

Message Guidance on Countering Disinformation (c4)

The next weeks are crucial to ensure progressive messages are amplified across the board. In this document, you will find general guidance on how to counter mis/disinformation for the next several weeks, best practices to keep in mind, and some suggested talking points on key mis/disinformation trends. As always, please adjust these messages based on your issue expertise and audience. Remember — the goal is not to confront and contradict, it's to ease the discussion away from topics of their choosing and onto issues in which we are strong. The formula provides a method for effectively guiding people's attention in the direction we choose.

This guidance is meant for those engaged in partisan, c(4) campaigns. A nonpartisan version will be circulated when it is available.

We will add new content to this document every week. For feedback, suggestions, and comments, please email cpsweeneydc@gmail.com.

Pivot Example by Topic

- ["Weak"](#)
- ["Failed"](#)
- ["Dangerously Liberal"](#)
- ["Noncitizen Voting"](#)
- ["Foreign Interference"](#)
- ["Abortion"](#)
- ["Youth"](#)
- ["Hurricane Helene"](#)
- ["Crime"](#)
- ["Trans Attacks"](#)
- ["Immigration"](#)
- ["Election Integrity"](#)
- ["Election Night"](#) — NEW

General Guidance

While it would be impossible to anticipate or answer every bit of mis/disinformation that the radical right disseminates, this message guidance serves two purposes: first, it provides a formula for reacting to new disinformation as it emerges. Second, it takes on some of what will likely be common disinformation points on trending issues and provides an effective response. The responses should be read and internalized, but it's not critical that they be parroted verbatim. Rather, it's important that the formula is learned and followed for application as new disinformation emerges.

It is important to follow the formula and pivot away from harmful disinformation; rather than engaging on the issue or attempting to refute their disinformation. Their goal is to keep voters focused on the issues THEY choose. Even though we are right on the issues, and the other side is shamelessly spreading lies and disinformation, they benefit when we engage on their ground. It is imperative that we shift the focus to the many successes progressives have achieved over the last 20 months. We want to talk about what we want to talk about, not what they want to talk

about. Engage on an empathetic level — "we all want our families to be secure" — point out that they're using misinformation to distract from their failures, inaction and radical agenda, and contrast their failures with our concrete achievements and how they are benefitting Americans.

For a brief, useful overview of the broader Trump attack strategy and how generally to respond, please take a moment to read the introductory sections of the "Weak" or "Failed" documents before focusing on an individual issue or charge.

Three-Point Counter-Disinformation Formula

1) Connect on shared values. Acknowledge some common ground to show your audience you are part of their community and share their concerns and hopes for the future. *Never simply dismiss the underlying concern.*

2) Attack their tactics without dismissing the underlying problem. Call out the disinformation attack as a political tactic designed by hard-right Republicans (or hard-right ideologues) to distract voters from their lack of solutions, and to divide voters for their own political gain. *While voters sometimes agree with an underlying concern, voter opinion research reveals that majorities disapprove of the **tactics** of the hard-right.*

3) Contrast their obstruction/tactic with recent concrete achievements. Directly connect hard-right distraction tactics to the reason they're doing this: they have nothing of substance to offer, so they offer stunts and fist waving, not practical steps to make things better. Then, pivot to the message that listeners need to be most focused on in the next 7 days — about concrete Democratic accomplishments. *Voter opinion research reveals that majorities believe the hard-right's priorities are not correctly focused on voters' most pressing concerns.*

Leave room for people to have nuanced feelings about Democrats or progressives, but try to leave them feeling that, despite any qualms, Democrats are focused on the most important work for them and their families, pushing through obstruction and getting things done.

Best Practices to Always Keep in Mind

1) Be specific about who the perpetrators are. Do not use broadsides aimed at all Republicans; instead, call out hard-right ideologues, ultraconservative operatives, MAGA Republicans, Trump Republicans, extremists, election deniers, malign actors, and so on. Avoid generic "Republicans" or "conservatives."

2) Don't dehumanize opponents. Trying to argue the other side is purely evil, uncaring, or hateful just devolves into unwinnable "Yes we do care!" "No you don't care!" playground arguments. Identify the anger and vitriol as a tactic — one specifically designed to distract and sow division — that research shows is turning off the majority of voters, including independents and moderate Republicans.

3) Don't argue on specifics. Don't be drawn into trying to argue or disprove disinformation. Instead, expose their tactics as the deliberate distractions they are. Instead of engaging on their turf, redirect focus back to Democratic accomplishments.

4) Don't amplify harmful content. Do not directly engage with or repeat disinformation attacks or content, as this legitimizes that messaging and accelerates its algorithmic spread online.

5) Don't match their outrageous statements with outrage. Focus instead on solutions progressives are bringing to the table to address the problems that Americans say they care about most. MAGA supporters are outrage merchants who accomplish nothing.

6) Especially when talking about economic achievements, remember that these are challenging times and there is real fear and insecurity out there. If people think you're just bragging or repeating empty talking points, they will be turned off. Remember that people are struggling day-to-day, so be sure to put our opponents' failures and our achievements in context of the reality voters are facing: "they are trying to hide that they have nothing to say about the real problems real families are facing..." and "Democrats are helping families facing challenges pay their bills and stay healthy by..."

“Weak”

The Trump-Vance campaign has launched a three-pronged assault on the Harris-Walz ticket, assailing them as “failed, weak, and dangerously liberal.” *Each element of this MAGA tagline summarizes a line of attack.*

Taking a moment to consider each of their strategic messaging goals will be helpful in choosing the best ways to turn aside these disinformation assaults.

- Donald Trump himself is most comfortable leaning into personal attacks, aiming to label Harris as “**weak**.” In addition to direct attacks, his dog-whistle character assaults are designed to animate race- and gender-based voter skepticism. MAGA message-makers are attempting to shrink Harris into a factional candidate, rather than a strong President for all Americans. Harris’ recent interview answer to these attacks models the best response: “next question,” moving on to topics that really matter to voters.
- “**Failed**” is the summary label for MAGA message-maker attacks on the Biden Administration record -- specifically on crime, inflation and border security.
- “**Dangerously liberal**” is their shorthand for connecting Harris to policies that they claim are substantially to the left of mainstream voters -- including policing policies, trans rights, universal access to health care, and environmental protections.

Republican disinformation will consistently mischaracterize Harris’s positions to fit this tripartite attack framework and, on occasion, completely invent imaginary positions that fit this structure.

Trump Imperatives

Trump leans heavily on the only personal quality that voters still positively associate with him -- his cultivated image as a fearless fighter. He must further convince voters he is using that strength for the “everyman” against the “elites,” rather than for his own self-interest. “No matter what obstacle comes our way, we will not break. We will not bend. We will not back down and I will never stop fighting for you, your family and our magnificent country.”

To emphasize his strength, he and his supporters will attempt to portray Harris as “weak.” Too weak to fight for America, too weak to stand up to special interests, too weak to bring about the change America’s middle class needs.

“She’ll be so easy for them [Russia and China]. She’ll be like a play toy.... They look at her and they say we can’t believe we got so lucky. They’re gonna walk all over her...”

In attacking Biden, Trump used age and infirmity as synonyms for weakness. Similarly, in addition to explicit charges of weakness, Trump and his backers will also use racist and sexist dog whistles against Harris— explicitly or implicitly calling her “dumb” or “incompetent” to underscore her supposed inability to stand up for America and Americans.

She doesn’t know how to do a news conference. She’s not smart enough to do a news conference and I’m sorry, we need smart people to lead this country.”

“Intellectually, Kamala is bottom of the barrel... a DEI hire.”

"They said, 'No, her biggest advantage is that she's a beautiful woman.'

"Kamala Harris got her start in politics by sleeping with Willie Brown. ... She's made a career out of begging for handouts from powerful men.

The Harris Advantage

Harris' greatest strength is her vision of a future in which voters are empowered to control their own lives – a future of freedom, prosperity and joy. Harris-Walz supporters must pivot from Trump's "strength against hostile forces" framework to a discussion of Harris' powerful commitment to a better future for Americans and their families: a nation in which voters are empowered to make choices and enjoy the prosperity that their hard work has earned.

When Harris supporters are defending against Trump's attacks – regardless of how racist, sexist or simply wrong they are -- we are fighting on Trump's home turf.

Our most effective and powerful pushback contrasts Harris's energetic commitment to a bright future where the middle class is at the center of America's economic growth, the U.S. has strong alliances and respect abroad, and core personal freedoms at home are preserved, with Trump's attacks on our freedoms and our families and the angry, regressive future that Trump and MAGA have outlined in their Project 2025 scheme.

And so, in dealing with disinformation and attacks on the Harris-Walz campaign, it is important not to repeat or refute the disinformation or engage on Trump's chosen ground, but to pivot into a discussion that focuses on Harris's strengths and visions using the three-point pivot strategy below.

Not every issue that Trump might use to attack Harris as "weak" is addressed here. But this document does address major areas of attack and will serve as a template for responding to other charges that fall under this heading. Keep both MAGA's attack framework and their larger objectives in mind when crafting response strategies – to always avoid inadvertently giving them what they seek.

Claims:

"Kamala Harris is weak..." / "Our country needs a very smart person, and I don't think she's a very smart person." "Private Equity is the Trump vision of your future. You will own nothing. His friends will own you." s

Response:

1) Connect on shared values.

We deserve a country where our freedoms are protected and our families have the opportunity to succeed. To realize that future, we have to choose a president who will fight for all our families and who understands the struggles and dreams of families like ours.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans are using lies and racist attacks to deceive and distract voters from Project 2025, their radical scheme for seizing power and banning abortion, cutting Social Security, and taking away the Affordable Care Act.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Whenever Harris is attacked as “weak” – regardless of the specific wording used (see above) – these contrasts should serve as touchstones for our response.

- The baton has been passed to a new generation of leadership. As a district attorney and Attorney General in California, and as a senator and as vice-president in Washington, Harris has always only ever had one client – the people. As president, she'll fight for lower costs and rising wages, so middle class families have the tools and opportunities needed for a good life. She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. While Trump looks back bitterly on 2020 and plots attacks on our freedoms and democracy, Harris is ready to unite our country and protect our families.
- Harris has always been a strong defender of reproductive rights and will protect our freedom to decide if and when to have kids. Trump and his Project 2025 scheme want to drag us backwards with extremist bans on abortion and IVF, tight restrictions on birth control. Harris trusts Americans to make our own decisions about our bodies without MAGA politicians telling us what to do.
- Harris is standing up against special interests to give middle class families the tools and opportunities they need to succeed. She supports strong unions and a \$6000 tax cut for new parents. She wants to protect overtime pay. She's fighting against price gouging by big corporations. She's fighting to expand opportunities for home ownership and a college education. Harris wants to make sure that the wealthy and big corporations pay what they owe in taxes. She'll stand up against greedy corporations and fight economic corruption wherever she finds it. Trump and the billionaires who back him want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. They joke about firing workers who fight for fair wages.
- Harris has fought long and effectively to ensure LGBTQ+ people have full access to America's promise, with workplace protections, access to medical care and adoption rights. The MAGA Republicans who drafted Trump's Project 2025 scheme want to legalize discrimination, give employers the right to fire LGBTQ+ employees and deny LGBTQ+ people needed medical care.

“Failed”

The Trump-Vance campaign has launched a three-pronged assault on the Harris-Walz ticket, assailing them as “failed, weak, and dangerously liberal.” *Each element of this MAGA tagline summarizes a line of attack.*

Taking a moment to consider each of their strategic messaging goals will be helpful in choosing the best ways to turn aside these disinformation assaults.

- Donald Trump himself is most comfortable leaning into personal attacks, aiming to label Harris as “**weak**.” In addition to direct attacks, his dog-whistle character assaults are designed to animate race- and gender-based voter skepticism. MAGA message-makers are attempting to shrink Harris into a factional candidate, rather than a strong President for all Americans. Harris' recent interview answer to these attacks models the best response: “next question,” moving on to topics that really matter to voters.

- **“Failed”** is the summary label for MAGA message-maker attacks on the Biden Administration record -- specifically on crime, inflation and border security.
- **“Dangerously liberal”** is their shorthand for connecting Harris’ to policies that they claim are substantially to the left of mainstream voters -- including policing policies, trans rights, universal access to health care, and environmental protections.

Republican disinformation will consistently mischaracterize Harris’s positions to fit this tripartite attack framework and, on occasion, completely invent imaginary positions that fit this structure.

Trump Imperatives

Trump leans heavily on the only personal quality that voters still positively associate with him -- his cultivated image as a fearless fighter, using that strength to win great victories for middle America rather than for his own self interest. “My administration has accomplished more than almost any other administration in the history of this country.”

His message strategy is dependent on a “strong v. weak” narrative and portraying failure as the inevitable result of Harris’s weakness.

“She was a bum three weeks ago. She was a bum. A failed vice president in a failed administration...”

Harris Advantages

Harris’s strength is her practical vision of a future in which voters are empowered to control their own lives – a future of freedom and an opportunity economy that builds up the middle class – backed by her record of fighting against MAGA extremists and predators, and for everyday Americans.

While we can talk about Harris’ accomplishments as VP with part of the Biden administration, we can also position her as a “change” candidate with her own vision and plans to build off Biden’s successes and do even more to help working families.

It’s important that we contrast her with self-absorbed, weird and reckless Donald Trump: a candidate whose only priorities are himself and enacting the truly radical Project 2025 scheme for banning abortion, taking away the Affordable Care Act, raising taxes on the middle class and showering the wealthy and special interests with tax breaks and regulatory favors.

Remember: when Harris supporters are defending against Trump’s attacks – regardless of how ridiculous, bigoted or simply wrong they are -- we are fighting on Trump’s home turf.

Instead, in dealing with disinformation and attacks we need to pivot into a discussion that focuses on Harris’s strengths and contrast Harris’s commitment to empowering us to control our lives, choose our leaders and to build a prosperous future, with the angry, regressive vision that Trump and MAGA have outlined in their Project 2025 scheme.

Not every issue that might fall under the “failed” heading is addressed in this document. But it does address major areas of attack and will serve as a template for responding to other charges

that fall under this heading. Keep both MAGA's attack framework and their larger objectives in mind when crafting response strategies – to always avoid inadvertently giving them what they seek.

Economy/Inflation

Claims:

"We have an [inflation crisis](#) that is making life unaffordable, ravaging the incomes of working and low-income families, and crushing, just simply crushing our people like never before. They've never seen anything like it. We've suffered the worst inflation we've ever had. But go back and see what's happened to those countries. We've had the worst inflation we've ever had under this person."

Response:

1) Connect on shared values.

The most important test of an economy is whether it works for working people and gives every family the opportunity to get ahead.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans talk about inflation rates from two years ago because they're afraid to talk about Trump's Project 2025 scheme to raise taxes and household expenses on the middle class and cut taxes for large corporations and wealthy individuals.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Kamala Harris grew up middle class and she understands the economic challenges our families face. That's why she's standing up against special interests to give middle class families the tools and opportunities they need to succeed. She supports strong unions and a \$6000 tax cut for new parents. She wants to protect overtime pay. She's fighting against price gouging by big corporations. She's fighting to expand opportunities for home ownership and a college education. The Biden-Harris administration led America out of the Donald Trump COVID crisis and their administration saw the two highest years of job creation in American history -- more than 15 million jobs have been created since Kamala Harris was sworn in as Vice President. Small business creation is at record level.

