

DIGITAL TOOLKIT

Fund Our Future

Messaging on Revenue, Taxes, and Funding our Future

Last updated October 14, 2022

This is a digital toolkit for **winning the narrative to fund the care, support, and services our families need by making sure wealthy corporations and billionaires pay us what they owe**. Let's come together to advocate together for a system where we all can thrive.

We believe that if our words don't spread, they don't work. As such, we are honored to have you use this language verbatim. The pieces of creative are yours to use **freely without need for attribution** in your advocacy efforts. You can also use them as inspiration when crafting new content in your own voice and tailored to your audiences. Lastly, please feel free to share this guide far and wide.

Below, we include the following elements:

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KEY GUIDANCE: MESSAGING

CONSTRUCTING A NARRATIVE

LEAD with shared values — community, safety, prosperity — in a way that names race and class while bringing people together.

FOCUS on the tangible good we are delivering — things like jobs, healthcare, and funding for roads, schools, bridges, families and communities — rather than the amelioration of harm (e.g., “fix our broken tax system”). Lift up how certain bills and policies are good for people as opposed to personifying “the economy” as a stand-alone entity.

CAST ‘we the people’ as protagonists: we turned out in record numbers to elect leaders to care for us and act in our interests. We – working people, families, and small businesses – are pulling together to fund our communities.

DEFINE our opposition as wealthy corporations, billionaires and certain politicians who put themselves ahead of everyone else, and make a comprehensive critique that encompasses taxes and wages.

- “Too often, wealthy corporations **refuse to pay people the true value of our work** and refuse to pay our country what they **truly owe**”

DEMAND that we rewrite the rules, messaging from inevitability. Our families *will* have what we need *when* we make billionaires and wealthy corporations contribute as much as they take from our communities.

DELIVER a positive vision for the future we will create together, with quality schools for our kids, healthcare for our families and communities where we all can thrive.

AVOID the opposition frame and **DO NOT REPEAT** accusations, even to refute. Instead, expose how certain politicians and billionaires try to undermine social services by shaming and blaming the people who use them.

WORDS TO EMBRACE AND REPLACE

EMBRACE <i>Say this...</i>	REPLACE <i>Not this...</i>	BECAUSE
• Make the rich pay <u>what they owe</u> • Make the rich pay <u>what they owe our country</u> • Make the rich pay <u>what they truly owe</u> through taxes	• Make the rich pay <u>their fair share</u>	Owe hints at a broader unmet and overdue responsibility that can encompass not only taxes but also wages and compensation for the wealth corporations and the rich take from our collective efforts. It is also more engaging for our base. "Fair share," on the other hand, suggests that government revenue is akin to a pie – or, when paired with "pitch in," that it is a metaphorical container into which everyone places funds. This obscures the more accurate story that the rich are actively taking the wealth we create. Further, "fairness" is a contested concept. For many, fairness means a flat tax, and "paying your fair share" reinforces that everyone pitches in the same thing: money. In reality, some of us contribute in other ways – by teaching children, for example, or putting out fires, or caring for elders.
• <u>Wealthy</u> corporations	• <u>Big</u> corporations	Size matters...less. It is less relevant of a descriptor than wealth, which corporations accumulate by refusing to pay people the true value of their work, and by not paying what they owe through taxes.
• Wealthy corporations <u>refuse to pay people the true value of our work</u> • Wealthy corporations <u>rig the rules to take from working people</u>	• <u>Hold down wages</u> • Wages have fallen • Wages have failed to keep pace with costs • Wage gap is growing	Keep people, and the work that we do, centered in how we activate anti-corporate sentiment. Make clear that corporations choose to pay people less than our work deserves.
• <u>Making</u> sure wealthy corporations <u>pay more</u> in taxes	• <u>Increasing taxes</u> on wealthy corporations	A more active description keeps people/government more in focus.

• Making sure <u>corporations/the wealthiest households</u> pay what they owe through taxes/what they truly owe	• Making sure <u>everyone</u> pays what they owe	Name who we want to pay what they owe. Saying “everyone” lends room to the opposition perspective that people who immigrated here or who use public services are not contributing.
• Take resources from our communities • Undermine our schools • Free ride off what we contribute	• Tax breaks • Avoid paying taxes • Get away with not paying taxes	People resent taxes and thus understand desire to avoid them; we must foreground what taxes buy, not the taxes themselves.
• <u>When</u> our elected leaders make wealthy corporations pay us what they owe, we <u>will</u> have what we need	• <u>If</u> our elected leaders make wealthy corporations pay us what they owe, we <u>can</u> have what we need	Combat cynicism by messaging from inevitability, making this an issue not of “if” but “when.”
• Working families, people left struggling to make ends meet	• People who work for a living	People empathize with working families and people struggling to make ends meet. But “people who work” may unintentionally evoke work requirements for social services.
• Residents • Community members	• Taxpayers	Labeling people taxpayers foregrounds finances and anti-government biases.
• <u>Providing...</u>[outcomes of revenue, like better schools, quality health care etc] • <u>Fund</u> our communities/lives	• <u>Investing in...</u>	Providing is immediate and direct. Investing implies a delay in realizing positive outcomes and primes expectations of a financial return. By talking about investing in roads, investing in schools, investing in people, or investing in communities, we make the argument about financial gain, ceding the moral high ground and priming expectations of a financial return.
• Schools that nurture our kids’ dreams • Rx meds we can afford...	• Filibuster... • Compromise... • Anything else on political process	Focusing on process has voters tune out and backgrounds what people actually care about.

