

MESSAGING GUIDE 2020



**WE
MAKE
THE
FUTURE**



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WE MAKE THE FUTURE ALL IN FOR ALL OF US

This year has redefined what it means to reckon with our past, advocate for better in our present and expand the possibilities for our future. The COVID-19 pandemic and the mass protests following the recent murders of Black Americans by police are rapidly transforming our lives, exposing the injustices that the powerful few have unleashed since our founding, and opening up the possibility for a radical realignment in our politics in a pivotal election year. Progressives have the opportunity to focus public attention on creating a country where everyone is safe and free, with a care system and economy that works for all of us.

But we must also contend with the race-baiting and fearmongering of the right. The powerful few seek to hold onto power by unleashing new horrors to distract and divide us based on what we look like or where we come from. They fuel hardship by laying off Americans by the millions, denying healthcare in a pandemic, and equipping police with military gear to target Black people and terrorize those demanding liberty and justice for all.

Progressives have a clear vision for a better future: by coming together to rewrite the rules and making the wealthiest few pay their fair share, we can ensure that everyone — Black, white and brown, native and newcomer — can earn a good living and have a good life; we can resource our schools so that every child can pursue their dreams; and we can provide families with the care we all need to get and stay well. But too often, progressives focus on merely mitigating the harms the wealthy few have created, putting our progressive vision out of sight — making it feel out of reach.

To succeed in this moment, we must combat the cynicism and (understandable) despair that undermines desire for sustained participation from our progressive base. We must cut through the sense of inevitability our opposition has built that the way things are now reflects how they will always be.

The truth is that the future is the sum of the changes we demand, the courage we display, and how we stand with and for each other. The truth is that *we make the future.*

WHAT IS WE MAKE THE FUTURE?

We Make The Future is a fully executed brand to express our winning narrative. The brand and this messaging guide are based on rigorous research into perception and persuasion, and provide specific recommendations to engage our base and persuade the middle. The core of this work is the Race Class Narrative, an approach that weaves together economic empowerment, racial justice, and gender equity, using language proven to work to mobilize and persuade voters.

Through this messaging guide and We Make The Future Facebook, Twitter, and Instagram accounts, we offer content that can be adapted for different contexts. Everything contained here is available open source for use by progressive organizations, campaigners and volunteers.

By activating a shared brand no matter what particular campaign we're conducting, we reinforce our overarching narrative and our shared values. Research has demonstrated that consistently repeating phrases and visual marks increases the credibility and appeal of those words and images. As a choir, we want to repeat the same notes to be heard through the political noise.

We Make The Future was developed by Race Class Narrative Action. Learn more about RCNA at: raceclassnarrativeaction.com

HOW TO USE WE MAKE THE FUTURE

The core narratives in this guide can be used in many ways: in conversations on a canvass or among friends; in public statements, letters, and op-eds; in interviews and speeches; on social media and more. While they can be memorized like a script, they can also be adapted to your particular needs and circumstances.

OUR WINNING MESSAGES

All too often, progressives are asked to keep issues of racial justice and economic empowerment separate — or to remain silent about the former at the risk of alienating the mythical middle we’re told we must appease. But our research shows that the way to persuade the middle is to mobilize our supporters to relentless repetition and that requires that we speak effectively on issues of race and class. Moreover, we find that effective messaging on multi-racial populism engages persuadable voters and acts as a critical response to the division and fear the opposition keeps peddling.

OVERALL BRAND NARRATIVE	ELEMENTS OF A SUCCESSFUL NARRATIVE
No matter where we come from or what our color, most of us work hard for our families.	Begins rooted in unity and shared values, overtly naming race in a way that includes everyone
But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to corporations, defunding our schools, undermining community services, and stripping working people of our rights to negotiate in union.	Names racial scapegoating as a weapon that enables economic harms to all of us
We need to go all in for all of us, joining together with people from all walks of life to make a better future for us all.	Emphasizes unity and collective action to solve problems
... just like we won better wages, safer workplaces, and civil rights in our past.	...counters cynicism by evoking previous wins through cross racial solidarity
Together, we make the future, and we will rewrite the rules to make this a country where all of us can prosper.	Connects working together to positive benefits for all, activating the brand