Donald Trump has no idea what life is like for working Americans. Trump and the billionaires and special interests who back him want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. Trump wants to impose a sales tax that would cost families \$4000 each year and his Project 2025 scheme calls for \$5 trillion in tax cuts for his rich friends and special interest supporters.

Immigration

Claims:

"We also have an [illegal immigration crisis](#), and it's taking place right now...It's a massive invasion at our southern border that has spread misery, crime, poverty, disease, and destruction to communities all across our land...Americans are being squeezed out of the labor force and their jobs are taken."

Response:

1) Connect on shared values.

Border security plays an important role in keeping communities safe and our economy strong. Rather than singling out and stigmatizing hard-working people who share those goals divides us and makes it harder to build a prosperous and inclusive nation, we need a President who can work with Congress to deliver a fair, orderly and humane immigration system.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans are whipping up anti-immigrant hysteria and rejecting bipartisan border solutions to distract us from their Project 2025 scheme that would raise taxes and destroy jobs for middle class families, while showering tax breaks on billionaires and big corporations.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris worked closely with Republican lawmakers on a comprehensive, bipartisan bill that would have permanently improved our immigration system, secured our border, and stopped illegal drugs. Despite input and support from senior Republicans, Donald Trump single-handedly killed immigration reform because he thinks border concerns help his campaign.

Harris has spent decades fighting violent crime. As a border state prosecutor, she took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. As president, she will hire thousands more border agents and crack down on fentanyl and human trafficking. And she is fighting for common sense gun laws that keep our communities safe, while Donald Trump kowtows to the gun lobby, opposes common sense reforms that would help keep guns out of the hands of criminals and the emotionally disturbed.

As Vice President, Kamala Harris fought to strengthen every family and all of our communities by raising wages and creating 15 million new jobs. As president, she will work to give middle class families the tools and opportunities they need to succeed. She will give new parents a \$6,000 tax cut, protect overtime pay, and lower housing costs. Donald Trump, on the other hand, will do nothing to help working families while he gives the wealthy and big corporations more tax breaks.

Afghanistan

Claims:

"It's [very sad. actually. because these people](#) shouldn't have died. They shouldn't have died. They died because of Biden and because of Kamala. They died just like if they pulled the trigger...Afghanistan was the most incompetently run operation I think I've ever seen..."

Response:

1) Connect on shared values.

We should never ask the men and women who serve our country in uniform to risk their lives without defined goals, the full support of the American people and a clear endgame strategy.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Donald Trump is exploiting this tragedy to disguise his failure to keep his promise to end the war in Afghanistan and distract from his isolationist foreign policy that puts our security and economy at risk by emboldening dictators and weakening America's alliances.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has pledged that, as commander-in-chief, she will ensure that America "always has the strongest, most lethal fighting force in the world." The Biden-Harris Administration strengthened the NATO alliance and Harris helped mobilize a global response to defend against Russia's invasion of Ukraine, while Trump threatened to destroy NATO and called Putin's invasion of Ukraine "a genius move." Harris will strongly oppose autocratic and hostile regimes, strengthening alliances against nations like Iran, China and North Korea. Trump cozies up to dictators Xi Jinping and Kim Jong Un, praising them in public and making conflicts that would make our troops less safe.

International crisis/WW3

Claims:

"[Then there is an international crisis, the](#) likes of which the world has seldom been part of. Nobody can believe what's happening.... our planet is teetering on the edge of World War III."

Response:

1) Connect on shared values.

America's moral and military leadership is the best guarantee of democracy and stability abroad and security and prosperity at home.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump mischaracterizes strong U.S. support for our democratic allies and America's steady global leadership in the face of crises in order to draw attention from a weak, isolationist MAGA strategy that would encourage Russian and Chinese aggression and camouflage Trump's continued embrace of foreign autocrats.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

The Biden-Harris Administration has been a strong supporter of democratic allies including Ukraine and Taiwan, while Trump's MAGA allies in the U.S. House held up critical aid to these allies, emboldening bad actors with expansionist ambitions like Putin and Xi. The Biden-Harris Administration strengthened

the NATO alliance and Harris helped mobilize a global response to defend against Russia's invasion of Ukraine, while Trump threatened to destroy NATO and called Putin's invasion of Ukraine "a genius move." Harris has pledged that, as commander-in-chief, she will ensure that America "always has the strongest, most lethal fighting force in the world." A Harris administration will build alliances that contain and diminish the power of dictators like Xi, Putin and North Korea's Kim Jong Un – strongmen who are cheering for Trump to be elected.

"Dangerously Liberal"

The Trump-Vance campaign has launched a three-pronged assault on the Harris-Walz ticket, assailing them as "failed, weak, and dangerously liberal." *Each element of this MAGA tagline summarizes a line of attack*, and taking a moment to consider each of their strategic messaging goals individually will be helpful in choosing the best ways to turn aside these disinformation assaults.

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Republican disinformation will consistently mischaracterize Harris's positions to fit this tripartite attack framework and, on occasion, completely invent imaginary positions that fit this structure.

Trump Imperatives

Trump leans heavily on the only personal quality that voters still positively associate with him -- his cultivated image as a fearless fighter. He must further convince voters he is using that strength for the "everyman" against the "elites," rather than for his own self interest. "Together, we will restore vision, strength, competence and we're going to have a thing called common sense making most of our decisions actually. It's all common sense."

His message strategy depends on pushing Harris outside the mainstream by accusing her of having "San Francisco values" and relying on – or sympathizing with – radicals, "socialists" and "communists." This is also a charge commonly applied to women of color, as another way to "other" them with voters.

Harris Advantages

Harris's strength is her practical vision of a future in which voters are empowered to control their own lives – a future of freedom and an opportunity economy that builds up the middle class – backed by her record of fighting against MAGA extremists and predators, and for everyday Americans.

It's important that we contrast her with self-absorbed, weird and reckless Donald Trump: a candidate whose only priorities are himself and enacting the truly radical Project 2025 scheme for banning abortion, taking away the affordable care act, raising taxes on the middle class and showering the wealthy and special interests with tax breaks and regulatory favors.

Remember: when Harris supporters are defending against Trump's attacks – regardless of how ridiculous, bigoted or simply wrong they are -- we are fighting on Trump's home turf.

Instead, in dealing with disinformation and attacks we need to pivot into a discussion that focuses on Harris's strengths and contrasts the angry, regressive Trump/MAGA vision outlined in their Project 2025 scheme with Harris's vision of Americans empowered to control our lives, choose our leaders and to build a prosperous future. While "radical" is an attempt to paint Harris as "other," we can push back by showing that she is actually working on behalf of average people - showing her as both relatable and dedicated to fighting for "people like you."

General claims of "radical"

Claim:

"Kamala Harris is a dangerous liberal. She makes Joe Biden look competent and moderate by contrast."

Response:

1) Connect on shared values.

America should be a nation where all of us have the freedom to choose our leaders and become our best selves, and the opportunity to prosper and thrive – whoever we are and wherever we come from.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans are using hysteria and distortion to draw attention away from their Project 2025 scheme: Trump's MAGA blueprint for banning abortion, taking away the Affordable Care Act, and giving more tax breaks to the wealthy and big corporations.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has always fought for us -- as a district attorney and Attorney General in California, and as a senator and as vice-president in Washington. She's fought for common sense gun-safety legislation to make our schools and communities safer, health care legislation that keeps families healthy and lowers their costs, economic policies that strengthen the middle class. She trusts people to make their own

decisions about when and how to have a family. And she believes every American should share in our freedom and prosperity.

Donald Trump's radical Project 2025 scheme demonizes Americans because of who they are and where they're from. It rips health care decisions away from families and individuals and hands power over our most intimate decisions to hard-right MAGA legislators. It would give the wealthy and powerful even more wealth and power with tax cuts and favors that benefit the one percent.

Anti-trans attacks

Claim:

"The left-wing gender insanity being pushed at our children is an act of child abuse. Very simple...."

Response:

1) Connect on shared values.

Decisions concerning a child's health care should be made by their family and their doctor – the people who know the child best and care most.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

We need real solutions to the problems we're facing, not politicians stirring up divisions for their own political gain. Americans are looking for policies that will help them pay their bills, stay healthy and keep their communities safe. Trump's MAGA supporters are trying to incite trans hysteria in order to distract Americans from Trump's plans to raise families' health care costs, stoke inflation with a huge tax on consumer goods and shower the wealthy and large corporations with special tax favors.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

So while other politicians are focused on creating a big panic around transgender kids, Harris wants to ensure that every American, especially vulnerable teens and their families, have the freedom to access the health care and mental health services they need to stay well. Trump wants to take personal decisions away from families, end the Affordable Care Act that 47 million Americans rely on to stay healthy, raise the cost of prescription medication, slash Medicare and give government control over reproductive health decisions.

"Socialist" Healthcare

Claim:

Kamala Harris co-sponsored Bernie Sanders' \$32 trillion plan for a socialist takeover of the entire U.S. health system, which will be a disaster and will bankrupt Medicare and Social Security.

Response:

1) Connect on shared values.

Every American should have access to the best health care system in the world without having to worry if the bill will bankrupt their family.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump and his MAGA allies are using scare words to hide their plans to raise prescription drug costs, increase healthcare prices, and take away the Affordable Care Act that provides health care to 47 million Americans.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris fought for families by fighting to protect common-sense programs including the Affordable Care Act that 47 million Americans rely on. They lowered prescription costs for seniors, capped the price of insulin at \$35 a month for retirees, fought for common-sense gun laws to make our schools and communities safer. Harris will work to eliminate [the medical debt](#) that helps push a half-million Americans into bankruptcy every year.

Trump would cave to special interests – letting insurance companies refuse coverage for pre-existing conditions, letting drug companies raise prices without restraint, letting the gun lobby write our gun safety laws, letting MAGA extremists write our abortion laws. Trump and his MAGA Republican allies have a scheme to cut Social Security and Medicare, ban abortion, limit birth control access, and take away healthcare coverage from children.

Infanticide

Claim:

“She wants abortions in the eighth and ninth month of pregnancy... [And even after birth, the execution of a baby.](#) Because that's not abortion, that's the execution of a baby.”

Response:

1) Connect on shared values.

There is no more personal decision than if and when to have kids, and that decision should be made by parents and physicians.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Republicans are spreading hysterical lies about Harris because they know that women are paying a brutal price for MAGA Republican reproductive health policies that most Americans reject.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has spent her career fighting for the right of women to choose an abortion and the right of doctors to take life-saving actions. She supported the Right to IVF Act that JD Vance and Senate republicans killed. And she will protect access to birth control, now threatened across the country by MAGA legislators and radical judges.

Donald Trump tries to play it both ways, telling different stories to different crowds. But he brags about appointing the justices that struck down Roe v. Wade and pledged to vote against a bill that would protect abortion rights in his home state of Florida.

Climate

Claim:

“She co-sponsored the \$100 trillion green new scam with the goal of completely abolishing the oil, coal, and natural gas industries, which would reduce the United States to a third-world country. No more oil, no more gasoline...She wants no fracking... Kamala even wants to pass laws to outlaw red meat to stop climate change.”

Response:

1) Connect on shared values.

All our families deserve the freedom and stability that comes with being able to afford gas to get to work and electricity to heat and cool our homes. No parent should have to worry if the air their kids breathe or the water their kids drink could make them sick with contamination.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump doesn't want Americans thinking about how he has no plans to slow the climate change fueling more and more extreme weather events, no vision for job creation in a growing economic sector, no energy strategy except for the one dictated by Big Oil in the Project 2025 scheme.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

As Vice President, Kamala Harris has created 16 million jobs, including hundreds of thousands of new, good-paying union jobs in clean energy as part of a strong and diversified energy policy. She knows we can create good jobs and lower energy prices while making sure our kids have safe water to drink and clean air to breathe.

And [Kamala Harris loves a good cheeseburger.](#)

The Project 2025 scheme calls for gutting the Environmental Protection Agency and taking away rules that keep our air and water clean and safe. Trump has pledged to allow polluters to drill in pristine wilderness areas, spew power plant smoke into the atmosphere and our lungs and put our beaches and fisheries at risk with offshore drilling. Instead of fighting for consumers and jobs, Trump takes his energy policy marching orders from Big Oil, pushing policies that would fatten oil industry profits while accelerating global warming, crippling America's energy leadership, and leaving families vulnerable to

other oil producing nations – including like Iran, Russia, Venezuela and Saudi Arabia –as they conspire to control supplies and raise process.

Noncitizen Voting

Trump and his allies are using immigration policy generally to underscore their “failed” charge and have seized on false claims of noncitizen voting as a dangerous and anti-democratic aspect of this “failure.”

These claims often mirror or support the “Great Replacement” conspiracy that Democrats and progressives are “importing” voters to shape the overall electorate and consolidate political power - it is a version of the “Big Lie 2.0” narrative where right-wing actors can preemptively declare voter fraud to dispute the results of the election. There is, of course, no evidence for these claims.

This focus excuses flagrant voter suppression efforts and sets up a framework to challenge election results as illegitimate should Trump lose in November. It also, and not subtly, plays on racial resentment and white insecurity as voters of color assume a greater share of electoral power.

We need to point out that these claims are baseless, but not spend time litigating it - make the point and then move quickly to other issues that matter to voters – controlling our own lives, securing our communities and creating economic opportunity for our families. While Trump distracts with the specter of illegal voting, the real threat comes from his Project 2025 schemes to attack our rights, raise our taxes, limit our opportunities and shower favors and tax breaks on his cronies.

We can also directly call out the political strategy at play here - Trump and his allies want to run their campaign around immigration - and they want to avoid talking about their plans to undermine voters and overturn the election.

Claim:

“[The Democratic Party] wants more power, and the way they’re going to do it is she wants to give all those illegal aliens the right to vote.”

Response:

1) Connect on shared values.

We all care about election integrity and want our voting systems to be safe and secure.

2) Attack Trump’s tactics as deliberate distractions without dismissing the underlying problem.

Instead of focusing on the real challenges that affect all working families, MAGA Republicans would rather rile us up about immigration to distract and divide us. This is just another version of the sort of lie that led to January 6.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Harris recognizes that the real threat to our democracy comes from Donald Trump, who lied relentlessly about the 2020 election and even sent a violent mob to the Capitol to steal the election on January 6. Now, he is using lies about immigrants to claim the 2024 election will be stolen.

As Vice President, Harris has been an unrelenting champion for our freedom to vote. She has traveled to 13 states to speak out for voting rights and against voter suppression laws. The MAGA Republican Project 2025 scheme would eliminate the Justice Department's Civil Rights Division, making it easier to restrict voting rights. Republicans want to silence voters they think oppose their agenda, and sow seeds of doubt that will make it easier for them to contest results if they lose

American voters get to decide who will govern in our name - and we demand that election officials respect our freedom to cast our ballots, have them counted, and ensure the will of the people prevails.

