



WE
MAKE
THE
FUTURE



Guide To Messaging Our Freedoms



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Introduction

Recent years have challenged how we address our past, protect our freedoms in the present, and create a better future. Our movement for ***justice, equity, and freedom*** is at a critical crossroads. A powerful and greedy few want to destroy the gains we've made to create an America for all of us across races, genders, and places, and they want to silence us, deny our rights, and roll back our progress.

But we remain steadfast. We're mobilizing, building coalitions, and fighting for thriving communities, renewable energy, and making the wealthiest pay what they owe. The stakes are high. Our democracy, health, and safety hang in the balance, but we will not be deterred or divided. We can create a better future by working together, embracing the strength that stems from acknowledging our differences and honoring the many things that we have in common.

In this guide, we provide examples—developed by We Make The Future, ASO Communications, and partner organizations—for how to message towards the future that we deserve. These messages are rooted in the freedom frame, the Race Class Narrative, and other empirically-based messaging practices. What we share here are proven approaches to motivate, inspire our audiences to take action, and push people toward our desired solutions.

If you have any questions about this guide or suggestions for other issues to include, email info@wemakethefuture.us.



About Us



**WE
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FUTURE**

We Make The Future (WMTF) serves as an implementation home for the Race Class Narrative (RCN) and other empirically-based messaging.¹ Our goal is to increase the capacity of state, local, and national partners to move a race-forward narrative on our economy and democracy so

they can make a compelling case for a better future for all. By combining empirically-based messaging and coalition building, we partner on the development and distribution of shared narratives rooted in place that motivate our base and persuade the middle for wins that benefit people across issues and geographies. Through this messaging guide and other resources, we offer content that can be adapted for different contexts.



ASO Communications (ASO) applies tools from cognition and linguistics to understand where people are presently, uncover where they're capable of going, and explore how to use our words, images, and stories to move them. We have more than a decade of experience crafting, testing,

and implementing narratives to achieve progressive policy and electoral wins in the U.S., Australia, Latin America, the E.U., and the U.K. In collaboration with Race Class Narrative Action (now We Make The Future Action), ASO played a major role in shaping the 2018, 2020, and 2022 election cycles in several states, helping craft and then launch statewide brands for multiracial coalitions fighting to protect our freedoms.

¹ The Race Class Narrative originated through collaboration between Ian Haney López, Heather McGhee, Anat Shenker-Orsorio, Lake Research Partners, Brilliant Corners, SEIU, and Demos.

How to Use This Guide

The messages in this guide can be used in many ways: conversations during a canvas or among friends; public statements, letters, and op-eds; interviews and speeches; billboards, radio ads, or social media; etc.

You will find sample messages for specific issues, and if available, we've linked to message guides that give detailed insights and more comprehensive guidance. Scroll through what's available, or use the [Table of Contents](#) to click around and find your preferred issue.

There are similar themes moving through all of these messages. That's because we believe that our audience doesn't hear our messages in silos. If we want to defeat our opposition, we must tell a comprehensive story that resonates with everyday people's lives about the world we desire to see.

You can use the provided messaging verbatim or adapt it to more accurately speak to your audience. The choice is yours. We believe that in order for our campaigns to win, our audiences must hear our message over and over again. Repetition is key!



Race Class Narrative

The Need for a Unifying Narrative

For years, individuals and organizations have grappled with the idea of whether to focus on persuading moderate voters or mobilizing a base that is currently unengaged. This debate has sometimes been framed in a colorblind manner, as if it were a choice between prioritizing white voters by avoiding discussions of race or prioritizing voters of color by addressing racial issues. However, such assumptions are not only demonstrably false but also destructive.

First, if your words don't spread, they don't work. This is especially true for persuadable voters. Research demonstrates they hold [a range of policy preferences](#) and are relatively [more malleable thinkers](#), attracted to what feels familiar and as such “common sense.” Thus, engaging our base is required both to turn out potential voters who are already aligned and to generate the repetition needed for persuading conflicted ones.

Second, it is counterproductive to ignore conversations about race. Deliberate division, often manifested through [racially-coded speech or imagery](#), is a tactic used by some to sow discord and undermine support for government and shared prosperity—an approach deployed as Nixon’s “Southern Strategy,” cemented through Reagan’s “welfare queen,” and amplified still today. A colorblind appeal for economic populism or a race-only approach cannot withstand dog whistling. To inoculate against our opposition’s narrative, we must expose the tactic of deliberate division and racialized scapegoating that keeps us from demanding the rules and resources all of us need.