WORDS TO EMBRACE AND REPLACE

SAY THIS	INSTEAD OF	NOTES
<p>People of different races and from different places; white, Black or brown; native or newcomer; Latino, Asian or white; etc.</p>	<p>All people; everyone</p>	<p>Explicit reference to race engages people of color while keeping white listeners on board</p>
<p>No matter our differences, most of us want pretty similar things</p>	<p>United we stand, divided we fall</p>	<p>“United we stand” can be a confusing set up from which to move to explicit division; it may be heard as a description of the present, not an aspiration for the future</p>
<p>Join together across racial differences</p>	<p>Join together in our communities</p>	<p>Making racial reference increases interest of our base and persuadables</p>
<p>Our opponents blame new immigrants, Black people, and people struggling to make ends meet for our hard times</p>	<p>Our opponents are racist against new immigrants, Black people, and Muslims</p>	<p>Reframing racism as scapegoating helps draw the causal connection to economic concerns shared across race</p>
<p>Wealthy few who rig the rules; greedy few</p>	<p>Powerful elites; the wealthy</p>	<p>Critical to specify we mean only certain people, thus adding “few,” and to name by behavior, not category or class</p>

WORDS TO EMBRACE AND REPLACE

SAY THIS	INSTEAD OF	NOTES
Corporation	Company	Company evokes small and local; people are measurably more hostile to “corporations”
Working people	Workers	Calling people workers reduces them to the role they play and eclipses their basic needs and desires as humans
Certain politicians deliberately deprive schools in Black and brown communities, denying students the resources to thrive; a powerful few choose who will live and who will die through color-coded barriers to healthcare; corporations rig the rules to take from working people	Education/achievement gap between Black and white students; most fatal for people of color; growing disparities between rich and poor	The language of “disparities” and “gaps” obscures how these differing outcomes came to be, suggesting that they exist naturally – or worse, that the people harmed are the ones to blame (e.g. Black students aren’t working hard enough)
Shared contribution; contribute our fair share	Tax burden; tax relief	“Burden” and “relief” reinforce the notion of taxes as an affliction
Residents; community members	Taxpayers	Labeling people taxpayers foregrounds finances and anti-government biases

WORDS TO EMBRACE AND REPLACE

SAY THIS	INSTEAD OF	NOTES
Schools where our kids learn; roads we drive on; buses we take to work	Public education; infrastructure; public transit	The more tangible we can make our messages, the more people are drawn to and motivated by them
Fair return on our work	Hard work should be rewarded; we need a raise	We must make clear that the money to pay people comes from the work that we do
Take resources from our communities; undermine our schools; free ride off what we contribute	Tax breaks; avoid paying taxes; get away with not paying taxes	People resent taxes and thus understand desire to avoid them; we must foreground what taxes buy, not the taxes themselves
Ensure our schools and communities the resources they need; ensure we can stay in our homes	Close corporate loopholes; end tax breaks; stop rent gauging	We must affirm what we are for, not merely what we oppose
Resource our schools; provide community services	Generate \$X billion dollars; pocketing \$X	Bringing money top of mind makes people more selfish and primes individualism
Be a voter	Vote; go vote	Identity precedes action for GOTV. In other words, the key to getting someone to vote is to first get them to identify as a voter. Always ask people to “be a voter” rather than to vote

WE MAKE THE FUTURE:

USING OUR BRAND
TO COMMUNICATE IN
THE REAL WORLD

The following examples show how you can use
the core messages and narrative structure in
different formats.



Social Networks



ON SOCIAL MEDIA

For more social media examples, visit our [Facebook](#), [Twitter](#), and [Instagram](#) accounts.

We are coming together to demand that liberty and justice be for all and that our elected officials respect our rights - no matter our race, accent or zip code. #WeMakeTheFuture

Our own health depends on the health of the person next to us, and the person next to them. Ensuring others can access care is how #WeMakeTheFuture and take care of ourselves.

We refuse to go back to business as usual. Let's elect new leaders who care for us, and who know that together, #WeMakeTheFuture. #FundOurLives

Whatever our race or zip code, we all want to move through our communities without fearing for our lives or loved ones. Trump is using a "law and order" dog whistle to try to pit us against one another. We won't stop fighting for equal justice for ALL. #WeMakeTheFuture

No matter where we're from or our color, most of us work hard for our families. But our economic rules favor the rich at the expense of the rest. It doesn't have to be this way. If you work hard, you should be able to put a roof overhead. #WeMakeTheFuture

AS AN AD

To watch and share the ad, visit our [Twitter](#) account.