Claim:

["Or should we allow foreigners and](#) illegal aliens to decide who sits in the White House and in the people's House and in the Senate?"

Response:

1) Connect on shared values.

Every eligible voter should be able to make their voice heard and decide who sits in the White House and in Congress.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump and his MAGA extremist allies continuously raise baseless fears of illegal voting because they want an excuse to launch another Big Lie/January 6th campaign to overturn the election if Trump loses.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Kamala Harris believes that the privilege of choosing our government belongs to the American people, and every eligible voter should have an equal say. Donald Trump thinks that he should have the power to make himself the president. He believes that his selfish lust for power should overrule the legitimate votes of tens of millions of Americans.

And Trump is not only willing to take our votes away by cheating, he's willing to tear America apart to do it, stoking racist and xenophobic fears to turn Americans against each other. Harris has vowed to be president of "all the people" not just wealthy donors and MAGA extremists.

Claim:

“Democrats [have expressed a desire to turn non-citizens into voters](#)...If a nefarious actor wants to intervene in our elections, all they have to do is check a box on a form and sign their name. That's it. That's all that's required. And there's a very small chance that an illegal voter would get caught.

Response:

1) Connect on shared values.

The stability of our democracy depends on our defense of American citizens' right to vote.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Donald Trump is spreading fear and lies about immigrants and voting to draw attention away from his nefarious attempt to overturn the legitimate votes of 81 million Americans and steal this election in 2020 – the same way he'll try to steal it in 2024 if he loses.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Election officials in every state are scrupulous in their commitment to fair and legal voting. The greatest threat to voting rights since the Jim Crow era have been MAGA extremist attacks on honest and dedicated local election officials, right wing attempts to suppress registration and voting with severe restrictions and penalties, and Donald Trump's lies about the 2020 election.

Harris has always fought to expand voting rights and protect the ability of Americans to participate in our democracy. While Donald Trump embraces the Project 2025 scheme to take power away from us and restrict abortion, raise middle class taxes and cut taxes for big business, Harris believes in a strong democracy and a government that works for the middle class, not the special interests. Trump tells lies about voting because he's afraid of her fight for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. He and his MAGA backers don't want the wealthy to pay their fair share of taxes.

Claim:

“[Democrats cynically decided they wanted votes from illegals more than](#) they wanted to protect our children...”

Response:

1) Connect on shared values.

Nothing unites Americans more than concern than the safety and security of our children and their futures.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

MAGA extremists spread lies about voting and immigration to distract Americans from their profoundly anti-child agenda. They talk about keeping our democracy safe, while they support policies that make life more difficult and dangerous for families with children.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

[MAGA Republicans killed the child](#) tax credit, sending 5 million children into poverty. The Project 2025 scheme would deny troubled children mental health medical care that their families and doctors have determined they need. Project 2025 calls for a war against the public schools most children attend and the teachers who educate them. Despite the frequency of school shootings, which JD Vance calls "a fact of life," Trump still takes his marching orders on gun legislation from extremist gun rights organizations, opposing common sense gun laws. MAGA extremists are still trying to kill the Affordable Care Act that 47 million Americans rely on. And Trump has caved to militant anti-vaxxers, and would force schools to allow children unvaccinated [against crippling and deadly](#) diseases into school.

Harris is fighting for children and their families. She supports a \$6000 tax credit for families with children and opposes Trump's massive tax on imported products like back-to-school clothes and household necessities. As a border state prosecutor, she took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. As president, she will hire thousands more border agents and crack down on fentanyl and human trafficking. And she is fighting for common sense gun laws that keep our communities safe.

Crime

Claims:

"We're here today to talk about how we are going to [stop the Kamala crime wave](#) that is going on at levels that nobody's ever seen before..."

Response:

1) Connect on shared values.

Nothing is more important than the safety and security of our communities.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Despite one of the largest decreases in violent crime ever recorded, MAGA Republicans continue to lie about safety in order to distract us from Donald Trump's Project 2025 scheme, a targeted attack on our freedoms and middle class prosperity. If they win, they'll ban abortion, cut Social Security, and give big corporations more tax breaks.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Kamala Harris spent much of her career as a prosecutor, taking on seasoned lawbreakers like Donald Trump. As attorney general, Harris stood up for veterans and students being scammed by big, for-profit colleges and for workers who were being cheated out of their wages, the wages they were due. New York City Billionaire Donald Trump scammed millions of dollars from more than 6000 students with his fake, for-profit, Trump University. Donald Trump cheated hundreds of contractors out of the money they were owed for work on his hotels.

And former president Donald Trump is under indictment for multiple crimes related to his fraudulent and violent attempts to steal the 2020 election – to steal the votes of 81 million Americans. Harris will enforce the law. Trump believes he is above the law.

Harris will fight for common-sense gun regulation to make our schools and communities safer. Trump will do whatever the National Rifle Association tells him to do, regardless of its consequences for our children's safety.

Harris will fight for families' economic security with support for homeownership and a college education. She supports strong unions and a \$6000 tax cut for new parents. She's fighting against price gouging by big corporations. As attorney general of California, she took on the big banks, delivered \$20 billion for middle-class families who faced foreclosure and helped pass a homeowner bill of rights, one of the first of its kind in the nation. The Biden-Harris Administration's commitment to manufacturing, infrastructure and energy technology are positioning America for continued growth and good jobs for years to come. Investment in manufacturing has doubled since they took office. Trump and the billionaires and special interests who wrote his Project 2025 scheme want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. Trump wants to weaken families' security with a sales tax that would cost families \$4000, while his Project 2025 scheme calls for \$5 trillion in budget-busting tax cuts for his rich friends and special interest supporters. Project 2025 would end the Affordable Care Act that millions of families depend on, slash support for children's health care and raise drug prices for everybody. American families would be less secure under Donald Trump.

Foreign Interference

Background

The U.S. Justice Department has produced evidence that the Russian government is again attempting to influence the U.S. Presidential election, on behalf of Donald Trump. Iran has been credibly accused of hacking the Trump campaign and leaking documents to the press and to the Harris campaign. Secretary of State Blinken has seen evidence of Chinese attempts to interfere in this year's presidential contest. It can be assumed that other nations are overtly or covertly attempting to influence the election, as well.

Response

Under no circumstances should we be commenting directly on these or any other allegations of foreign interference. Discussions of foreign interference distract from the Harris campaign's messages. They invite pointless and endless speculation about which countries' involvement is more pernicious and which side (and how much) it helps. And they reinforce moderate Republican resentment and

independent voter ambivalence regarding allegations of Russian interference in 2016, the inconclusive Mueller investigation and the 2020 handling of the Hunter Biden laptop story.

Messages

If queried regarding Russian interference, Iranian hacking or any related subject, pivot immediately to the Harris campaign message of personal freedom and participation in the democratic process.

Partisan/c4 version

- The American people, and no one else, will choose our leaders and pick our president this fall.
- Feeble attempts by foreign governments to affect our elections are not going to deter Americans from voting for the Harris-Walz tickets and a platform of personal freedom, American prosperity and global leadership.
- Every eligible American should have the opportunity to cast a ballot and Kamala Harris has fought long and hard to protect and expand voting rights.
- Kamala Harris will put the American people first.

Abortion

Background

Choice and related issues, including access to birth control and In Vitro Fertilization (IVF), remain among the most contentious issues of the current campaign. Trump, who has bragged about appointing three Supreme Court justices who voted to kill *Roe v. Wade*, is attempting to evade responsibility for draconian abortion restrictions imposed by numerous states in the wake of that ruling and turn the issue against Harris, painting himself as a hero for returning the issue to the states – “The states are now voting... I did a great service in doing it. It took courage to do it....” and casting Harris as an extremist supporter of late-term abortions and the “execution” of babies after birth.

After the deaths of two Georgia women who were unable to receive emergency abortion care, MAGA Republicans are either staying silent on the tragedy or pushing back, claiming that there is no evidence that the Georgia deaths were caused by Georgia’s six week abortion ban, and that medication abortions are inherently dangerous and should be restricted.

While [news sources](#) have pointed to a dramatic rise in the death of pregnant women since Texas passed a law banning all abortions except those to save the life of the mother, Project 2025 – the Trump blueprint for controlling the government and restricting our freedoms – lays out in detail the restrictive agenda a Trump Administration would pursue.

Trump’s Message:

Trump’s greatest personal advantage is a perception of strength, and this is apparent in his messaging on abortion. To smaller, evangelical and extremist MAGA audiences, he portrays himself as a bold defender of life: “[After 50 years of failure](#), with nobody coming even close, I was able to kill *Roe v.*

Wade, much to the ‘shock’ of everyone....” His message to larger audiences, swing voters and – especially – women, is one of moderation and strength. He is a courageous defender of the Constitution and states rights, and a strong supporter of women: “...I am your protector, I wanna be your protector.” In his telling, Harris is the extremist, putting women’s health in jeopardy and supporting the murder of babies.

Harris’s Message:

Harris’s message centers on personal freedom and women’s health. “Now we know that at least two women — and those are only the stories we know here in the state of Georgia — died because of a Trump abortion ban.” Not only is the right to abortion at stake, but access to birth control and IVF are threatened. Trump’s abortion agenda is part of a larger agenda to deny Americans personal freedom and choice. Trump’s history of bending knee to the most vocal elements of the anti-abortion movement reveals his willingness to continue doing so going forward, including embracing the radical anti-choice agenda outlined in Project 2025. Pressured by his extremist base, he will put health care decisions in the hands of MAGA legislators and judges and allow government officials to interfere in the most intimate decisions a person can make.

Remember:

- Hold Trump accountable for the actions of his judges and his supporters. He has enabled extremists to set abortion policy at the national and the state level and women are suffering (personally, economically, psychologically and physically) and dying because of his actions.
- Portray Trump as a puppet of extremist anti-abortion activists.
- Do not get caught up in a discussion of the details of individual cases.
- Do not debate abortions later in pregnancy. If we are arguing about the number of weeks acceptable for an abortion, or debunking late-term abortion myths, we are on their ground and we are losing.
- Do not use terms like “late-term” or “partial-birth” or talk about months or trimesters. Make it clear that exceptions do not work; a ban is a ban. Any restriction will block people from accessing the care they need, with sometimes deadly consequences.
- Responses should correct the record while calling out the motive behind these statements - and pivot to more proactive messaging.
- Do not debate the efficacy of medication abortions – that is a woman’s choice to make.
- Connect the threats to abortion to the larger agenda – threatening access to birth control and IVF, taking away personal freedoms.
- Refer to the three-step pivot strategy

Messaging

Claim: “She wants abortions in the eighth and ninth month of pregnancy... And even after birth, the execution of a baby. Because that’s not abortion, that’s the execution of a baby.”

1) Connect on shared values.

Every person should have the freedom to choose if, when and how to have a family. Healthcare decisions should be made by patients, their loved ones and their physicians, not not by politicians.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Abortions late in pregnancy are VERY rare - but Trump's allies love to tell emotional, hypothetical stories to distract from the very real stories of abortion restrictions harming families. One-size-fits-all laws, including laws that ban abortion later in pregnancy, prevent doctors from providing women with the health care they need, including women who experience serious complications later in pregnancy.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has an unbroken record of fighting for the right of women to make their own medical decisions and the right of doctors to take life-saving actions. She believes women should have the freedom to choose when and how to start a family and that extremist MAGA politicians should not be able to interfere in these intensely personal decisions.

Donald Trump's Supreme Court has allowed blanket abortion bans that are putting women's lives in jeopardy by preventing doctors from providing women with the health care they need – including women who experience late-pregnancy complications that put their lives in danger or threaten their ability to have another child. Trump's MAGA Project 2025 scheme would go even further—criminalizing abortion, allowing hospitals to deny life-saving care and establishing a nationwide surveillance system to monitor women's reproductive health decisions.

Trump-supported abortion restrictions fall hardest on people who already face obstacles to health care: people of color, people with disabilities, people in rural areas, young people, immigrants, and those having a tough time making ends meet. Harris believes that every American should have the ability to make personal and intimate choices about their families and their lives.

Claim: *“And as far as the abortion ban, no, I'm not in favor of abortion ban.”*

1) Connect on shared values.

Every person should have the freedom to choose if, when and how to have a family. Health decisions should be made by patients, their loved ones and their physicians, not not by politicians.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans say one thing and they do another. Whenever challenged, Trump does exactly what anti-choice extremists demand.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

We can't trust Trump to protect our freedom. Trump appointed three extremist anti-abortion justices to the U.S. Supreme Court. Kamala Harris was proud to vote against all three.

He caved to the demands of anti-abortion extremists and said he would vote in favor of a Florida ballot measure to make abortion illegal after six weeks.

Trump's Vice Presidential candidate, JD Vance, bowed to extremist demands and voted with Senate Republicans to kill the Right to IVF Act, and he was MIA when Republican Senators killed the Right to Contraception Act. Harris strongly supported both bills.

When Congress passes a bill to put back in place the protections of Roe v. Wade, Kamala Harris will proudly sign it into law. Trump will do extremists' bidding and sign a national abortion ban.

Trump's Project 2025 scheme would further restrict our freedoms by giving a MAGA administration the authority to monitor women's pregnancies. It would restrict access to birth control. It would pressure the FDA to reverse its approval of medication abortion and make it illegal to ship abortion pills through the mail, laying the groundwork for a national abortion ban.

As part of his strategy to place health care in the hands of extremists and insurance companies, a Trump Administration would reverse Biden-Harris policies that require hospitals to offer abortions in medical emergencies. It would attack potentially life-saving fetal cell research and eliminate any CDC programs that promote abortion as health care.

Youth

Background

This November, 40 million young people will be eligible to vote. Polling suggests that more than half of them will turn out. And they have the power to make a difference: analysis of the 2020 election finds that an increase in youth turnout of 10 percent over previous elections played a significant role in Biden's victory.

This election, however, young voters – especially young men – have been less enthusiastic about the Democratic candidate and electoral participation in general. Only 9% of young voters feel the country is headed in the right direction. Among young men, Democratic Party identification has dropped from 42% in 2020 to 32% this year, and Harris's advantage with them is shrinking, with only 53% of young men planning to vote for Harris versus 36% for Trump. And, while Harris is making significant gains in enthusiasm and support among young women, college students, and Black voters, one in four Black men under 50 supports Trump.

Despite media coverage suggesting that the Gaza war is of paramount concern to these voters, polling reveals that economic issues are the most critical among the young, specifically inflation, healthcare, housing, and jobs. Among young Democrats, the most important issues are women's reproductive rights, the economy, gun violence, and healthcare.

According to recent polls, young adults are generally unhappy with both parties and the two-party system and do not think our democracy is working. A disturbing number are considering sitting out this election. Getting through to students requires a conversation about the underlying real stakes involved and why their vote is critical.

Trump's Message

Trump's strongest message is his economic message. The natural concern of young people for their economic future is compounded by relentless Republican-manufactured pessimism about the economy. Trump promises to make it easier to get a job, buy a house, and afford gasoline and basic necessities – to make it easier for young people to secure a future. In his telling,

Harris has been a part of an administration defined by economic failure. When many young men are living paycheck to paycheck, Trump's leadership style – he is the guy who will bulldoze his way through to get stuff done – is particularly appealing to young men.