• Families' economic well-being • Our financial well-being • Jobs • Ability to put food on the table and support our families	• The economy	There is no independent being named The Economy — it is merely a way we measure human activity. When we personify 'the economy' as capable of acting or being acted upon, feeling pain or being revived, we fuel opposition framing that positions the wellbeing of 'the economy' as separate from and more important than the well-being of actual human beings. Instead, we should specify what we mean, whether that's jobs, families being able to put food on the table, or people's broader economic well-being.
• Resource our schools • Provide the supports and services our families need • Air we breathe, water we drink • Paid time to care for our loved ones	• Generate \$X billion dollars • Pocketing \$X • \$xx billion	Bringing money top of mind makes people more selfish and primes individualism. Focusing on the money lends credence to opposition concerns and backgrounds the issues people actually care about.
• Corporate Politicians • Corporate Lawmakers	• Moderates • Centrists	Nothing moderate or central about opposing what 70% of Americans favor.
• Some lawmakers siding with rich against the rest of us	• Democrats are divided • Democrats in disarray • Progressives are ruining everything • Every elected leader on our side is a Democrat	Media loves storylines about fighting and voters feel an acute sense of division so we must render clear what the sides truly are.

FULL NARRATIVES

Narrative 1: How We Contribute

NARRATIVE	WHY IT WORKS
No matter what we look like or where we come from, most of us believe in caring for our families and leaving things better for those to come.	Leads with value shared across race and origin of showing up for each other
Some of us give our all as teachers, delivery drivers, or nurses, volunteering at the local food bank or neighborhood cleanup.	Tangibly illustrates the different ways many of us contribute to our collective well-being besides money.
But for too long, a handful of politicians have let wealthy corporations rig the rules to favor their campaign contributions over our contributions for each other. Then they have tried to divide us, fueling fears based on our skin color, accent, or faith.	Contrasts how we contribute with how wealthy corporations take from us and refuse to contribute what they owe through wages and taxes
	Names how they use racial scapegoating to divide us
It's time to reject this division and demand our leaders make corporations pay what they owe our country through taxes and pay people a fair return on our work. That's how we show up for each other, delivering the quality schools, affordable healthcare and good-paying jobs that ensure all of our families can thrive.	Calls for a comprehensive solution that specifies the outcomes more revenue can deliver (such as quality schools)

Narrative 2: Diverting Wealth

NARRATIVE	WHY IT WORKS
No matter our background, faith or color, most of us work hard for our families.	Leads with a value shared across our differences that humanizes people and connects to a relatable experience centered around family.
But as our work has made America prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, and from our public parks to their private jets.	Positions the villain as “rigging the rules” and shows directly how that impacts our communities.
Now they stir fears based on what we look like or where we come from, hoping we will blame everyday people for the hardships these wealthy few create,	Reinforces that the hardships our communities face are created by the wealthy few
so we don't join together to demand our shared resources deliver the programs, schools and supports all of our families need.	Connects outcomes to the specific resources that will help our communities (schools, supports for our families)
Together, we can demand our lawmakers rewrite the rules so nothing stands in the way of us providing a great life for our families.	Provides a unifying call to action to hold elected leaders accountable for changing the system and delivering for our families

KEY GUIDANCE: DIGITAL

CONSTRUCTING CREATIVE CONTENT

ALIGN your content with the Key Messaging Guidance found above.

DEPICT the positive impact resources will have, especially in contrast to visceral images of greed. This is strongly activating to base voters.

VALORIZE everyday people's hard work and contributions. Position corporations and the wealthy in contrast to and taking from working people. This also allows us to argue for wages and revenue at once.

SHOWCASE people coming together across race and class, both through the language you use *and* the imagery you choose.

LOCALIZE the imagery you choose and the villains you highlight to the state or community that you work in. You can swap out images in the content below how you see fit.

A NOTE ON ACCESSIBILITY

We've added alt text to each of the pieces of creative below, which helps screen-reading software describe the images to people who are visually impaired. We'd encourage people to include the alt text for the images and gifs when posting on social media or creating toolkits like this. (Right click the image and select "alt text" to view.)