A Proven Framework: Race Class Narrative

In light of these realities, the [Race Class Narrative](#)—and its still-developing, more gender-explicit version, [Race Class Gender Narrative](#) (RCGN)²—offer a tested messaging and organizing framework that unites race and class issues, advances our worldview, and counters the use of [dog whistles](#) to win on the issues that matter. RCN builds cross-racial and gender solidarity, fueling the desire for a government that serves us all and linking shared economic prosperity directly to racial and gender justice.

Speaking affirmatively about race and gender strengthens our ability to mobilize our base and persuade the middle and allows us to challenge our opposition’s worldview, but

² RCGN, as a gender-explicit version of RCN, is particularly helpful in contexts where our opposition uses dog whistles that are both racist and transphobic.

the ordering and content of our messaging matters. RCN messages follow a specific architecture drawn from broader, proven best practices in political communication.³

Race Class Narrative Architecture	Architecture in Action: Freedom From Boxes
Open with shared Values that name (and/or show) race.	Whether we are Black, white or brown, Native or newcomer, transgender or not, we want the freedom to be ourselves.
Name Villains , their motivation, and how they use strategic racism and/or scapegoating to divide and distract us while they harm us all.	But some people try to get and hold onto power by putting us in boxes based on what we look like, where we're from, or our genders. We see this in how schools tell Black kids how to keep their hair or send girls home for the clothes they wear. And in how certain politicians exploit lack of familiarity with transgender people, excluding trans kids from healthcare, school, or sports. They stoke fear so we turn against some group instead of demanding what our families need.
Uplift Victories and/or everyday collective actions that solve problem(s).	Now it's our time to show up, reject this division, and chart a better future for all of us, no matter our ages, races, or genders. By joining together as we have done before to pass protections against discrimination, ...
Describe a Vision for what will change that includes everyone coming together to achieve it.	... we can ensure each one of us has the freedom to be ourselves, pursue our dreams, and have a good life — no exceptions.
Insert specific Call to Action .	Specific Call to Action

³ In shorter articulations of RCN, as on social media or 15 second digital ads, not all elements of the messaging architecture may be rendered.

RCN Research and Empirical Testing

RCN has been empirically tested using multiple methodologies across geographies and issues. It consistently outperforms competing narratives among our base (predominantly people of color, young people, unmarried women, and LGBTQ people) and among voters who are persuadable on policy issues. Here are a few of the many examples of RCN research and testing:

- [Freedom to Learn](#) - In partnership with labor, we learned the public is with us in supporting well-resourced, equitable public schools. We've found ways to build a narrative that pushes us toward a public education system that ensures every neighborhood school is a place where all children can learn, grow, and thrive.
- [Fund Our Future](#) - In partnership with the State Revenue Alliance, we researched how to move voters on increasing taxes for the wealthiest, funding state governments, and taking on corporations around both wages and taxes, while increasing people's willingness to act collectively for this cause. These messages and creative content provide the necessary offense to fund the care, support, and services our families need by making sure wealthy corporations and billionaires pay us what they owe.
- [Mobilizing Toward Climate Justice](#) - WMTF's Climate Cohort, ASO, HIT Strategies, and Lake Research Partners sought to expand how people understand the impact of climate change on their lives and squarely lay the blame for this disaster at the feet of greedy fossil fuel CEOs and the leaders who they pay to stand in the way of progress. The message findings create a unified message that can be shared by climate advocates across the country.

Stories of Success: How Organizers Have Used RCN to Win

More importantly, organizers across the country have adopted RCN to win policy and narrative campaigns and build a multiracial democracy. Some recent examples include:

- In 2022, when the dominant energy provider in southeast Michigan, DTE Energy, announced a nearly 9% residential rate hike, the Michigan Environmental Justice Coalition (MEJC) and several coalition partners [utilized RCN messaging to demand affordable energy for all](#). Their efforts alongside We the People MI's [utility accountability campaign](#) secured the first-ever public hearing held by the Public Service Commission to discuss the proposed rate hike. The coalition [turned out over 300 people to oppose it](#). Their efforts culminated in [DTE announcing just a 0.078% rate increase](#), while the Commission announced new plans to update the

grid—which hadn’t been done in about 25 years—and use more clean energy. They credited MEJC for raising these issues.

