



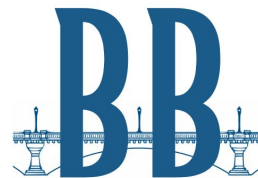
BUILDING BRIDGES FOR AMERICA
presents

Say This, Not That

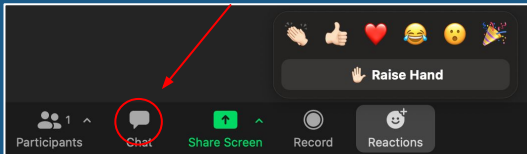
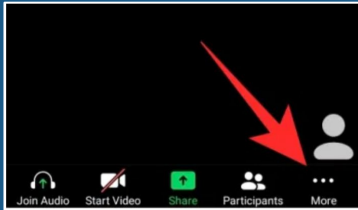
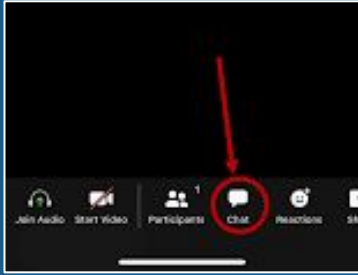
Control your Democratic narrative.

Friendly Norms

- Please keep yourself muted unless you are speaking
- Post questions in the chat
- There will be a Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!



Locate the chat feature.

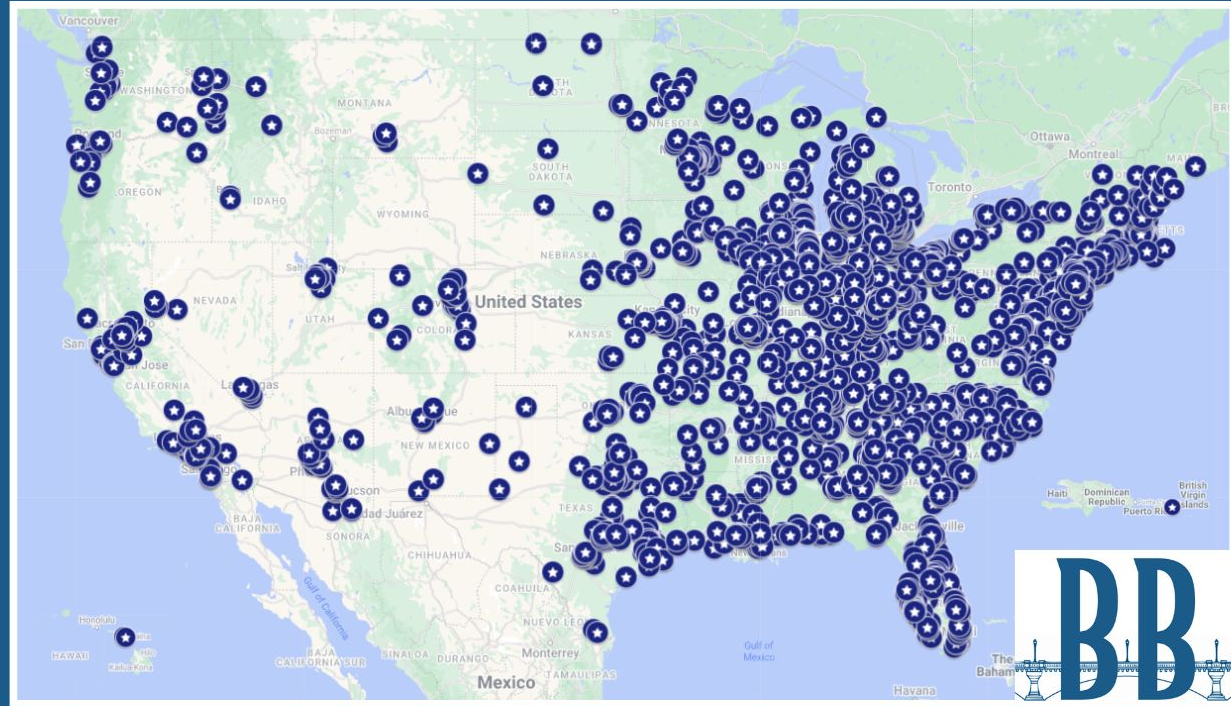


Say



hello in chat!

