

# NARRATIVE POWER COORDINATION

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## MESSAGING GUIDANCE LINKS

- [Messaging Guidance on Political Violence](#) - Over Zero
- [Election Results Palestine Solidarity Messaging](#) - Adalah Justice Project
- [Disinformation on Non-Citizen Voting](#) - United We Dream
- [Countering Anti-Immigrant Fear Narratives](#) - Narrative Initiative
- [The 2024 Vote Count: What to Expect](#) - Protect Democracy
- [Post-Election Narrative Roadmap](#) - JG - Insights
- [Election Week: Count Every Vote](#) - Count Every Vote
- [General C4 messaging guide](#) - ASO/Research Collaborative
- [General C3 messaging guide](#) - ESRN

## **MESSAGING**

***Now that a winner has been called, we have removed the irrelevant scenario language.***

***The [Time to Act](#) narrative table will soon share additional messaging guidance for mobilizations and absorption into base-building organizations.***

***[Updated 10:08 pm 11/13]***

### **Protect and defend one another.**

In times of uncertainty, our promise to each other is simple: We protect, defend, and show up in the required ways because that's what community is. We stand in solidarity with the Palestinian community, immigrant communities, election officials, and others who are being directly targeted at this moment.

### **Trump wins the popular vote and the Electoral College.**

- Trump's support reflects decades of division—now, we organize, connect, and protect our communities to defend our rights and freedoms.
- We reject fear and repression by standing together in the fight for a multiracial, radical democracy. We organize, educate, and resist divisive forces.
- Trump's tactics echo the darkest days of the Red Scare. We must stay loud, connected, and resilient to protect pro-justice movements.
- Attacks on our communities aren't isolated; they're part of a larger strategy to silence us. Stay vigilant, keep connected, and remember: we're not alone.
- History shows us that united communities are unstoppable. We will build power from below to resist authoritarian forces.
- In times of crisis, real change comes from unity. Stand against hate, defend each other, and keep building a movement for justice.

- As repression rises, we resist together. Organize, build, and protect one another against authoritarian tactics.

### **Slogans**

- We Resist Together—No Fear, No Fascism!
- Power to the People—No Fear, No Fascism!
- We Win Together: No Retreat, No Surrender!

### **Hashtags**

- #OrganizeResistProtect
- #NoFearNoFascism
- #CommunityOverChaos
- #TimetoAct

### **Additional messages**

- It's discouraging that millions of people voted for Trump, but it's not a surprise. This support culminates decades of strategic narratives, systemic inequalities, and a political landscape that increasingly pits communities against each other, fueling fears rather than addressing real needs.
- Now, more than ever, we must ground ourselves in our communities, strengthen our connections, and organize to protect our rights and freedoms. Through organizing, political education, and collective action, we can continue to counteract divisive forces and build a multi-racial radical democracy.
- Donald Trump's win directly results from the Harris campaign's failure to address the people's demands. Rather than fund healthcare, housing, and disaster recovery, Harris chose to double down on her support to fund Israel's genocidal campaign in Palestine and regional escalations. Her inability to reflect the desires of the majority is a fatal flaw that cost her the election, and has further endangered the lives of many of the most vulnerable within our communities here at home and abroad. We must demand better.
- Trump's rhetoric taps into long-standing grievances and channels them toward division, often using tactics that seek to dismantle movements for justice and suppress any voice that challenges the status quo. But this isn't the end of our story. We've seen these tactics before and responded with resilience and collective power each time.

- We're entering a critical moment where the fight for justice, free expression, and solidarity will be tested as never before. Trump and his allies openly plan to dismantle pro-Palestinian and leftist movements, using methods that echo the darkest days of the Red Scare—mass hysteria, state-sponsored propaganda, and criminalization. Now more than ever, we need to rally together, support each other, and protect our communities from this wave of repression.
- The attacks planned against the pro-Palestinian movement aren't isolated; they're part of a larger strategy to silence anyone who challenges the status quo. As we stand against these efforts, let's ensure our voices stay loud, our communities stay connected, and our resolve stays strong. We are not alone in this fight.
- We are entering a period when authoritarian and fascist forces that thrive on fear, division, and repression will have significant decision-making power. But history shows us a powerful truth: when we stand united, we are unstoppable. Every victory against oppression—abolition, civil rights, labor rights—came from people rejecting isolation, refusing despair, and organizing to build power from below. This is our path forward.
- In times of crisis, the ruling class people who want power and control use fear to drive us apart and silence dissent. But we know that real change comes from communities uniting against hate and repression. We're nurturing a movement that stands against fascism in every form—on the streets, in policies, in public discourse. We are not alone and will not allow fear to divide us.
- As authoritarian policies advance, we know the true threat lies in agendas that exploit fear to divide us. A Trump administration has promised repression and criminalization designed to sow chaos—not safety—across our communities. But we are ready to resist together. Through organizing, movement building, and solidarity, we hold the power to protect and support one another.