- Down Home North Carolina utilized RCN messaging in public and voter education efforts in 2022 that delivered increased voter turnout across the state. They collaborated with WMTF on social pressure mailers that helped boost Black voter turnout to levels nearly 10 points higher than the statewide average.
- Organizers in Tennessee wanted to learn from our work with partners in the Midwest and utilized RCN messaging from our “Freedom to Learn” research on their own initiative, applying it in 2022 to win a campaign passing a Black history education bill in the state.
- Using the “Fund Our Futures” research, Faith in Indiana led a successful campaign in 2022 to build a statewide system of crisis response so that all Hoosiers get help, not handcuffs—such as getting Indianapolis Mayor Joe Hogsett to fund a \$2 million program for a clinician-led response pilot program, winning millions more in funding in South Bend and Gary, and persuading the Family and Social Services Administration of Indiana to apply their crisis response approach.
- In 2023, ISAIAH, Unidos MN, We Choose Us, and many others used our “Fund Our Futures” research with an integrated RCN communications and organizing strategy to achieve huge wins in Minnesota. They passed bills for a fairer tax code that ensures the wealthy pay what they owe, created a public health care option for residents (including their undocumented neighbors), and even secured 20 weeks of paid leave to make sure workers can take the time they need to care for themselves and their families.

RCN has proven to be an effective tool for unifying diverse communities, advocating for shared economic prosperity and racial justice, and countering divisive strategies. By adopting this framework, we can build a stronger and more inclusive movement to address the challenges we face as a society, so that regardless of race, zip code, or gender, freedom and justice are truly for all, and everyone can live safe and happy lives.

The Freedoms Frame

Throughout this guide, you will notice that we use the word *freedoms* often. Voters across races, ages, and parties consistently rate this as the most important value they hold as Americans. In using it, we want to draw a stark contrast between how our opposition seeks to take away these freedoms and how we have and must continue to fight to protect them. This messaging has been tested for use across issue areas and has proven consistently effective.⁴

Shared values for the issues we care about can be expressed through the frame of protecting our freedoms. Below is a guide to talking about a number of different issues in a way that echoes our overarching narrative:

Abortion / Reproductive Justice:

- Our freedom to decide if and when we grow our families
- Our freedom to decide whether and when we have kids
- Our freedom to decide what happens to our bodies
- Our freedom to decide how to care for our bodies

Climate:

- Our freedom to have clean water to drink and clean air to breathe
- Our freedom to breathe easier
- Our freedom to leave a better life for our children, grandchildren, and future generations

Democracy / Elections:

- Our freedom to vote
- Our freedom to have an equal say in the decisions that impact our lives

⁴[Way to Win](#) helped spearhead the development and testing of the Protect Our Freedoms framework, refined and deployed by [Research Collaborative](#) and dozens of national and state-based organizations.

Economic Well-Being, Taxes, Social Supports, Wages, and Jobs:

- Our freedom to make a good living
- Our freedom to thrive
- Our freedom to prosper
- Our freedom to care for our families
- Our freedom to retire in dignity (with programs we rely on like Social Security)

Education:

- Our children's freedom to learn

Gun Violence Prevention:

- Our freedom from gun violence
- Our freedom to trust our kids will come home safe at the end of the day
- Our freedom to go to the grocery store, send our kids to school, worship, live our lives, walk through our communities without fear of gun violence

Healthcare:

- Our freedom to get the care we need (without fearing we'll go bankrupt to get it)

Immigration:

- Our freedom to move
- Our freedom to give our families a better life
- Our freedom to be who you want to be, say what you want to say, and go where you want to go

Labor and Unions:

- Our freedom to join together in union
- Our freedom to negotiate a fair return on our work so we can provide for our families

Medicare and Social Security:

- Our freedom to rely on programs we trust, like Medicare and Social Security

Paid Family and Medical Leave:

- Our freedom to care for our loved ones
- Our freedom to be there for our loved ones/ our freedom to recover from illness or injury

Police Brutality and Accountability:

- Our freedom to breathe
- Our freedom to get home safe
- Our freedom from police brutality
- Our freedom to be treated with dignity by those sworn to protect and serve

Trans and Queer Youth:

- Our children's freedom to be themselves and pursue their dreams / our freedom to be ourselves



Words to Embrace and Replace

Say this...	Instead of...	Because...
People of different races and from different places Black, brown, or white Whether you're Black or white, Asian or Latino, Native or newcomer... Whatever your... [race / gender / color / religion / zip code / job] No matter... [who you are / where you're from / what language you speak / how you pray / who you love / the color of your skin / where you live / what you do for a living / how much money you have in your wallet]... Whether we were born here or chose to make this our home...	All people Everyone	Explicit reference to race engages people of color while keeping white listeners on board. We recommend using creative formulations to hook the audience while establishing a shared value at the outset of a message. The examples on the left are just a start. These opening phrases can be tailored closely to your community, issue, or geographic location. For example, Charles Booker used "from the Hood to the Holler" in Kentucky, while advocates in Minnesota used "from North Minneapolis to North Mankato, from Red Lake to Red Wing." Transit advocates described people's different experiences with, "Whether we drive, bus, or train; bike, walk, or roll."
Join together across races and genders	Join together in our communities	Making reference to race increases the interest of our base and persuadables. We are adding genders to help push back at the ongoing attacks on transgender people.