"When the impossible now happens daily, it's time we recognize that we define what possible means. We cannot go back to business as usual because business as usual is what created this crisis. For too long, the few have had their say over the many by keeping us divided. We can make sure we have what we need to get and stay well. Because the future is what we do together."



ON PHONES

EXAMPLE 1: “Around here, most of us treat others the way we’d like to be treated. And that goes for everyone, no matter what you look like or where you grew up. But then a handful of politicians try to divide us against each other — hoping that if we fear our neighbor — we might look the other way while they undermine our public schools, take away our healthcare and threaten our Social Security. We make the future, and by joining together, we can rewrite the rules and make this a place that works for all of us.”

EXAMPLE 2: “Whether we’re white, Black or brown, we want pretty similar things for our families. We want to do right by our elders and provide our kids with the love, care and opportunities they need. But right now, certain politicians and their greedy lobbyists are putting our children’s future at risk and leaving our elders in dangerous and disgraceful conditions while they shame and blame Black people, new immigrants or those struggling to make ends meet for our problems. We will not let them continue to divide us, distracting us from what really matters to all our families. Together, we make the future, and we have the power to pick politicians who will do right by all of us. By joining together across racial differences, we can make this a place where every one of us has what we need to live healthy, fulfilled lives.”

EXAMPLE 3: “I think that no matter what you look like or where you were born, most of us have faced a struggle where we needed a helping hand. Do you agree? Together, working people like us make the future. If we hold greedy corporations responsible for making it impossible for us to get the care we need and blocking our efforts for paid time to recover so they can rake in obscene profits, working people like you and me could go to the doctor, get quality care, and take the paid time we need to recover and care for our families when sick.”



ADAPTING WMTF FOR SPECIFIC ISSUES

The basic structure of a We Make The Future message can be adapted for any number of progressive issues, as demonstrated in the following pages.



COVID

For more guidance on talking about COVID, check out [Race Class Narrative Action's National COVID-19 Messaging Guide](#).

MESSAGE 1: No matter what we look like, where we live, or what's in our wallets, getting sick reminds us that at our core, we're all human.

But for too long, we've let a powerful few divide us to pad their own profits by making life and health a product for sale and blocking our efforts to ensure paid time to recover from illness and care for our loved ones.

We make the future by ensuring everyone can access the care that we need without fearing we'll go bankrupt to do it.

This is a moment that we must stand with and for each other across our differences and against anything and anyone who seeks to divide us.

MESSAGE 2: We pull through by pulling together, like we have done in the past. This means going all in for all of us to demand the care and paid time to recover everyone needs.

We stand united against a handful of politicians and corporate insurance and pharma industries that would use this crisis to generate profits and keep us from getting the testing, vaccines and treatments we need to get and stay well.

We make the future, and we can see through those who feed us lies. They want to keep us divided because they know if we come together, we will demand proven solutions like healthcare for all, paid time to recover and care for our loved ones, and protections that keep us in our homes and ensure we make ends meet.



COVID AND INCARCERATION

We all want quality healthcare for ourselves and our loved ones, no matter what we look like or where we call home. This is true every day, especially during a global pandemic.

But today, some of the most medically compromised people in our society are incarcerated in close quarters, unable to protect themselves or access the care they need. Certain politicians [name specific leader(s) if possible] are putting the health and safety of our loved ones in jails and prisons at risk.

Holding millions of people in life-threatening conditions is a choice we don't have to keep making. We urge [name] to immediately address the dangers of these facilities — and release people with health vulnerabilities, people over the age of 60, people with six months or less remaining on their sentence, and people serving for technical, drug, and non-violent offenses.

We make the future by ensuring justice, safety, and liberty prevail for all of our loved ones.



COVID AND RACIAL JUSTICE

For more guidance on talking about COVID-19 and racial justice, check out Race Class Narrative Action's [Justice in Healing Guide](#).

When any one of us is barred from being able to prevent, detect, treat and recover from this illness, all of us are at risk.

Today, a handful of our elected leaders are picking and choosing who will live and who will die from this virus based on age-old color-coded barriers to getting necessary care. Allowing COVID-19 to destroy Black, brown, and Indigenous communities is a choice we don't need to keep making.

We must come together to demand information about how this virus is impacting each community and implement proven strategies that ensure every one of us, regardless of where we live or what we look like, gets the care and treatment that we need.



HOUSING

MESSAGE 1: In America, we define ourselves by who we are and how we treat others, not by what we look like or what's in our wallets.