## **MOVEMENT SPECIFIC: LET OUR LEGACY BE OUR COMPASS AND MAP**

- Throughout history, powerful forces have tried to divide, silence, and oppress us, but together, we have always found strength, resilience, and a path forward.
- For every moment of repression, there has been a countermovement, a rise of people willing to organize and speak out. These moments are our legacy and our

power. Regardless of the challenge, we must remember that our movements have brought tangible changes that improve our lives and future generations.

- For centuries, we have built strong movements that have challenged and changed unjust systems. Whether it's the fight for worker protections, accessible healthcare, housing rights, or community safety, we've contended for power and won material gains that make our communities safer, stronger, and more just. Each win, big or small, represents the hard work and commitment of people like you, refusing to accept that things 'can't change.' They can, and they have.
- Now is the time to recalibrate, gather resources, and strengthen our resolve for the work ahead. As Trump and his administration press forward with their divisive "Project Hate," we must actively resist their fascist policies and keep building our movements for true justice and liberation.
- In the face of a Harris loss, we can't afford to isolate ourselves, scapegoat each other, or leave anyone behind. Our power lies in solidarity, and division only hands victory to those who thrive on our fragmentation. We must mobilize our communities to save lives and put the necessary protections in place so our movements can continue our essential work. We must prioritize the work of demanding that the Biden-Harris administration enact an immediate arms embargo to achieve a ceasefire in Gaza.
- Our assignment remains the same: dismantle oppressive systems and create lasting pathways to freedom for all. Let this moment galvanize us to act with solidarity, dignity, steadfast commitment to our people, our lands, and a shared vision for a just, liberated world.

### **What Do We Want / Visionary Messaging**

We are building a multi-racial, radical democracy where power belongs to the people and self-determination extends to every community. This means an end to militarization and an unwavering commitment to dismantle all forms of oppression, from ending the genocide and occupation in Palestine to creating dignified immigration pathways and ensuring reproductive freedom for all.

We are building a future rooted in dignity, justice, and true democracy. This is our moment to organize, unite, and demand a world that respects and values every single life.

In a world where narratives of scarcity, fear, and individualism dominate, we are committed to telling a different story—one of abundance, solidarity, and radical transformation. We are creating a new narrative for our world through mutual aid, community care, and interconnected struggles. We're here to lift each other up, build bridges, and create resilient communities that thrive beyond the limitations imposed by fear-based policies.

True freedom means control over our own bodies and futures. We're organizing for a world where reproductive healthcare is accessible, affordable, and free from political interference for everyone. Our communities deserve the power to choose their own paths with full support and without judgment, repression, or criminalization.

We envision a society where everyone can live in dignity and safety, no matter where they come from. Immigration should be about welcome, community, and humanity—not punishment or exclusion. We are working for just pathways that honor each person and family's journey and right to thrive.

Imagine a governing body that invests resources in people, not militarized force. We're building a future where safety means community care, not surveillance or violence. Our path forward demands dismantling systems that profit from war and repression at home and abroad. True security is rooted in health, education, and equity—our communities deserve nothing less.

The United States has the resources to ensure that everyone—no matter our background, beliefs, or circumstances—has access to housing, education, healthcare, a decent income, and a safe community. We believe we can be a society where no one has to struggle for these basic needs.

In one of the wealthiest nations on Earth, it is greed, corruption, and systemic racism that continue to hold us back. Many other nations, with far fewer resources, make it possible for all their people to thrive. It's time that we demand the same for ourselves.