TESTED CREATIVE

These memes and videos are yours to use freely **without need for attribution** in your advocacy efforts. You can also use them as inspiration when crafting new content in your own voice and tailored to your audiences.

It's always important for content to be authentic to the messenger delivering it. The memes you create should use audience-appropriate language while adhering to overall guidance and framing.

We encourage you to take these pieces of creative and use them how you see fit, including **and especially** in paid digital spends. Our message only works when it spreads. As it pertains to these pieces, We Make the Future makes no representations or guarantees regarding compliance with any laws, regulations, or other standards. Check with your professional advisors to make sure you are in compliance.

BACKGROUND INFORMATION

Creative Credit: Frameshift

The creative below **engaged the unengaged** (those who didn't vote in 2020 who rarely take action). Many pieces also engaged 2020 voters, but the movement amongst the less engaged was particularly notable. This correlates with our research that shows less engaged voters are angry and cynical about the system.

ALL the creative pieces below from Frameshift successfully moved participants across all races, shifting their beliefs on a variety of metrics including:

1. Desire for increasing state revenue
2. Corporations should pay what they owe
3. Make corporations pay fair wages
4. Belief that everyday people can act together to rewrite rules

For more information on this research, please see the [Frameshift Revenue Messaging deck](#).

TESTED VIDEOS

The ad below had a clear impact across demographics, especially on under 30K income viewers. Respondents moved to support a variety of measures, and were propelled to action.



[Click here to play](#)

Unlike the other more general ads tested, the ad below focused on American Rescue Plan funds. It was the most emotionally activating, evoking energy and anger, especially amongst <30K income respondents. It was also particularly effective across POC, especially in the <120K income group.



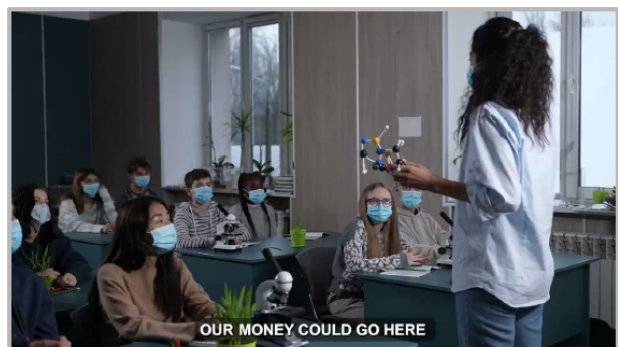
[Click here to play](#)

The ad below worked with our base, including Black respondents and POC generally. It propelled less engaged viewers, in particular, to action.



[Click here to play](#)

The ad below shifted beliefs across the spectrum, especially for POC, middle class (75K-120K income) and left of center parents of all races. This track had a strong impact on POC, in particular, moving them across metrics.

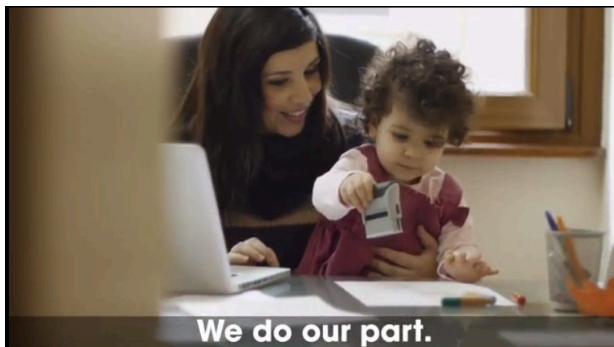


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The two ads below moved the opinions of folks across groups, notably men and lower income viewers, towards supporting increased funding for state government and increasing taxes on the wealthy. Trump voters moved to support increasing taxes on the wealthiest, while Biden voters moved to support increasing funding for state government.



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[Click here to play](#)

This ad had a strong pattern of impact with college educated, over 120K income respondents across race.



[Click here to play](#)

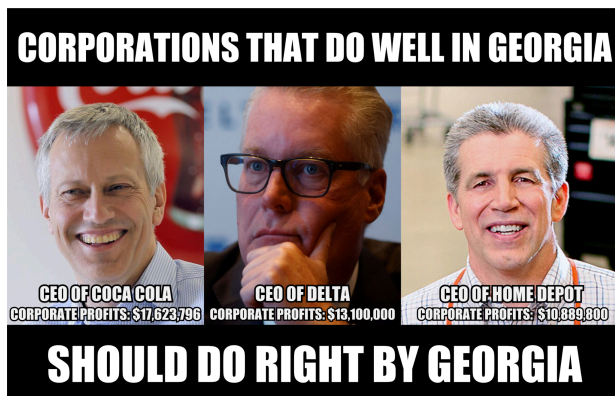
TESTED MEMES

The two memes below worked with our base, including Black respondents and POC. It propelled less engaged viewers, in particular, to action.

