Public Protection (2025-2026)

[Previously shared materials on Project 2025](#) *are still accessible in the second tab of this document (see left). This page is to begin sharing and organizing new research and strategies to defeat the incoming administration's attacks, represented by DOGE, Project 2025 and the RSC budget proposal.*

Public Protection in 2025

<mark>MATERIALS INCOMING</mark>

Potential Frames:

Corruption Partnership (Accountable.US, Campaign Legal Center Action, Center for American Progress Action Fund, Court Accountability Action, End Citizens United and Public Citizen): Battleground survey to assess a variety of current responses to the incoming Trump and Republicans congressional majorities. The data suggests Trump is a strength for Republicans, while corruption is a weakness to exploit, as provides nuanced data about DOGE.

CAP Action Fund: A proposed framework based on previous research is available in this **[Q1 2025 Messaging Deck](#)** as well as this **[Q1 2025 Messaging Memo](#)**.

NOMINATIONS
RFK: Protect Our Care
American Bridge: [Trump Research Book](#)

DOGE – Research and resources connected to the Trump Administration's critique of the civil service and the role of regulations in protecting the public.

Civil Service Strong (partners: x)

Protect America's Civil Service (AFGE)

Chevron: [CAP Survey](#): Anticipating Chevron decision (Data for Progress, May 2025)

including a DfP survey on RFK from Protect Our Care showing the importance of focusing on consequences and CAP's December 2024 Memo summarizing previous research on public protection and the media landscape.

Discussion Drafts

We will share proposed frameworks, outstanding questions and anticipated challenges here. All partners are welcome to contribute.

- **CAP Action Fund:** A proposed framework based on previous research is available in this **Q1 2025 Messaging Deck** as well as this **Q1 2025 Messaging Memo**.

STOP PROJECT 2025 RESOURCES

October 2024

COLLECTED RESOURCES: Resources are all publicly available and are c3 material unless indicated with a **C4** ahead of them. There are no non-public coordinated-side materials listed. We will keep this document updated and shared across the community as we move forward. If you have any questions, please reach out to any of the co-hosts.

The resources below are split into the following sections, after that we list the next steps discussed along with ways to engage with other participants on the identified gaps. Please fill out this form to join a working group.

- **US SENATE DEMOCRATS Project 2025 Issue Briefs.** Senate Democrats released one-page issue briefs on how Project 2025 would impact 21 different policy and/or constituency areas from workers and farmers to education, foreign policy, housing and our legal system. **This page can be shared widely.**

- **US HOUSE Stop Project 2025 Resource Center**. This dropbox contains the materials collected by the US House Stop Project 2025 Task Force for the use of members, staff and advocates. While there is overlap between the House resource center and the materials below, the House dropbox generally contains more policy reports. **The House Resource Center should not be shared outside of this convening group.**

Permanent materials and sourced background research
1. Opposition and Policy Research (Authors, Donors, Legal Analysis, Policy Analysis)
2. Messaging Background and Opinion Research (Project 2025 polling, Framing)
3. Comms & Talking Points (Spark Notes version, 2pg on topics, talking points, FAQ)

Regularly updated materials
4. Rapid Response & Ongoing Content Testing (Testing, Fact Checks, News Clips, Q&A)
5. Content (Memes, Images, Posts, Videos, Social Media)

Agenda Items
6. Next Steps

Opposition and Policy Research (Authors, Donors, Legal Analysis, Policy Analysis)
- **Accountable.US**: Accountable.US's recently launched its Expose Project 2025 campaign, and its ongoing research is helping to connect the dots between Project 2025's key funders, extremist leaders, and advisory board groups to build an understanding of the far-right web propping up this existential threat to our democracy.
  - Oppo Doc: The Industry Lobbyists that helped write Project 2025

- **American Oversight**: American Oversight is currently litigating to obtain information related to the prior administration's plans to implement Schedule F. Additionally, we are hosting "office hours" on Wednesdays at 1pm ET for organizations who seek guidance

or want to discuss FOIA ideas [via zoom](). We also have [a form]() that organizations can use to suggest FOIA ideas for American Oversight to submit related to Project 2025 and we will work to identify partners with capacity for those we do not submit. You can find detailed information on the prior administration's work to purge political appointees [here]().

