



**HELP  
IS  
HERE**

THE DEMOCRATS' GUIDE TO PROMOTING  
**THE AMERICAN  
RESCUE PLAN**





## **Help Is Here: The Democrats' Guide To Promoting The American Rescue Plan (ARP)**

Just 50 days since taking office, President Biden and Democrats have secured a major and consequential victory: successfully passing the American Rescue Plan (ARP), a bold and historic legislative package that will provide much-needed relief to millions of working people across the country.

Because of Democrats, working families bearing the brunt of this crisis will see \$1,400 direct checks in the mail, thousands more in individual benefits, funding to get more Americans vaccinated, the resources to get our kids and teachers safely back to school, access to more affordable health care and so much more.

This is a huge accomplishment, but we still have so much work to do to help our country recover from this pandemic. One thing is clear: we have to keep electing Democrats up and down the ballot to get critical, progressive legislation like the American Rescue Plan across the finish line.

When we elect Democrats, working people have more opportunity and better support. Our fundamental rights are restored and protected. But we have to make sure that voters know how we delivered for them when it counted most, and how Republicans did not, when they next head to the ballot box. That's where you come in!

Without you, these victories aren't possible. To win elections in 2021, 2022 and beyond, we need trusted voices like yours to spread the word now about this incredible victory and what it means for people across the country. This is our time to help our friends and neighbors understand how the ARP benefits them, and what Democrats are able to deliver with their support.

Wondering where to start? The Democratic National Committee has compiled this guide to help you talk to your friends, neighbors, and community about President Biden's bold and historic plan, with resources such as message guidance, social media content, graphics and more. We want to be as loud as possible about this win for the American people, so please share this with your networks and join us in letting Americans know that, thanks to the quick work of President Biden and Democrats, **help is here**.

For questions, please contact [dncpress@dnc.org](mailto:dncpress@dnc.org).

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# Chapter 1: The Main Message

## **TOPLINE: HELP IS HERE**

- When President Biden took office, he promised the American people that help was on the way. Now, Biden and Democrats have delivered on that promise.
- Help is here. Biden and Democrats have delivered real, tangible results for the American people and their families, beginning with direct payments of up to \$1400 to working people and resources to help manufacture and distribute vaccines.
  - DIRECT PAYMENTS: This plan will get checks out the door, starting this month. 85% of American households will get direct payments of one thousand four hundred dollars per person.
  - VACCINES: This plan provides funding for vaccine distribution, coronavirus testing, and contact tracing so we can get vaccines into the arms of more people and end this pandemic.
- In poll after poll, the vast majority of Americans support the American Rescue Plan. Despite that, Republican politicians voted in lockstep against it.
- The American Rescue Plan is the most consequential piece of legislation for working families in modern American history. It is a historic response to the moment of crisis we face and will make a real difference in the lives of Americans by creating jobs, providing economic relief, and defeating this virus.

## **WHAT REPUBLICANS OPPOSED**

- The American Rescue plan is bipartisan. Democrats voted for a package that enjoys broad support from Democrats, Republicans, and Independents across the country. Yet, not a single Republican supported it.
- Democrats voted to send \$1,400 checks to Americans bearing the brunt of the crisis – not a single Republican joined them.
- Democrats voted for a national vaccination program to get shots into people's arms – not a single Republican joined them.
- Democrats voted for aid for small businesses struggling to keep their doors open – not a single Republican joined them.
- Democrats voted for funding to keep educators on the payroll and to safely reopen schools – not a single Republican joined them.