Please feel free to swap out the imagery with villains (corporations and their CEOs) that have a corporate presence in your state.

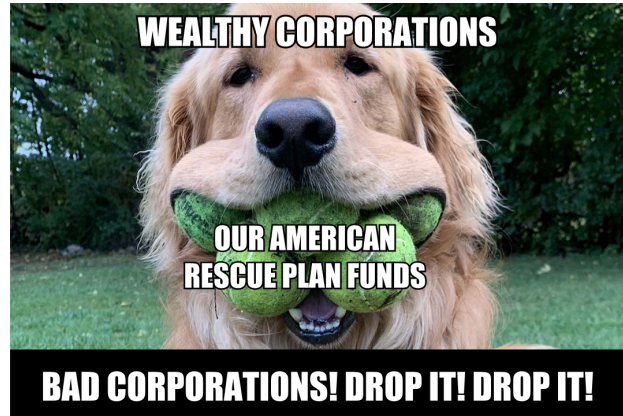


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The meme below was the most emotionally activating, evoking energy and anger, especially amongst <30K income respondents. It was also particularly effective across POC, especially in the <120K income group.



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The meme below had a clear impact across demographics, especially on under 30K income viewers. Respondents moved to support a variety of measures, and were propelled to action.



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The memes below shifted beliefs across the spectrum, especially for POC, the middle class, and left of center parents.

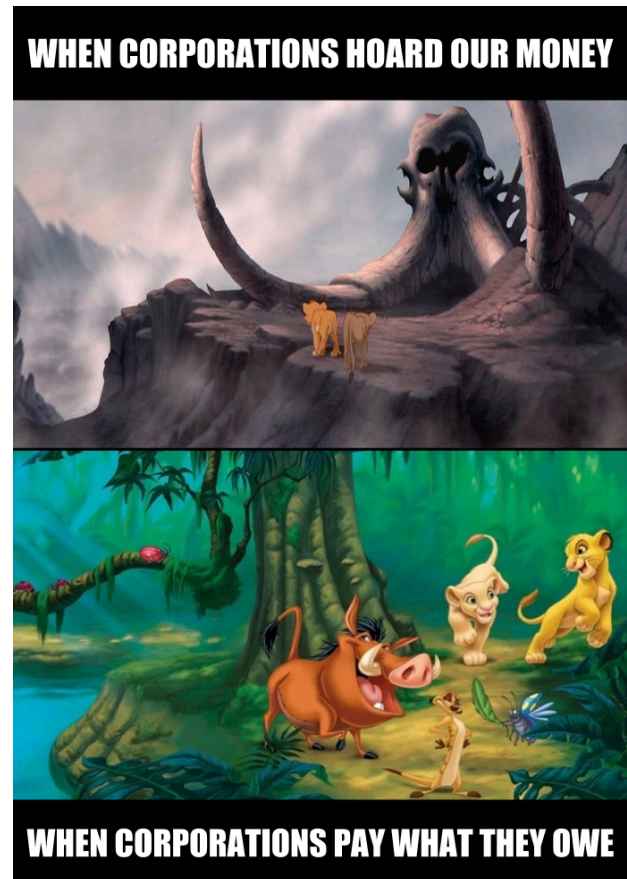


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The meme below had a strong pattern of impact with college educated, over 120K income respondents across race.



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SAMPLE SOCIAL MEDIA POSTS

Following the key guidance above, mix and match these to use across Facebook, Twitter, Instagram, and more.

HASHTAG: #FundOurFuture

OUR VALUES

- No matter [choose 2-3: what we look like, where we live, where we come from, how much money is in our wallets, how we pray, who we are, who we love, the color of our skin, our genders, or how long we've called XXX town/state home], most of us believe in caring for our families & leaving things better for those to come.
 - No matter our [choose 3: races / colors, backgrounds, incomes, origins / birthplaces, zip codes, faiths, ages, or genders], most of us work hard for our families. Some of us give our all as teachers, delivery drivers, or nurses, volunteering at the local food bank or neighborhood cleanup.
 - Can you imagine what our neighborhoods would look like if we had all that we need? We can rewrite the rules so that everyone contributes to make our schools, hospitals, parks & programs all that our families deserve, no matter [choose TWO: what we look like, where we live, where we come from, how much money is in our wallets, how we pray, who we are, who we love, the color of our skin, our genders, or how long we've called XXX town/state home].
 - Whatever our [choose 3: race / color, background, income, origin / birthplace, zip code,, faith, age, or genders], most [State-ians] believe in caring for our families & leaving things better for those to come. We know that we pull through by pulling together. We've all had moments where we turned to someone for support & a time when we provided that support.
-

NAMING THE VILLAIN

- As our work has made [insert the name of your state/America] prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, & from our public parks to their private jets.