Our opponents blame new immigrants, Black people, and people forced to struggle to make ends meet for our hard times. Some people in power fuel divisions based on race and exploit our lack of familiarity with transgender people so they can deny our communities the resources, jobs, and healthcare we all need.	Our opponents are racist against new immigrants, Black people, and Muslims. Politicians divide us.	Reframing racism as scapegoating helps draw the causal connection to economic concerns shared across race. It is helpful to echo and link how they “exploit” division across races and lack of familiarity with transgender people. By acknowledging our audience’s own questions, concerns, and lack of familiarity with what it means to be transgender, we can remind them of their better values and intentions, and help them recognize how certain politicians take advantage of and manipulate their unease.
Wealthy few who rig the rules Certain politicians	Powerful elites The wealthy	It’s critical to specify that we mean only certain people to counter cynicism, thus adding “few.” It’s also important to identify villains based on behavior, not category or class.
Corporation	Company	“Company” evokes small and local. People are measurably more hostile to “corporations.”
Our genders Genders	Gender	Pluralizing genders enables greater agreement with our worldview and helps activate more expansive attitudes towards our genders and transgender people.
Working people	Workers	Calling people “workers” reduces them to the role they play and eclipses their basic needs and desires as humans.

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.
Freedom to vote Cast our ballots freely, safely, and equally [The principle of] one person, one vote Right to vote	Voting rights	“Freedom to vote” is a very strong frame for us, garnering greater and more intense support. Safety, especially in our present pandemic context, is also deeply resonant, as is situating voting within the frame of equality, either by simply calling for it or evoking it. While the individualized idea of voting as “my right” also rates highly, “voting rights” renders the issue abstract and process-oriented instead of tangible and personal.
Deliberate barriers to voting Denying our freedom to vote Anti-voter bills Protect our freedom to vote	Voter suppression Obstacles to voting Fight voter suppression	“Voter suppression” is a phrase that is unfortunately not understood by many. Further, for conflicted voters, they are susceptible to the notion that there are votes we ought to suppress: those purportedly cast illegally. We can make this issue more concrete for our audiences by naming how certain politicians erect “deliberate barriers to voting.” And we can render it more broadly off-putting by describing the accompanying harms of these barriers.
Overturn the will of the people in our elections through the courts and with violent	Attacks on abortion Attacks on voting	We want to create throughlines across our issues.

mobs of their supporters Attack on our freedom to decide who governs in our name or our freedom to vote Attack on our freedom to decide whether and when we grow our families, Attack on the freedom of our kids to learn and be themselves	Attacks on democracy Attacks on elections Attacks on public schools	
An abortion, a woman's healthcare decision, a person's decision about their body Decide for ourselves, decision, freedom to decide	Abortion(s) Choose, choice	Using the singular helps mitigate stereotyping about who and why people seek abortion care. Choice evokes flippancy and activates stereotyping about abortion care.
Someone you love has had an abortion Someone you love might need an abortion one day	My child, my choice	Using an individualistic framework feeds the notion of no social responsibility for kids and belies the fact that many people actually have no choice because of money.
Families' economic well-being Our financial well-being	The economy	There is no independent being named The Economy; it is merely a way we measure human activity. When we personify "the economy" as capable of acting or being acted

Jobs Ability to put food on the table and support our families		upon, feeling pain or being revived, we fuel opposition framing that positions the well-being of “the economy” as separate from and more important than the well-being of actual human beings. Instead, we should specify what we mean, whether that’s jobs, families being able to put food on the table, or people’s broader economic well-being.
Fund our communities/lives	Invest in our communities / kids / lives	“Invest” primes expectations of a financial return. By talking about investing in schools, investing in kids, investing in people, or investing in communities, we make the argument about financial gain, ceding the moral high ground. Simply talking about “funding” our schools instead of “investing” in them makes it clear that educating and supporting kids is the point—as opposed to the point being a financial return down the line.



Messaging on Specific Issues

Climate Justice

[Mobilizing Toward Climate Justice](#) offers messaging guidance on how to win the narrative about climate change.