But today, certain politicians and greedy lobbyists are trying to divide us by making it impossible for many of us to afford any place to live. Meanwhile, a handful of corporate developers rig the rules to jack up our rents, build only for the wealthiest few, and hoard even more profits for themselves.

When we go all in for every one of us, we can win commonsense solutions that ensure we all make rent while having enough to care for our families, no exceptions. Joining together, we make the future, and we will ensure all of us have a home to raise our kids, pursue our dreams, and make our memories.

MESSAGE 2: Home. The place where we lay our heads, hug our loved ones, make our memories.

But today, this most basic of human needs — shelter — is put out of our reach to turn a quick profit for the wealthiest 1%. A handful of lawmakers and the real estate speculators, corporate developers and landlords that fund their campaigns have handed themselves kickbacks while jacking up rents, peddling faulty mortgages and destroying affordable options.

We must come together to rewrite the rules, regulate rents, and build options people can actually afford. We make the future and we can ensure all of us have a place to call home.

EDUCATION

MESSAGE 1: School is a place where childhood happens. Most of us believe that every child, whatever their color, background or zip code, has the right to learn in a supportive environment that respects their humanity, upholds their dignity, and responds fairly to mistakes and mis-steps.

But today, certain politicians fuel divisions so they can take resources away from our schools while they let the wealthiest few get away with not paying their fair share. They then blame parents, teachers and students to distract from these failures. They send police into schools to harm students who are Black, brown, LGBT or disabled for making mistakes that — for wealthy white kids — are deemed part of growing up and learning.

Our schools must treat every child as equal, especially in situations of conflict.

We make the future, and by joining together — parents and teachers, Black, white, and brown — we can make every neighborhood public school a place where all children can learn, grow, and thrive.

MESSAGE 2: No matter what we look like, where we live, or what's in our wallets, most of us want our neighborhood public schools to inspire imagination, cultivate critical thinking, and ensure our children can live fulfilling lives.

But certain politicians try to divide us, ensuring well-resourced schools with mostly white students have money for computers, teacher training, and parent engagement, while sending police to monitor and punish Black and brown students in schools that have already been deprived for too long. Then they turn around and point the finger at families of color for the challenges at our neighborhood public schools, while letting the wealthiest few refuse to pay their fair share.

We make the future, and by joining together across race and zip code, we can rewrite the rules to ensure every school has the materials, up-to-date strategies, healthy meals, after-school programs, and emotional support to set kids up to be all that they dream.





TAX REFORM

MESSAGE 1: No matter what we look like, where we come from, or how we make a living, most of us work hard for our families.

But today, massive corporations like [name examples, e.g. Amazon] rake in record profits, while they refuse to contribute to the schools, roads and community services all of us rely on. Then they pit communities against each other, reaping profits off us while refusing to contribute to the basics every business, community and family needs.

Joining together to rewrite the rules, we can make sure that corporations who have done well in [name place] do right by [name place].

We make the future, and we can ensure we have the resources to truly educate all of our kids and the services to truly support all of our families.

MESSAGE 2: No matter what we look like or where we come from most of us pitch in for each other and hope to leave things better off for those to come.

But today a handful of corporations undermine all of us. They divide us against each other, hoping we'll look the other way so they can continue to reap the benefits of our contributions while refusing to put in their share.

When we go all in for all of us, we can make this a place we're proud to call home with the world-class schools, affordable healthcare and community services our families need.

When we join together across racial differences to rewrite the rules, we make the future.

WAGES, WORK AND UNIONS

MESSAGE 1: No matter where we come from, what our color, or what we do for a living, most of us work hard for our families.

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening seniors with cuts to Medicare and Social Security. They try to divide us from each other at work and in our communities because they know we all do better when we're all in for all of us.

We need to join together in union to demand that people who work for a living can earn a good living, just like we won safer workplaces and civil rights in our past. By joining together, we make a future where we all get a fair return on our work.

MESSAGE 2: Whether we're white, Black or brown, here we value our freedom.

Working people deserve the same freedom CEOs have: the freedom to negotiate a fair return on our work. But today, certain politicians and their greedy lobbyists divide us from each other based on what we look like or where we come from, hoping we look the other way while they take away the freedoms people in unions have won for all of us.

Real freedom is about more than making a living; it's also about having time to take a loved one to the doctor, attend a parent-teacher conference or retire in dignity.