- A greedy few stir fears based on [choose two: what we look like, where we live, who we vote for, where we come from, or how much money is in our wallets], hoping we will blame everyday people for the hardships they create, so we don't join together to demand our shared resources deliver the programs, schools & supports all of our families need.
- For too long, a handful of politicians like [insert a specific "villain", i.e. Sen. Ted Cruz or Sen. Ron Johnson] have let wealthy corporations rig the rules to favor their campaign contributions over our contributions for each other. Then they have tried to divide us, fueling fears based on our [choose 2-3: skin color, accent, genders, or faith.]
- For too long, certain politicians like [insert a specific "villain", i.e. Sen. Marco Rubio or Rep. Kevin McCarthy] have tried to divide & distract us. They rig the rules to take the wealth our work creates & hand it to their corporate donors while refusing to pay what they owe through taxes.
- A handful of politicians, like [insert a specific "villain", i.e. Gov. Brian Kemp or Rep. David Valadao], demonize those of us struggling to make ends meet, trying to get us to blame each other for the hardships their corporate donors create.

OUR VISION & CALLS TO ACTION

- It's time to demand our leaders make corporations pay what they owe [select one: our country, our state] through taxes & pay us a fair return on our work. That's how we show up for each other, delivering the [name what you hope to accomplish: i.e. "good-paying jobs & affordable care" or "better schools & quality healthcare"]. that ensure all of our families can thrive. Take action with us: [external link]
- [State-ians] are combining our ingenuity & drive, joining together across race & place to demand our lawmakers rewrite the rules so all of us can thrive & nothing stands in the way of us providing a great life for our families. Take action with us: [external link]
- Together, we can make our leaders deliver for us, instead of for their corporate donors. We're joining together across [insert the name of your state] to demand the services, schools & supports that America has more than enough to deliver for us. Take action with us: [external link]
- When we join together to make wealthy corporations pay what they owe [select one: our country, our state] through taxes, we will make [insert the name of your state] a place where we all have what we need to overcome our challenges & keep our families safe & well. Take action with us: [external link]
- We're joining together across [insert the name of your state] to demand our leaders rewrite the rules so nothing stands in the way of us providing a great life for our families. We're demanding the services & support needed to see ourselves through, in good times & bad. Take action with us: [external link]

ADDITIONAL CREATIVE

These pieces of creative are also available for you to use freely **without need for attribution** in your advocacy efforts. Check with your professional advisors to make sure you are in compliance.

EXAMPLE VIDEO

[¿Lo puedes ver?](#) (En español) | [Can You See It?](#) (In English)

CREATIVE: GIFs

Creative Credit: IntoAction



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WEALTHY CORPORATIONS STEAL FROM
WORKING PEOPLE AND OUR COUNTRY.
MAKE THEM PAY WHAT THEY TRULY OWE.



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WHEN WE MAKE BILLIONAIRES AND
CORPORATIONS PAY WHAT THEY OWE,
OUR FAMILIES WILL HAVE WHAT WE NEED.



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MOVE FORWARD TOGETHER



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When we make
BILLIONAIRES and CORPORATIONS
PAY WHAT THEY OWE THROUGH TAXES,
our children will thrive



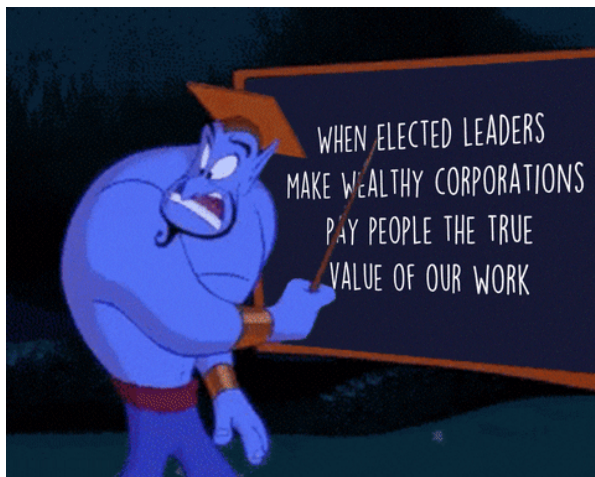
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Imagine **THE FUTURE WE**
COULD CREATE TOGETHER