In [insert name of your state], across race, place, and background, we know our worth. We are worth paychecks that equal the true value of our work, quality schools that teach the truth of our past, and clean air, water, and energy that our families can depend on. We are worth more than the politicians in power in our state who abandon us in times of trouble, then hope we'll shame and blame Black and brown, transgender, and new Americans for our struggles. Our vote is our power. And when we join together as voters, we can elect leaders who know our worth and chart a better future where people in every corner of our state have the freedom to thrive, no exceptions. [Insert Call to Action]

Countering Attacks on Asian American Pacific Islander (AAPI) Communities⁵

Throughout our history, we've joined across races and places to protect our freedoms and build a better future for generations to come. But some elected officials are trying to rig the rules to pick and choose who has the freedom to move and build a life in our country. They want to stir fears based on what we look like or where we come from, hoping that we will blame our neighbors and everyday people for the hardships that a wealthy few create. These same opponents of freedom have done this before—whether through 20th-century laws that blocked Asian immigrants in more than a dozen states from owning land, to 21st-century bans against Muslims, Africans and people from across the Americas moving for the promise of freedom and a better life. Whether we are Chinese or Iranian, Latino or Korean, Black or white, together, we can make this a place where freedom is for everyone, no exceptions. [Insert Call to Action]

⁵ This sample message was written in collaboration with the [Asian Law Caucus](#).

Education⁶

Making the Case for Fully Funded Public Schools and Countering Attacks on Critical Race Theory

The [Freedom to Learn messaging guidance](#) and digital toolkit are for making the public case for a racially and economically just approach to education while our opposition uses Critical Race Theory (CRT) to attack schools.

Most of us believe that children of all races, backgrounds, and genders should have the freedom to learn, be themselves, and pursue their dreams. But for years, certain politicians have denied some children the resources needed for a quality education based on what they look like or where they live. Now they are fueling divisions between us, denying Black and brown kids opportunities in segregated schools, passing laws to erase our history—from Selma to Stonewall—of coming together to push for better, and exploiting a lack of familiarity with transgender people to exclude transgender kids from healthcare, school, and sports. By speaking up at school boards, contacting our elected leaders, and voting to fully fund education, we can make our schools places where children of all races and genders are free to learn all that they—and our country—have the potential to be. [Insert Call to Action]

Education Debt

Across races, workplaces, and generations, we've come together to create a better life for ourselves and our families. When greedy corporations charge endless interest on loans that young people are forced to take out to pursue higher education, they keep students stuck in the red and unable to provide a better life for our families. Meanwhile, the politicians they pay for try to divide us by what we look like or what we do for a living so they can take away our freedoms, hand kickbacks to the rich, and control who we can become. But Americans of every background are fighting to cancel education debt and protect our freedoms, our families, and our futures. By unleashing our power in our communities, our workplaces, and our polling booths, we will make this a place where everyone—Black, white or brown, young or old—is free to learn and pursue our dreams. [Insert Call to Action]

⁶ These messages were developed in collaboration with the [National Education Association](#).

Restorative Justice

[The Restorative Justice and Rethinking Discipline guide](#) supports advocates, educators, administrators, and allies in making the case to fund the programs and resources that make our schools safe for all while eliminating the police presence that directly interrupts learning.

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 missteps. 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. 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.

[Insert Call to Action]



School Vouchers

The Real Story of School Voucher Programs memo is intended to assist groups organizing on this issue by telling a comprehensive story that not only pushes back against voucher programs, but also drives us forward toward the vision of public education that we seek.

No matter our background, faith, or color, most of us believe that our future depends on every child from every corner of [insert name of your state] receiving a great education where they live and play. While certain decision-makers provide handouts to the wealthiest few through vouchers, they leave the neighborhood schools that nurture most of our kids' dreams struggling to make ends meet. But while our work has made America prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, and from our public parks to their private jets. Now they stir fears based on what we look like or where we come from, hoping we will blame everyday people for the hardships these wealthy few create. They hope to divide and distract us, so we don't join together to demand that our shared resources deliver the programs, schools, and support all of our children need. Together, we can demand our lawmakers rewrite the rules so every public school has [choose 3: smaller classroom sizes, teachers who are certified to teach physics and calculus, counselors to help students make healthy choices, school nurses who can help students when they aren't well, state-of-the-art equipment and buildings] and provides them with everything they need to learn, grow, and thrive. [Insert Call to Action]

Gun Violence Prevention

No matter our color or background, everyone sending our kids off to school, heading to work, or getting groceries for the week should be free to leave home knowing our families will be safe from gun violence. But some greedy politicians, who are paid off by gun lobbyists, block common-sense gun safety that the vast majority of us favor, then try to distract us from their failures by blaming the very victims of gun violence. Allowing anyone to buy a gun and massacre our neighbors is a choice we don't need to keep making. When we come together and demand lawmakers rewrite the rules to stop gun violence, we will make sure that all of us, in every zip code, can make it home safe. [Insert Call to Action]