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**Solidarity with Palestine & Centering the Demand for an Arms Embargo**

*Whatever the election outcome, we can't afford to isolate ourselves, scapegoat each other, or leave anyone behind. Our power lies in solidarity, and division only hands victory to those who thrive on our fragmentation. We must be ready to flank Palestinians and the Palestine movement post-election and immediately throw down and push the Biden administration to stop the flow of weapons to Israel to achieve a permanent ceasefire in Gaza. The people of Gaza cannot wait.*

**Find suggested language to respond to different potential election outcomes while remaining in solidarity with Palestinians and centering the demand for an arms embargo in the [Election Results Suggested Palestine Solidarity Messaging](#).**

The guide offers language for the following scenarios:

- (1) Scenario #3: Trump Win
- (2) All Outcomes: Suggested Messaging on Palestine & Arm Embargo

**Topline Messaging** (from the [US Campaign for Palestinian Rights](#))

- **KEEP FIGHTING NO MATTER WHAT:** No matter who wins the presidential election on Nov. 5th, we will have an opponent in the White House. That applies not only to Palestine but to multiple key issues: immigrant rights, trans rights, climate justice, mass incarceration, affordable healthcare, student debt relief, and repression of activism. **Get ready to fight, no matter what, for our communities' sake.**
- **COLLECTIVE LIBERATION:** Our struggles for justice are interconnected. Sacrificing one community's human rights harms us all. Politicians attack our solidarity because they know its power. Regardless of who wins, we must stand united. Reject fascism, white supremacy, and U.S.-funded genocide—no matter who's in charge. Refuse to be pacified by empty promises or small concessions while our communities suffer here and abroad.
  - **Climate justice:** Israel's genocide against the Palestinian people has irreparably damaged the Earth and accelerated climate change. Israel dropped over [82,000 tons](#) of explosives on Gaza in a year, emitting more greenhouse gasses within the first four months than [26 individual countries](#) do annually. Israel is committing [ecocide](#) with the genocidal intent to make Gaza unlivable and completely destroy Palestinian life. It is a feature of colonialism and militarism to destroy the lands that Indigenous

people have long tended to. This endangers the whole planet, with Palestinian and other Indigenous communities hit the worst. [Learn more.](#)

- **Immigration:** Both presidential candidates plan to pursue anti-asylum policies and deadly border militarization that will violate human rights. We demand that our government stop funding punitive immigration systems like ICE/CBP and border militarization.
- **Stop Cop City:** Cop cities, massive militarized police training facilities, are expanding across the U.S. with the backing of both political parties. We demand our government defund the police and end the prison industrial complex.
- **Trans rights:** Anti-trans and anti-Palestinian attacks are both driven and funded by a white Christian nationalist agenda to repress autonomy and freedom of expression. [Read more.](#)

### **Scenario: Local, State, and Federal Suppression of Protests**

*Use this message when local, state, or federal authorities deploy militarized tactics, issue restrictive orders, or use intimidation to control or suppress peaceful protests around election-related mobilizations or demonstrations calling for democratic accountability. This may be applicable in similar protest situations, including the right to protest.*

*This message emphasizes that protest is a constitutional right, essential for social movements protecting democracy, and that attempts to silence dissent threaten core democratic principles. Share this message with your base, media contacts, and partners to reaffirm the importance of the right to protest in holding power accountable.*

### **Core Message:**

*This core message is constructed mainly from RCN [Messaging on Freedom](#).*

“We are calling on all communities, across race, place, and background, to stand together in defense of our freedom to protest—a right fundamental to preserving democracy. Local, state, and federal suppression tactics strip us of this essential freedom by silencing those who stand for justice, accountability, and a future where every voice matters. Join us to ensure our freedoms remain protected, because defending the right to protest is defending the very foundation of our democracy.”

Read more supporting talking points about local, state, and federal suppression of protests [here](#).

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## **Demilitarization**

Militarism is a threat no matter who's in office — it's fueled by imperialism, racism, and capitalism. This year's genocide was made possible by U.S. military support for Israel. We need an immediate arms embargo and a halt to \$20 billion in weapons to stop this violence and secure a permanent ceasefire.

The U.S. military consumes more fossil fuels than any other institution, causing massive pollution and harm worldwide. Every year, its budget grows with bipartisan support from politicians backed by war and fossil fuel interests.

We must break the cycle of war profiteering that robs our communities and damages the planet. By redirecting military funds, we can invest in healthcare, housing, food, and education—building a future prioritizing people and the environment.

## **Abortion + Reproductive Justice**

Abortion access, reproductive justice, voting rights, racial justice, and gender equity are not separate issues. They are intersecting issues that determine the quality of our lives and whether we can thrive.

