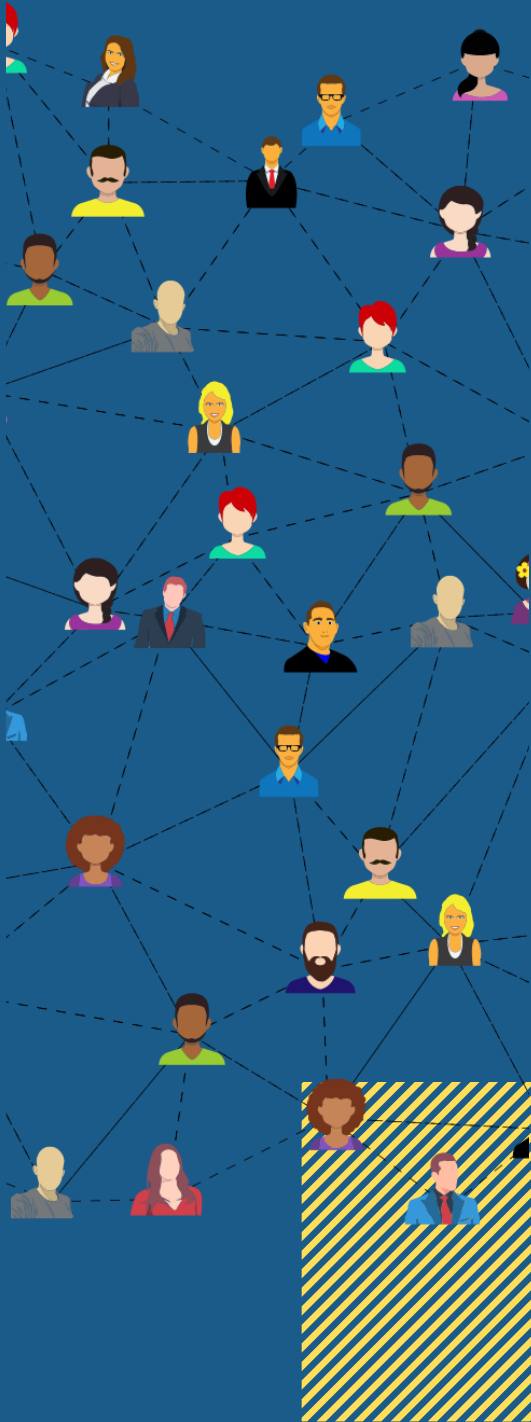


BUILDING BRIDGES FOR AMERICA

Say This, Not That: Winning Progressive Messaging





Why is this important?

MESSAGING IS HOW WE
SELL AN ISSUE POLICY OR
CANDIDATE. THE RIGHT
MESSAGING CAN BREAK
DOWN NEGATIVE
NARRATIVES AND BUILD
CONNECTIONS BETWEEN
VOTERS

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We know it works

UNDERSTANDING AND
CONNECTING WITH OTHERS
ON SHARED VALUES WORKS.



Messaging can change negative narratives

THE RIGHT MESSAGING CAN
CHANGE LONG HELD
NARRATIVES



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Workshop Goals



UNDERSTAND HOW FRAMES
INFLUENCE HOW MESSAGES
ARE RECEIVED

Learn how to speak to others by
connecting to shared values.

THE ART OF MESSAGING

How to craft winning messages.

TESTING YOUR MESSAGE

Making sure your message works.

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Frames

Frames are structures of ideas that we use to understand the world.

These structures shape how we see the world.

When you hear a word a frame is activated in your brain, the more it is activated the stronger it gets- including when you are arguing against an issue, especially when you use their language.

Our personal history, especially our family, influences how are frames are developed and what values we identify with.

FOR MORE INFORMATION:
RECOMMENDED READING *"DON'T
THINK OF AN ELEPHANT, GEORGE
LAKOFF*

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NUTURANT (PROGRESSIVE) VS. STRICT FATHER (CONSERVATIVE) FRAMES

NUTURANT/ PROGRESSIVE

- Parents of equal authority
- Caring about each other
- Responsibility to ourselves and those around us
- Empathy
- Cooperation is necessary

STRICT FATHER/ CONSERVATIVE

- Father is the natural leader of the family
- Authority
- Liberty
- Individual Responsibility
- Freedom to pursue self-interest
- Success is earned
- “Tough love”

Step

1

What are some frames you have?