Across race, place, and background, we know our children's worth. They are worth state leaders who value their well-being and ensure they can safely grow up, graduate, and live a good life. They are worth more than the politicians in power who block common-sense gun safety measures that the vast majority of us favor, hoping that if we fear each other we will look the other way while they do untold damage to our communities. By coming together, we can elect leaders who know our children's worth and are willing to prove it by passing legislation to save their lives. Allowing anyone to buy a gun and massacre our kids is a choice we don't need to keep making. It's time to demand what our families need so that every child in every corner of our state has the freedom to thrive and pursue their dreams, no exceptions. [Insert Call to Action]

Immigration

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, threatening seniors with cuts to Medicare and Social Security, and attacking our freedom to be ourselves. Then, they turn around and blame new immigrants for our hard times—even tearing families apart and abusing children. 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. When we join together, we can make this a place that honors all families, no exceptions. [Insert Call to Action]

Every child, regardless of where they come from, what they look like, or where they live, deserves to pursue their dreams. But certain politicians and their greedy lobbyists are putting our children's future at risk. They rig the rules to enrich themselves, while they distract us by generating fear based on race or place of origin—undermining our basic beliefs in treating others the way we want to be treated. Together, we have the power to demand that leaders do right by all children. When we come together across racial differences, we can make this a nation we're proud to leave our kids, one that honors the courage and commitment of those who would do anything to make life better for those to come. [Insert Call to Action]



Inflation

No matter what we look like or where we live, most of us work hard for our families. But the same corporations that hold down our wages are bragging to their Wall St. shareholders that they're making bank by raising our prices. These greedy CEOs and the politicians they pay for are trying to take away our freedoms, from our freedom to provide for our families to our freedom to vote to our freedom to decide whether we have kids. We deserve real leaders who side with working people over corporate donors. That's how we protect our freedoms, our families, and our futures. [Insert Call to Action]

Inflation Reduction Act (IRA)

In the wake of the passing of the historic legislation, we developed this [IRA messaging guidance](#) to celebrate that voters made this happen, continue our momentum, and demand leaders who will put our families over wealthy corporations.

Throughout our history, we've joined across races and places to solve big problems. Together, we voted for elected leaders who would deliver a better future for generations to come. Those leaders delivered by passing the historic Inflation Reduction Act that is providing renewable energy, good-paying union jobs, and lower drug prices. Meanwhile, other politicians are trying to pad their corporate donors' pockets by threatening our freedoms and blocking the solutions Americans favor. We've shown what we can do by joining together to protect our freedoms, our families, and our futures. By unleashing our power in our communities, our workplaces, and our polling booths, we will make this a place where we all have the freedom to breathe easy and thrive, no exceptions. [Insert Call to Action]

LGBTQ Freedom to Be Ourselves

Research by ASO, Transgender Law Center, and Lake Research Partners finds that we can advance a positive vision for this country that includes trans youth by weaving together our shared values, experiences, and demands across races and genders. Check out the [Transgender Youth and the Freedom to Be Ourselves guide](#) to learn more.

No matter who we are, what we look like, or who we love, we know our communities are stronger when we are free to 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 us and decide our futures for us, pushing laws to remove trans and queer people from public life, force Black people, immigrants, and LGBT people out of our jobs and homes, and control whether and when we grow our families. Having protections in place that say we cannot be harassed, fired, or denied medical care 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 make our communities places where every one of us has the freedom to thrive. [Insert Call to Action]

Messaging to Black Audiences

Deliver Black Dreams is a fully executed brand that expresses our winning narrative with an intentionally Black aesthetic. [This Deliver Black Dreams messaging guide](#) uses language proven to work to mobilize and persuade Black voters.

In a world that's forever changing, Black folks always find a way to be resourceful. Whether it's guarding the light switch when people leave a room or knowing better than to mess with anyone's thermostat, conservation is a part of our legacy. But for too long, corrupt politicians have failed to take action that would keep our air and water clean. So while we are making small changes like unplugging before we leave the house or using one plastic product multiple ways, they are covering up the ways they've blocked renewable energy and allowed fossil fuel CEOs to dump toxins into Black, brown, and low-income communities. But we are coming together to rewrite the rules and fix the damage done to our neighborhoods. We are pushing for locally-made energy from the wind and sun. Plus, good jobs that allow us to take care of our families with dignity. Together, we will hold our elected leaders responsible for doing the work, like we do. [Insert Call to Action]

Public Safety

The [We Know What Keeps Us Safe](#) guide and toolkit address public safety issues in a way that persuades skeptics to our cause while energizing our base to sustained participation and civic engagement.