Where are you joining us from?



BUILDING BRIDGES FOR AMERICA

Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

Our Values

We recognize that the effort adds value, regardless of the result.

We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

Our Vision

A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy





Live Online on Thursdays

BUILDING BRIDGES FOR AMERICA



Political Organizing Classes

8 free and accessible courses and workbooks for volunteers.



- *Civics 101*
- *Civics for Change*



- *Say This, Not That...*
- *Grassroots Organizing for Change*
- *Local Leaders and Precinct Chairs*



- *How to Be Politically Active*
- *Conversations that Break Through*
- *Pop the Disinformation Bubble*



Maximize your volunteer effort.

2024 Session II
Every Thursday
3/21 - 5/19

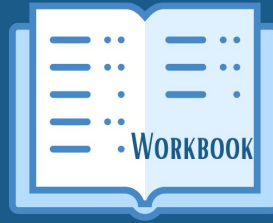
2024 Session III
Every Thursday
5/30 - 7/25 (skip 7/4)

2024 Session IV
Every Thursday
8/1-9/26 (skip 8/22)

2024 GOTV Session
10/3-10/24

BUILDING BRIDGES FOR
AMERICA

Say This, Not That: Winning Progressive Messaging



**DOWNLOAD THE
PRESENTATION
SLIDES**

DOWNLOAD SLIDES

BUILDING BRIDGES FOR AMERICA
presents

Real Talk Series: Say This, Not That

Virtual Training Session
Every 3rd Thursday 8pm–9pm EST

A thumbnail for a presentation slide. It features a blue background with a central circular graphic containing the word 'Messaging' and various communication icons. Below the graphic is a white bar with the text 'BUILDING BRIDGES FOR AMERICA presents' and a dark blue bar with the title 'Real Talk Series: Say This, Not That'. At the bottom, a white bar contains the text 'Virtual Training Session Every 3rd Thursday 8pm–9pm EST'.

Let's Get Started!

What is messaging?

Messaging is how we
SELL an issue, policy, or
candidate and connect
with our target audience.



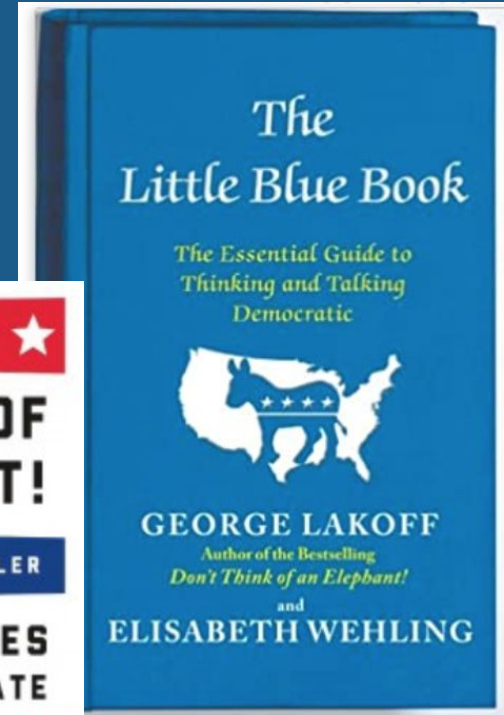
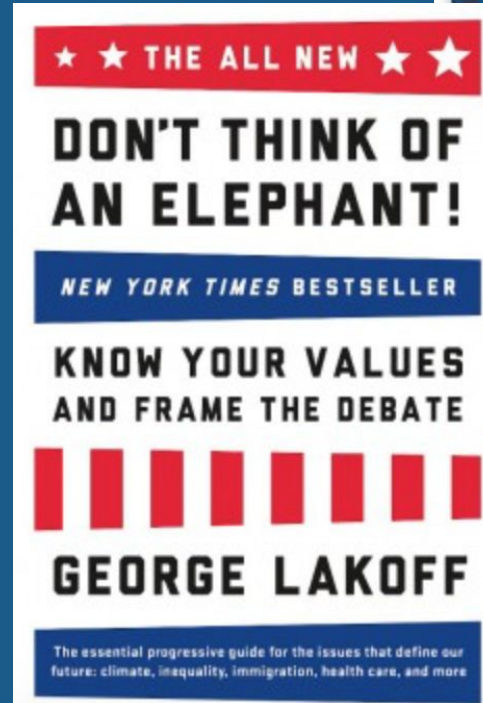
Words matter

Frames are mental structures that shape the way we see the world.