We must protect our freedom to join together in union. Standing together, we make the future and secure our freedom to prosper.

Education
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STUDENTS'
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CENSUS

No matter what we look like, how long we've been here, or what's in our wallets, we all want to live in the best places for our families.

But today, right-wing politicians are trying to take resources away from our communities by spreading fear, because they know that when all of us are counted in the census, we get the resources and political representation we're due.

By making sure each and every one of us is counted — whether Black or white, native or newcomer, Latino or Asian — we make the future. When the census accurately counts all of us, we get our fair share of funding for community services and ensure that our future gets defined by and for all of us.

CLIMATE AND ENVIRONMENT

MESSAGE 1: No matter what we look like, where we come from, or what's in our wallets, we want to make things better for generations to come.

But today, we use fuels that pollute the air in our kids' lungs and the water in their cups. We are damaging our climate and, with it, many things we depend upon for our future. When we go all in for the health of our land, air and water, we're truly all better off together, no matter what certain politicians and their dirty fuel lobbyists say to distract us from their failures.

By joining together, we can demand safe, clean, locally-made energy from the wind and sun that will ensure our well-being for generations to come.

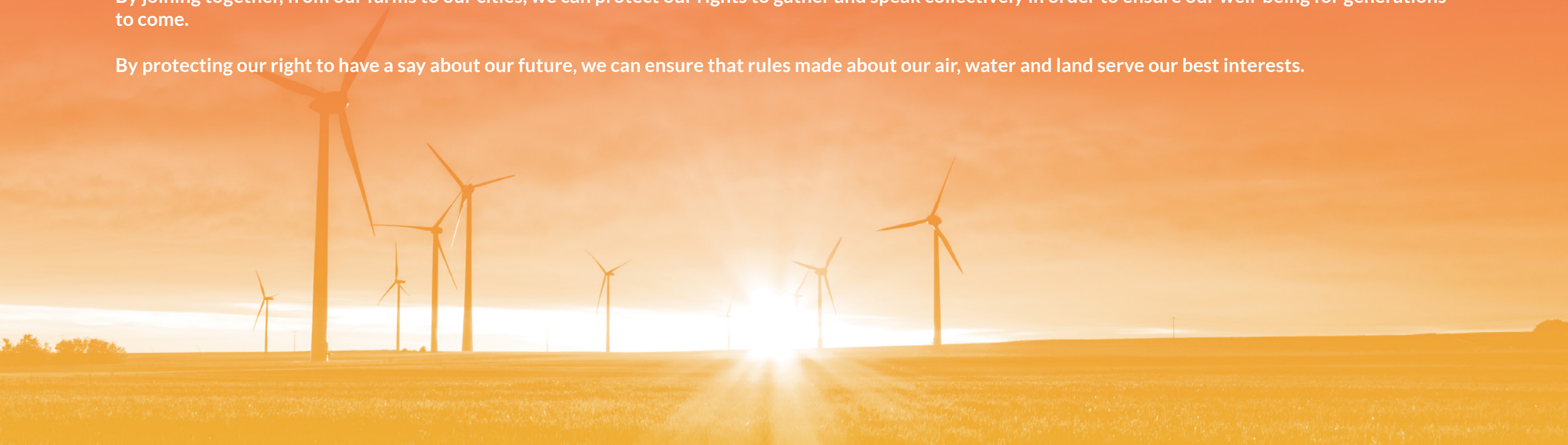
By picking leaders who believe in smart solutions for us all, we make the future better for those to come.

MESSAGE 2: Whether we're white or Black, rich or poor, Indigenous or newcomer, we all want to leave future generations a healthy and beautiful [name of place].

But today, a handful of dirty fuel lobbyists and the legislators they've paid for are trying to silence our voices and deny us our freedom to have a say over what happens to the land, air and water we all depend upon. They seek to divide us and undermine our rights so they can make backroom deals to pad their own profits, no matter how it harms us.

By joining together, from our farms to our cities, we can protect our rights to gather and speak collectively in order to ensure our well-being for generations to come.

By protecting our right to have a say about our future, we can ensure that rules made about our air, water and land serve our best interests.





REPRODUCTIVE JUSTICE

MESSAGE 1: All people, regardless of where we live or what we look like, deserve to be able to make the best healthcare choices for ourselves and our families. The decision of when and if to become a parent is one of the most important many of us will make in life.