**IF WE MADE BILLIONAIRES &
CORPORATIONS CONTRIBUTE
LIKE THE REST OF US**

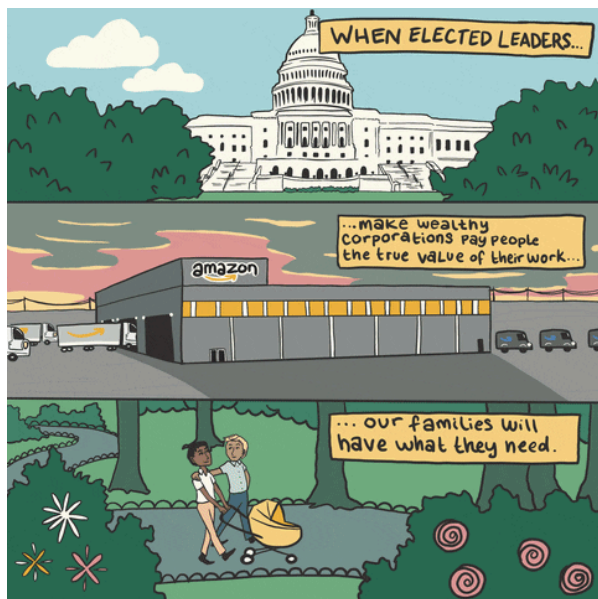
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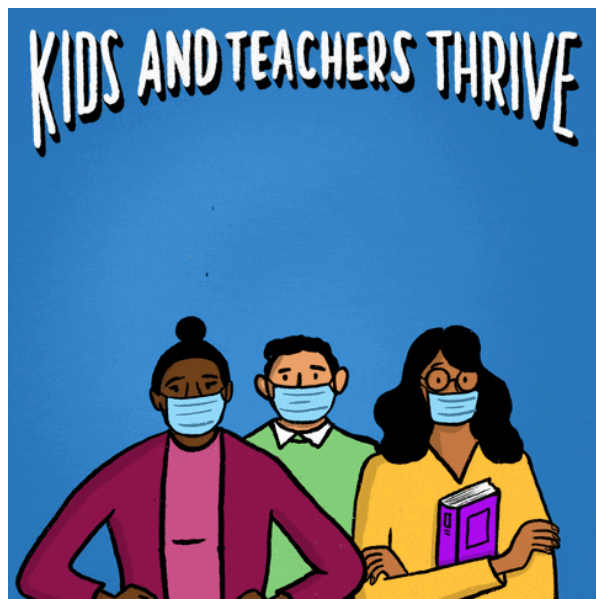
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When Elected Leaders

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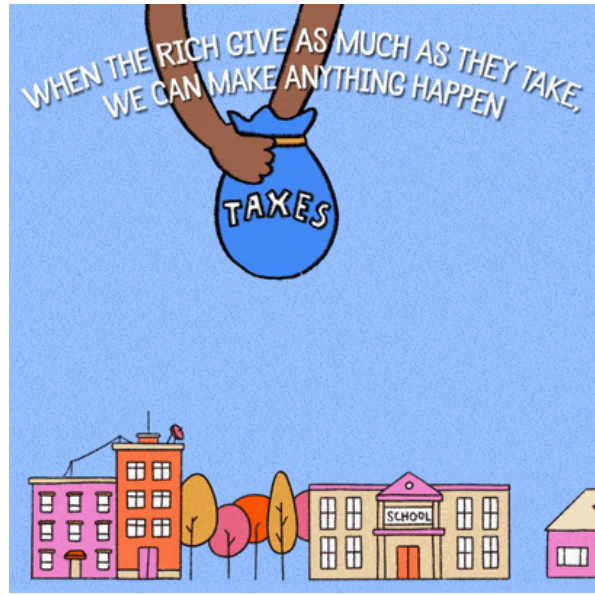
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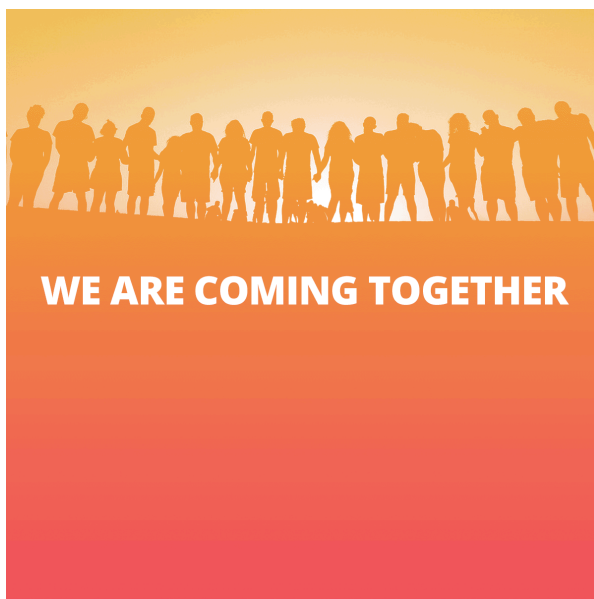
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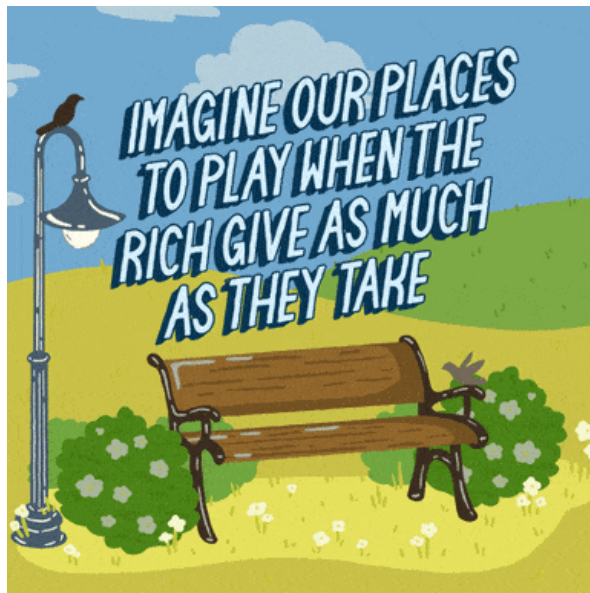
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CREATIVE: MEMES

