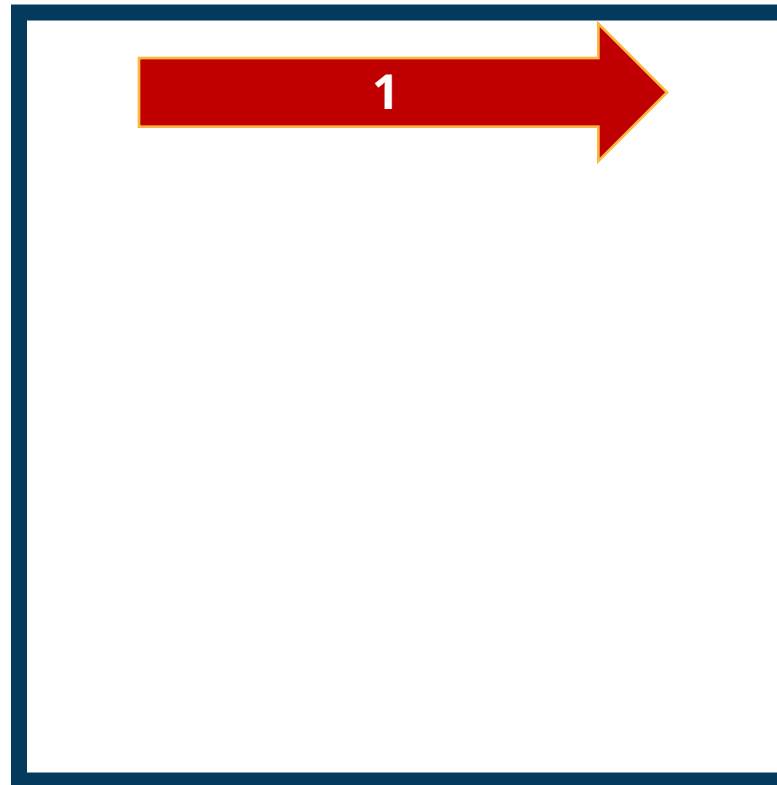


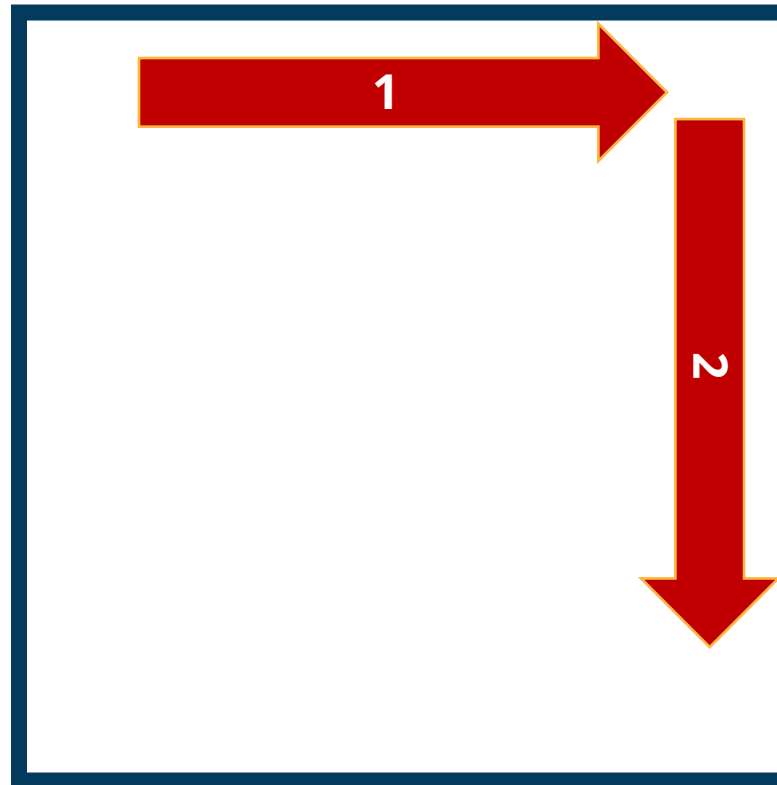
# “Walk Around the Box” Formula Moves Voters