For decades, far-right groups and politicians have tried to demonize people who seek abortion care, eliminate access to healthcare providers, and restrict and outright ban reproductive care, even as they attack access to contraception, sex education, and policies that help parents and children.

We make the future, and together we can ensure that all of us, no matter who we are or where we come from, can decide if, when, and how to grow our families.

MESSAGE 2: No matter what we look like or where we live, most of us believe that we should decide for ourselves whether and when to have children.

But today, a handful of politicians pass laws that destroy our freedoms, undermine our rights, and endanger our futures.

They pass laws that force us to struggle to simply make ends meet or to care for our families, and then shame and blame us for the hardships they create.

And while we're busy fighting for our most basic rights, they hand the money they take from our healthcare, our schools and our kids' futures to their wealthy corporate donors.

By going all in to [name desired reform], we make the future and we can ensure that any of us can get the care that we need no matter how much money we have or which state we call home.



IMMIGRANT RIGHTS

MESSAGE 1: No matter where we come from, what our color, or how we worship, most of us work hard for our families.

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening seniors with cuts to Medicare and Social Security. They then turn around and point the finger for our hard times at new immigrants.

We need to join together with people across racial differences to demand fair and safe immigration processes for all families, just like we won civil rights in our past.

We make the future, and by joining together, we can make this a place that honors all families, no exceptions.

MESSAGE 2: People with the courage and tenacity to move for a better life help make our country the “land of the free, home of the brave.”

But today, certain politicians and their greedy lobbyists hurt all of our families by defunding schools, blocking healthcare, and denying us a fair return on our work – all while pocketing the profits. Then they turn around and point the finger for our hard times at new immigrants, even detaining and tearing families apart and abusing children.

We make the future, and together, we can create a fair immigration process that upholds our values to make this a place of liberty and justice for all.



HEALTHCARE

Whether we're white, Black or brown, when it comes to our health, we all want to make sure we can prevent, treat or recover from illness or injury without fearing we'll go bankrupt.

But today certain politicians and their greedy lobbyists have sold off our health to the highest bidder, letting insurance corporations, hospital chains and pharma lobbyists rake in record profits, all while they deny us the quality affordable care people around the world take as given. They divide us against each other based on what we look like, where we come from or how much money we have so we don't join together to demand proven solutions through a public system that can ensure the care all of us need.

We make the future, and we have the power to pick politicians who will prioritize our health and the health of our loved ones.

By joining together, we can make this a place where all of our families can get the care we need at a price we can afford.

A photograph of a man with grey hair kissing a woman on the cheek. The man is wearing a light-colored checkered shirt, and the woman is wearing a dark top. The image is overlaid with a semi-transparent blue filter. The background is blurred, suggesting an outdoor setting with trees.

DRUG POLICY, ADDICTION AND OVERDOSE

Many of us know all too well the pain of seeing a loved one struggle with addiction.

But today, a powerful few use the same old tactics to fuel fear among us based on what we look like, where we come from, or the struggles we face. And while we're working to make ends meet, afford healthcare, or recover from addiction, they rake in record profits pushing painkillers and putting treatment out of our reach.

By joining together, we can ensure our loved ones have access to healthcare, the chance to receive treatment, and safeguard against lethal overdose so our families can get and stay well. We make the future, and we can make this a place where we all have the support we need.

PROTESTS & POLICING

For more guidance on talking about protests and policing, check out Race Class Narrative Action's guide [Messaging This Moment: Mobilizing our Base and Persuading the Middle on Policing, Protest, and Racial Injustice.](#)

No matter what we look like or where we live, we want our families to be whole and our communities to be vibrant.

But the people entrusted to serve and protect our communities target, detain and even kill Black people like George Floyd, Tony McDade and Breonna Taylor, among too many others. All the while, a handful of politicians throw out lies to divide us. They think that if we're made to fear each other, we'll ignore it when police officers meant to uphold the law harm our communities. And they hope we'll look the other way when politicians elected to govern in our name hand millions to corporations to militarize law enforcement and deny resources for the schools and healthcare we actually need.

Joining together — from cities to suburbs to towns — we make the future. And we can demand that our elected leaders fund our lives, creating the schools, services and care we all need, so that our communities are safe for every one of us.





JUSTICE FOR LGBT PEOPLE

MESSAGE 1: No matter who we are, what we look like, or who we love, we know our communities are stronger when we can be our authentic selves, work together, and show up for each other.