When you hear a word its frame is activated in your brain.

The more you hear a word the stronger the frame gets.

Control your words
=
Control the narrative



The Two Moral Models

Nurturant (Progressives)

- Care about everyone
- Responsibility to ourselves and those around us
- Empathy for everyone
- Cooperation

Strict Father (Conservatives)

- Authority and hierarchy
- Individual responsibility
- Empathy for your in-group
- Success is earned

Speak from who you are

**"THEY'RE NOT AFTER ME,
THEY'RE AFTER YOU
...I'M JUST STANDING
IN THE WAY!"**

Strict Father (Conservatives)

- Authority and hierarchy
- Individual responsibility
- Empathy for your in-group
- Success is earned

Speak from who you are

Nurturant (Progressives)

- Care about everyone
- Responsibility to ourselves and those around us
- Empathy for everyone
- Cooperation

more equal future

Working

build a better America for all.

the economy should work for everyone

our diversity is our strength.

DELIVERING

TOGETHER, WE CAN

Fighting to defend

Connecting with frames connects emotion

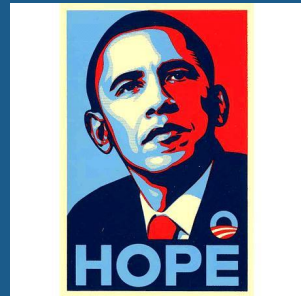
The right words can trigger frames that can evoke emotions.

Many times the GOP will focus on the “harms and horrors” narrative, using words like radical, socialist, invasion, indoctrinate.



The opposite is also true, using words that connect with positive frames can be just as powerful.

Obama with HOPE, “Soul of the nation”, Build Back Better worked in the Biden Harris campaign.



Know Your “TARGET” Audience



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



Persuadables

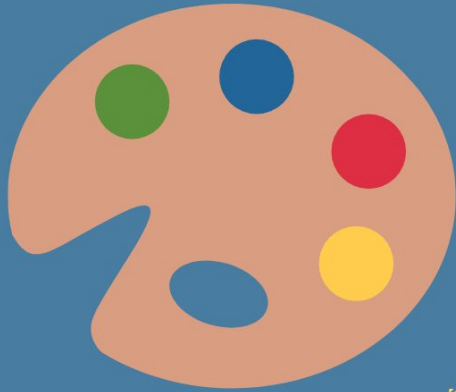
- Thinks about politics 4 minutes a week.
- Tend to know the least about issues, candidates, legislation, and the political process.
- Looking for community, identity, safety
- Seeks trust in leadership

Persuadables

- Start with what you agree on (taxes are unfair, gas prices are too high, etc.)
- Connect on the shared values you agree on
- Never imply they are wrong
- Listen
- Focus on what will motivate them to VOTE!

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.

BUILDING BRIDGES
FOR
AMERICA



The Basics

- Use your own language, never the opponents
- Know your beliefs and repeat it over and over
- Never repeat ideas you do not believe in
- Be positive
- Be authentic
- Use imagery
- Say it simply
- Tell your story, connect it to your values
- Speak what you are for not against

Living Room Issues

Politics is walks into our homes, our pocket books, our bodies. It is not theoretical. It is very real day to day life. Speak to that.

“I was able to change jobs with my pre-existing condition because Democrats saved the ACA.”

“My student loan debt will be forgiven because Biden expanded public service loan forgiveness.”



“We need to sell the brownie,
not the recipe”

Credit: Anat Shenker-Osorio



Storytelling

The use of storytelling in messaging:

Irrefutable

Emotional

Connects to values

Progressive or conservative

Can create fact out of fiction

Most importantly it build TRUST!