Harris's Message

Harris's greatest strength is her bold vision of a future where voters can control their lives – a future of freedom, prosperity, and joy. She is committed to a bright future where the middle class

is at the center of America's economic growth, the U.S. has strong alliances and respect abroad, and core personal freedoms at home are preserved. Our most effective and powerful pushback contrasts this vision with Trump's attacks on our freedoms and the tired, regressive future that an aging Donald Trump and MAGA have outlined in their Project 2025 scheme. In contrast to the persona he tries to project, Trump is a weak captive of rich special interests and right-wing extremists.

Remember:

- When we defend against Trump's attacks, we are fighting on Trump's home turf. Do not
- argue inflation rates, GDP growth, or other details.
- Do not minimize young voters' concerns; validate them and explain how
- non-participation could have significant consequences.
- Encourage young voters to vote and make the conversation into one about their power
- to influence the issues they care most about by voting.
- Recruit in-person and online influencers who can persuade young people to vote.
- Use the 3-point pivot strategy.

Voting

Claim: *"Your vote doesn't matter."*

1) Connect on shared values.

We are fortunate to live in the United States, a country that gives its people the power to choose leaders. This race will be extremely close, and your vote makes a difference.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans have been working specifically to make it harder for young people and students to vote – making it harder to register, restricting early and mail-in voting, and attacking our electoral system to make people think their vote doesn't matter. They know you can make a difference, and they are afraid of your power.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump's ominous blueprint for centralized MAGA power.

The Harris campaign is about empowering you to control your own future. She'll continue to create millions of jobs in growing sectors like electronics, green energy, construction, and

manufacturing. She'll fight to make housing, health care, and a college education more affordable for you and young families. Vice President Harris will let you decide when and how to start your family. Your vote can help make that future real.

Trump's Project 2025 scheme is a blueprint for concentrating wealth and power in the hands of the same old crew: They'll let MAGA extremists ban abortion and stop common sense gun laws.

And he will reward the rich with even more tax breaks, giving insurance companies and drug companies control of our health care and creating special favors for special interests.

Weakness

Claim: *"Kamala Harris is weak..."*

1) Connect on shared values.

We deserve a president willing to stand up for our values and fight for our futures. We need a leader who understands the struggles and dreams of young people today.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Donald Trump uses lies and attacks to hide the fact that he's too weak to say no to the extremists and special interests who control his campaign and who wrote his radical Project 2025 scheme seizing power and banning abortion, ending student loan forgiveness, taking away the Affordable Care Act and showering tax breaks on the rich.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Donald Trump is manipulated by foreign dictators and will surrender Ukraine to Vladimir Putin.

Trump bowed to anti-abortion radicals and appointed three extremist anti-abortion justices to the U.S. Supreme Court. When the Right to IVF Act was introduced into the Senate, Trump's Vice Presidential candidate, JD Vance, bowed to radical MAGA demands and voted to kill it. After saying he opposed Florida's proposed six-week abortion ban, Trump caved to anti-abortion extremists and said he would vote in favor of it.

Trump's radical Project 2025 is a collection of special favors demanded by rich campaign donors and big business lobbyists. Rather than fight for workers, he gave in to demands to cut worker protections, limit overtime pay, and wage war on unions. Trump jokes about firing workers who fight for fair wages. And, he proposes budget-busting tax cuts for big business and the rich, saddling today's young people with trillions of federal debt – while proposing to raise taxes on everything we buy that's made overseas.

Abortion

Claim: *“She wants abortions in the eighth and ninth month of pregnancy... And even after birth, the execution of a baby. My Administration will be great for women and their reproductive rights,”*

1) Connect on shared values.

People must be free to choose if, how, and when to have kids.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Republicans are spreading hysterical lies because they know that women are paying a brutal price for MAGA Republican reproductive health policies that most Americans reject and that their policies will make it harder for young men to take control of their own futures.

3) Contrast Harris’s fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump’s ominous blueprint for centralized MAGA power.

Harris has an unbroken record of fighting for the right of women to choose an abortion and the right of doctors to take life-saving actions. She believes women should have the freedom to choose when and how to start a family and that extremist MAGA politicians should not be able to interfere in these intensely personal decisions.

Young men have a stake in this battle, as well. Their lives can be dramatically affected by their partner’s access to reproductive care and their own access to birth control and to IVF treatments – access that MAGA Republicans are also trying to restrict.

When it comes to abortion rights, we know who Trump listens to. When anti-abortion radicals demanded that he appoint three extremist anti-abortion justices to the U.S. Supreme Court, he did. Kamala Harris was proud to vote against all three. When Republicans in Congress killed the Right to Contraception Act, JD Vance was too busy campaigning to cast a vote. When the Right to IVF Act that Vice President Harris strongly supported was introduced into the Senate, JD Vance bowed to extremist demands and voted to kill it. After saying he opposed a proposed six-week abortion ban in Florida, Trump caved to the demands of anti-abortion extremists and said he would vote in favor of it. The freedom for men and women to choose when and how to start a family is not a priority for the Trump-Vance ticket.

We know what he’s done. And we know what he’ll do. Trump’s Project 2025 scheme calls for mandatory state reporting on the number of abortions performed, restricting access to abortion drugs, eliminating funding for Planned Parenthood, and restoring religious and moral exemptions to the contraceptive mandate under the Affordable Care Act. These rollbacks on reproductive freedoms will impact women, their partners, and families, who will lose the right to make decisions that are in the best interests of their own families without interference from right-wing politicians.

Economy

Claim: *“Four more years of brutal job losses, higher taxes, surging prices, falling wages, and economic depression and despair.”*

Response:

1) Connect on shared values.

One of the most important tests of an economy is whether it gives young people the tools and opportunities they need to get ahead.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans spread hysterical disinformation because they want you to forget that Trump’s Project 2025 scheme is all about taking care of big businesses, giving rich people tax breaks, and creating loopholes for special interest lobbyists, and has nothing to say about creating opportunity for young people.

3) Contrast Harris’s fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump’s ominous blueprint for centralized MAGA power.

Kamala Harris grew up in the middle class and understands our families' economic challenges. She’s fighting for an “opportunity economy” that grows prosperity from the middle out and stands up against special interests to give middle-class families and recent college graduates the tools and opportunities they need to succeed.

Harris has spoken about the importance of home ownership and promised to work with the private sector and homebuilders to increase the housing supply and assist first-time homebuyers. She’s fighting to expand opportunities for a college education and supports student loan forgiveness so graduates don’t start out deeply in debt. She’s fighting against price gouging by big corporations and to lower the cost of groceries and health care. She supports strong unions and a \$6000 tax cut for new parents.

The Biden-Harris administration saw the two highest years of job creation in American history -- more than 15 million jobs have been created since Harris was sworn in as Vice President.

For those who choose not to go to college, Harris has fought to ensure they have the tools and opportunities to thrive, including creating over one million registered apprenticeships. As Vice

President, she’s created new, good-paying union jobs for people to rebuild our infrastructure and communities. Under her leadership, we are investing in the clean energy manufacturing jobs of the future. Harris is fighting for more affordable housing with concrete plans to build more houses and lower costs, including \$25,000 for new homebuyers and 3 million new homes that middle-class families can afford. Vice President Harris knows rent is too high and will sign legislation to outlaw new forms of price fixing by corporate landlords. Harris has a comprehensive plan to build three million more rental units and affordable homes

Donald Trump has no idea what life is like for working Americans. His father was a corporate landlord and he and Donald had to settle a housing discrimination suit brought because they

refused to rent to Black families. Trump and the billionaires and special interests who back him want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. Trump wants to impose a sales tax that would cost families \$4000 each year and push the country into a recession, and his Project 2025 scheme calls for \$5 trillion in tax cuts for his rich friends and special interest supporters.

Student Debt

Claim: *“Forgiving student debt is a massive windfall to the rich, to the college-educated, and most of all to the corrupt university administrators of America,”*

1) Connect on shared values.

Educational and economic opportunities are cornerstones of our nation’s economic security and a promise America should make to every young person.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA politicians launch class-warfare attacks on programs that put more money in working families’ pockets to distract from the fact that MAGA economic policy is entirely composed of special favors for special interests, tax breaks to the rich, and loopholes to make it easier for big corporations to exploit workers and pollute our environment.

3) Contrast Harris’s fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump’s ominous blueprint for centralized MAGA power.

Harris wants to give every American a pathway to success, including earning a college degree without having your future clouded by unsupportable debt. Over the last four years, the Biden-Harris administration has approved over \$170 billion in student loan forgiveness for almost five million borrowers and delivered record investments in HBCUs, Tribal Colleges, Hispanic-serving institutions, and other minority-serving institutions. Trump has pledged to end student loan forgiveness programs and has no plan to make college more affordable.

Housing

Claim: *“Under this administration, mortgage rates have quadrupled, and the fact is, it doesn’t matter what they are because you can’t get the money anyway.... Young people can’t get any financing to buy a house....”*

1) Connect on shared values.

Homeownership is a critical part of the American Dream that has been out of reach for too many young people.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Republican attacks are just a distraction from the fact that their policies will make it harder than

ever for young people to afford a home.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has always stood up for renters and homeowners — as Attorney General of California, she took on the big banks to deliver \$20 billion for middle-class families who faced foreclosure and helped pass a homeowner bill of rights. Harris is fighting for more affordable housing with concrete plans to build more houses and lower costs, including \$25,000 for new homebuyers and 3 million new homes that middle-class families can afford. Vice President Harris knows rent is too high and will sign legislation to outlaw new forms of price fixing by corporate landlords.

Harris has a comprehensive plan to build three million more rental units and affordable homes. Harris has always stood up for renters and homeowners. As Attorney General of California, she took on the big banks to deliver \$20 billion for middle-class families facing foreclosure and helped pass a homeowner bill of rights.

Trump, a shady landlord himself, would worsen the housing shortage with his Project 2025 scheme, which would change mortgage policies to make it harder for middle-class Americans to purchase homes. He'll also stand with corporate landlords to raise rents for working families.

Gun Violence

Claim: *"She has a plan to confiscate everybody's gun."*

1) Connect on shared values.

Every community, school, and family should be free from the fear of gun violence.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump is lying to disguise the fact that he gets his gun policies from extremist gun lobbying organizations, and he's more interested in their campaign contributions than our children's safety.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Both Vice President Harris and Governor Walz are gun owners, and Walz is a passionate hunter and outdoorsman. But they have seen the damage guns are doing to our communities and our schools. Harris has called for increased gun safety measures to keep guns out of the hands of criminals and dangerous people, including red flag laws, universal background checks, and an assault weapons ban.

As Vice President, Harris helped pass the Bipartisan Safer Communities Act, the most significant gun safety law in nearly 30 years, and created the National Extreme Risk Protection

Order Resource Center, which supports the effective implementation of state red flag laws.

Trump takes his marching orders from the gun lobby, protecting the easy availability of guns and opposing gun regulations designed to keep firearms out of the hands of domestic abusers and the mentally ill. Trump's Project 2025 scheme calls for overriding state laws on carrying concealed weapons and defunding "red flag" laws that allow law enforcement officials to remove guns from someone who is a risk to themselves or others.

Health Care

Claim: *Kamala Harris co-sponsored Bernie Sanders' \$32 trillion plan for a socialist takeover of the entire U.S. health system, which will be a disaster and will bankrupt Medicare and Social Security.*

1) Connect on shared values.

Every American should have access to the best healthcare system in the world without worrying if the bill will bankrupt their family.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump and his MAGA allies are using scare words to hide their plans to raise prescription drug costs, increase healthcare prices, and take away the Affordable Care Act that provides healthcare to 47 million Americans.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris fought for families by fighting to protect common-sense programs, including the Affordable Care Act, which 47 million Americans rely on, and will continue the Biden Administration's efforts to increase access to insurance through the ACA. Trump and his Project 2025 scheme will kill the ACA and limit access to Medicaid. The Biden-Harris administration lowered prescription costs for seniors and capped the price of insulin at \$35 a month for retirees. Harris will work to eliminate the medical debt that helps push a half-million Americans into bankruptcy every year.

Trump would cave to special interests – letting insurance companies refuse coverage for pre-existing conditions or raise coverage costs through the roof, letting drug companies raise prices without restraint, letting the gun lobby write our gun safety laws, and letting MAGA extremists write our abortion laws. Trump and his MAGA Republican allies have a scheme to cut Social Security and Medicare, ban abortion, limit birth control access, and take away healthcare coverage from children. Project 2025 reduces access to affordable health care and medication, includes significant restrictions in coverage for reproductive health, and limits coverage for transgender individuals.

Israel/Palestine

Claim: *“She doesn’t care about Palestinian suffering.”*

1) Connect on shared values.

Ending the cycle of suffering and violence and setting the stage for long-term peace and stability should be the anchors of American Middle East policy.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump’s dangerous rhetoric and unfounded accusations are just a distraction from the fact that he has no vision for a peace agreement that will protect Palestinian and Israeli lives.

3) Contrast Harris’s fight to preserve freedoms, expand middle-class prosperity, and make communities safer with Trump’s ominous blueprint for centralized MAGA power.

Harris has called for a ceasefire that will protect Palestinian lives and is working hard for the safe return of the hostages. She recognizes Israel’s right to exist and believes that a two-state solution is the only way to guarantee long-term peace. She is working with President Biden towards a peace where “the hostages are released, the suffering in Gaza ends, and the Palestinian people can realize their right to dignity, security, freedom, and self-determination.”

And Harris is a strong supporter of the right to organize and demonstrate the values you support, while Trump has threatened to use the military to suppress progressive protests. She shares demonstrators’ concerns for the people and future of Gaza and believes we should always keep in mind the cost of human suffering of any military action an ally takes.

Trump has never expressed concern for the plight of the Palestinian people while anti-Arab and Islamophobic rhetoric and policies were a hallmark of his presidency.

Third-Party Candidates

Claim: *“Neither party represents me, so I will use my vote for a third-party candidate.”*

1) Connect on shared values:

In a democracy, everyone should be excited about voting for a candidate who represents their concerns and interests.

2) Attack third-party tactics as distractions without dismissing the underlying problem.

Jill Stein, Cornell West, and other third-party candidates have been well-documented [as being funded by pro-Trump mega-donors](#).

They know that she will take votes away from Democrats.

A vote for Jill Stein, or any third-party candidate, is a vote for Donald Trump and his Project 2025 scheme to restrict our freedoms, limit opportunity for young Americans, and benefit large corporations and the rich.

3) Contrast Harris's values with Jill Stein, the leading third-party candidate.

Harris is fighting for a future that protects fundamental freedoms, strengthens our democracy, and creates employment and education opportunities for young people and all Americans. Her "opportunity economy" will expand opportunities to get an education or job training, buy a house, afford necessities, and find jobs in growing sectors from manufacturing construction to green energy.

While Harris has spent her career protecting our freedom to choose our leaders, plan our families, and love who we wish, Jill Stein does nothing in between the vanity campaigns she launches every four years that improve our lives.