But certain politicians rig the rules for their corporate donors and watch as our communities suffer. Then they try to divide and distract us by pushing to remove trans and queer people from public life, force Black people, immigrants, and LGBT people out of our jobs and homes, and deny us the ability to start a family.

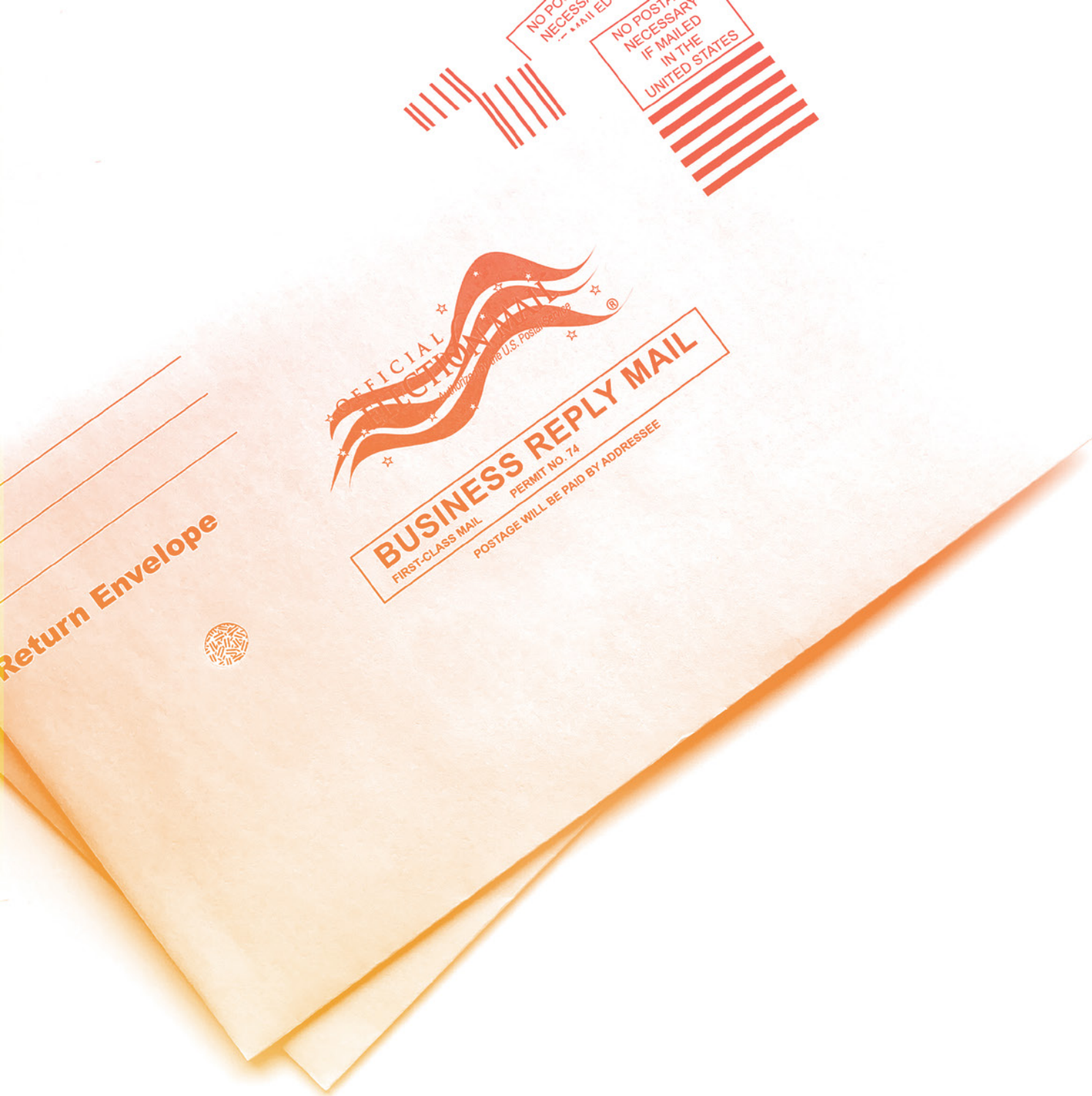
Having protections in place that say we cannot be harassed, fired or evicted because of who we are ensures that we can all be there for our families and each other.

Together, we make the future, and we will go all in for all of us so that our communities can thrive.