We know what keeps us safe: living in communities where people of every color and background have fair wages, great schools, and affordable healthcare, where we address problems with proven solutions like social supports instead of more militarized police. But instead of taking responsibility for their failures, certain politicians want to divide and distract us by pointing the finger at the people and communities harmed by police brutality. This moment calls on us to go all in for all of us. We know what keeps us safe. Together, we will make this a place where our rights are respected and where every one of us can live full and healthy lives, no exceptions. [Insert Call to Action]

Public Transit

In collaboration with Transit Center and advocates across the country, ASO crafted and tested [messaging that persuades and mobilizes community members](#), both current riders and non-riders, to demand more robust public transit.

Imagine all of us having the freedom to get where we need to go: from our cities to our suburbs to our small towns. The freedom to read, text, or work on the go without having to gas up a car, to celebrate without designating a driver, to get to a concert or game without searching for parking. For too long, a wealthy and powerful few have denied us this freedom, profiting by making us pay to pump and maintain cars while they peddle fears about public transit and the people who ride it. By joining together across race and place to demand our elected leaders deliver fully funded, accessible, and reliable transit, we can ensure all of us have the freedom to move, save money, and live a good life. [Insert Call to Action]



Reproductive Justice

The “Someone You Love” ad and accompanying [digital toolkit](#), created by Gutsy Media, ASO, and Way to Win, builds on the work of messaging pioneered and popularized by reproductive justice movement leaders in the U.S., a majority of whom are Black women, and a similar framework in the successful 2018 messaging campaign to repeal the abortion ban in Ireland.

No matter our race, gender, or zip code, most of us believe in the freedom to 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 make decisions 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 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. [Insert Call to Action]

Revenue and Taxes⁷

In English

[Fund our Futures](#) is a [messaging and digital toolkit](#) for winning the narrative to fund the care, support, and services our families need by making sure wealthy corporations and billionaires pay us what they owe.

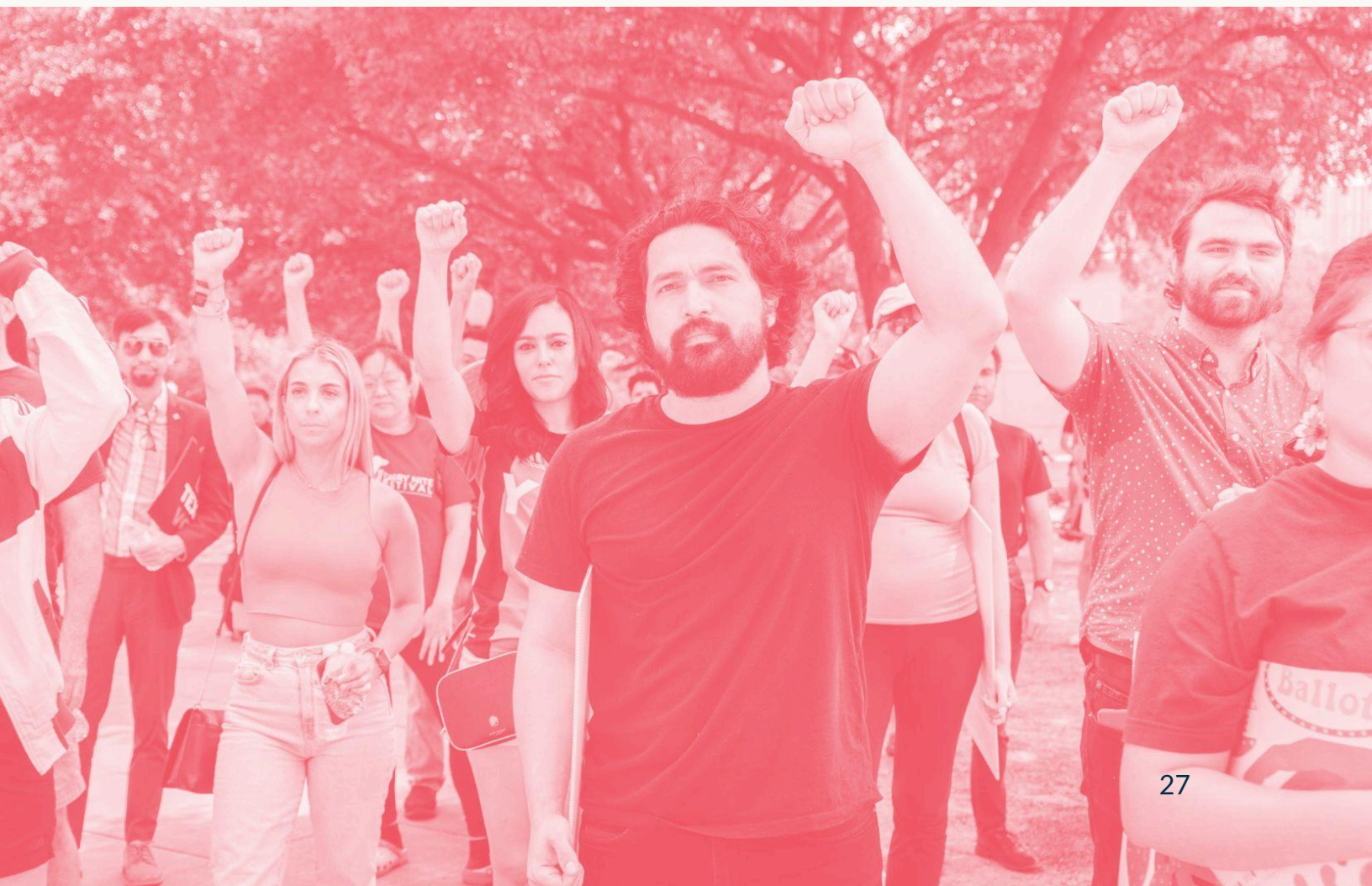
No matter our background, faith, or color, most of us work hard for our families. But as our work has made America prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, and from our public parks to their private jets. Now they stir fears based on what we look like or where we come from, hoping we will blame everyday people for the hardships these wealthy few create, so we don't join together to demand our shared resources deliver the programs, schools, and supports all of our families need. Together, we can demand our lawmakers rewrite the rules so nothing stands in the way of us providing a great life for our families. [Insert Call to Action]

