

Culture 2024 Meta ideas to test...

Hitler was Elected

Idea: Tell the story of how Hitler came to power after 1932 in an election where much of the left didn't like his opponent and didn't take the threat seriously... not unlike today.

Audience: Pissed off left activists influencers, etc (5-10 million people)

Strategy: Make the Trump = Fascism argument more real with a shocking historical example. Give our base a much deeper perspective on what is really at stake here.

Format: 30 second to 1 Min video + Short medium post + memes.

Idea source: This idea has been floating around but no one has ever really fleshed it out as a powerful, sticky idea.

The Sex Election

Idea: Rebrand 2024 as the "Sex Election" - amplify that the 2024 election is about your sex life. The people we elect will determine your sex life, whether TGNC people are treated with dignity, and possibly even contraception and IVF.

Audience: Wide base and media narrative - focus on young.

Strategy: It's catchy, mediagenic, original, fresh, surprising and.... true. And while there are many other things that 2024 is about, sex is frankly the best issue we have where young voters are clearly and strongly with Democrats - so it's strategic to emphasize to make the election about sex as much as possible.

Format: 30 second to 1 Min video + Short medium post + Memes.

More iterations: I'm voting for my sex life. I'm a pro-sex voter. This could even be something people write in their dating app profiles.

Idea source: Jessy Tolkan is a freaking genius :)

Voting is a Chess Move, Not a Valentine

Idea: Amplify this powerful idea!

Audience: Wide base and media narrative - focus on young, left, BIPOC.

Strategy: This is really the core idea we need to educate our activist and angry, disillusioned progressive voter base on. Whatever else we do, we need to amplify these 8 magical words and make sure they are repeated over and over.

Format: Meme + Video influencers.

More iterations: "Voting isn't about choosing your leader. It's about choosing who you want to negotiate with across the table." Who do you want on the other side of the table? Let's brainstorm and generate more iterations

Idea source: Rebecca Solnit coined the phrase :)

Protest. Vote. Repeat.

Idea: Reinforce the idea that Protesting and Voting go together - they are not in opposition but are complementary actions and are both necessary and live within the same worldview and theory of change.

Audience: Pissed off left activists influencers, etc (5-10 million people)

Strategy: Socialize the idea that people who are pissed off and mad at the system must also vote in connection with their protest strategy. It also reinforces the idea that change takes a long time and that you have to both protest and vote over and over again to win.

Format: Meme + Video influencers.

More iterations: Protest. Vote. Protest / Resist Vote Resist / Emcamp Vote Emcamp / Divest Vote Divest.

Idea source: ?

Kamala Hope Poster

Idea: Rebrand Kamala - she's more awesome than you think.

Audience: Wide base and media narrative - focus on young, left, BIPOC.

Strategy: Our base hates Biden right now. And people kind of groan about Kamala as an afterthought. But what if we try to help improve her image. She's as good or better on most issues than Biden. And she has less direct baggage around Gaza. She's more progressive and movement and BIPOC friendly than him. Ideally we elect Biden-Harris. Then Biden steps down and she becomes President. Sure she's imperfect. But what if she is better than we think. We can at least plant that seed of hope. And if we succeed, she could feel the wind at her back and it could actually help make her better too. Not the top strategy, but an important secondary one!

Format: 1). Video testimonials from movement leaders like Lateefah Simon who know Kamala personally and can vouch for the goodness of "The Real Kamala we don't know." 2). Iconic artwork a la the Obama Hope Poster. 3). A medium piece on a leftist case for why Kamala is better than most of us realize and why we should want her to be a heartbeat away from the Presidency.

More iterations: Give Kamala a Fucking Chance

Idea source: ?

November 5

Idea: Re-do of the State Voices 2024 campaign November 2. They printed 1 million t-shirts, engaged a major marketing firm, made beautiful videos and swag, etc.

Audience: State Voices networks.

Strategy: A simple powerful enigmatic statement about how important the election is

Format: Swag, Memes + Video Ads.

More iterations: So many!

Idea source: State Voices circa 2004

RFK Jr... Paid for by Trump's Donors

Idea: It looks like an ad for RFK Jr... but quickly cuts to: "Paid for by Trump's donors."

Audience: Targets Democratic and left-leaning independent voters who support RFK Jr.

Strategy: Reach RFK Jr. soft supporters and target audience.

Format: Meme + Video Ads.

More iterations: So many!

Idea source: ?

RFK Jr... Beautiful Liar

Idea: 5-10 sec RFK ad clip, set to Beyonce and Shakira's haunting *Beautiful Liar* hook.

Audience: Wide base and media narrative - focus on young, left, BIPOC.

Strategy: To his admirers, RFK Junior is an extremely compelling speaker. A lot of things he says are beautiful and speak to deep yearnings. He paints a beautiful picture of what he will do as President. It's all a big lie. He does not have a real shot at becoming President. He's a spoiler - that's it. His whole campaign is a narcissistic sham. Beyonce and Shakira's haunting song *Beautiful Liar* says it all.

Format: Meme + Video influencers.

More iterations: So many!

Idea source: ?

Con Man Don

Idea: Crooked Hillary. Slick Willie. Lyin Ted. Low Energy Jeb. Sleepy Joe... all of these three syllable schoolyard taunt nicknames stuck to one degree or another, especially the first two - and reframed who these people were. Why have we not tried to do the same for Con Man Don? Are we too high minded? Too undisciplined? It's a little late to rebrand someone who already has such a strong brand, that all of us constantly reinforce by calling him by his preferred name, but rebranding him as "Con Man Don" might be *the* most effective intervention if we pull it off.