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



# “Walk Around the Box” Formula Moves Voters

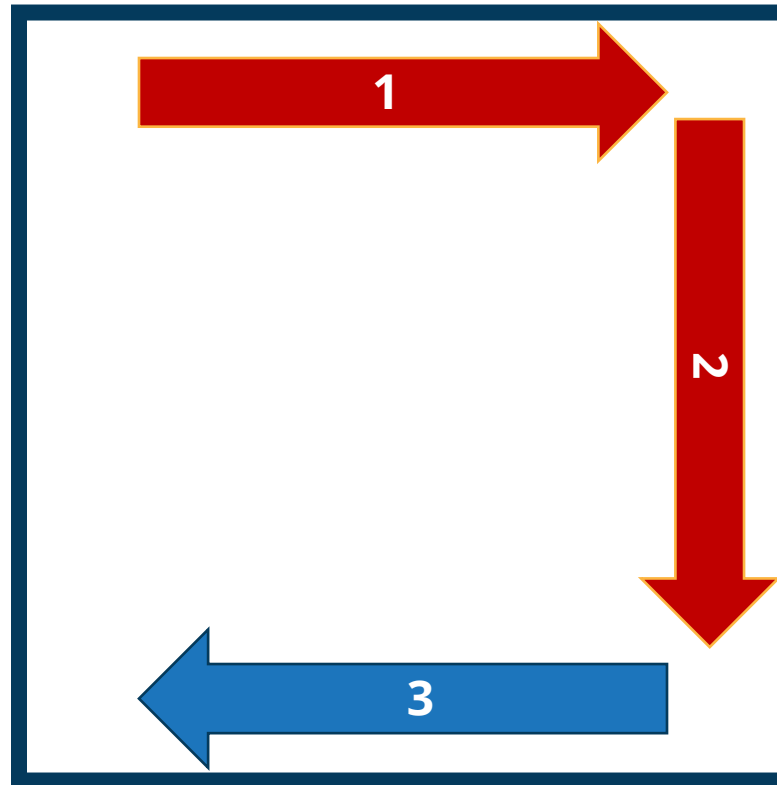
What MAGA has **already done** in a specific red state about this issue



What MAGA **promises to do** nationwide on this issue if they gain power

# “Walk Around the Box” Formula Moves Voters

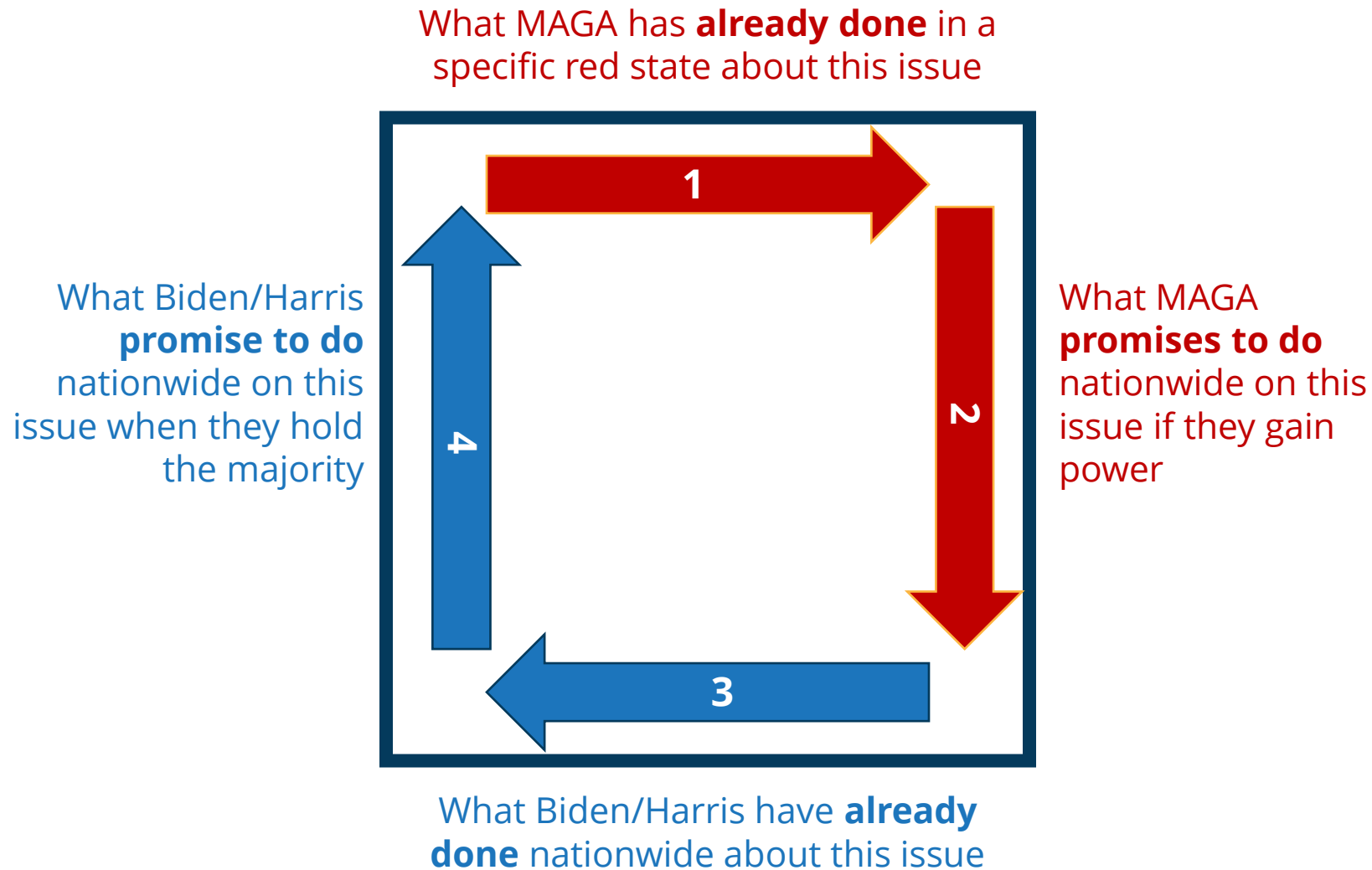
What MAGA has **already done** in a specific red state about this issue



