



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!



About Your Host: Jenny Okamoto



- Non-Profit Management
- Leadership Development
- Hoosier Women Forward
- Kamala Harris
- Indiana for Pete
- Indiana for Biden

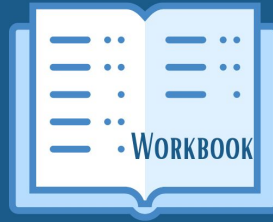


**WE'RE NOT
GOING BACK.**



BUILDING BRIDGES FOR
AMERICA

Say This, Not That: Winning Progressive Messaging



**DOWNLOAD THE
PRESENTATION
SLIDES**

DOWNLOAD SLIDES



Let's Get Started!

Enter in the chat what you are
hoping to get out our
conversation tonight

What is messaging?

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



I am going to say something
that will explain the core of
messaging

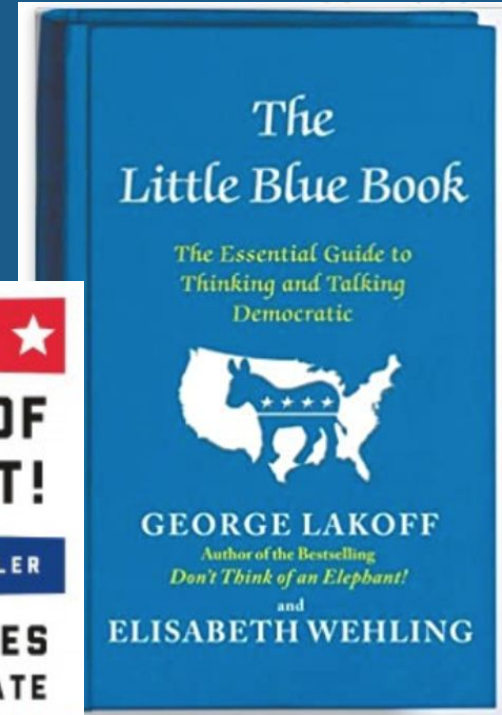
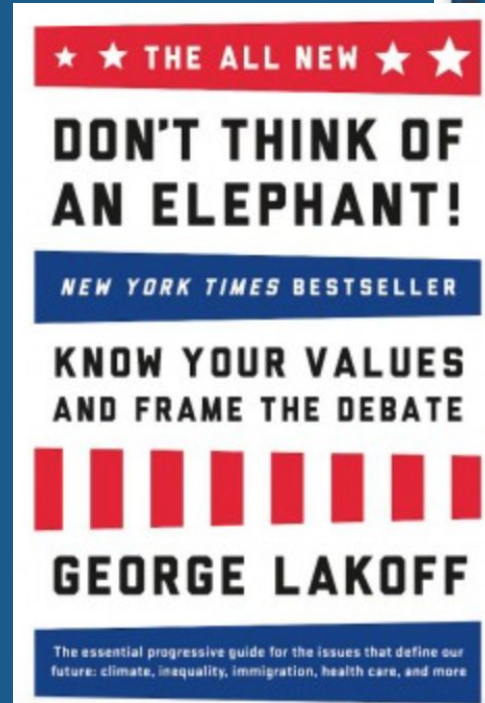
Words matter

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

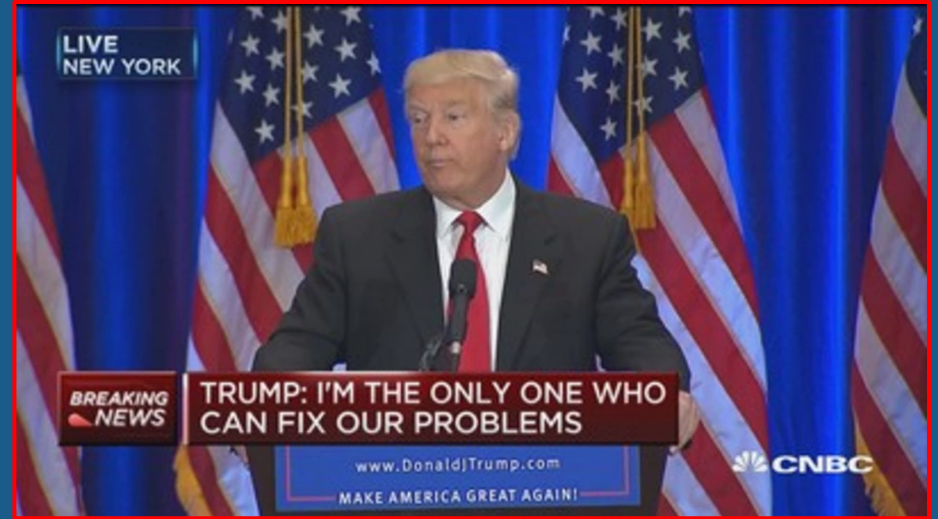
The Two Moral Models

Nurturant
(Progressives)



Affirms Love

Strict Father
(Conservatives)



Affirms Grievances

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.