Audience: Influencers, then General public.

Strategy: Get a critical mass of influencers to refuse to call him anything but "Con Man Don" until it sticks.

Format: Convince a handful of highly partisan influencers like the Pod Save America folks, Simon Rosenberg and Cenk to start the trend and convince others to join them...

Idea source: This came out of a brainstorm a few years ago.

2025: Two Scenarios

Idea: Highlight the two major scenarios in 2025: MAGA Trifecta vs. Dem Trifecta

Audience: Dem Base

Strategy: Get people to think ahead and have a clear picture in their heads of the two scenarios as motivation to take bold action now.

Format: 2 Min Video

Idea source: An organizer exercise.

Why the Fuck Did I Vote for Truuuuump???

Idea: Get people to imagine their Buyers Remorse in advance...ie. Abortion rights aren't just for women and people who can get pregnant. They're also for the people who get them pregnant AKA young men who want to have sex but do not want to have a baby. There is so much fun speculative fiction creative that could be done on this... that all ends with the young man turning directly to the camera and screaming: "Why the fuck did I vote for Truuuuump?"

Audience: Persuadable young cis-male voters.

Strategy: Get people to think ahead and have a clear picture in their heads of the two scenarios as motivation to take bold action now.

Format: 2 Min Video. Memes.

Iterations: One could imagine many more iterations with voters who don't realize how bad Con Man Don would be for them. Ie. someone whose family member gets deported. Someone who is paying more at the grocery store because of Trump Tariffs.

Idea source: An organizer exercise.

It's not about Biden. It's About...

Idea: Remind people what this election is really about. It's not about Biden. It's about judges and Supreme Court Justices. It's about the right to protest. It's about my right to control my own body and my right to have sex. It's about fairness. It's about racial discrimination. It's about my right to join a union. It's about the climate. It's about student debt and affordability. It's about my kid being able to grow up and have a good life. It's about this whole team of people (photos of younger diverse progressive Democrats) who are working to make life better for all of us. It's about living to fight another day. It's about us.

Audience: Angry and Disillusioned Base Dem voters.

Strategy: Get people to think ahead and have a clear picture in their heads of the two scenarios as motivation to take bold action now.

Format: 1 Min Video. Memes.

Iterations: So many.

Idea source: Black Voters Matter - it's About Us.

Last Fucking Chance for the Climate...

Idea: Have climate scientists and activists say this is the last fucking chance for the climate, set against climate disaster footage. We haven't had a lot of huge climate disasters this year (knock on wood) so remind people that this election really is make or break for climate solutions. Remind people of the progress Biden has made. And what he could do in a second term.

Audience: Angry and Disillusioned Base Dem voters who care about climate..

Strategy: Remind people of the stakes for this election in an area where there is an extremely clear contrast between the two candidates.

Format: 2 Min Video. Memes.

Iterations: So many.

Idea source: ?

What if Trump had been President on October 7th?

Idea: Yes, Biden has mishandled it very badly. But, as hard as it is to imagine, if Trump had been President on October 7th, he would have made it *even* worse. Much worse! What would Trump have done if he were President on October 7th? Use Trump's own words and actions to paint a picture. This is not to excuse anything Biden has done. But to remind people of important context that Biden is at least somewhat accountable to a progressive anti-war base, whereas Trump's is an unapologetic White nationalist who only cares about AIPAC and would be the most anti-Palestinian president in history. And by the way, RFK Jr is also to the right of Biden on Palestine Israel policy.

Audience: Angry Base Dem voters who care about Gaza.

Strategy: Put Biden's mishandling of Israel and Gaza in perspective. Trump clearly would have been even worse.

Iterations: The most anti-Palestinian president in history.

Format: 2 Min Video. Memes.

Idea source: ?

Voting is Easy – It Takes An Hour.

Living Under Trump Is Hard – And Will Take Years.

Idea: Remind people how *easy* voting is.

Audience: Pissed off left activists influencers, etc (5-10 million people)

Strategy: Contrast the ease of voting with the irrevocable choice that is Trump.

Iterations: Voting is Easy. Living under Trumpism is Hard.

Format: Memes etc.

Idea source: ?

Fight Fascism. Vote.

Idea: It's not catchy. But to speak to the activist base, it's the core idea. We have to center the fascist threat. And research shows that *defiance* is the way.

Audience: Pissed off left activists influencers, etc (5-10 million people)

Strategy: Lean into Trump = Fascism.

Iterations: Fight MAGA Fascism. Vote.

Format: Graffiti and wheatpaste in liberal battleground cities and campuses. Plus 30 second to 1 Min video + Short medium post + memes.

Idea source: This idea has been floating around.

More ideas to flesh out...

It's About Us + Movement Hope Poster

Mad as Fuck But I'm Still Voting

Banning the right to Protest - Live to fight another day

It's not about Biden vs. Trump. It's about whether we have the right to protest or whether we're forced to go underground - Alicia G

It's All About The Courts

Fascism = Trump

Democracy = Biden

What if Trump had been President on October 7th?

Yes, Biden has mishandled it very badly. But, as hard as it is to imagine, if Trump had been President on October 7th, he would have made it *even* worse. Much worse in fact.

What would Trump have done if he were President on October 7th?

Something that builds on the energy of Kendrick v Drake... (Mik)

BACKGROUND THOUGHTS

Good about Biden

- Stability
- Did some good things

Trump Bad

- Abortion
- Remind how bad things were under Trump: Kids in Cages, Muslim ban
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War in Gaza

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Who do you want on the other side of the table?

Half a loaf, vs. no loaf

Lesser of two evils

Elections don't equal Losing Democracy - corruption.