## **DETAILS OF THE LEGISLATION**

- **DIRECT PAYMENTS TO 85% OF HOUSEHOLDS:** ARP will send checks of up to \$1400 per person to 85% of American households – the single largest direct payment to date. A low- or middle-income family of four will get \$5,600 in direct checks.
- **INVESTMENT IN VACCINE DISTRIBUTION:** ARP will allocate \$20 billion for vaccine distribution, including \$1 billion for the CDC to launch a vaccine awareness and engagement campaign and \$7.5 billion to set up vaccination sites across the country.
- **UNEMPLOYMENT EXTENDED THROUGH SEPTEMBER:** ARP extends enhanced unemployment insurance for around 11 million Americans who would otherwise start losing benefits next week – and protects them from surprise tax bills.
- **TENS OF BILLIONS OF DOLLARS FOR RENTERS, HOMEOWNERS:** ARP extends tens of billions of dollars in rental and homeowners assistance that will benefit lower-income, disproportionately Black and Brown, renters and homeowners.
- **\$39 BILLION FOR CHILD CARE PROVIDERS:** ARP helps working and middle-class families struggling to juggle child care and work by providing money to reopen schools safely and get vaccines in arms, so kids and teachers can safely return to school and parents can go back to work. This includes the most significant investment in American child care since World War II.
- **66 MILLION KIDS WILL BENEFIT FROM CHILD TAX CREDIT:** ARP lifts 11 million people out of poverty and cuts child poverty in half, including through a historic expansion of the child tax credit that will benefit 66 million kids across our country.
- **EITC EXPANDED TO 17 MILLION WORKERS:** ARP expands the Earned Income Tax Credit to 17 million low-income workers.
- **HEALTH INSURANCE PREMIUMS LOWERED, 100% OF COBRA PREMIUMS COVERED FOR LAID-OFF WORKERS:** Significantly reduces health insurance premiums for millions of American families. A family of four making \$90,000 could see their monthly premium come down by \$200 per month.

## Chapter 2: Take Action Today

### **CONTACT YOUR ELECTED OFFICIALS**

- **THANK DEMOCRATS:** Contact Democratic members of Congress to thank them for voting for direct payments to working people and more vaccines in arms.
- **CRITICIZE REPUBLICANS:** Contact Republican members of Congress to criticize them for voting against direct payments to working people and more vaccines in arms.
- Remember to only call those who represent your congressional district or state. See below for a sample script. The number for the Capitol switchboard is: 202-224-3121.

*Hi, my name is \_\_\_\_\_ from \_\_\_\_\_ and I'm calling to [PRAISE/CRITICIZE] [LAWMAKER NAME] for [SUPPORTING/OPPOSING] the American Rescue Plan.*

### **SHARE YOUR STORY WITH US**

- As you consider ways to amplify the plan, using your own personal experience is a powerful and effective way to highlight how it will have an impact on people's lives. You are the best person to share your own story.
- Telling people about yourself, how the ARP has improved your life or the life of someone close to you, and what drives you to continue fighting for Democrats is a really powerful way to help out. You have a platform and a voice on social media – use it for educating people about the ARP!
- Collect direct-to-camera (selfie!) videos from your friends and family on why the ARP matters — and be sure to include #HelpIsHere in your posts so we can find them.
- Post them on Twitter, ask your Twitter DM list to uplift those posts, or share them in relevant Facebook groups. Tag us if you do!
- We'll be amplifying stories from Americans across the country who have been impacted by the pandemic and will benefit from the American Rescue Plan. If you, or someone you know, has a story you would like to share, send us the video [HERE](#).

## **WRITE AN OP-ED**

- Using the guidance in this document, write an op-ed or a letter to the editor highlighting key details and what they mean for you. An opinion piece is also a great opportunity to praise your member of Congress for supporting it, or criticizing them for opposing it.
- Some tips on writing an opinion piece:
  - Try to keep it short -- around 750 words for an op-ed and 250 for a letter to the editor.
  - Write it in the first person.
  - Make sure the topic of your piece and your opinion is clear.
  - When you're done writing, go to your local paper's website "contact us" page for information on how to submit your piece.

## **BRING YOUR COMMUNITY INTO THE FOLD**

- We need you to share this guide with those in your network, to help us educate people all over this country about the American Rescue Plan. There's no one better to talk to your community than you.
- Reach out and start a conversation with your friends and family, tag them in your social media post, or even attend one of our community outreach [sessions to learn more](#).

## **SIGN UP FOR TEXT AND EMAIL UPDATES**

- Go to [democrats.org](https://democrats.org) to sign up for text message and email updates to keep up with the latest from the Biden-Harris Administration and receive updates on more ways to help promote the American Rescue Plan.