While Harris worked to spur investment in alternative energy and lead America towards a greener energy future, "Green" Party candidate Jill Stein and her husband have millions invested in fossil fuels and other anti-environment holdings, including funds related to the Keystone XL pipeline and funds tied to major fossil fuel companies like ExxonMobil and Chevron.

And while Vice President Harris supported and helped pass the largest climate bill in US history, Jill Stein opposed it. And she has never criticized Donald Trump or his MAGA Supreme Court for their radical anti-abortion, anti-woman agenda.

Despite claiming to be the pro-peace candidate, [she profits from investments in weapons manufacturers and defense contractors](#). Additionally, Stein has been accused of defending authoritarian leaders, [including Syrian President Bashar al-Assad](#), whose regime has been responsible for chemical attacks on civilians.

Voting for Stein, or any other third-party candidate, could hand the White House to Donald Trump. Maybe that's what she wants.

Hurricane Helene

Background

Trump and MAGA world are trying to politicize the Biden-Harris response to Hurricane Helene and use it to falsely characterize her as weak and ineffective – trying to present this as “Kamala’s Katrina” – and falsely accusing the “dangerously liberal” Biden-Harris Administration of having diverted needed funding to undocumented immigrants. It’s important to remember that none of these criticisms are coming from the – largely Republican – governors of the affected states.

Meanwhile, Harris and Biden have avoided politics, are in constant communications with political leaders of both parties and with officials of the agencies involved in the recovery. Work is proceeding rapidly and efficiently and supporters can point to that and to the fact that this is yet another incidence of Republicans and Republicans playing politics with a disaster, putting their short-term needs ahead of the needs of the American people.

If possible, Harris supporters should remain positive and not engage in partisan bickering. The message here is that the work is getting done quickly and efficiently, and the first hypothetical should help you get that message across, and the talking points are significantly drawn from Progr

from [Progress North Carolina’s excellent communications toolkit](#), who are on the ground and have the best grasp of the local situation and politics. [The White House is producing regular updates on their efforts, as well.](#)

The second group of hypotheticals are designed to address aggressive attacks and misinformation. It is important to stay as positive as possible, but they do contain effective rebuttals for the most extreme disinformation. Even then, however, move quickly to the positive.

Messaging

Claim: *“Helene Death Toll Climbs”*

1) Connect on shared values.

Helping people whose lives, families, and communities have been devastated by Hurricane Helene get the help they need as rapidly as possible is the only thing we should be focused on. There are no Democrats, there are no Republicans, there are only people who need help and people who are helping them

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Anyone trying to score political points is missing the point – political leaders and everyday Americans are coming together to respond as rapidly and effectively as possible to the unprecedented disaster.

3) Contrast the Biden-Harris nonpartisan commitment to hurricane victims with Republican attempts to politicize a terrible tragedy.

President Biden has been on the phone with Republican and Democratic governors in every affected state, coordinating a relief program that will save lives and help families and communities recover rapidly. President Biden and Vice President Harris have met with elected officials and first responders in every affected state and their attention and focus are where it should be—on coordinating and providing disaster relief and support.

Republican governors have praised the federal response:

- Republican South Carolina Gov. Henry McMaster [said](#) that federal assistance had “been superb...so we’re getting assistance, and we’re asking for everything we need.”
- Republican Virginia Gov. Glenn Youngkin [said](#): “I’m incredibly appreciative of the rapid response and the cooperation from the federal team at FEMA.”
- Republican Tennessee Gov. Bill Lee said “There [is a great deal of hope](#) when you see what is behind the effort, the coordinated effort, in this community to begin to rebuild.”

7000 disaster relief personnel and 1500 active duty soldiers are on the ground, supporting families that [have been impacted so that critical resources like food, water, and generators are available](#). More than 1250 urban search and rescue personnel are being deployed. In total, FEMA has shipped over 8.5 million meals, more than 7 million liters of water, 150 generators and over 220,000 tarps to aid response efforts for this historic storm (as of 10/2).

- More than 65% of customers in the region who lost electricity have had their power restored as more than [50,000 have responded to power outages](#).
- FEMA has provided 50 Starlink satellite systems to help with responder communications and FEMA, the FCC, and private telecommunications providers are working together to help restore temporary communications as quickly as possible
- FEMA distribution centers are fully stocked and FEMA is trucking dozens of · Twenty-four federal Urban Search and Rescue Task Forces are deployed across the affected regions. Roughly 1,302 Urban Search and Rescue personnel are assisting in the impacted areas.
- The U.S. Army Corps of Engineers deployed teams for temporary emergency power, debris removal, and infrastructure assessment, including for dams throughout the region.
- The Environmental Protection Agency has personnel on the ground who are offering technical assistance and guidance on water systems, debris management, and maintaining critical public health and environmental protections in place as storm impacts are assessed.
- The U.S. Small Business Administration deployed more than 50 personnel to support survivors and small businesses as they recover from the hurricane.
- The U.S. Department of Agriculture’s Farm Service Agency has deployed personnel to the impacted region to extend much-needed emergency credit to farmers and agriculture producers who lost crops and livestock.

As President Biden said: “In moments like this, it’s time to put politics aside. Again, it’s not one state versus others; it’s the United States.

Claim: “...*She ought to be here. She ought to be down in the area where she should be. That’s what she’s getting paid for, right? That’s what she’s getting paid for.*”

1) Connect on shared values.

Helping people whose lives, families, and communities have been devastated by Hurricane Helene get the help they need as rapidly as possible is so much more important than playing politics right now. We should all be focused on what actions we can take to provide support as trained emergency workers rush to help the people in these devastated areas.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

While Harris, Biden and local and state officials from both parties are fully engaged in the urgent work of saving lives and disaster recovery, Trump is trying to [hide the fact](#) that [Republicans](#) have repeatedly [played politics](#) with and [underfunded disaster relief](#).

3) Contrast the Biden-Harris nonpartisan commitment to hurricane victims with Republican attempts to politicize a terrible tragedy.

While right-wing extremist politicians are trying to score partisan points with a tragedy that cost hundreds of lives and disrupted millions more, President Biden has been on the phone with Republican and Democratic governors in every affected state, coordinating a relief program that will save lives and help families and communities recover rapidly.

This week in Georgia, President Biden said: “You know, there’s no Democrats or Republicans out here. It’s [what we do to make sure we are](#) — restore the economy. Only Americans are here. And this been — I’ve been committed to being president for all of America.”

But when California needed help during a record-setting wildfire season, says high-ranking former Trump Administration official Miles Taylor, [“\[Trump\] told us to stop](#) giving money to people whose houses had burned down from a wildfire because he was so rageful that people in the state of California didn’t support him and that politically it wasn’t a base for him...A lot of the time, the things he wanted to do not only were impossible but, in many cases, illegal,”

Biden and Harris’s attention and focus are where it should be—on coordinating and providing disaster relief and support.

Biden and Harris have traveled to North and South Carolina, Georgia and Florida to survey damage and be briefed by local officials. Governors in the affected states have praised the federal response:

- Republican South Carolina Gov. Henry McMaster [said](#) that federal assistance had “been superb...so we’re getting assistance, and we’re asking for everything we need.”
- Republican Virginia Gov. Glenn Youngkin [said](#): “I’m incredibly appreciative of the rapid response and the cooperation from the federal team at FEMA.”
- Republican Tennessee Gov. Bill Lee said “There [is a great deal of hope](#) when you see what is behind the effort, the coordinated effort, in this community to begin to rebuild.”

Biden and Harris acted quickly and have already approved emergency declarations for Alabama, Florida, Georgia, North Carolina, South Carolina, and Tennessee. Federal personnel are on the [ground to support families that have been impacted so that critical resources like food, water, and generators are available](#). The Biden-Harris Administration is in close communication with Republican Governors Kemp of Georgia and McMaster of South Carolina, and they will be meeting personally with officials of both states this week.

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Harris isn't playing politics with disaster relief, she's getting help to the people who need it.

Claim: ["but don't like the reports that I'm getting about the Federal Government, and the Democrat Governor of the State, going out of their way to not help people in Republican areas. MAGA!"](#)

1) Connect on shared values.

The most important thing our leaders can do right now is put politics behind them and focus on the people of the affected region.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Trump is playing divisive politics at a time when people and politicians of every of every political persuasion are coming together to save lives and speed recovery in the areas devastated by Hurricane Helene.

3) Contrast the Biden-Harris nonpartisan commitment to hurricane victims with Republican attempts to politicize a terrible tragedy.

Vice President Kamala Harris is a leader who cares about all of us—regardless of political ideology. Her priority in response to this disaster is making sure people are sheltered, fed, and alive. This Administration is working around the clock, [coordinating and mobilizing a multi-agency response](#) in support of life-saving response efforts in North Carolina, South Carolina, Tennessee, Georgia, and Florida. Harris and Biden are working closely with FEMA and other agencies to coordinate relief efforts and are in ongoing contact with the governors of every affected state. Republican governors have praised the federal response:

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- Republican Tennessee Gov. Bill Lee said “There [is a great deal of hope](#) when you see what is behind the effort, the coordinated effort, in this community to begin to rebuild.”

In addition to traveling to the region, Vice President Harris is coordinating with officials at FEMA headquarters and will travel to North Carolina and Georgia to discuss recovery efforts.

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- The U.S. Department of Agriculture’s Farm Service Agency has deployed personnel to the impacted region to extend much-needed emergency credit to farmers and agriculture producers who lost crops and livestock.

The Biden Harris administration is making a long-term commitment to the people of the region: “It’s not going to be one hit and it’s over. [This is going to take a hell of a long time. It’s going to cost a helluva a lot of money. This](#) is the United States of America, and we’ve got to do it.”

[Across the region](#), [organizations](#), [institutions](#), [governments](#) and individuals are stepping up to help alleviate the suffering and repair the damage, wherever they find it. Kamala Harris is following their example and part of the solution.

Claim: "Feds say there's no money left to respond to hurricanes — after FEMA spent \$1.4B on migrants"

1) Connect on shared values.

Literally nothing is more important at this moment than saving lives and recovering from the unprecedented path of devastation left behind by Hurricane Helene.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

MAGA Republicans are lying about the budget as part of their cynical campaign strategy to make immigrants scapegoats for all the problems they have no plans to address. They're trying to divert attention from the fact that MAGA's Project 2025 scheme would make the next disaster worse, with funding and policy choices that would degrade our ability to track and respond to extreme weather events.

3) Contrast the Biden-Harris nonpartisan commitment to hurricane victims with Republican attempts to politicize a terrible tragedy.

While right wing extremist politicians are trying to score partisan points and divide Americans, President Biden has been on the phone with Republican and Democratic governors in every affected state, coordinating a relief program that will save lives and help families and communities recover rapidly. Harris and Biden know that Americans are putting their differences aside and working as neighbors and communities, and they are joining that effort and providing resources and leadership that complement the determination and strength that will allow us to recover and to build back even better.

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While President Biden has suggested that he will call Congress back into session to approve additional disaster funding, [Republican House Speaker Mike Johnson thinks](#) it's more important for Republicans to campaign than to govern. Earlier, MAGA House members forced lawmakers to delete [emergency FEMA funding](#) from the short-term spending bill passed even as Helene was approaching Florida's Gulf Coast.

Trump's Project 2025 scheme would make the next disaster worse. [It would politicize the National Oceanic and Atmospheric Administration, which includes the National Weather Service and the National Hurricane Center](#), restricting the research they can do and turning much of its data over to

favored private sector companies. It places emphasis on the politically acceptable results, not accurate research and forecasts.

Harris would never put politics ahead of the American people.

Crime

Attempts to paint Kamala Harris as “weak, failed and dangerously liberal” on crime are so important to Trump’s campaign strategy that he and his echo-chamber have taken to simply lying about recently-released FBI figures showing violent crime declining between 2022 and 2023 and declining further in 2024 YTD.

Trump Strategy

Trump will continue to portray himself as the strong protector of real Americans against the hordes of violent – often immigrant – thugs he tells them are running rampant in the cities and headed for the suburbs. He will paint Harris as weak and radical, often playing on gender and ethnic stereotypes when he does so.

Harris Strategy

Harris supporters can convincingly portray her as a true crime-fighter – the DA who helped the Biden Administration fight back and bring violent crime down to its lowest level in decades. And we can pivot to the larger issues of freedom and security – Trump talks about crime to hide the fact that his policies will make Americans *less* secure at every level.

Reminder

Do not take the bait and get bogged down in debates over crime statistics and categories. Move onto our issues.

Claim: *“We have crime-ridden cities like we’ve never seen before.”*

1) Connect on shared values.

The safety and security of our families and communities is a fundamental concern that we all share, and we expect our leaders to make our concerns their priorities.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem.

Trump and MAGA extremists are trying to frighten people with outright lies about crime to distract us from Donald Trump’s Project 2025 scheme to make the rich richer and the middle class less secure.

3) Contrast Harris’s fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump’s ominous blueprint for centralized MAGA power.

Kamala Harris spent much of her career as a prosecutor, taking on seasoned lawbreakers like Donald Trump. As attorney general, Harris stood up for veterans and students being scammed by big, for-profit colleges and for workers who were being cheated out of their wages. Trump scammed millions of dollars from thousands of students with his fake, for-profit, Trump University and cheated hundreds of contractors out of payment for work on his hotels.

But Trump didn't stop there – his Project 2025 scheme continues his war on students and working people. Harris supports strong unions, overtime pay and a \$6000 tax cut for new parents. But Trump would impose a \$4000 tax increase every year on families trying to buy kid's clothes and household necessities. Project 2025 would give even more tax giveaways to the wealthy and big corporations. Harris is fighting against price gouging by big business. Project 2025 wants to make it easier for big business to poison our air and our water.

President Biden and Vice President Harris passed the first major gun safety law in nearly 30 years. She spearheaded policies to expand background checks and close the gun show loophole. She'll ban assault weapons and high-capacity magazines, require universal background checks, and support red flag laws that keep guns out of the hands of dangerous people. Trump would rather turn our kid's schools into prisons than turn down campaign contributions from the National Rifle Association and their extremist members. He has promised to repeal every gun safety measure Harris has achieved.

As Vice President, Harris helped put more money in the pocket of millions of working families with student loan relief, giving young adults the freedom to invest in their families and their futures. Harris wants to provide \$25,000 to help new homebuyers build equity and wealth. Trump will make it harder for young people and young families just starting out by killing student loan forgiveness programs and his policies would make the housing shortage worse. Harris will work to eliminate the medical debt that helps push a half-million Americans into bankruptcy every year.

Harris fought for the Affordable Care Act, which 47 million Americans rely on, and will continue the Biden Administration's efforts to increase access to insurance through the ACA. Trump and his Project 2025 scheme will dramatically decrease health security for working families by killing the ACA and limiting access to Medicaid. Trump wants insurance companies to decide who gets coverage and who gets gouged, and letting them kick people with pre-existing conditions off the insurance rolls. Harris wants the federal government to negotiate drug prices, Trump wants Big Pharma to charge seniors whatever they can get away with.

Nothing would make our families less secure than a Donald Trump presidency.

Claim: *They allowed criminals. Many, many, millions of criminals. They allowed terrorists. They allowed common street criminals. They allowed people to come in, drug dealers, to come into our country.*

1) Connect on shared values.