⁷ This guidance was developed in collaboration with the [State Revenue Alliance](#).

En Español

Financiar Nuestro Futuro es una herramienta digital para ganar la narrativa para proveer atención médica, los servicios, y el apoyo que nuestras familias necesitan al asegurar que las corporaciones ricas y los multimillonarios nos paguen lo que deben.

Sin importar nuestro origen, fe, o color, la mayoría de nosotros trabajamos arduamente por nuestras familias. Aunque nuestro trabajo ha hecho prosperar a los Estados Unidos, unos cuantos avaros han manipulado las reglas para derivar los recursos de nuestras comunidades hacia sus clubes de campo, de nuestros salones de clase hacia sus salones de baile, y de nuestros parques públicos hacia sus aviones privados. Ahora, ellos propician miedos en base a nuestra apariencia física o lugar de procedencia con la esperanza de que culpemos a la gente común por las dificultades que estos cuantos ricos crean. Así, nosotros no nos unimos para exigir nuestros recursos compartidos y recibir los programas, las escuelas, y el apoyo que todas nuestras familias necesitan. Juntos podemos exigir a nuestros legisladores que reescriban las reglas para que nada se interponga en nuestro camino para proporcionar una buena vida a nuestras familias. [Inserte la llamada a la acción]



Voters & Voting

Voting Rights and Elections

The [Freedom to Vote digital toolkit](#) is for winning the narrative for our freedom to vote at the national level and mobilizing voters to demand fair districting, while combating the attacks in state legislatures across the country.

Most of us, no matter our color, origin, or genders, want America to be a place where freedom is for everyone, we all have an equal say, and we can trust in the integrity of our elections. But today, a handful of politicians want to put up barriers to silence many of our voices based on what we look like or where we live. We are coming together—across race, zip code, and background—to demand that every eligible American has the freedom to vote. [Insert Call to Action]

Get Out the Vote (GOTV)

We need to build up our audience's habit of going to the polls or mailing in their ballots. [The Messaging and Best Practices for GOTV and Vote-By-Mail Guide](#), drawn from years of research, forms basic messaging recommendations for GOTV and vote-by-mail efforts. Use these recommendations when communicating with turnout targets during the two weeks before Election Day, or in the lead up to an absentee/early voting window.

No matter what we look like or where we live, most of us believe that for democracy to work for all of us, it must include us all. But today, a powerful few try to silence certain voices, turning us against each other so we won't unite to demand what all of our families need. Together, we make the future. By joining together as voters, we can ensure we all have an equal say in our democracy and elect leaders who govern for all of us, no exceptions.

Keep Spreading the Message

All of the messaging and examples shared here, whether from [We Make the Future](#), [ASO Communications](#), or partner organizations, are open source. We are honored to have you use this language verbatim or adapt the framework to your context.