We know access to abortion is a top issue for voters of color this election season and is a driving factor in a democratic win. The impacts of the abortion bans have been devastating and deadly. A mandate is to deliver on a bold policy that centers the most in need and that goes beyond *Roe*. We cannot have a 1973 solution to a 2024 problem.

Topline Messages:

- Our lives, our abortions, and our pregnancies shouldn't have to rely on who is elected president. Everyone should be able to access abortion throughout their pregnancy without punishment or fear of criminalization for themselves or the people who support them.

- Repro justice means we must show up for each other beyond a single election. People are going to need abortions, pregnancy loss care, and birth support before, during, and after elections.
  - It's important to remember that nothing changes on the federal election for abortion seekers right away and that if someone needs help with their abortion, whether that's paying for it, arranging transportation or childcare, questions about the rights in their state, or medical questions, there is a support system for them.
    - If/When/How's Repro Legal Helpline can help navigate uncertainty about your rights and legal risk and also advocate for you while seeking emergency abortion care or interacting with police: [ReproLegalHelpline.org](https://ReproLegalHelpline.org).
    - Your local abortion fund can help with funds for your abortion and practical support like transportation, lodging, and childcare: [abortionfunds.org/find-a-fund](https://abortionfunds.org/find-a-fund)
    - If you want to talk to a healthcare provider about your miscarriage or abortion, call or text the M+A Hotline at 1-833-246-2632
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## **Immigrants Are Here To Stay!**

### **Trump-Win Scenario:**

#### Narrative Priorities:

- 1) **Activate allies and state and local officials to take immediate, bold public stances/commitments to protect immigrants;** we will not allow mass deportations to happen.
  - This is the moment for all supporters to come together and fight along with immigrants and people of color. We need all hands on deck to protect each other from the authoritarian fascist future that Trump will want to materialize.
  - If we all fight tooth and nail, we can protect each other.
- 2) **Call out Democrats who failed to make a successful case to voters that they were different from Republicans.**

- 3) **Reaffirm our priority to protect our people and ease the fear we know our communities will be facing.** We are not deterred; we have been here before and we know what we need to do.
- 4) **Increase pressure on lame-duck Biden Admin to pass legislation protecting immigrants now.**

Topline Messaging:

- **The truth this election has revealed is indisputable: this is not a government that works for us.** As young, Black, brown, queer and working-class communities, we have demanded time and time again that Democrats make meaningful efforts to run on a bold, progressive agenda that centers a new vision for our country's future where our communities have the resources we need and deserve to truly thrive as a nation and co-exist.
  - Together, we need to fight to make our institutions truly reflective of what the American people want.
  - Right now our democracy is controlled by white supremacists, dark money groups, right-wing billionaires, and greedy corporations. **This is not sustainable for the survival of American Democracy.**
- **Democrats chose to follow a proven losing strategy; there is no one to blame for this defeat** and for allowing an authoritarian to enter the White House once again other than themselves.
  - We begged our leaders to listen to us in a year where the stakes could not be higher. Still, they were more interested in keeping Republicans and lobby groups happy and funding a genocide instead. This was a losing strategy.
    - **From the beginning, we have been clear to Democrats that they must have the courage to run on a bold, progressive agenda, not watered-down Republican talking points.** Still, Democrats let Republicans drive the debate on nearly every issue, including immigration, instead of providing a clear contrast and vision for the future aligned with the majority of voters, especially young voters, who [hold strong pro-immigrant views](#).
      - They failed to meaningfully distinguish themselves from the Republican agenda on immigration, climate change, the

ongoing genocide in Gaza, and the continued arms sales to Israel's military and more. They went not just to the middle but to the right on many issues when their priority should have always been to earn votes by centering the issues that matter most to working-class and young voters who they always needed to win.

- As this election proves, it was never enough for Democrats to run on a platform that they are simply not Trump and **let fear drive their narrative instead of hope for a better future. This defeat is theirs and theirs alone**, and now immigrants, women, people of color, and LGBTQIA people will bear the consequences and brunt of Trump's agenda.
- **This is the moment for all of us to come together and show up for immigrants and people of color.** We need all hands on deck to protect each other from the authoritarian fascist future that Trump plans to materialize. We must be ready to take bold, public action to protect our undocumented neighbors from the threat of mass deportations. To protect LGBTQ communities and women who will be criminalized for seeking abortion care.
  - **Since the moment our movement knew Trump was running for re-election, we have prepared for every possible outcome**, including this one.
    - **While this moment is scary, we have been here before.** We didn't back down then, and we won't back down now. Despite today's loss, we know that there are **more of us who want to unite our country with compassion than those that would divide us with hate.**
- We know it will take every one of us to come together and organize, build power, and strategize, and **we are undeterred in our fight to defend our communities.** Now is not the time for the politics of division and hatred to defeat our spirits; it's the time to rise up against this impending fascism and **protect immigrants, LGBTQ communities, women, people of color, and working-class people at every turn.**
  - One thing is certain: our freedoms and our rights are deeply interconnected. There are so many more of us than there are of Trump and his MAGA base.