Any crime is too much crime, we need to work together to make our schools, communities and homes as safe as they can be.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem.

MAGA Republicans lie about crime and immigration to sow divisions and distract people from the real threat to the security of our families and our communities: Donald Trump's Project 2025 scheme – an attack on freedom and middle-class prosperity. If they win, they'll ban abortion, cut Social Security, give big corporations tax breaks, and impose huge tax increases on middle class families.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Trump wants to scare people. Harris wants to make them more secure.

Harris has spent decades fighting to keep our communities safe. Harris helped negotiate a bipartisan border security bill which would have put 1,500 more agents on the border, cut the flow of fentanyl and provided more resources to prosecute transnational criminal organizations. Donald Trump killed that bill.

But Harris understands that keeping families safe and secure includes financial security and access to health care, as well. That's why Harris wants to provide \$25,000 to help new homebuyers build equity and wealth and why she stands behind student loan forgiveness so new graduates can build economic security faster. She supports strong unions and a \$6000 tax cut for new parents. She's fighting against price gouging by big corporations. The Biden-Harris Administration's commitment to manufacturing, infrastructure and energy technology are positioning America for continued growth and good jobs for years to come. Investment in manufacturing has doubled since they took office and 15 million new jobs have been created.

The billionaires and special interests who wrote Trump's Project 2025 scheme will make families less secure with a sales tax that could cost families \$4000 a year, while handing out \$5 trillion in tax cuts to his rich friends and special interest supporters.

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Harris will work to eliminate the medical debt that helps push a half-million Americans into bankruptcy every year.

President Biden and Vice President Harris passed the first major gun safety law in nearly 30 years. She spearheaded policies to expand background checks and close the gun show loophole. She'll ban assault weapons and high-capacity magazines, require universal background checks, and support red flag laws that keep guns out of the hands of dangerous people. Trump gets his marching orders from the extremist gun lobby, while Republican candidates get campaign contributions from gun manufacturers last election – including from [Daniel Defense, which manufactured](#) the gun used to murder 19 students and two teachers at Robb Elementary school in Uvalde, Texas. Daniel Defense contributed \$26,100 to Republican congressional candidates.

Claim: “...she was big on defund the police.”

1) Connect on shared values.

Well-funded law enforcement agencies are essential to the security of our homes and communities.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem.

MAGA Republicans continue to lie about crime and immigration to distract people from Trump's Project 2025 anti-family agenda.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

The Biden-Harris American Rescue Plan delivered over \$15 billion in public safety to over 1,000 state, city, and county governments to fund police budgets, invest in community violence interventions, and keep communities safe. Harris is fighting for legislation that will put 100,000 more cops on the beat.

MAGA Republicans in Congress have voted to defund the FBI and to cut the budget for IRS investigators, making it easier for rich taxpayers to cheat. Trump's Project 2025 would give those rich people \$5 trillion in tax cuts – while raising taxes on working families by \$4000 a year.

Harris is investing in programs that make American families more secure.

Harris strongly backed investments in energy, tech, manufacturing and infrastructure and since she was sworn in as Vice President, 15 million jobs have been created – many in traditional blue-collar sectors like construction and manufacturing. Construction spending on new manufacturing facilities has doubled. She supports strong unions. She wants to protect overtime pay. She's fighting against price gouging by big corporations.

Harris is investing in young people, putting more money in people's pockets with its student loan forgiveness policies, which give recent graduates the opportunity to invest in their families and their futures. Harris plans to make homeownership easier for young people by building 3 million new homes and giving first-time home buyers \$25,000 in downpayment assistance. She will also support new parents with a \$6,000 tax cut. Harris wants to ensure that the wealthy and big corporations. And Harris will funder her investments by making sure the wealthy and large corporations pay what they owe in taxes.

Trump is defunding programs that make Americans more secure while promising \$5 trillion in tax cuts to the very rich – and raising taxes by \$4000 a year on middle class families. He'll eliminate college loan forgiveness and has no plan for first-time homebuyers. He'll end the Affordable Care Act that 47 million people rely on, and allow insurance companies to exclude or price out individuals with pre-existing conditions.

Harris believes Americans should have the freedom to choose when and how to start a family and supports abortion rights and access to IVF and birth control. Trump wants to bring conservative

politicians into the most intimate decisions a family can make and his judges and red-state supporters are putting access to contraception and IVF in jeopardy.

And Harris supports common sense gun legislation that would make our schools and streets safer by helping keep guns out of the hands of criminals, violent individuals and people with mental health problems, Trump has promised extremist gun-owners that he will roll back gun safety measures, and congressional Republicans – who can count on [a million dollars a cycle](#) in support from gun manufacturers – follow in lockstep. Highlights of the 2022 elections include \$26,100 in contributions from [Daniel Defense, which manufactured](#) the gun used to murder 19 students and two teachers at Robb Elementary school in Uvalde, Texas.

Harris makes Americans more secure. Trump is defunding our families.

Claim: *["Kamala Harris and the communist left have unleashed a brutal plague of bloodshed, crime, chaos, misery and death upon our land."](#)*

1) Connect on shared values.

Our streets, schools and homes must be safe if our families and our communities are to flourish.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem.

Trump repeats hysterical lies about the safety of our communities and a desperate attempt to hide his attacks on our personal freedoms.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris believes that we must be secure and free, Trump ignores our laws and attacks our freedoms.

Harris used her office to help deliver the largest investment in public safety ever, investing \$15 billion in supporting local law enforcement and community safety programs. Trump used his office to try to steal an election.

Harris will fight to protect our democracy by passing the John Lewis Voting Rights and the Freedom to Vote Acts. Trump's Project 2025 scheme calls for the complete elimination of the Civil Rights Division – ignoring criminal racism, sexism and anti-LGBTQ+ offenses and making it easier to suppress the votes of the young, the poor and Americans of Color

Harris will defend the freedom to love who you love and the freedom to be who you are. She'll fight to pass the Equality Act to enshrine anti-discrimination protections for LGBTQI+ Americans in healthcare, housing, education, and more into law. Project 2025 demands that a Trump Administration deny trans individuals basic civil rights, and rulings by Trump judges put the right to same sex marriage in jeopardy.

Harris believes that Americans should have the freedom to choose when and how to start a family. She supported the Right to IVF Act, the Right to Contraception Ave and she will sign a bill that restores the abortion rights guaranteed by Roe v. Wade. Trump appointed three radical anti-abortion justices to the

U.S. Supreme Court. His vice-presidential pick, JD Vance, voted against the Right to IVF Act and didn't show up for a vote on the Right to Contraception Act. Vance has advocated a national abortion ban, Trump will sign one.

Harris believes in security and freedom. Trump believes in Trump.

Trans Attacks

Background

Trump and MAGA have doubled down on anti-trans attacks, with as many as half their ads accusing Harris of wanting to spend taxpayer money on gender reassignment surgery for undocumented aliens in prison. These build on previous extremist-fueled panics over trans athletes and care for trans teens that Republicans have also encouraged, and Republicans clearly think these are issues that can move voters their way in the closing days of the campaign.

Trump's Message

Rather than argue an actual policy position, Trump's ads are designed to present Harris as "dangerously liberal." They tap into real fears parents have about their kids' mental health and blame the trans community for dramatically amplifying the dangers adolescents face. Harris is portrayed as out of touch with regular Americans and on the side of dangerous "others" who present a threat to our families and our values: "illegals," dangerous felons, and people with predatory gender or sexual orientations. As some of the ads say: "She is for 'they/them' not you."

Harris's Message

Harris supporters must neutralize Trump's message by connecting with parents, acknowledging their fears surrounding their kids, and presenting realistic solutions to the challenges they face. Our message must be one of common sense support for parents in their daily struggle to provide safety, security and opportunity. Despite Trump's cynical campaign strategies, he is **not** helping families or protecting children. He is on the side of extremists and billionaires who threaten our freedoms and prosperity and make our families **less** secure. Harris is the true fighter for the middle class, working to create secure communities for every child and an opportunity economy that includes every American, and her supporters should pivot quickly to that theme and those issues that support it. Trump is trying to drag America backwards, trying to divide us in hopes of disguising his true agenda, while Harris wants to move America forward.

The Transgender Freedom Alliance has done extensive testing on effective responses to attacks on trans people (the results of which can be found [here](#) and are reflected in this document)

Remember

Trump wants to sow fear and division by elevating issues that create a feeling of chaos and lack of control. Fighting about prison surgeries or high school sports or gender-affirming care is fighting on their ground. As the TFA writes in a strategy memo: "Voters are generally open to changing the subject. Many voters agree that transgender issues get too much attention in our current political conversations, and a significant share feel that these issues are being exploited for political purposes. Consequently, they often welcome political messengers moving on to discuss higher-priority topics."

We must show we understand that many parents feel anxious and scared - and then pivot to new ways of addressing these fears.

Claim: "Now she wants to do transgender operations on illegal aliens that are in prison."

1) Connect on shared values. It's easy to feel like the government is focusing on all the wrong things. All of us want to know that our leaders share our priorities and are going to spend our tax dollars wisely.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem. Donald Trump and his MAGA supporters are fanning anger and trying to divide Americans in order to distract us from the true Trump agenda. Trump's Project 2025 scheme will raise families' health care costs; crush family budgets and stoke inflation with a huge tax on everyday consumer goods; ban abortion and shower trillions of dollars in tax cuts on the very rich.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power. Instead of dividing us, Harris wants to bring Americans together and protect our freedoms and communities. Her life's work has been fighting on behalf of others. That's why she became a prosecutor, a district attorney and attorney general, taking on drug cartels and human traffickers. While Trump wants to strip healthcare from 20 million Americans and let drug prices soar, Harris is fighting to protect the Affordable Care Act and to give Medicare the power to lower prescription costs. Harris stands for affordable healthcare for all, not just the rich.

Harris plans to make homeownership easier for young people by building 3 million new homes and giving first-time home buyers \$25,000 in downpayment assistance. She will support new parents with a \$6,000 tax cut. Harris is investing in young people, with student loan forgiveness policies.

Harris will fund her investments by making sure the wealthy and large corporations pay what they owe in taxes. Trump is defunding programs that make Americans more secure while promising trillions in tax cuts to the very rich and raising taxes by thousands of dollars a year a year on things that middle class families need – like kids' clothes, cellphones and furniture.

It's time to focus on solutions that actually help working families. Trump's attack politics won't pay your bills or lower your medical costs.

Claim: "The left-wing gender insanity being pushed at our children is an act of child abuse. Very simple...."

1) Connect on shared values. Parents have a lot to worry about right now – malevolent online influences, school safety, helping their kids through the challenges of adolescence, and just paying the

bills. We need to trust parents and the professionals they choose to do what's best for their children, and to give parents the support they need, not play politics with the decisions only they can make.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem. We need real solutions to the problems we're facing, not Republicans attacking children at a difficult time and stirring up divisions for their own political gain. Americans are looking for policies that will help them pay their bills, stay healthy and keep their families safe. Trump's MAGA supporters are trying to use parents' anxieties for their own gain - in order to distract Americans from Trump's plans to bust family budgets with higher health care costs and a massive tax on consumer goods, and to shower the rich and large corporations with tax cuts and special favors.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power. While other politicians are focused on creating a big panic around transgender kids, Harris wants to help parents make the best choices for their kids. This means ensuring that every American, especially vulnerable teens and their families, have the freedom to access the health care and mental health services that families and their doctors decide are needed to stay well. Trump wants to take personal decisions away from families and hand them to politicians, end the Affordable Care Act that 47 million Americans rely on to stay healthy, raise the cost of prescription medication, slash Medicare and give government control over reproductive health decisions.

Claim: *"male athletes, guys my height, 6'5", are swimming in women's sports destroying the dreams of young girls who have trained every minute of their lives."*

1) Connect on shared values. Organized sports can be a critical aspect of a young person's growth and development. Important decisions about who participates are best made by the parents and family members who are closest to their children as they confront the challenges of adolescence. Parents deserve every kind of support - they should not have their children used as pawns in a political game.

2) Attack Republican tactics as deliberate distractions without dismissing the underlying problem. Parents seeking security and opportunity for their children need politicians who support parents' efforts and respect their decisions. Instead, Trump and MAGA Republicans are playing cynical political games with young people and disrespecting their parents, trying to create panic to hide Republican attacks on their families' security. While parents do the hard work of parenting, Republicans ignore threats presented by gun violence, poor health care and economic insecurity.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power. Trump's extreme MAGA policies will make our families less secure and our children's lives more difficult.

While Trump wants to strip healthcare from 20 million Americans and let drug prices soar, Harris is fighting to protect the Affordable Care Act and to give Medicare the power to lower prescription costs. Trump's Project 2025 scheme puts the health care of millions of children at risk – and would punish schools that require vaccination against dangerous and contagious childhood diseases. Harris stands for affordable healthcare for all, not just the rich.

Harris supports common sense gun legislation that would keep schools and neighborhoods safer by making it harder for violent individuals and the emotionally unstable to get their hands on guns. Trump

sides with the extremists in the National Rifle Association in calling for a total repeal of gun safety regulations adopted during the Biden-Harris Administration.

Harris plans to make homeownership easier for individuals and young families by building 3 million new homes and giving first-time home buyers \$25,000 in downpayment assistance. She will support new parents with a \$6,000 tax cut. Harris wants kids to start school ready to learn and will fight against Project 2025 plans to eliminate Head Start. And Harris is making it easier for children to go on to college, with student loan forgiveness policies that Trump wants to end.

Harris will fund her investments by making sure the wealthy and large corporations pay what they owe in taxes. Trump is defunding programs that make Americans more secure while promising trillions in tax cuts to the very rich. He wants to raise taxes by thousands of dollars a year a year on things that middle class families need – cellphones and furniture...and the uniforms student-athletes wear to their games

Harris is focused on policies that actually help families and children. Trump's attack politics will only make kids less safe and families less secure.

Immigration

Background

Immigration and immigrants remain an anchor of Trump's attack – a catch-all category for fear-mongering across the spectrum of the Biden-Harris Administration's failures: crime, unemployment and election-stealing, chief among them. Rife with racist and nativist dog-whistles, Trump's immigration statements and positions push multiple buttons, providing a convenient "other" on which voters can hang their fears and securities – an "other" that Trump can promise to eliminate.

The Trump Strategy

Immigration issues allow Trump to play to his greatest perceived strength: he is the strong leader who will take on the elites and solve multiple problems with his bold, decisive action. There are no nuances, there are only criminals and cheats who "poison the blood" of America and must be swept up and sent home. In Trump's framing, Harris - misleadingly framed as "border czar" - has had four years to solve this problem and has failed.

The Harris Strategy

Harris must use the immigration debate to portray Trump as a divisive figure who is stoking hysteria in order to conceal his true agenda: subverting our freedoms and undercutting our security while giving away cash and favors to his big business and the rich. Harris believes in a future in which Americans

come together to build a future of security and prosperity for all. Trump believes in weakening us through division so he can end abortion rights, kill the ACA and impose a massive tax on us all.

Claim: Kamala's mass [migrant invasion is also placing](#) crippling burdens on local communities and stealing jobs, resources, and opportunity from Black and Latino citizens.