Creative Credit: IntoAction, We Make The Future



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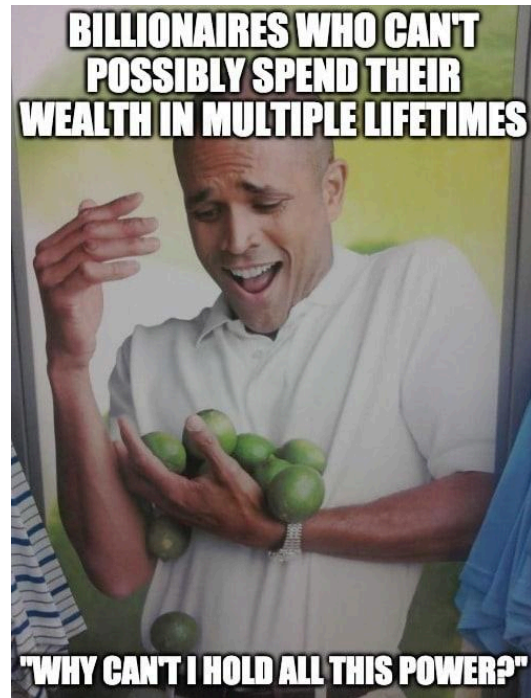
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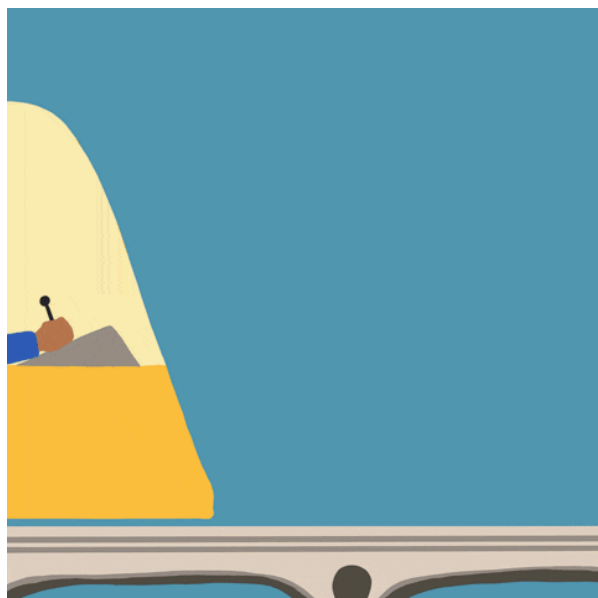
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EJEMPLOS CREATIVOS: INGRESOS

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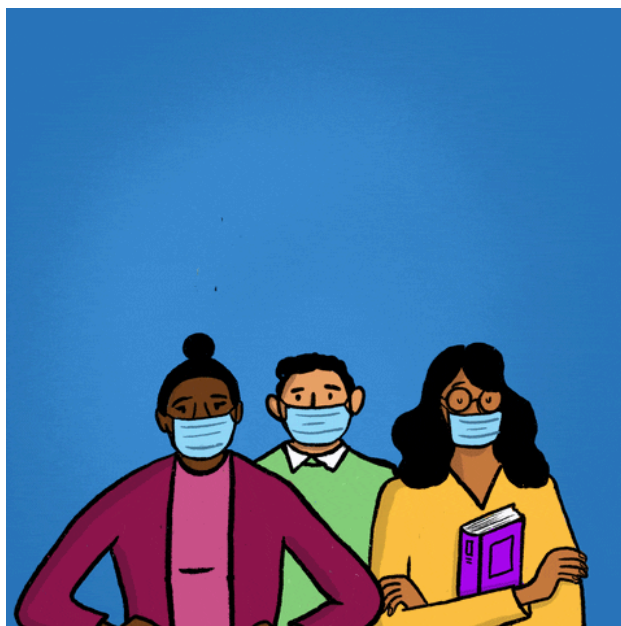
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CREATIVE for COLORADO

Creative Credit: IntoAction

IMAGINE HOW COLORADO'S
ELDERLY WOULD THRIVE



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COLORADO WOULD HAVE
ALL THE RESOURCES
WE NEED IF THE RICH
CONTRIBUTED
WHAT THEY OWE.