“They’re eating our dogs and cats”,

They...Them

If we speak to others from our frames the message will not resonate, and we will face resistance



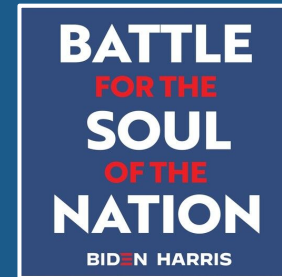
Connecting with frames connects emotion

The right words can trigger frames that can evoke emotions.

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



Harris with FREEDOM
Biden with SOUL OF THE NATION
Obama with HOPE



Remember a time when you
heard the current President
talk.

How did that make you feel

Where do we begin?

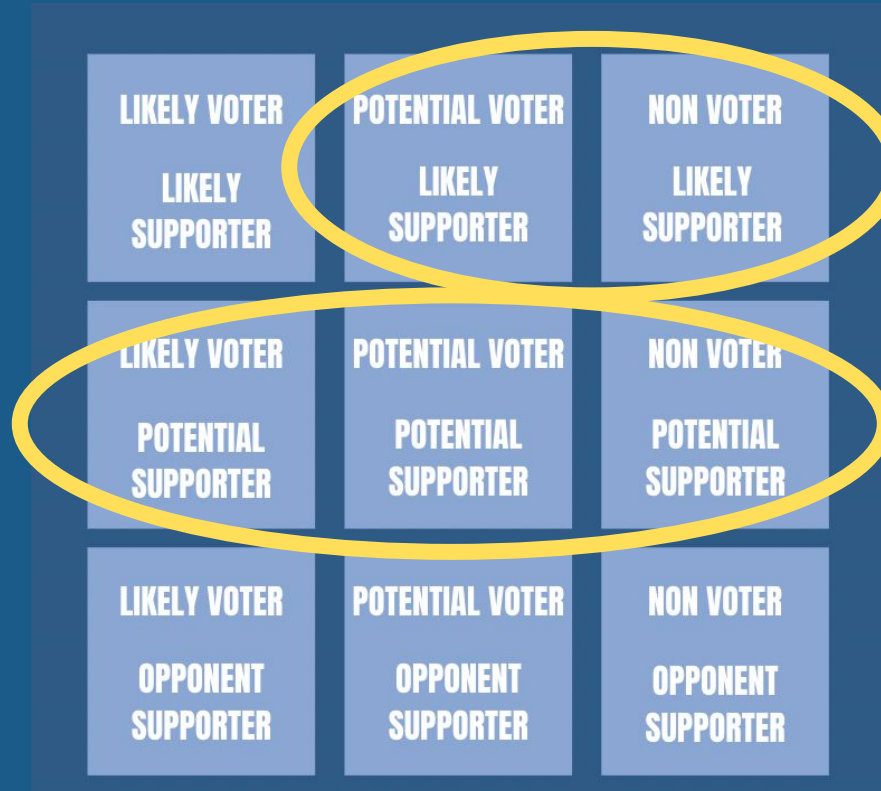
Know Your Audience

Known supporters for recruitment

Swing voters for persuasion

Infrequent voters for persuasion

Strong Republicans for deep relational organizing



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 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

If we don't they will....

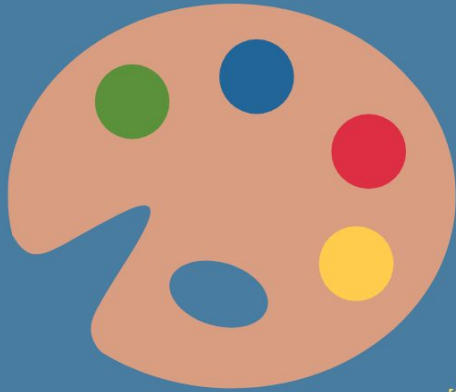


Persuadables Tactics

- 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.

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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

Kitchen Table Issues

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

“The bills you pay at that table, the shape of the family that sits there, the fears and the dreams that you talk about late into the night there.” - Pete Buttigieg

Speak to that.

Example: The cost of my prescription is more than I can afford.