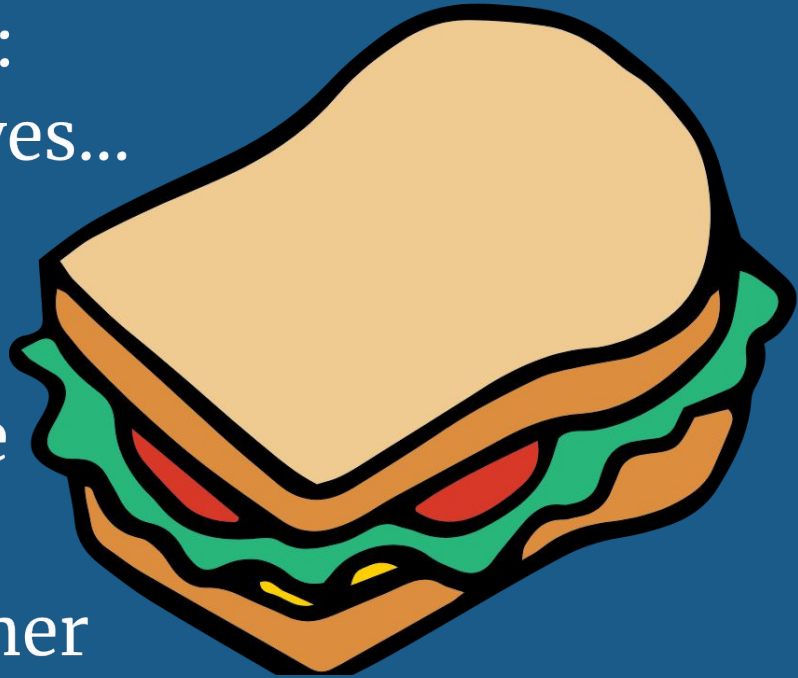
Messaging Sandwich

Address a problem between two positives.

Shared Value:
Everyone deserves...

State the Problem:
Expose the dog-whistle

Solution: Solve Together



Messaging Sandwich

- Shared Value
 - We can agree...
 - Most of us believe...
 - No matter our...
 - Most of us...
 - Regardless of where you come from...
- Problem
 - Politicians try to divide us...
 - For too long a powerful few...
- Solution
 - Join us...
 - By coming together...
 - We need to pick leaders who...

Messaging Now

Current Strengths for Democrats

- Abortion
- Economy
- Healthcare
- Social Security
- Climate & Energy

Messaging in Biden's State of the Union

- Core messaging
 - Honesty. Decency. Dignity. Equality. To give hate no safe harbor.
 - Defending democracy. Expanding our freedoms. Middle class Americans have a fair shot. And the wealthy pay their fair share.
- Abortion
 - Like most Americans I believe Roe v Wade got it right.
 - If you send me a Congress I will restore Roe v Wade as the law of the land again.
 - You are about to realize how much political and electoral power women have.



Messaging in Biden's State of the Union

- Economy
 - Build an economy middle out and bottom up, not the top down.
 - Make the wealthy pay their fair share.
 - It takes time but Americans are starting to feel it.
- Healthcare
 - The Affordable Care Act is still a very big deal.
 - Cap prescription prices to \$2000 for everyone.
- Social Security
 - Anyone who tries to cut social security or raise the retirement age I will stop you.
- Climate & Energy
 - Confront the climate crisis, not denying it.
 - The Biden Administration is taking the most significant climate action in the history of the world.



Speaking to our strengths

In political messaging there is punching and counterpunching.

We are winning. We are punching.

Let's look at how we won in the 2022 midterms.



Winning Messaging- Abortion

Most effective messaging on abortion came from Sen. Fetterman.

Frame- Bodily autonomy, protecting rights.

A woman's right to make her own health care decisions is sacred and non-negotiable. I will vote to enshrine access to safe and legal abortion into federal law. I believe that if you are not willing to do whatever it takes to protect abortion rights when they are on the line, then you cannot call yourself pro-choice. It's that simple.

Most effective messaging on abortion when speaking to swing voters is to frame it as “guaranteeing reproductive health coverage as part of all health coverage.”

Winning Messaging- Economy

Most effective messaging on economy also came from Sen. Fetterman.

Frame- Competitiveness with other countries.