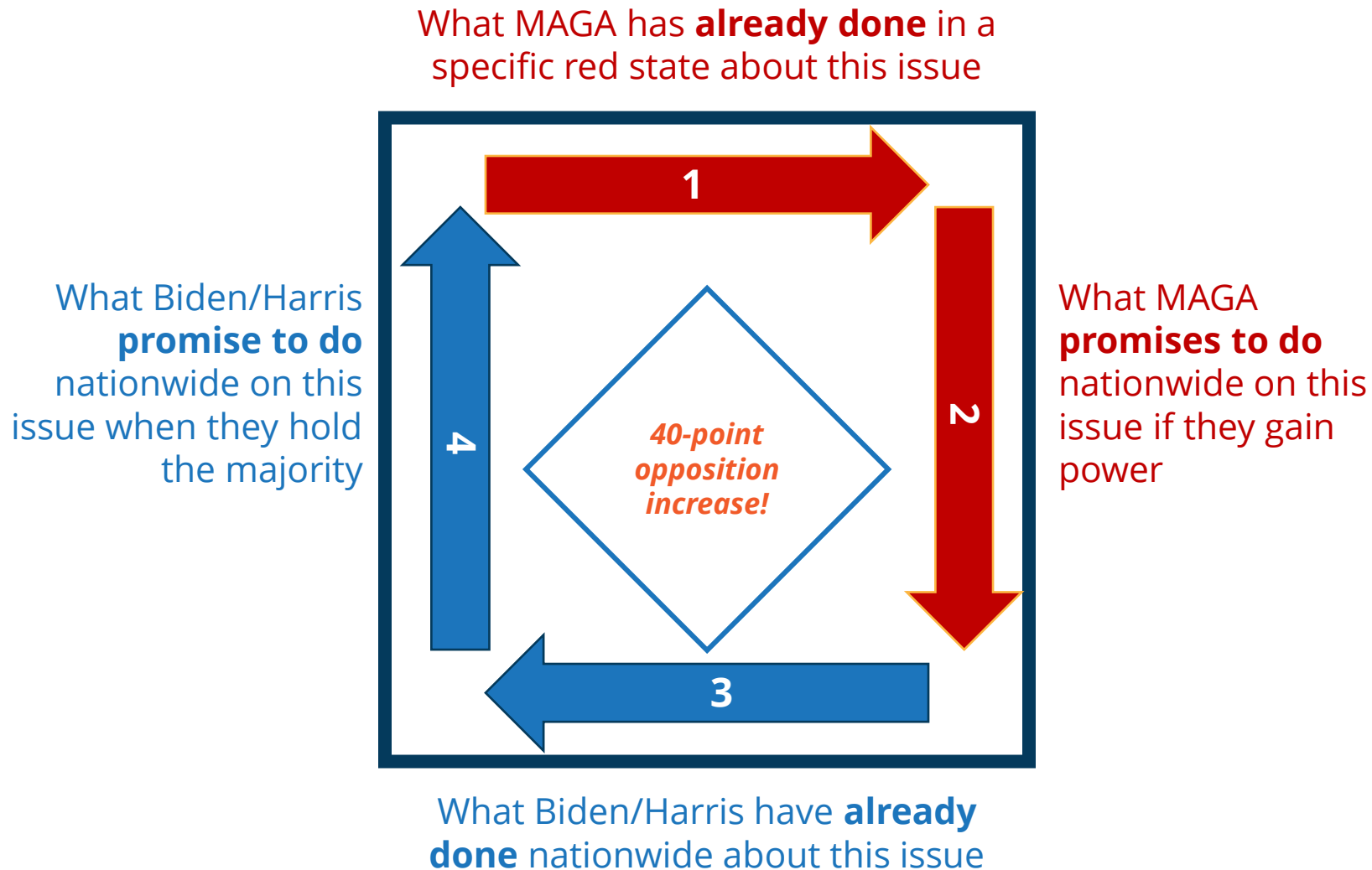
What MAGA **promises to do** nationwide on this issue if they gain power

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

# “Walk Around the Box” Formula Moves Voters



# “Walk Around the Box” Formula Moves Voters



# 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.

**CALIFORNIA**  
**GRASSROOTS**  
**ALLIANCE**

[CAGrassrootsAlliance.org](http://CAGrassrootsAlliance.org)