Storytelling

The use of storytelling in messaging:

Irrefutable

Emotional

Connects to values

Progressive or conservative

Can create fact out of fiction

Most importantly it builds TRUST!



We need to sell the brownie,
not the recipe.

- Anat Shenker-Osorio



We need to sell the brownie,
not the recipe.

- Anat Shenker-Osorio

“Kids are eating and having
full bellies so
they can learn.” - Tim Walz



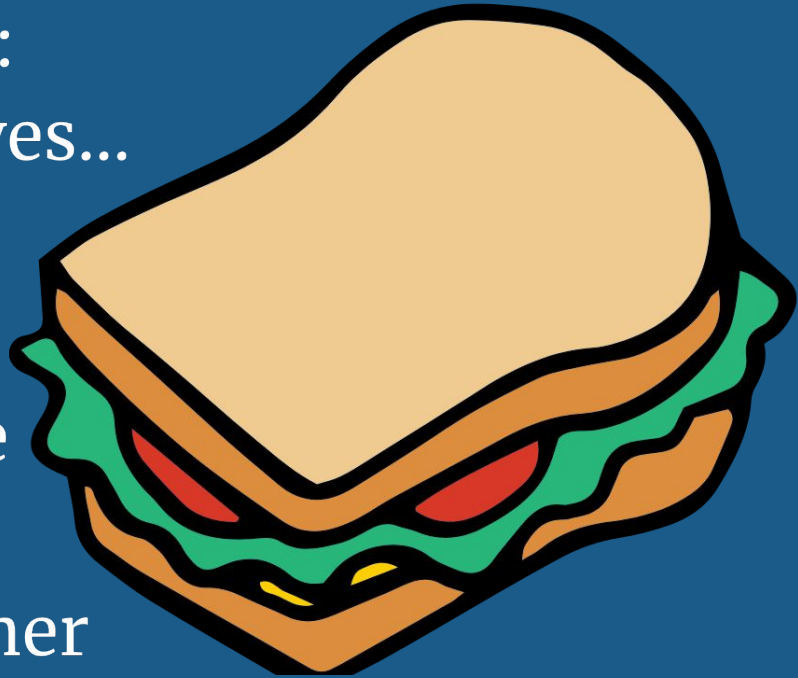
Messaging Sandwich

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...

Example: Messaging Sandwich

We all can agree that every child should have the best public education.

Trump is dismantling the Department of Education, resulting in less resources for public education.

Democrats believe in public education and supporting teachers. Together we can continue and improve education for all Americans.

Messaging Now

Freedom

“In this election, many other fundamental freedoms are at stake. The freedom to live safe from gun violence—in our schools, communities, and places of worship.

The freedom to love who you love openly and with pride.

The freedom to breathe clean air, drink clean, and live free from the pollution that fuels the climate crisis.

And the freedom that unlocks all the others.
The freedom to vote.”

To learn more: *Freedom—Harris’s message to America*, Brookings Institute



Grace

“It’s the way we treat each other, including those who don’t look like us or pray like us, or see the world exactly like we do. That sense of mutual respect has to be part of our message.”

“My faith teaches me that the world isn’t made up of good people and bad people, but rather that each of us is capable of good and bad things. And I believe leaders matter because of what they bring out in each of us, the good or the bad.”



Focus on Abundance/Solutions:

- Highlight what can be built, rather than only focusing on what is broken.
- "Freedom" and "We" Framework: Frame progressive policies as expanding freedom for everyday people to live, work, and thrive.
- Pro-Democracy Messaging: Emphasize protecting voting rights and ensuring government works for everyone, not just the wealthy.

Specific Examples of Effective Messaging:

Economy: "Lowering costs for families," "making corporations pay their fair share," and "investing in good-paying, clean energy jobs".

Healthcare: "Ensuring everyone can afford care" rather than just "defending the ACA".

Kitchen table issues

- If you're a middle class family or a family trying to get into the middle class.
- If you're getting squeezed by prescription drug prices.
- If you're hoping to buy a home, we are going to help make it more affordable.
- If you are seeing your utility bills increasing every month
- And no matter who you are, we are going to stand up and fight for your freedom to live the life that you want to lead.
- Because that's what we want for ourselves, and it's what we want for our neighbors.”

Q & A Time

BUILDING BRIDGES FOR AMERICA ACTION FUND

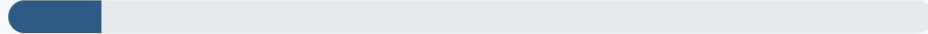


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