

Campaigning when everything feels fragmented

If you're running for office in a rural or red-leaning district, you already know the problem:



- The moment voters hear the word “Democrat,” many stop listening.
- Conversations turn into arguments faster than ever.
- People on your side get discouraged.

What matters most is connecting emotionally right at the start — you, your volunteers, and your messaging.

This is what the **Democratic Creed** was designed for.

What the Democratic Creed Is

The Democratic Creed is a powerful statement of **universal American values**.

It was **created by Democrats across the country** and grounded in the same founding values expressed in the Declaration of Independence.

It builds emotional connection and trust with voters before the conversation becomes political. It shows who you are and what you stand for, right from the beginning — and gives your volunteers a clear, consistent way to engage voters.

What it is NOT

- ✗ Not a policy list
- ✗ Not a campaign script
- ✗ Not a purity test
- ✗ Not a national party mandate

The Democratic Creed does not tell you what positions to take.

It helps you choose them — and explain why:

Values before policy.

Why candidates are using it



Because voters respond to emotional connection and shared values before they respond to almost anything else.

- They need to understand why you're a candidate.
- They want to know they can trust you to fix things.

Basing yourself on shared American values helps you:

- connect with skeptical voters
- keep conversations from turning into arguments
- explain positions without sounding ideological
- show voters what you stand for — and earn their trust

Connection before values, values before policy.

What this looks like on the campaign trail

✗ Don't open with positions

✓ Connect first through shared values

For example:

“Most people around here believe in fairness, opportunity, and looking out for one another. That's what guides how I think about the issues we face.”

This simple shift changes the tone of the conversation.

Voters hear **character before politics**.

Why it matters in difficult districts

- When voters don't trust parties, they listen for values.
- When conversations start to turn into arguments, values bring the temperature down.
- When people disagree about policy, shared values give you common ground.

You may feel like you're campaigning alone. You're not.

Many candidates across the country are discovering that the values of the Democratic Creed give them a steady foundation for persuasion — even in challenging political environments.



If you do one thing

Read the Democratic Creed.

Use these values as your foundation for:

- speeches
- conversations with voters
- campaign messaging
- debates and forums

Candidates find that once they start using this, their campaign messaging becomes clearer — and easier.

A note from Joe Miller

Three-term State Representative, Ohio District 53

If you take one thing from this, take this:

You are the message.

Voters don't remember policy papers.

They remember your voice, your values, and whether you feel real to them.

That's what makes the difference — especially now.

The Democratic Creed gives you a simple way to do that consistently: ground your voice in these shared American values, connect these values to real problems, and show people what you'll do.

This works in any race, in any district — because it starts where voters are.

- Keep it simple.
- Make it your own.
- Repeat it often.

If this approach resonates, the next step is to put it into practice. The **Candidate Guide to Action** will show you exactly how to do that.

Reach out. We'll help you put it into practice.



Let's win — by connecting first, grounding ourselves in shared values, and reminding people: you matter!

— Joe Miller
Amherst, Ohio

 Bottom line

This moment feels harder because it is harder. The tools and habits of traditional politics aren't enough anymore.

The Democratic Creed was designed for exactly this kind of upheaval — to make campaigning easier by making decisions clearer, alignment faster, and persuasion more effective. You don't have to figure this out alone. We are ready to help, with materials and a lot more.

Reach out now to info@dems101.org for:

- [CAMPAIGNING WITH VALUES - A Practical Guide for Candidates.](#)
- [CAMPAIGNING: When things get harder](#)
- Handouts of the Democratic Creed and the definitions of **Freedom, Justice, and Opportunity** [all in English and Spanish].
- Signs, posters, and banners.

Democrats 101: a primer for us is the book that started it all. Available in paperback or digital, on line or at local bookstores. (Bulk discount available at PlainwordsPress.com).

The time is now. What you do matters!

Note: Democrats 101 is not a political organization and we do not endorse candidates or policy positions. Our only focus is promoting the values expressed in the Democratic Creed.