

# Message Guidance – Racial Justice Voters of Color

STRATEGY	COMPONENTS	EXAMPLE	WHY?
<p><b>Step 1: Connect</b> by establishing a shared value</p>	<p>Open with values: <b>Freedom, Justice &amp; Equity</b></p>	<p>“Most of us want America to be a place where freedom, justice, and equity are accessible to all...”</p>	<p>Objective: Get your listener to connect and agree with the 1<sup>st</sup> thing you say. Top-testing values for POC voters: Freedom, justice and equity. Particularly among Black voters.</p>
<p><b>Step 2:</b> Name the villain, to the paint a picture of voter suppression’s impacts, and link voting rights to the history of racial discrimination</p>	<ul style="list-style-type: none"> <li>A. Highlight the history of <b>racial discrimination</b> in America</li> <li>B. Bridge to current ongoing racist policies</li> <li>C. Highlight the legacy of the <b>Civil Rights movement</b></li> </ul>	<p>...But ever since our nation’s founding, a faction has tried to suppress the power of people of color, from enslavement to Jim Crow segregation. To this day, Trump Republicans in the state legislature continue to try to censor our history, block reforms that would end police brutality, and silence our voices by closing polling places in Black and brown communities. But just like our ancestors rose up in the Civil Rights Movement, we are carrying on that legacy</p>	<p>Racial justice voters rate racial discrimination as their top concern. Tying voting rights to racial discrimination is the most motivating and mobilizing language.</p> <p>Racial justice voters want to hear the impact of voter suppression tactics and respond well when we invoke the success of the Civil Rights movement.</p>
<p><b>Step 3:</b> Direct people to act, emphasizing the power of voters</p>	<p>Call to action that includes legislation on top of voting</p>	<p>...and rising up now by turning out in record numbers in 2022 to elect leaders that respect our voices, pass legislation to protect our freedom to vote, and deliver for our communities.”</p>	<p>Racial justice voters are tired of voting as the call to action.</p> <p>Need to reference legislation that will actually solve top issue priorities.</p>

# Message Guidance – Universal Message



STRATEGY	COMPONENTS	EXAMPLE	WHY?
<p>Step 1: <b>Connect</b> by establishing a shared value</p>	<p>Open with values: <b>Freedom</b></p>	<p>“Whatever our color, background, or zip code, in America we value our freedom to have a say in decisions that impact us...”</p>	<p>Objective: Get your listener to connect and agree with the 1<sup>st</sup> thing you say. <b>Top testing value:</b> Voting rights as a way to exercise our freedoms.</p>
<p>Step 2: <b>Bridge</b> to other top-testing issues to elevate the importance of voting rights. Condemn the opposition’s wide-ranging attacks on our freedoms while emphasizing our <b>collective power</b>.</p>	<p>A. Bridge to <b>other top of mind issues</b> for voters            B. Name and link to other egregious actions by opposition            C. Reference the achievements of our <b>collective power</b>            D. Name the opposition’s intentions of diving us to cater to the <b>wealthy elite</b></p>	<p>...from feeling safe in our communities to affording our grocery and healthcare bills. But the same politicians that are attacking our reproductive freedom and allowing corporations to hike up our gas prices are also trying to silence our voices by closing polling places in certain communities. Scared of all that our collective power has achieved, they hope to divide and distract us so they can keep ruling for the billionaires and wealthy corporations. We must come together across race and place to vote in 2022 for new leaders who will protect our freedom to vote and pass laws...</p>	<p><b>Voters don't care about voting or democracy for its own sake.</b></p> <p><b>Tying voting rights to other top of mind issues</b> is the most effective way to increase the issue salience.</p> <p>Naming our <b>collective power and the intentions of the opposition</b> helps strategy inoculating against the opposition's very pervasive narrative.</p>
<p>Step 3: Direct people to act with a <b>clear, actionable end-goal</b></p>	<p>Call to action that includes legislation on top of voting</p>	<p>that keep our children safe, allow us to decide if and when to grow our families, and make the wealthy pay what they owe.”</p>	<p>Voters are tired of voting as the call to action.</p> <p>Need to reference legislation that will actually solve top issue priorities.</p>