- **Brookings Institution:** For centrist support, the Brookings Institute report: [Understanding Democratic Decline in the United States]() provides substantive, trusted, non-partisan on election interference and executive overreach in recent years, showing why Project 2025 is such a threat.

- **Brennan Center for Justice**: For help imagining what it would look like for an authoritarian to be elected President, Brennan is running the [Democracy Futures Project](), which is running a series of tabletop exercises that draw in part from Project 2025.

- [**Center for American Progress (CAP)**](): This landing page contains an updated list of every policy report produced by CAP analyzing Project 2025. New reports come every week; as of July there are reports on abortion access, childcare, education, healthcare, transit, workers rights (NLRB) and more.
    - [**State Fact Sheets**]() with specific impacts on how many people in a given state will see their retirement age raised, taxes increased, head start centers closed and more.
- **C4** Sourced Hits & Clips (CAP Action Fund): Opposition research documents to use for sourcing materials and attacks:
    - [**"Spark notes" Review of all Project 2025 Proposals**]() is a google doc with neutral summaries of Project 2025 proposals along with sourced links to the Mandate for Leadership.
    - [**Sourced news clips and analysis from credible voices**]() by issue area.
    - [**Sourced top hits on Project 2025**]()**,** showing the top hits on Project 2025 (as well as other MAGA proposals) in addition to the source materials.
        - NOTE: A lot of progressive content on Project 2025 mentions other MAGA policy proposals. If a policy is NOT from Project 2025, the relevant source is indicated here. Consult if you are unsure about the source for a hit (e.g. some graphics online say Project 2025 cuts social security, understand the context here).

- **Center on Budget and Policy Priorities:** CBPP has released two heavily sourced papers analyzing the budget similarities between Project 2025, The Republican Study Committee Budget and the House Republican Budget Committee's proposals.
    - **Health Care:** [One paper]() focuses on the specific ways these budgets would increase the cost of healthcare and leave millions of people uninsured.
    - **Middle Class:** [The other]() covers a broad range of proposals that would increase poverty and harm the Middle Class.

STOP PROJECT 2025 RESOURCES

- **Citizens for Responsibility and Ethics in Washington (CREW)**: CREW has [identified](#) people that would help lead a purge of the civil service and the conflicts of interest they have. We also have several resources on [Schedule F](#) including an [analysis piece](#) laying out the dangers of Project 2025 to campaign finance and FEC enforcement. CREW also has a forthcoming policy report on legislative solutions to push back on authoritarianism.

- **Court Accountability**: In depth reporting on the political and economic risk outlook from Project 2025. Presentation on the [U.S. risk outlook presentation](#) and a [3pg summary](#) for investors and the business community.
  - **C4** Summary website on [project2025admin.com](#) with an extensive list of profiles of authors, risk scenarios, and the [personnel](#) that will implement Project2025.

- **Democracy Forward**: [The People's Guide to Project 2025](#) website and PDF report describes Day One policies that Project 2025 would have a future president try to implement and harm people. Our report, [The Impending Danger to the Nation's Civil Service](#), details how extremists have proposed going beyond Schedule F to purge the civil service, hire loyalists, and obstruct remaining civil servants from delivering for the American people.

- **Energy Efficiency Standards (ACEEE.org):** Project 2025 would eliminate energy efficiency standards, raise costs and risk U.S. jobs [2pg report here](#).

- **C4** [**Just Security Autocracy Threat Tracker:**](#) A sourced collection of hits on "Donald Trump and His Associates' Plans, Promises, and Propositions" **regularly updated**.