Fighting inflation and lowering costs starts with making more stuff in America and bringing jobs home. We don't need to be outsourcing any more jobs and production to China. There is no reason that the next generation of technology, from defense to clean energy to the microchips that power our cell phones, can't be manufactured right here.

People are worried about inflation and jobs- say those words framed as being addressed by Inflation Reduction Act and the CHIPS Act.

Winning Messaging- Healthcare

Frame- Lowering costs, invest in mental health.

In the richest country on Earth, it is unacceptable that anyone should go broke because they had to go to the hospital or pay for a prescription. I'm committed to bringing down health care costs and giving Americans more options for how they get the care they need, especially in underserved and rural areas.

Mental health care is just as important as physical health care. We must require all health care plans to cover behavioral health treatments, mental health inpatient services and substance abuse treatment.

Big legislative wins by Democrats to protect the ACA from Republican attempts to repeal it. Cap insulin to \$35 for Medicare recipients.

Winning Messaging- Earned Benefits

Voters overwhelmingly trust Democrats to protect Social Security and Medicare. Use those words over and over.

Frame: Democrats will protect and expand, Republicans will slash.

Hammer home that Democrats will protect Social Security and Medicare from Republican attempts to slash those benefits.

Strengthening Social Security and Medicare will help Americans, particularly those most impacted by inflation.

Winning Messaging- Climate

What works: Building new renewable energy sources.

What doesn't work: Eliminating fossil fuels.

Frame: Affordability, economic benefits, domestic energy security

America should embody an all-of-the-above energy strategy and I've been a champion of our nation's abundant natural energy resources. I'll keep working to keep our country on the cutting edge of diverse energy production that will grow our energy economy, protect our national security, and help to make America energy independent.

Democrats delivered historic climate wins. Say Their Names:

Infrastructure Investment in Jobs Act

Inflation Reduction Act

CHIPS Act

Framing = team accomplishments

TOGETHER, WE CAN

FINISH THE JOB

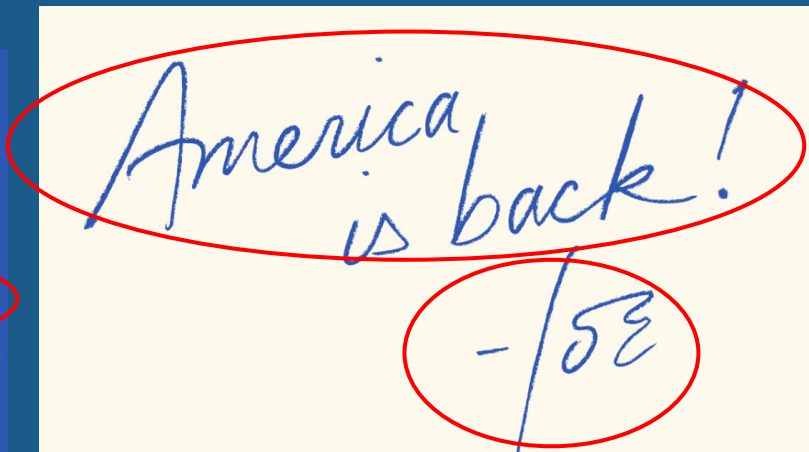
FOR THE

AMERICAN
PEOPLE!

Values = Work, Teamwork, Patriotism, Joy

BIDEN
HARRIS

Story = Recalling when we came together and won in 2020



We are the Democratic Party.

We're fighting for a brighter, more equal future: rolling up our sleeves and organizing everywhere to build a better America for all.

WHERE WE STAND

Democrats believe that the economy should work for everyone, health care is a right, our diversity is our strength, and democracy is worth defending.

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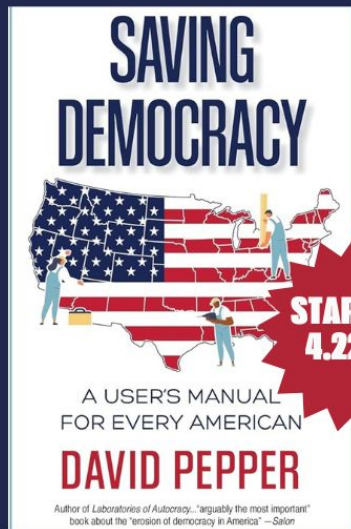
**Fighting to defend
and expand Michigan's
middle class.**

***DELIVERING FOR
NEVADA FAMILIES***

TAMMY'S RECORD OF

Working for Wisconsin

Are you looking for a progressive political book club?