Response:

1) Connect on shared values.

Good jobs are the foundation of secure families and prosperous communities. All Americans should have the tools and opportunities they need to get ahead

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

MAGA extremists spread lies about immigration to distract Americans from Trump's Project 2025 scheme to kill jobs and wage war on middle class security, while enriching billionaires and cutting sweetheart deals with big business. Trump has no solutions on immigration, he just wants to use it to divide us while pledging to rip American families apart and deport long-established immigrants.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

This election is a choice between two futures. With Donald Trump's Project 2025, it's clear that the rich will get richer while families like ours foot the bill. His national sales tax would cost nearly \$4,000 a year for the average household while Trump gives more tax breaks to the wealthy and big corporations. Kamala Harris believes in building a stronger future for everyone. She's focused on lowering costs, supporting small businesses, and protecting Social Security and Medicare. She'll cap prescription drug costs, make housing more affordable, with \$25,000 in down payment assistance and three million new homes. And she'll give new parents a \$6000 tax credit.

The Biden Harris Administration created 15 million jobs and, to make sure job creation benefits every community, she supports education, training, and mentorship programs that help working class people find good-paying jobs in high-demand industries, and will especially benefit communities of color. Where Trump wants to shower big business with big tax cuts, Harris wants to offer 1 million fully forgivable loans to the middle class, so entrepreneurs can start small businesses.

As President, Harris will advance our nation's values and deliver comprehensive solutions to fix our broken immigration system.

Claim: "How about allowing [people to come to an open border](#). 13,000 of which were murderers, many of them murdered far more than one person, and they're now happily living in the United States. You know now a murder, I believe this, it's in their genes. And we got a lot of bad genes in our country right now...."

Response:

1) Connect on shared values.

We all want our communities to be safe and strong.

2) Attack Republican tactics as distractions without dismissing the underlying problem.

Despite one of the largest decreases in violent crime ever recorded, MAGA Republicans are whipping up anti-immigrant hysteria and rejecting bipartisan border solutions to distract us from their Project 2025 scheme that would raise taxes and destroy jobs for middle class families, while showering tax breaks on billionaires and big corporations. Trump and Project 2025 want to deport Dreamers, rip families apart and deport workers who have long been part of our communities.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA power.

Harris has spent decades fighting violent crime. As a border state prosecutor, she took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. Today, border crossings are at their lowest level in years and fentanyl seizures are up dramatically. As president, she will hire thousands more border agents and crack down on fentanyl and human trafficking. And she is fighting for common sense gun laws that keep our communities safe, while Donald Trump kowtows to the gun lobby, vowing to roll back existing restrictions and put our communities and our schools in even greater danger.

This election is a choice between two futures. With Donald Trump's Project 2025, it's clear that the rich will get richer while families like ours foot the bill. His national sales tax would cost nearly \$4,000 a year for the average household while Trump gives more tax breaks to the wealthy and big corporations. Kamala Harris believes in building a stronger future for everyone. She's focused on lowering costs, supporting small businesses, and protecting Social Security and Medicare. She'll cap prescription drug costs, make housing more affordable, with \$25,000 in down payment assistance and three million new homes. And she'll give new parents a \$6000 tax credit.

Harris worked closely with Republican lawmakers on a comprehensive, bipartisan bill that would have permanently improved our immigration system, secured our border, and stopped illegal drugs. Despite input and support from senior Republicans, Donald Trump single-handedly killed immigration reform because he thinks border concerns help his campaign. As President, Harris will advance our nation's values and deliver comprehensive solutions to fix our broken immigration system, including a pathway to citizenship and strong border security.

Claim: [And you know what she wants to do with ICE? She wants to get rid of ICE.](#)

1) Connect on shared values.

We all want our communities to be safe and strong.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump spreads lies about the Harris border policy to disguise the fact that he personally killed a bi-partisan immigration reform bill that would have dramatically strengthened border security, and to direct attention away from his plans to ban abortion, raise costs, and cut Social Security.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

As a border state prosecutor, Harris took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. Today, border crossings are at their lowest level in years and fentanyl seizures are at record levels.

As Vice President, Harris helped negotiate a bipartisan border security bill which would have put 1,500 more agents on the border, further cut the flow of fentanyl and provided more resources to prosecute transnational criminal organizations. This bill had the endorsement of the Border Patrol Union. Yet, Trump bragged about killing the bill, saying "blame it on me." He'd rather have a campaign issue than work towards a solution.

Kamala Harris has real solutions to fix our immigration system, including providing adequate resources to process asylum seekers at the border and creating a pathway to citizenship for people who have lived and worked here for years.

Trump's immigration strategy centers on mass arrests, a strategy in line with his Project 2025 scheme to restrict our freedoms and security. Trump's Project 2025 scheme would give a MAGA administration the authority to monitor women's pregnancies. It would restrict access to birth control and IVF. It would pressure the FDA to reverse its approval of medication abortion and make it illegal to ship abortion pills through the mail, laying the groundwork for a national abortion ban.

Trump wants to restrict families' ability to make health care decisions for their teens and end health care options offered by the Affordable Care Act that 47 million Americans rely on to stay healthy.

Claim: *"[That's why they are allowing these people to come in — people that don't speak our language — they are signing them up to vote.](#)"*

Response:

1) Connect on shared values.

In America, voters pick our leaders, our leaders don't get to pick their voters. Americans value our freedoms, including our freedom to cast our votes and have them counted. Only US citizens can vote in our federal elections, that is already the law.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Donald Trump is spreading fear and lies about immigrants and voting to draw attention away from his attempt to overturn the legitimate votes of 81 million Americans and steal this election in 2020, and to give MAGA extremists an excuse to try to steal the election again in 2024.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

In every state, there are checks and balances in place that ensure that only eligible voters cast ballots. The greatest threat to voting rights since the Jim Crow era have been MAGA extremist attacks on honest and dedicated local election officials, right wing attempts to suppress registration and voting with severe restrictions and penalties, and Donald Trump's lies about the 2020 election.

Harris has always fought to expand voting rights and protect the ability of Americans to participate in our democracy. While Donald Trump embraces the Project 2025 scheme to take power away from us and restrict abortion, raise middle class taxes and cut taxes for big business, Harris believes in a strong democracy and a government that works for the middle class, not the special interests. Trump wants to restrict our right to vote so he can shift power away from us and into the hands of his rich backers and big businesses lining up for tax cuts and special treatments. They're afraid of our support for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. Trump knows that when people have the power they make the rich pay their fair share, and support tax cuts for working families.

Claim: *[“Democrats cynically decided they wanted votes from illegals more than they wanted to protect our children...”](#)*

Response:

1) Connect on shared values.

Nothing unites Americans more than concern than the safety and security of our children and their futures.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

MAGA extremists spread lies about voting and immigration to distract Americans from their attacks on families. They talk about keeping our democracy safe, while they support policies that make life more difficult and dangerous for families with children.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

[MAGA Republicans killed the child](#) tax credit, sending 5 million children into poverty. The Project 2025 scheme would deny troubled children mental health medical care that their families and doctors have determined they need. Project 2025 calls for a war against the public schools most children attend and the teachers who educate them. Despite the frequency of school shootings, which JD Vance calls “a fact of life,” Trump still takes his marching orders on gun legislation from extremist gun rights organizations, opposing common sense gun laws. MAGA extremists are still trying to kill the Affordable Care Act that 47 million Americans rely on. And Trump has caved to militant anti-vaxxers, and would force schools to allow children unvaccinated [against crippling and deadly](#) diseases into school.

Harris is fighting for children and their families. She supports a \$6000 tax credit for families with children and opposes Trump's massive tax on imported products like back-to-school clothes and household necessities. As a border state prosecutor, she took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. As president, she will hire thousands more border

agents and crack down on fentanyl and human trafficking. And she is fighting for common sense gun laws that keep our communities safe.

Election Integrity

Background

Trump and his supporters systematically attack the integrity of the election process with two goals in mind: driving down turnout by destroying faith in the system, and laying the groundwork for an all-out assault on the democratic process should Trump lose on November 5th. Trump supporters are spreading doctored videos, Russian disinformation, minor election administration errors and an endless variety of lies through whatever media is at hand. Harris supporters, on the other hand, should remain simple in their response: Americans' right to vote and facilitating the exercise of that right is the highest priority on election day; people and procedures are in place to ensure that the 2024 election is free and fair; and that Trump's attacks on our right to vote are a precursor to his larger agenda to limit our freedoms, impoverish the middle class and enrich his cronies.

False Claims: *Trump ballots are being destroyed/voting machines are changing votes from Trump to Harris.*

Response:

1) Connect on shared values.

Every eligible American should be able to make their voices heard and decide who governs in our name. Our elections are built on a system of balances and oversights that protect our freedom to cast our ballot and have it counted.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists are once again spreading baseless lies about voting. Trump's goal is to delegitimize our elections. He wants an excuse to launch Big Lie 2.0. Like the previous Big Lie that brought us January 6th, he will use in an attempt to overturn the will of the American people and impose his Project 2025 agenda for seizing power and banning abortion, cutting Social Security, eliminating the Affordable Care Act, raising taxes on the middle class and showering the wealthy and special interests with undeserved riches.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

The greatest threat to voting rights since the Jim Crow era have been MAGA extremist attacks on honest and dedicated local election officials, right wing attempts to suppress voting with severe restrictions, and Donald Trump's lies about the 2020 election.

Harris has always fought to expand voting rights and protect the ability of Americans to participate in our democracy. While Donald Trump embraces the Project 2025 scheme to take power away from us and restrict abortion, raise middle class taxes and cut taxes for big business, Harris believes in a strong democracy and a government that works for the middle class, not the special interests. Trump tells lies about voting because he's afraid of her fight for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. Trump and his MAGA backers don't want the wealthy to pay their fair share of taxes.

False Claim: *Ballots with minor defects are illegal and should not be counted.*

Response:

1) Connect on shared values.

The right to choose our leaders is one of our most fundamental rights as Americans and we should do everything possible to assure that that right is protected.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists believe that they should be able to choose who leads our country and will do everything in their power to limit the number of people whose ballots are counted. They are trying to get the ballots of eligible Americans excluded so that they can impose their Project 2025 scheme of limiting Americans' rights and liberties, attacking middle class prosperity and doling out special favors for greedy corporations and the rich.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Harris believes that every eligible American who casts a ballot should have their vote counted, and that all ballots should be counted the same way, no matter how a voter chose to cast them - whether in person, by mail, or at a drop box. Trump wants to limit the number of people who vote by excluding eligible voters for insignificant mistakes or forcing them to wait in endless lines at polling places.

Every state and jurisdiction has in place extensive checks and balances to ensure that our elections are free, fair and legal. The greatest threat to voting rights since the Jim Crow era have been MAGA extremist attacks on honest and dedicated local election officials, right wing attempts to suppress registration and voting with severe restrictions and penalties, and Donald Trump's lies about the 2020 election.

While Donald Trump embraces the Project 2025 scheme to take power away from us and restrict abortion, raise middle class taxes and cut taxes for big business, Harris believes in a strong democracy and a government that works for the middle class, not the special interests. Trump wants to restrict voting because he's afraid of her fight for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. He and his MAGA backers don't want the wealthy to pay their fair share of taxes.

False Claim:

Response:

Drop boxes and vote-by-mail are rife with fraud and abuse.

1) Connect on shared values.

Every eligible American should be able to make our voices heard and choose our elected officials. Our elections are built on a system of balances and oversights that protect our freedom to cast our ballot and have it counted.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists believe that they should be able to choose who leads our country and will do everything in their power to limit the number of people whose ballots are counted. They are trying to make it more difficult for older Americans, people with children, low-wage workers with inflexible schedules and those for whom standing in line to vote is a physical challenge, so that they can impose their Project 2025 scheme to limit Americans' rights and liberties, attack middle class prosperity and dole out special favors for greedy corporations and the rich.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

The election is a choice between two futures.

Trump wants to concentrate power in the hands of MAGA extremists and greedy billionaire allies, ending our system of checks and balances, controlling how and when we start a family, restricting how we live and who we love. And that agenda begins with limiting our voting rights.

Trump's national sales tax would cost nearly \$4,000 a year for the average household while Trump gives more tax breaks to greedy billionaires and big corporations. Harris will make corporations pay what they owe, stop corporate price gouging, and make basic costs of living like housing, healthcare, and childcare more affordable with downpayment assistance, caps on prescription drug costs, and child tax credits.

Harris will make government work for the same people whose votes Trump is trying to block.

False Claim:

Democrats are trying to steal the election by allowing millions of undocumented aliens to vote.

Response:

1) Connect on shared values.

Americans cherish our freedoms, including the essential right to vote and have our votes accurately counted.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Instead of focusing on the real challenges that affect all working families, MAGA Republicans would rather rile us up about immigration to distract and divide us. This is just another version of the sort of lie that led to January 6.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Trump wants to concentrate power in the hands of Maga extremists, end our system of checks and balances, control how and when we start a family, limit our voting rights and restrict how we live and who we love. With Donald Trump's Project 2025, it's clear that the rich will get richer while families like ours foot the bill. Trump's national sales tax would cost nearly \$4,000 a year for the average household while Trump gives more tax breaks to greedy billionaires and big corporations.

Kamala Harris believes in building a stronger future where working families can thrive. She will make corporations pay what they owe, stop corporate price gouging, and make basic costs of living like housing, healthcare, and childcare more affordable with downpayment assistance, caps on prescription drug costs, and child tax credits.

False Claim:

Democrats are trying to keep ineligible voters on the registration rolls so they can cast illegal ballots and steal the election.

Response:

1) Connect on shared values.

Every eligible American should be able to make our voices heard and choose our leaders. Our elections are built on a system of balances and oversight that protect our freedom to cast our ballot and have it counted.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists continuously raise baseless lies about voting even though there are countless laws – from registration requirements to state-mandated IDs to verification checks – to ensure that only eligible Americans vote. They think they should get to choose our government, and they are trying to discredit experts and trusted sources of information because they want an excuse to launch Big Lie 2.0 and another January 6th attack if Trump loses.

3) Contrast Harris's fight to preserve freedoms, expand middle-class prosperity and make communities safer with the Trump/MAGA/Musk plan to make working families pay for his tax cuts and special favors for greedy billionaires and corporations.

Harris believes that voters should pick their leaders, not the other way around. Our election officials are unrelenting in their support for this fundamental pillar of our democracy. Donald Trump thinks that he should have the power to make himself the president. The greatest threat to our freedom to vote since

the Jim Crow era have been MAGA attacks on election officials who are doing their duty; right wing attempts to suppress voting, and Donald Trump's lies about the 2020 election.

Harris has always fought to protect the freedom of every American to vote. Trump attacks our right to free and fair elections so he can impose his Project 2025 scheme to seize power for himself, gut checks and balances, ban abortion, raise middle class taxes while giving tax breaks to billionaires and greedy corporations.

Harris believes in protecting our freedoms and building a future that works for the middle class, not the wealthy few. Trump spreads lies about voting because he's afraid of her fight for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. He and his MAGA backers don't want the wealthy to pay their fair share of taxes.

False Claim:

Response:

Ballots from Overseas voters are being allowed to vote with no verification and this is likely to be a source of fraud.