## Chapter 3: Which Social Media Should You Use?

### POST ON TWITTER, FACEBOOK AND INSTAGRAM

- Use the guidance and creative assets in this document to promote the American Rescue Plan to your networks. Don't forget to use the hashtag #HelpIsHere.
- We especially need folks to post in any Facebook groups you're part of. If you have questions about how to best use Facebook groups, learn more [here](#).
- And be sure to follow and retweet [@JoeBiden](#), [@POTUS](#), [@VP](#), [@KamalaHarris](#), [@chuckschumer](#), [@TeamPelosi](#), [@harrisonjaime](#), [@WhiteHouse](#), [@TheDemocrats](#), and [@DNCWarRoom](#) for content amplifying the American Rescue Plan.

### SAMPLE POSTS

- Help is here. @POTUS' American Rescue Plan will send struggling Americans \$1,400 direct payments, invest in a national vaccination strategy, and help safely reopen schools.
- Biden and Democrats kept their promise. Thanks to the American Rescue Plan, direct checks and resources for vaccinations are on the way. #HelpIsHere
- Democrats, Republican, and Independent voters overwhelmingly support @POTUS' American Rescue Plan. Democrats got to work to make it a reality, while Republicans voted to leave families high and dry. #HelpIsHere
- While Democrats were working to send working families \$1,400 checks and make the necessary investments to get more Americans vaccinated, Republicans were playing political games. #HelpIsHere

## Chapter 4: Creative Assets

### GRAPHICS FOR SOCIAL MEDIA

*See below for graphics and gifs you can upload to your social media accounts.*





**STATE BY STATE GRAPHICS**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**LISA MURKOWSKI**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**RICHARD SHELBY & TOMMY TUBERVILLE**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JOHN BOOZMAN & TOM COTTON**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**RICK SCOTT & MARCO RUBIO**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JONI ERNST & CHUCK GRASSLEY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JAMES RISCH & MIKE CRAPO**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**MIKE BRAUN & TODD YOUNG**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JERRY MORAN & ROGER MARSHALL**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**MITCH MCCONNELL  
& RAND PAUL**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**BILL CASSIDY &  
JOHN KENNEDY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**SUSAN COLLINS**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**ROY BLUNT &  
JOSH HAWLEY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO  
SENATOR **CINDY HYDE-SMITH**  
**WHO VOTED NO**

HELP IS HERE  
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\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**STEVE DAINES**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**RICHARD BURR  
& THOM TILLIS**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JOHN HOEVEN &  
KEVIN CRAMER**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**BEN SASSE &  
DEB FISCHER**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**ROB PORTMAN**  
**WHO VOTED NO**

HELP IS HERE  
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\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JIM INHOFE &  
JAMES LANKFORD**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**PAT TOOMEY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**LINDSEY GRAHAM  
& TIM SCOTT**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**MIKE ROUNDS  
& JOHN THUNE**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**MARSHA BLACKBURN  
& BILL HAGERTY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS




NO THANKS TO SENATORS  
**JOHN CORNYN  
& TED CRUZ**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**MIKE LEE & MITT ROMNEY**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO  
SENATOR **ROGER WICKER**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**SHELLEY CAPITO**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATOR  
**RON JOHNSON**  
**WHO VOTED NO**

HELP IS HERE  
**THE AMERICAN RESCUE PLAN**  
\$1,400 CHECKS & SHOTS IN ARMS



NO THANKS TO SENATORS  
**JOHN BARRASSO & CYNTHIA LUMMIS**  
**WHO VOTED NO**

## **PRAISE FOR THE AMERICAN RESCUE PLAN**

*Below you will find what economists, experts, and lawmakers have said in praise of the American Rescue Plan to use if helpful as you amplify the plan.*

[Erza Klein](#): "I'm open to counterexamples, but this still looks like the most ambitious and progressive economic package congress has passed in my lifetime. it will do more to cut poverty, and push full employment, than anything else I've covered."

[Ezra Klein in the New York Times](#): "The American Rescue Plan is a bolder, more progressive, economic package than anything a Democratic president has proposed since L.B.J. But it is not, for now, a polarizing package. It's less polarizing even than Biden, who only polls at 12 percent among Republicans. You could chalk that up to its popular component parts, but the Affordable Care Act's individual policies were popular, too, and the bill polled at around 40 percent. You could say it's the coronavirus crisis, but coronavirus policy is sharply polarized. I suspect Biden's calmer approach to political communication is opening space for a bolder agenda."