Join us for a Virtual **BOOK CLUB**

Read & discuss with progressive grassroots organizers from across the country "a user's manual, intended to spur action. Your action. After a quick review of the true battle for democracy we are engaged in, each chapter explains how YOU, the reader, can and must play the leading role in lifting democracy."

Presented by

BUILDING BRIDGES FOR AMERICA



Our next book:

Saving Democracy

by

David Pepper

Starting April 22nd!

www.buildingbridgesforamerica.com

Text to register voters NOW!

*Thanks to your amazing response, we are now adding more states!
Now we are also texting into Florida, Alabama, and Tennessee.*



Building Bridges has partnered with Field Team Six to register voters in key states.

Sign up at the link on our website to get started texting on your own time.

www.buildingbridgesforamerica.com

We're just getting started in 2024!

This is an important year for Democracy. Want to know what you can do? Here are some opportunities to get started.



Text for Democracy!

Millions of US citizens are not registered to vote. Building Bridges for America is partnering with Field Team 6 to Text for Democracy in some of the most under-registered areas of Virginia, Georgia, North Carolina and Texas.

Join us! Sign up once and text whenever you like in 2024. [Use this link to learn more and get started.](#)



Free Online Trainings on Thursdays

We believe democracy is participation. And we believe participating in politics must be accessible. Trainings are free — join online from wherever you are!



Use the links below to sign up. Or you can browse the [Training page on our website](#). All trainings are 8:00 to 9:00 PM EST

[How to Be Politically Active](#)
Beginning January 11

[Civics 101 - The Basics They No Longer Teach in School](#)
Beginning January 18

[Pop the Disinformation Bubble](#)
Beginning January 25

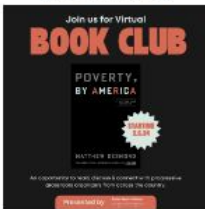
[Grassroots Organizing for Change](#)
Beginning February 1

Book Club - Mondays, Beginning February 5

Join us for a virtual book club journey that "gives us new ways of thinking about a morally urgent problem...helps us imagine solutions...calls on us all to become poverty abolitionists, engaged in a politics of collective belonging to usher in a new age of shared prosperity and, at last, true freedom."

We are reading *Poverty, By America* by Matthew Desmond
Mondays, beginning February 5
8:00 to 9:30 PM EST

[Sign up on Mobilize Here](#)
Support a Local Book Store:
[Purchase the Book Here](#)



Home

Our Story

Volunteers

Training

Calendar of Events

Join Us



BUILDING BRIDGES FOR AMERICA

DONATE



Supporting progressive grassroots organizers.

Sign up for our bi-weekly newsletter: buildingbridgesforamerica.com/joinus



Thousands of voters in
critical states
don't know they can vote.

WE'RE CHANGING THAT.



We've partnered with Field Team 6 to reach and register thousands of likely Democratic voters.

We have their addresses.

Now we need \$15,000 to mail them the info they need to register and Send Their Vote Home.

THANK YOU!

Thanks to your donations
our \$1400 in operating
costs are covered for 2024!

Now help us register the
hardest to reach voters!

Donate \$5 →

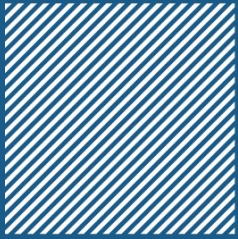
Donate \$10 →

Donate \$15 →

Donate \$20 →

Donate \$24 today!

<https://secure.actblue.com/donate/bbfa>



**BUILDING BRIDGES FOR AMERICA
LEADERSHIP TEAM**



YOUR LEADERSHIP DEVELOPMENT TEAM

JENNY OKAMOTO

Director Leadership Development, Building Bridges for America

CAZ MARGENAU

Director Leadership Development, Building Bridges for America

Give us a follow on social media,
@buildbridges4america!