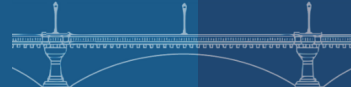
Example: What are some your own values that guide you in how you believe the government should do for people?



Jot down some of your frames:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

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BICONCEPTUALS



A person can share both progressive and conservative frames.

A person can be progressive on certain issues (healthcare for seniors) but conservative on others (gun control).

These voters are called "Swing Voters" or "persuadable"

Many of these voters can be persuaded to vote for our candidate or issue if we can connect on shared values.

The goal is to connect with them on our shared values

By focusing where we can make a connection and engage in a dialogue based on shared values



WORDS THAT RESONATE

BASED ON FRAMING WE CAN SEE THAT CERTAIN WORDS OR PHRASES WILL RESONATE WITH EITHER PROGRESSIVES (DEMOCRATS) OR CONSERVATIVE (REPUBLICANS AND ACTIVATE THEIR FRAMES

DEMOCRATS

"Justice"

"Equity"

"Invest"

"Moving forward"

"Come together"

"Potential"

"Government for All"

"Belonging"

REPUBLICANS

"Radical"

"Irresponsible"

"Law & Order"

"Rig the election"

"Corrupt Politicians Act"

"Absolute authority"

Distrust of Government

What are some words that connect with you?

You can use the list above and add your own.

List them here:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY



Step

3

List some values you share with conservatives?

Example, we all believe in freedom, and opportunity for everyone to succeed and take care of their family

List some shared values:

EMPATHY
SERVICE
COMMUNITY
FREEDOM
PROSPERITY
FAIRNESS
TRUST
SECURITY
DEMOCRACY

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The Art of Messaging

An effective message should:

BE SIMPLE

Use simple words that create images to tell the story and connect to simple ideas.

CONNECT WITH SHARED VALUES

We all have values in common,

BE AUTHENTIC & CONSISTENT

Stick to your progressive values, moving to the right can trigger conservative frames. Stay true to your vision and your values.

Let's look at a sample winning message

From <https://wordstowinby-pod.com/police-reform-washington/>

“

America's Strength

America's strength comes from our ability to work together — to knit together a landscape of people from different places and of different races into one nation. For this to be a place of freedom for all, we cannot let the greedy few and the politicians they pay for divide us against each other based on what someone looks like, where they come from, or how much money they have. It's time to stand up for each other and come together. It is time for us to pick leaders who reflect the very best of every kind of American. Together, we can make this a place where freedom is for everyone, no exceptions.



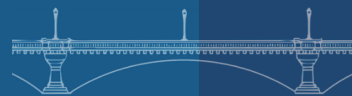
Crafting the Message

e.g. no matter where we come from or what our color, most of us work hard for our families, but today greedy lobbyists and certain politicians point the finger for our hard times at immigrants, poor people and black people, We need to join together to fight for our future and elect leader that work for us.

State the shared value:

State the problem:

state the solution:



Crafting the Message (second version)

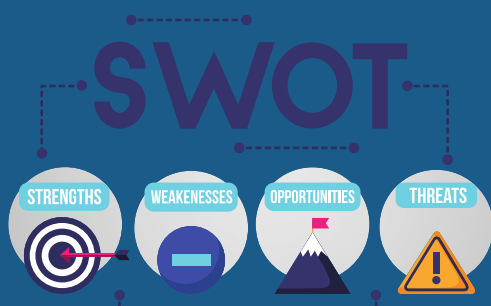
e.g. no matter where we come from or what our color, most of us work hard for our families, but today greedy lobbyists and certain politicians point the finger for our hard times at immigrants, poor people and black people, We need to join together to fight for our future and elect leader that work for us.

State the shared value:

State the problem:

state the solution:





Step

5

Testing the Message

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

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OTHER AVAILABLE TOOLS

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and share your values.

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YOUR LEADERSHIP DEVELOPMENT TEAM

JENNY OKAMOTO

Director Leadership Development, Building Bridges
for America

CAZ MARGENAU

Director Leadership Development, Building Bridges
for America

Remember this

**THE SECRET OF CHANGE
IS TO FOCUS ALL YOUR
ENERGY NOT ON
FIGHTING THE OLD BUT
ON BUILDING THE NEW.**

- DAN MILLMAN

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Next Steps

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