- **Media Matters:** [**"The definitive guide to Project 2025"**](#) *Updated 8.6.24.* A broad analysis of Project 2025 and it's policy agenda across a number of issues with clips on views of the authors and spotlights on specific issues**.**

- Reporting, original research, and analysis on key Project 2025 figures, their media appearances, and policy positions. We also produce media analysis around Project 2025 coverage, correcting misinformation being advanced by right-wing media and Project 2025 figures. All of our research, available on this landing page: [Project 2025, the extreme right-wing agenda for the next Republican administration](#), can be found [here](#)**.**
  - [Extensive report on abortion & reproductive rights here](#).

- **C4 National Security Action:** National Security Action has put together these talking points and backgrounder on the 6 most unnerving national security implications of Trump's Project 2025 in [Trump's Dangerous Foreign Policy Blueprint: Heritage Foundation's Project 2025.](#)

- **C4 United to Protect Democracy**: [The Authoritarian Playbook for 2025](#) is a comprehensive resource analyzing Trump's campaign promises and plans (regardless whether he adopts all of Project 2025) and how institutional guardrails can't be relied on

to constrain him. The short story is that a second Trump administration would [gut our system's checks and balances](#) to consolidate power in the president alone, enabling the president to carry out an extreme and self-serving agenda. One of those checks and balances is a non-partisan civil service, which Trump has announced he will dismantle by reissuing a [Schedule F executive order](#).

Messaging Background and Opinion Research (Project 2025 polling, Framing)

- **[Accountable.US & CAP Survey](#):** National survey by [Upswing Research](#) on support, understanding and how to frame Project 2025 as the plan to consolidate power by gutting our system of checks and balances. [Deck](#) and [memo](#).

- **C3 & C4 [Blue Rose Message Testing Library](#):** Warehouse of test results for 3,000+ written messages and 100+ campaign ads, demonstrating which content is the most persuasive to voters across demographics and most effective at moving vote choice in our direction.

- **C3 & C4 [Framing The Left](#):** An overarching guide that incorporates opinion research and current opportunities and risks for progressives and liberals to use to frame messages. Applicable across the movement. PASSWORD: November2024!

- **C4 [MAGA Framing for 2024 (CAP Action)](#):** An update to the successful MAGA framing and how it relates to the 2024 election, centering around the contrast of control versus freedom. New research shows how voters trust Democrats over MAGA Republicans on the most important American values, and how this can unite an anti-MAGA majority that agrees on little else.

- **C4 [Navigator Research (Project 2025)](#):** Public opinion research project from Navigator on awareness, support and understanding of Project 2025. Project 2025 is a takeover, and an unprecedented plan to give Trump more power than any President before him.
    - July 23, 2024: [Updated Tracking Survey](#).
    - July 26, 2024: [Focus Group Report](#)
    - August 28, 2024: [Battleground poll](#)

- **C4 [Research Collaborative & ASO Communications MAGA Agenda Memo](#):** Memo summarizing survey and focus group findings around the MAGA agenda, including Project 2025. Explores how the agenda can clarify the choice voters face in the election, prominent themes of control and taking us backwards, and challenges with convincing voters the agenda will happen.
    - Additional materials roundup TBA

- **C3 Research on Sporadic and Non-voting Young Women from [Supermajority Ed Fund](#):** Memo summarizing survey findings around young women's feelings on government, current emotions, as well as threat of Project 2025. Focus groups of female voters are upcoming (c3).

STOP PROJECT 2025 RESOURCES

Comms & Talking Points (Spark Notes version, 2pg on topics, talking points, FAQ)
We propose streamlining this section into one resource by topic, but for the purpose of sharing resources, here are the materials that are currently available:

- **Accountable.US & CAP Talking Points:** Talking points from opinion research on how to frame Project 2025, including how to apply the frame to multiple issues.

- **AFL-CIO Summary Website & Talking Points:** Summary website, sourced attacks, and sector impacts including the Project 2025 impact on issues including the ability to organize, workers' rights, health and safety, retirement security, government workers, civil rights, consumer rights, education sector and transportation sector.