[David Dayen in the American Prospect](#): "It's a bill that creates, as its predecessor legislative efforts did, a pop-up safety net for those struggling in the COVID-19 crisis. And it puts a down payment on reversing 40 years of inequitable treatment for the middle class in America."

[Washington Post's Jeff Stein](#): "The new Senate plan does not reduce the anti poverty impact of Biden's stimulus, Columbia researchers @ZParolin tell me & @byHeatherLong. At either \$400 or \$300 of UI, official poverty rate drops from 12.3% to 8.3% under Democratic plan."

[New York Times' Paul Krugman](#): "The great bulk of the proposed outlays will go to extremely worthy causes — shots in arms, reopened schools, sustaining the unemployed, avoiding cuts in crucial services, and more. Compared with real-world bills of the past, this one is amazingly good"

[Historian Heather Cox Richardson](#): "The intense opposition to this measure from Republican lawmakers illustrates a gulf between them and ordinary Americans, including their own voters. The American Rescue Plan is wildly popular. A poll from Morning Consult says that a whopping 77% of Americans support the bill, including 59% of Republicans, making it one of the most popular pieces of major legislation in American history."

[Senator Ed Markey](#): "We are still up and fighting for a bold relief package that meets the scale of this crisis and will do whatever it takes to deliver for the American people."

[Senator Sherrod Brown](#): "Do not lose sight of this fact: We are on the cusp of passing the most transformative relief bill in our nation's history. When we pass the American Rescue Plan, we'll keep our promise to the American people to defeat this virus and improve people's lives."

[Senator Bernie Sanders](#): "As Chairman of the Senate Budget Committee, I am proud that we passed the American Rescue Plan, which, in my view, is the most significant piece of legislation to benefit working families in the modern history of this country."

[Tax Policy Center's Howard Gleckman](#): "According to a new analysis by the Tax Policy Center, the Senate version of the American Rescue Plan (ARP) would reduce federal taxes in 2021 by an average of \$3,000 and raise after-tax incomes by 3.8 percent. Families with children would get an average tax cut of more than \$6,000 under the bill, which now goes to the House for final approval. Simply in terms of whose taxes are cut, the bill is in stark contrast to the 2017 Tax Cuts and Jobs Act."



## Chapter 5: Constituency Fact Sheets

<a href="#"><u>The American Rescue Plan</u></a>	<a href="#"><u>Native Communities</u></a>
<a href="#"><u>AAPI Communities</u></a>	<a href="#"><u>Women</u></a>
<a href="#"><u>Black Communities</u></a>	<a href="#"><u>Latino Communities</u></a>

## Chapter 6: State-By-State Fact Sheets

<u>Alabama</u>	<u>Alaska</u>
<u>Arizona</u>	<u>Arkansas</u>
<u>California</u>	<u>Colorado</u>
<u>Connecticut</u>	<u>Delaware</u>
<u>Florida</u>	<u>Georgia</u>
<u>Hawaii</u>	<u>Idaho</u>
<u>Illinois</u>	<u>Indiana</u>
<u>Iowa</u>	<u>Kansas</u>
<u>Kentucky</u>	<u>Louisiana</u>
<u>Maine</u>	<u>Maryland</u>
<u>Massachusetts</u>	<u>Michigan</u>
<u>Minnesota</u>	<u>Mississippi</u>
<u>Missouri</u>	<u>Montana</u>
<u>Nebraska</u>	<u>Nevada</u>
<u>New Hampshire</u>	<u>New Jersey</u>
<u>New Mexico</u>	<u>New York</u>
<u>North Carolina</u>	<u>North Dakota</u>
<u>Ohio</u>	<u>Oklahoma</u>
<u>Oregon</u>	<u>Pennsylvania</u>
<u>Rhode Island</u>	<u>South Carolina</u>
<u>South Dakota</u>	<u>Tennessee</u>
<u>Texas</u>	<u>Utah</u>
<u>Vermont</u>	<u>Virginia</u>
<u>Washington</u>	<u>West Virginia</u>
<u>Wisconsin</u>	<u>Wyoming</u>

Washington, DC

## Chapter 7: Calendar Of Upcoming Events

- **FRIDAY, APRIL 30** - President Biden marks his 100th day in office