- When Trump won in 2016, we all felt a sense of shock. This time, we are more ready than ever to take our movement to the next level by building a global movement of freedom fighters and clear-minded leaders about building a future that works for all of us. **Our community is the antidote to Trump's threats.**

### [Narrative Guidance on Scenarios](#)

In July 2024, RadComms hosted scenario planning to address some, but not all, of the critical issues facing left and progressive movements relative to the current socio-political conditions. [See the report here.](#)

Our scenario planning examined potential social and political outcomes stemming from ongoing and anticipated repression and attacks on our movements and communities. This analysis gave us a deeper understanding of how these scenarios might unfold, allowing us to craft proactive and practical strategies to advance our agendas while mitigating potential adverse impacts. We explored four plausible scenarios:

- SCENARIO A: The first 180 days of Project 2025**  
Following a January 20, 2025, inauguration, the Trump administration systematically implements the conservative playbook.
  - SCENARIO B:** Congressional investigations of pro-Palestinian organizations  
Trump invokes the Insurrection Act in his first days in office. Bi-partisan Congressional investigations into progressive/left groups organizing for Palestinian liberation and the scapegoating of pro-Palestinian groups follow.
  - SCENARIO C:** Vilification of pro-Palestine organizers and protests on US college campuses. The class of 2024 graduated into a tumultuous housing, financial, and employment crisis. It's Spring 2025, and the number of people arrested or detained across US campuses has skyrocketed. Students fear they will join this number or be penalized academically and professionally.
  - SCENARIO D:** Progressive and centrist funders reduce support for social justice organizing  
Progressive/centrist funders reduce support for social justice organizing in response to right-wing efforts to crack down on leftist, radical groups.
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## Three things that if you're not an organizer, you can do amid this moment of crisis:

1. **Bear witness, Show up.** Call on your church, school, and book club to show up wherever communities are targeted.
2. **Check on your friends, family, colleagues, neighbors, and other community members.** Community care and showing up for one another always make us stronger, and it is even more important in this moment.
3. **Show up as protection** at demonstrations.
4. **Email and call your Senators to demand that they block \$20 billion in weapons to Israel.** The weeks following the election will be critical to putting pressure on Congress and the Biden administration to end the genocide in Gaza. For the first time in U.S. history, there will be a vote in Congress to block weapons to Israel. [Email](#) and [call](#) your Senators immediately and tell them to block these weapons and to support a full arms embargo on the Israeli government to save lives.
5. **Express what you're feeling.** Whether through an art form, contacting elected officials, unpacking your feelings with friends and family, crying, or dancing, finding a safe way to allow our emotions to flow through us is healthy."

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## RESOURCES

### HOTLINES AND HELP DESKS

♥ **Resistance Hotline (Ruckus, BlackOUT, Beautiful Trouble)** - Resistance hotline for direct action support: +1 844-NVDA-NOW or [team@resistancehotline.org](mailto:team@resistancehotline.org) - "Call this number, drop a dm to @resistancehotline on Instagram, send an email, etc to get live/rapid responses to any and all q's about direct actions you may or may not be planning." active now to January

♥ **Transformative Justice Help Desk (Interrupting Criminalization)** - free help desk for internal challenges & campaign is staffed by Shira Hassan, who is an absolute rock star who is a lifelong harm reductionist and prison abolitionist - Schedule a free 30-60 min appointment here: <https://bit.ly/ICHelpDesk>

## RESOURCES

♥ ReFrame Signals In The Noise: Election Edition - Narrative Insights

- [Most Recent Issue](#)
- Previous Issues
  - [October 22](#)
  - [October 16](#)

♥ ReFrame Signals In The Noise: Election Edition - Strategy Clinic

<https://bit.ly/sin-election-edition-reg>

♥ News Literacy Project - Election 2024: Be Informed Not Misled

<https://newslit.org/election/>