1) Connect on shared values.

The right to choose our leaders is one of our most fundamental rights as Americans and we should do everything possible to assure that that right is protected.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists believe that they should be able to choose who leads our country and will do everything in their power to limit the number of people whose ballots are counted. They are trying to get the ballots of eligible Americans excluded so that they can impose their Project 2025 scheme of limiting Americans' rights and liberties, attacking middle class prosperity and doling out special favors for greedy corporations and the rich.

3) Contrast Harris's fight to preserve freedoms, expand middle class prosperity and make communities safer with Trump's ominous blueprint for centralized MAGA Republican power serving the wealthy and special interests.

Harris believes that every eligible American who casts a ballot should have their vote counted, and that all ballots should be counted the same way, no matter how a voter chose to cast them - whether in person, by mail, or at a drop box. Trump wants to limit the number of people who vote by excluding eligible voters – including servicemembers deployed overseas – for insignificant mistakes.

Every state and jurisdiction has in place extensive checks and balances to ensure that our elections are free, fair and legal. The greatest threat to voting rights since the Jim Crow era have been MAGA extremist attacks on honest and dedicated local election officials, right wing attempts to suppress registration and voting with severe restrictions and penalties, and Donald Trump's lies about the 2020 election.

While Donald Trump embraces the Project 2025 scheme to take power away from us and restrict abortion, raise middle class taxes and cut taxes for big business, Harris believes in a strong democracy and a government that works for the middle class, not the special interests. Trump wants to restrict voting because he's afraid of her fight for strong unions and overtime, for rising wages, lower drug prices, and tax credits for families with children. He and his MAGA backers don't want the wealthy to pay their fair share of taxes.

Election Night

Background

We have been through this before.

Just as in 2020, the Trump campaign has in place plans to relentlessly attack the legitimacy of the election, in hopes of reversing a Harris victory and stealing the White House for himself. Every major, minor or imagined "irregularity" detected until January 20, 2025 will be blown up on social media and right-wing news channels and used to incite threats and even violence by Trump supporters and to lay the groundwork for political pressure on election officials and legal challenges to legitimate results. We can expect an unending blizzard of disinformation – in fact, it has already begun – with every item breathlessly presented as "proof" that the election is being stolen.

The only effective response is to take a deep breath, and:

- Ignore temptations to get involved in a discussion about any individual claim or lie, don't get distracted by the noise and nonsense.
- stick with the basics: the people choose our president, not Trump.
- Remember that TV networks or online mobs don't decide elections, the people do.
- Expect information chaos, but don't be alarmist about it. Sensing a loss, Trump and his supporters will do or say anything they can to diminish confidence in the election results.
- Remember (and emphasize), that Trump is losing, and he is desperate.
- Reinforce that our systems are built to be resilient; we have checks and balances in place to make sure election outcomes reflect the will of the people and:
- Transform conversations from fear into discussions about the freedom to vote and active participation; after all, they tried this before, in 2020. It didn't work then and it won't work now.

False Claim:

“I have won the election – Donald Trump”

RESPONSE:

1) Connect on shared values.

We believe that voters pick our leaders, our leaders do not anoint themselves. We know that it takes time to count and verify every vote and that the results are official only when state election officials report them.

2) Attack Trump’s tactics as deliberate distractions without dismissing the underlying problem.

Once again Donald Trump has declared himself president long before we have finished counting the votes. He is trying to disenfranchise voters, undermine election administration and spread seeds of doubt about results because he wants to override the will of voters and anoint himself president.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump’s contempt for Democracy and attempts to corrupt the process.

This is the same old tired playbook.

Trump is lying about the 2024 election just as he is still lying about the 2020 election, because he believes that he alone should have the power to make himself president. He wants to launch Big Lie 2.0 and incite his followers to try to intimidate poll workers, election officials, and state Boards of Election so he can disrupt our election, invalidate our votes and take control of our country.

Trump, MAGA, Fox News and Elon can claim whatever they want. But, in America, the voters decide and state officials confirm.

Election deniers have tried to stop us before and failed. These are the same dangerous tactics that led to the January 6th attack on our Constitution and our democracy. But just as we did in 2020, we can defeat this attack on our freedoms by supporting the people and processes that are in place to ensure a fair election, and rejecting these attempts to undermine the will of the American people.

False Claim:

“Trump projected to win” – Fox (or other significant right-wing actors calling the election before results are clear)

RESPONSE:

1) Connect on shared values.

We believe that voters pick our leaders, not television networks. We know that it takes time to count and verify every vote and that the results are official only when state election officials report them.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

The TV network that fired analysts for telling the truth about the 2020 election and had to pay a \$787 million dollar settlement for lying about the results wants to protect its ratings among Trump supporters and its status as Donald Trump's cheering section.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

You can't call the Super Bowl at halftime.

Fox news has been the in-house media outlet for the Trump campaign for almost a decade with its anchors, analysts and hosts as public cheerleaders for his campaign. Fox is trying to boost its ratings by calling the election for Trump long before the votes are finished being counted. They know that a Trump presidency will be good for their ratings and good for their billionaire owner's bottom line and they are willing to support Trump's attempts to inspire threats and acts of violence to reach that goal.

Americans value the freedom to cast their votes and have them counted and reject Fox News trying to push lies that do not reflect the will of the people.

Election deniers have tried to stop us before and failed. These are the same dangerous tactics that led to the January 6th attack on our Constitution and our democracy. But just as we did in 2020, we can defeat this attack on our freedoms by supporting the people and processes that are in place to ensure a fair election, and rejecting these attempts to undermine the will of the American people.

False Claim

"[Swing state] goes to Trump (or Trump prematurely asserts victory in a swing state), Trump claims to win the election!"

RESPONSE:

1) Connect on shared values.

We believe that voters should pick our leaders; our leaders should not pick their voters.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

In America, our elections are supported by a series of checks and balances that ensure every vote is counted and the voice of the people is heard. Until those procedures have been completed and every vote is counted, our president has not been chosen. We know that it takes time to count and verify every vote and that the results are official only when state election officials report them. Neither Donald Trump nor his MAGA echo chamber can disenfranchise voters by claiming a victory before these procedures are complete.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

You can't call the Super Bowl at halftime.

We cannot draw conclusions based on an incomplete count in a single state. Television talking heads and anonymous statisticians do not choose our president.

MAGA Republicans are spreading misleading information, trying to disenfranchise voters, undermining election administration, and spreading seeds of doubt about results.

This is the same playbook we saw in 2020, when Donald Trump tweeted out claims of victory in key states – that he ultimately lost – long before the vote count was finished. We know that he is inciting election deniers to use these premature claims to fuel threats and disinformation in other states. Despite his hollow claims of victory, this election will not be decided until the votes of all the American people are counted.

False claim:

"Corrupt Big City Democrat" election officials are trying to steal the election for Harris.

RESPONSE:

1) Connect on shared values.

Nothing is more important on election day than ensuring that every voter has the freedom to cast their ballot and make their voice heard.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump is falling back on the same old tired playbook, trying to attack the checks and balances that make American elections free and fair by dividing us against ourselves and lying about the men and women who make the system work.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

Donald Trump has spent his whole campaign trying to divide Americans by race, background, and zip code using bigoted stereotypes and lies to fan suspicion and destroy faith in the American system. He believes that in a divided America he can steal away Americans' fundamental right to choose their own leaders and make himself president. Trump's attempts to inject threats, violence and confusion into the election have absolutely no place in American elections. This is the same playbook we saw in 2020, when the American people and dozens of courts rejected the election denier's attempts to disrupt our democracy and seize power.

Attempts by Trump and his allies to sabotage our elections are desperate and dangerous. However, Americans stopped them in 2020, and they can do it again - because voters decide our elections, not Trump and his minions.

False claim:

"Democrats have stopped/slowed/delayed counting until they know how many votes they need to steal."

RESPONSE:

1) Connect on shared values.

Most of us believe that voters should pick our leaders; our leaders should not pick their voters.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump and his MAGA allies will do anything to seize power, and when they fear they'll lose, they lie and lash out. Trump is pushing false claims about voting and laying the groundwork for a Big Lie 2.0 conspiracy to steal the election. We know that it takes time to count and verify every vote.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

Late-night pauses in vote-counting so workers can rest or so that mail-in, drop-box and absentee ballots can be opened and counted are a normal part of the election process. It is critical that every eligible American who casts a ballot should have their vote counted, and that

all ballots should be counted, no matter how a voter chose to cast them - whether in person, by mail, or at a drop box.

Trump wants to limit the number of people who vote by excluding eligible voters – including service members deployed overseas. Just as they did in 2020, election deniers are spreading lies, trying to disenfranchise voters and undermining election administration so they can launch Big Lie 2.0.

It didn't work last time and it won't work this time.

False claim:

“Counting needs to be stopped.”

RESPONSE:

1) Connect on shared values.

Most of us believe that voters should pick our leaders; our leaders should not pick their voters. Every vote needs to be counted and every voice needs to be heard.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

It's the same old playbook. Just as in 2020, Trump knows that absentee and mail-in ballots are counted last, and often favor his opponent. Trump wants to stop the count while he is ahead and falsely claim victory – while excluding the votes of thousands of Americans.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

In many jurisdictions, mail-in, drop-box and absentee ballots are received, opened and counted after ballots from polling places are tallied. It is critical that the count continue until every eligible American who cast a ballot has their vote counted, and that all ballots are counted the same way, no matter how a voter chose to cast them - whether in person, by mail, or at a drop box.

Trump wants to limit the number of people who vote by excluding eligible voters – including service members deployed overseas. Just as they did in 2020, election deniers are spreading lies, trying to disenfranchise voters and undermining election administration so they can launch Big Lie 2.0.

It didn't work last time and it won't work this time.

False claim:

“[Something suspicious] is caught on video.”

RESPONSE:

1) Connect on shared values.

Honest elections are the backbone of American democracy and we should do everything in our power to ensure that our elections truly reflect the votes we cast.

2) Attack Trump’s tactics as deliberate distractions without dismissing the underlying problem.

Trump is falling back on the same old tired playbook, attacking the balances and oversights that make American elections free and fair by lying about an innocent action that has already been explained or corrected and attacking the men and women who make the system work.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump’s contempt for Democracy and attempts to corrupt the process.

We believe that voters should pick our leaders, our leaders should not pick their voters.

But some politicians will do anything to hold power. Trump is lying about this election just as he is still lying about the 2020 election, because he believes that he alone has the power to make himself president.

Americans are voting in 116 thousand individual polling places on election day, and there are always going to be challenges. But we have in place robust safeguards to ensure every vote is accurately counted and recorded. Election officials from both parties work together at every step to make sure votes are recorded accurately.

Trump knows this, but wants to inspire threats and acts of violence against election workers as part of his strategy to disrupt our election, derail our democracy and take

These are the same dangerous tactics that led to the January 6th attack on our Constitution and our democracy. But just as we did in 2020, we can defeat this attack on our freedoms by supporting the people and processes that are in place to ensure a fair election, and rejecting these attempts to undermine the will of the American people.

False claim:

Democrats are rigging the election with voting machine breakdowns/ballot shortages/whatever [technical/logistical problems]”

RESPONSE:

1) Connect on shared values.

Most of us believe that voters should pick our leaders; our leaders should not pick their voters.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump and his allies will do anything to seize power, and when they fear they'll lose, they lie and lash out. Trump is falling back on the same old tired playbook, attacking checks and balances that make American elections free and fair by lying about an innocent action that has already been fixed and slandering the men and women who make the system work.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

Trump is lying about this election just as he is still lying about the 2020 election, because he believes that he alone has the power to make himself president.

Our vote counting machines have robust safeguards to ensure every vote is accurately counted and recorded. Vote counting machines undergo extensive testing before each election to guarantee reliability and accuracy. Election officials from both parties work together at every step to make sure votes are recorded accurately.

Trump knows this, but wants to inspire threats and acts of violence against election workers as part of his strategy to disrupt our election, derail our democracy and take

These are the same dangerous tactics that led to the January 6th attack on our Constitution and our democracy. But just as we did in 2020, we can defeat this attack on our freedoms by supporting the people and processes that are in place to ensure a fair election, and rejecting these attempts to undermine the will of the American people.

This strategy failed before and it will fail again.

False Claim:

Democrats are trying to steal the election by allowing millions of undocumented aliens to vote.

Response:

1) Connect on shared values.

Nothing is more important on election day than ensuring that every voter has an equal voice.

2) Attack Trump's tactics as deliberate distractions without dismissing the underlying problem.

Trump is falling back on the same old tired playbook, attacking the checks and balances that make American elections free and fair by dividing us against ourselves and lying about the men and women who make the system work. Trump and his MAGA extremist allies continuously lie about citizenship and voting because they want an excuse to launch another Big Lie/January 6th campaign to overturn the election if Trump loses.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

Donald Trump has spent his whole campaign trying to divide Americans by race, background, and zip code using bigoted stereotypes and lies to fan suspicion and destroy faith in the American system. He believes that in a divided America he can steal away Americans' fundamental right to choose their own leaders and make himself president. Trump's attempts to inject threats, violence and confusion into the election have absolutely no place in American elections. This is the same playbook we saw in 2020, when the American people and dozens of courts rejected the election denier's attempts to disrupt our democracy and seize power.

Attempts by Trump and his allies to sabotage our elections are desperate and dangerous. However, Americans stopped them in 2020, and they can do it again - because voters decide our elections, not Trump and his minions.

False Claim:

Democrats are trying to keep ineligible voters on the registration rolls so they can cast illegal ballots and steal the election.

Response:

1) Connect on shared values.

Every eligible American should be able to make our voices heard and choose our leaders. Only eligible Americans can vote. Our elections are built on a system of balances and oversight that protect our freedom to cast our ballot and have it counted.

2) Attack Trump's tactics as deliberate distractions, without dismissing the underlying problem.

Trump and MAGA extremists continuously raise baseless lies about voting even though there are countless laws – from registration requirements to state-mandated IDs to verification checks – to ensure that only eligible Americans vote. They think they should get to choose our government, and they are trying to discredit experts and trusted sources of information because they want an excuse to launch Big Lie 2.0 and another January 6th attack if Trump loses.

3) Contrast our democratic values and support for our electoral process and the people who make it work with Trump's contempt for Democracy and attempts to corrupt the process.

Harris believes that voters should pick their leaders, not the other way around. Our election officials are unrelenting in their support for this fundamental pillar of our democracy. Donald Trump thinks that he should have the power to make himself the president. Trump wants to limit the number of people who vote by excluding eligible voters – including service members deployed overseas. Just as they did in 2020, election deniers are spreading lies, trying to disenfranchise voters and undermining election administration so they can launch Big Lie 2.0.

Attempts by Trump and his allies to sabotage our elections are desperate and dangerous. However, Americans stopped them in 2020, and they can do it again - because voters decide our elections, not Trump and his minions.

As a reminder, all information shared through the Service Bureau is confidential and for the sole use of organizations engaging in political independent activities during the 2023-2024 election cycles. Federal and many state election laws prohibit organizations from coordinating their independent activities with candidates, parties, or their agents under any circumstances.