- C4 **Framing Project 2025 (CAP Action):** *Updated 8.12.24.* Presentation on how to take research findings and movement-wide framing discussions to use Project 2025 to drive an effective overall message in 2024. Subject to update.

- **NAACP Summary Website**: Recently launched campaign website opposing Project 2025.

- C4 **Red Wine & Blue Toolkit**: Public facing, well-designed PDFs and a presentation deck explaining P2025 and its impacts. Useful for grassroots groups and activists.

- C4 **Indivisible:** Landing page on Project 2025 for Indivisible chapters with a policy summary, proposed framing, and downloadable PDFs.

Regularly updated documents only, these are not limited to Project 2025:
Rapid Response & Ongoing Content Testing (Testing, Fact Checks, News Clips, Q&A)
- **Blue Rose:** "Doppler" earned media testing newsletter access form - receive weekly one-way updates on the impact of organic clips from influencers, news sources, talk shows, and more, with a focus on the presidential race.

- C4 **Just Security Autocracy Threat Tracker:** A sourced collection of hits on "Donald Trump and His Associates' Plans, Promises, and Propositions" **regularly updated**.

- C4 **Progress Now:** This report includes the best testing content on Project 2025 along with a folder to download images.

- **Research Collaborative Offerings List (Research, Open Mic, etc):** Sign up for research insights and regular briefings.

- C4 **Rise Network (CAP Action):** This slack channel provides daily message guidance, regular content testing updates, white label content for progressive pages. Please reach out to CAP Action to join.

STOP PROJECT 2025 RESOURCES

Content (Memes, Images, Posts, Videos, Social Media)

- **Amplify Toolkit:** A c3 & c4 compliant set of resources, including videos, messaging guides, and other tools from ASO Communications & We Make the Future. Extensive guide on freedom framing across a variety of issues.

- **C4 Archive for Progress (CAP Action Fund)**: Regularly updated content library including videos, graphics and memes on Project 2025 (as well as other topics).

STOP PROJECT 2025 RESOURCES

PRIMARY NEXT STEPS:

If you are interested in joining any of the working groups, please [***sign up here***](#)***.***
"Cohosts" = Accountable, CAP, Democracy Forward, Hub, Protect Democracy (others welcome!)

1. **Earned Media Working Group**
    a. Membership (will be updated):
    b. Top priorities:
        i. **2pg Comms Docs for Grassroots & Hill**
        ii. **FAQ / Q&A**
        iii. **State-based Impacts**

2. **Organizing Working Groups**
    a. **Civil Rights**: group discussion on appropriate materials, with a focus on a substantive summary of the impacts.
    b. **Labor**: separate convening TBA.
    c. **Grassroots**: We need 2pg sourced comms docs for local groups, and a ~15 slide deck for presentations. Top priority.

3. **Search & Digital Amplification**
    a. The digital <u>content</u> side of this group seems to have the most existing infrastructure, but <u>search remains an issue.</u> We need a dedicated focus on building up a few key resources in SEO and some paid ads.
    b. [SEO status update & recommendations](#)
    c. SEO 1pg & recommendations
    d. BEST LINK FOR FULL PLAN: https://whatisproject2025.net/wp-content/uploads/2024/06/2025_MandateForLeadership_FULL.pdf

4. **C4 table:** Introductory meeting on July 28, 2024.

5. **Resource distribution:**
    a. Listserv w/ Press Clips (for Earned Media Group, above)
    b. Common drive (launching soon Project2025admin.com)
    c. US House Stop Project 2025 Task Force (send them PDFs)
        i. *Dupouy, Quentin <Quentin.Dupouy@mail.house.gov>*

6. **Other**
    a. NOTE: State based resources may be a policy and research need, and not only an earned media responsibility, the same may be true for labor and civil rights groups above.

STOP PROJECT 2025 RESOURCES

      b. Here are two resources given the shooting at Trump's rally in Pennsylvania:
- i.   Research Collaborative: c4 version and c3 / non-partisan version
- ii.   CAP Action: c4 version for leaders