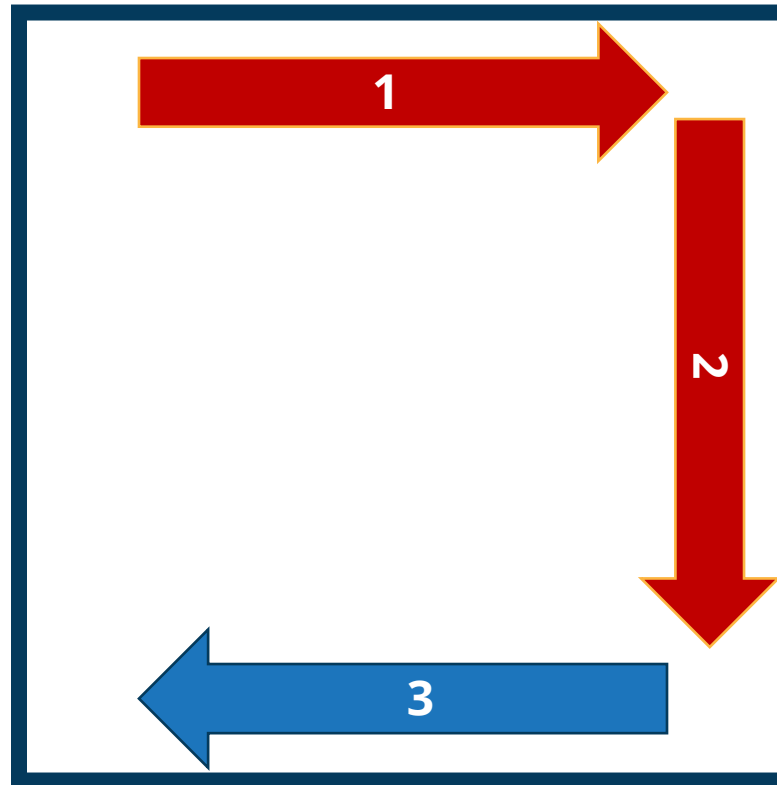
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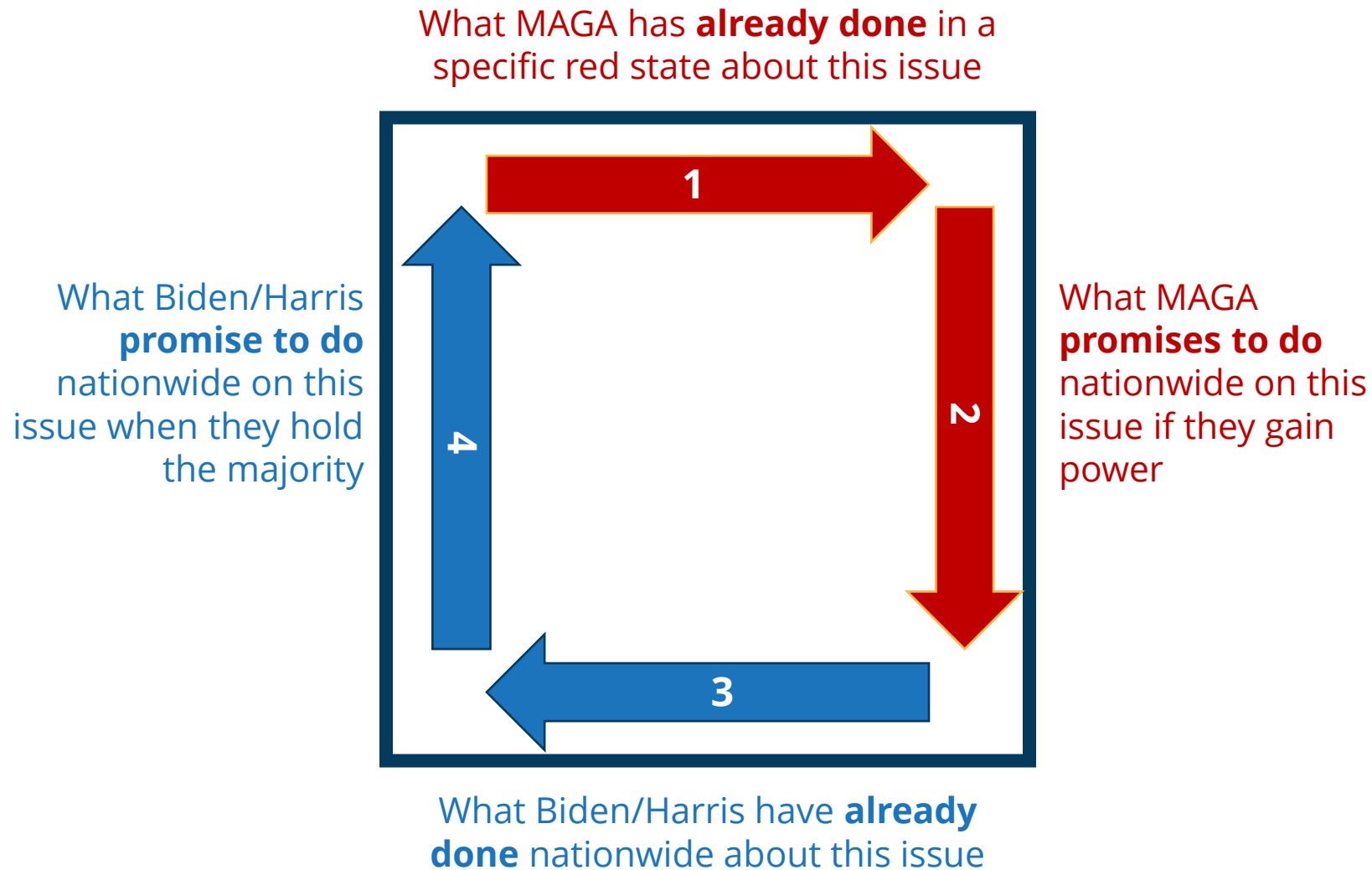
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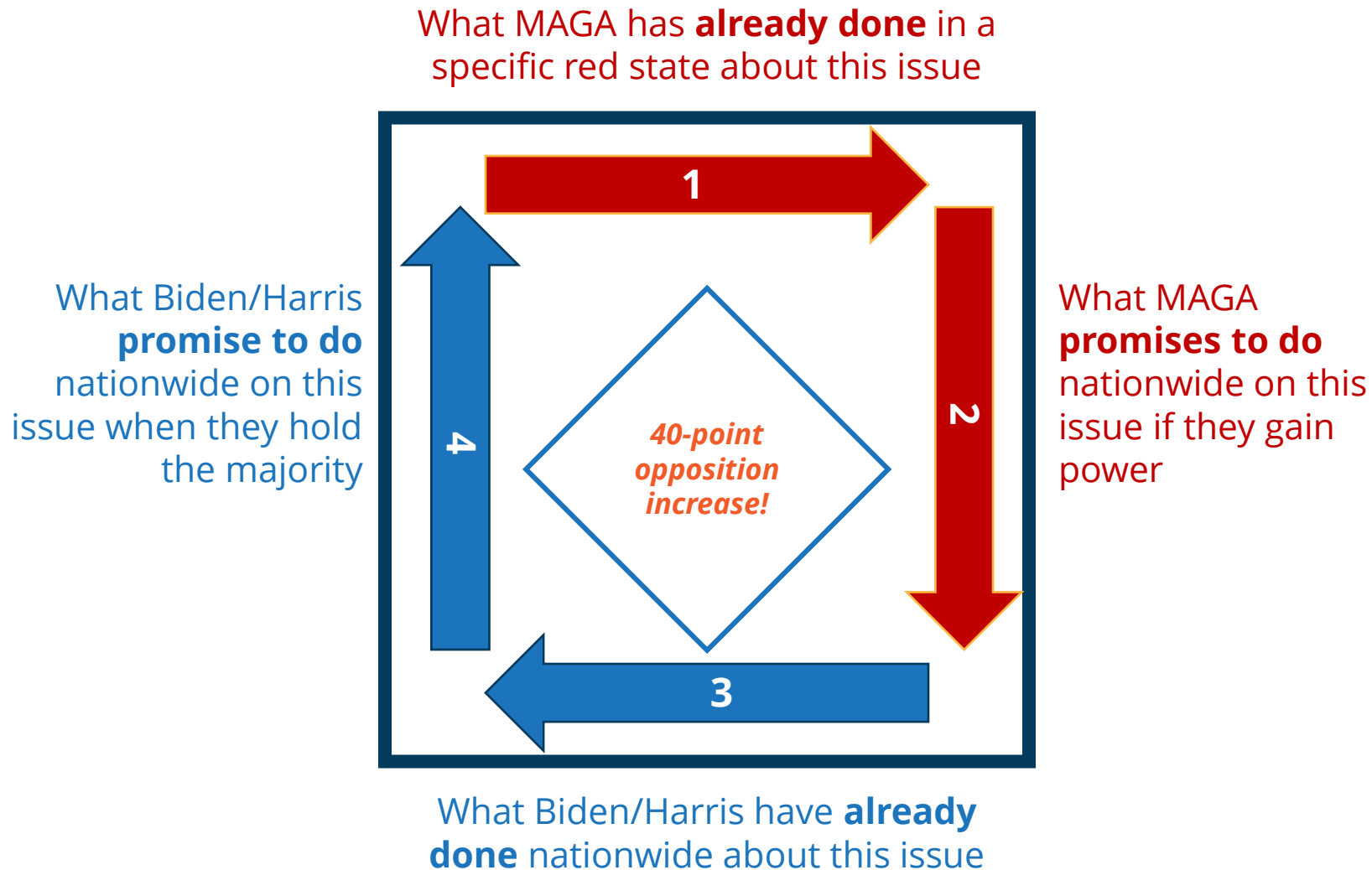
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What Biden/Harris have **already done** nationwide about this issue

“Walk Around the Box” Formula Moves Voters



“Walk Around the Box” Formula Moves Voters



The 3 Vs Framework/Reprise

Start with a *shared value*

Name the *villain* standing in the way
—and call out the villain's *motive*

Pivot to our *vision* for a better future

Links to *We the People*: Please share!

[Grassroots Messaging Works homepage](#)

featuring ***We the People*** (scroll down)

Downloadable [We the People](#) link

from Vimeo

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ALLIANCE

CAGrassrootsAlliance.org