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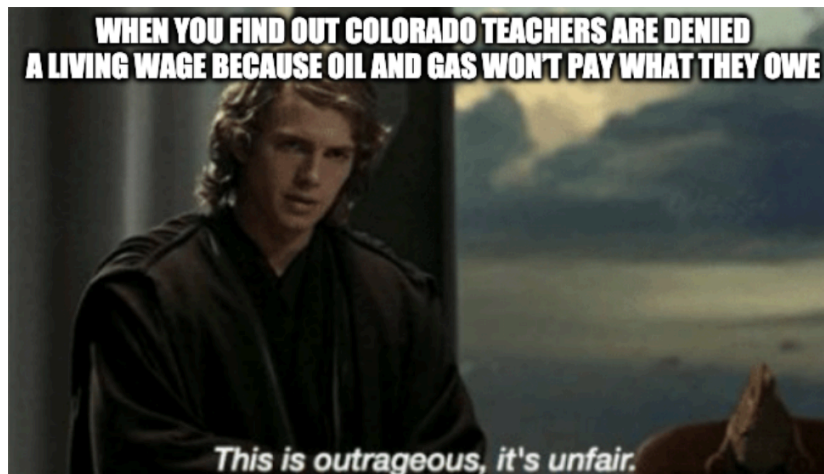
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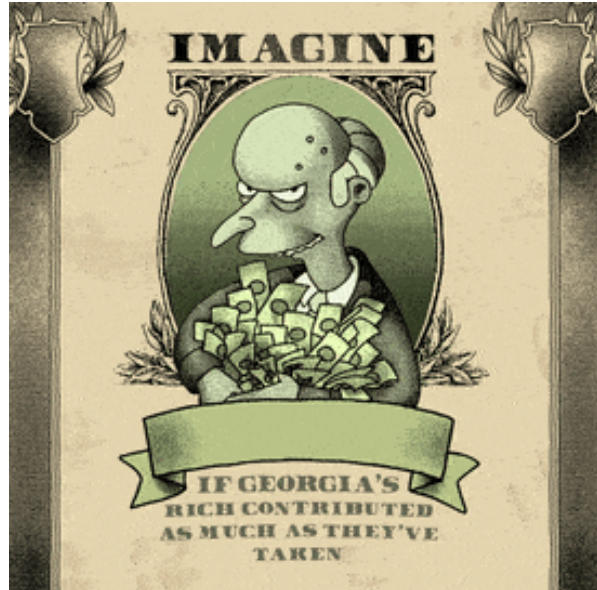
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DIGITAL ORGANIZING

Digital presents an opportunity not only to deliver winning messages, but also to foster relationships with voters and/or members of your community, and an opportunity to move people from online slacktivism to more concrete actions like calling their legislators, participating in a meeting, or volunteering. The first step is often to learn more about your digital communities and gather contact information so that you can follow up and move folks up a ladder of engagement. Here's an example of how to do this by adopting this narrative work into a form/petition for list-building or event recruitment.

FORM, PETITION, OR EMAIL

Whatever our color, background, or zip code, most of us know that pulling through takes pulling together. From our front stoops to our front lawns to our frontiers, we do extraordinary things with whatever we've got. But can you imagine what our neighborhoods would look like if we had all that we need? If, instead of dividing us against each other and letting the rich take the wealth we create, politicians rewrote the rules so that the rich paid what they owe to make our schools and hospitals, parks and programs all that our families deserve?

We're coming together to make our leaders deliver for us, instead of for their corporate donors. When we combine our ingenuity and drive, we can make this a place where all of us can thrive. Can we count on you to <call to action>?

During this pandemic, we turned out in record numbers to elect leaders to deliver the relief our families need. But for too long, certain politicians have tried to divide and distract us, while they take the wealth we create out of our communities and hand it to their corporate donors.

By joining together across race and place, we can demand a government that cares for us, delivering the schools, services and supports we all need. Can we count on you to <call to action>?

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ADDITIONAL RESOURCES

Revenue and taxation impact every aspect of our communities and our lives. [To that end, you can check out our resources and toolkits on other issues on our website.](#)

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