MESSAGE 2: No matter who you are, what you look like, or who you love, deep down we all know it's wrong for a boss, a landlord, or any politician to tell someone 'you don't belong' just because of who you are. That's why we have laws and Constitutional protections against discrimination.

Yet too often certain politicians refuse to enforce these laws, stoking fear against transgender people to divide and distract us from their failures to ensure all of us have what we need to get and stay well. They spout slurs as Black trans women are murdered, they lock up Black and brown trans migrants who move here for a better life, and they instruct emergency shelters to turn away transgender people needing a roof overhead.

We make the future, and by joining together across race, gender, and sexuality, we can ensure this is a place where liberty and justice is for all — no exceptions.



VOTER REGISTRATION, VOTE BY MAIL AND GOTV

MESSAGE 1: Most of us believe that, no matter what we look like or where we live, we should all have an equal say in our democracy.

But today, a powerful few try to divide us by race and by place so we won't join together to demand what all of our families need.

We are long overdue to rewrite the rules and take back our democracy. It is only by showing that the many are willing to stand up to the money that we have the power to get the care and respect every one of us deserves.

Together, we make the future. Join us by being a voter to ensure we elect leaders who govern for all of us.

MESSAGE 2: Millions of us, young and old, from cities to suburbs, across race and place of origin, have just signed up to vote by mail – joining millions of others in states like Colorado, Oregon and Utah who have been voting by mail for years.

While a powerful few make false claims about mail-in voting to try keep us from making our voices heard so they can stay in power, we know better.

We make the future by joining together as voters. Request your mail-in ballot, delivered right to your door, here by **[deadline]: [link]**

VOTER REGISTRATION, VOTE BY MAIL AND GOTV

MESSAGE 3: Whatever our color, origin or zip code, our vote is our power. Being a voter by mail is a safe and easy way for us to exercise that power.

The 2016 election was decided by incredibly few voters, and this year we have the chance to turn our outrage and energy into change by electing new leaders who reject the politics of division and who will govern for every one of us, whether we're young or old, Black or white, native or newcomer.

Together, as voters, we make the future.

MESSAGE 4: No matter what we look like or where we're from, we all want our families to be safe, our voices to be heard, and our rights to be respected.

But Trump is trying to divide and scare us into silence by sending federal forces into our communities. With the election coming up, he's trying to distract us from his corruption and failure to provide the care, security, and support we need during this pandemic.

By joining together, Black, white, and brown, we will vote in record numbers and raise our voices in the streets to swear in a government of, by, and for the people.





DEMOCRACY REFORMS

MESSAGE 1: No matter where we come from or what our color, most of us believe that our elected leaders should reflect the very best of every kind of American and govern for all of us, no exceptions.

But today, certain politicians and the greedy few have rigged the rules to silence our voices and hold onto power. They fuel divisions hoping we'll blame new immigrants, Black people, or people struggling to make ends meet for the damage their policies have caused us all. We can defeat their attempts to undo the will of the people.

By joining together as voters to **[name desired reform]**, we will make the future and build a democracy that works for all of us.

MESSAGE 2: **[People in state]** know that the only way for democracy to work for all of us is if democracy includes us all. The principle of one person one vote extends to all eligible voters — Black, brown, or white, from **[state city/town/county]** to **[name state city/town/county]** to **[state city/town/county]** and everywhere in between.

Right now, our outdated voter registration system blocks millions of us from having our voices heard on election day. Lobbyists and powerful interests prop up the outdated system to divide and exclude us from casting our ballots.

Together in November, we can pass **[name desired reform]** so that everyone in our state can make our voices heard on Election Day. We make the future, and when we are all in for **[state]** voters, we can make the best choices for our families and our state.



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MESSAGE 3: No matter our race, gender or zip code, most of us believe that our elected leaders should reflect our values and govern for all of us, no exceptions.

But today, too many of the people elected to represent us govern only for the wealthy and well-connected while they divide us based on what we look like or where we live. Leaders who come from and work for our communities almost never break through our political system because it takes having or hustling a fortune to run for office today.

Only with [name desired reform, e.g. ranked choice voting, public financing, etc.] can we have elected officials that have walked in our shoes and govern in our name. We make the future, and by joining together to [repeat desired reform], we can make this a place where our leaders work for “we the people,” not just the wealthiest few.



ALL IN FOR ALL OF US



**WE
MAKE
THE
FUTURE**