

A Platform for Democrats

Unifying messaging that is:

Heart – not head

Unifying – not issue silos

About people – not politicians

Aspirational – not gloom and doom

Truthful – not rhetoric

Adaptable – for individualized expressions

Ascendant - not reactionary

Distinctive - not cliché

Brief in a tweet:



Tweet



Matthew Dowd ✓

@matthewjdowd



you know the campaigns which win most often: the ones with a message that is broad, big, compelling, relentless and fiercely disciplined and that is based in values that resonate with a majority of folks.

11:28 AM · Jun 11, 2022 · Twitter Web App

What we're up against

The Challenge

Entrenched polarization has created a battlefield of ideology, not ideas.

When we debate women's health care they shout family values.
When we discuss gun control they cry freedom.

In this environment, policy is secondary. Tribalism reigns.

It is a playing field of quicksand. A sorting device that puts us on the defensive.

Zooming out

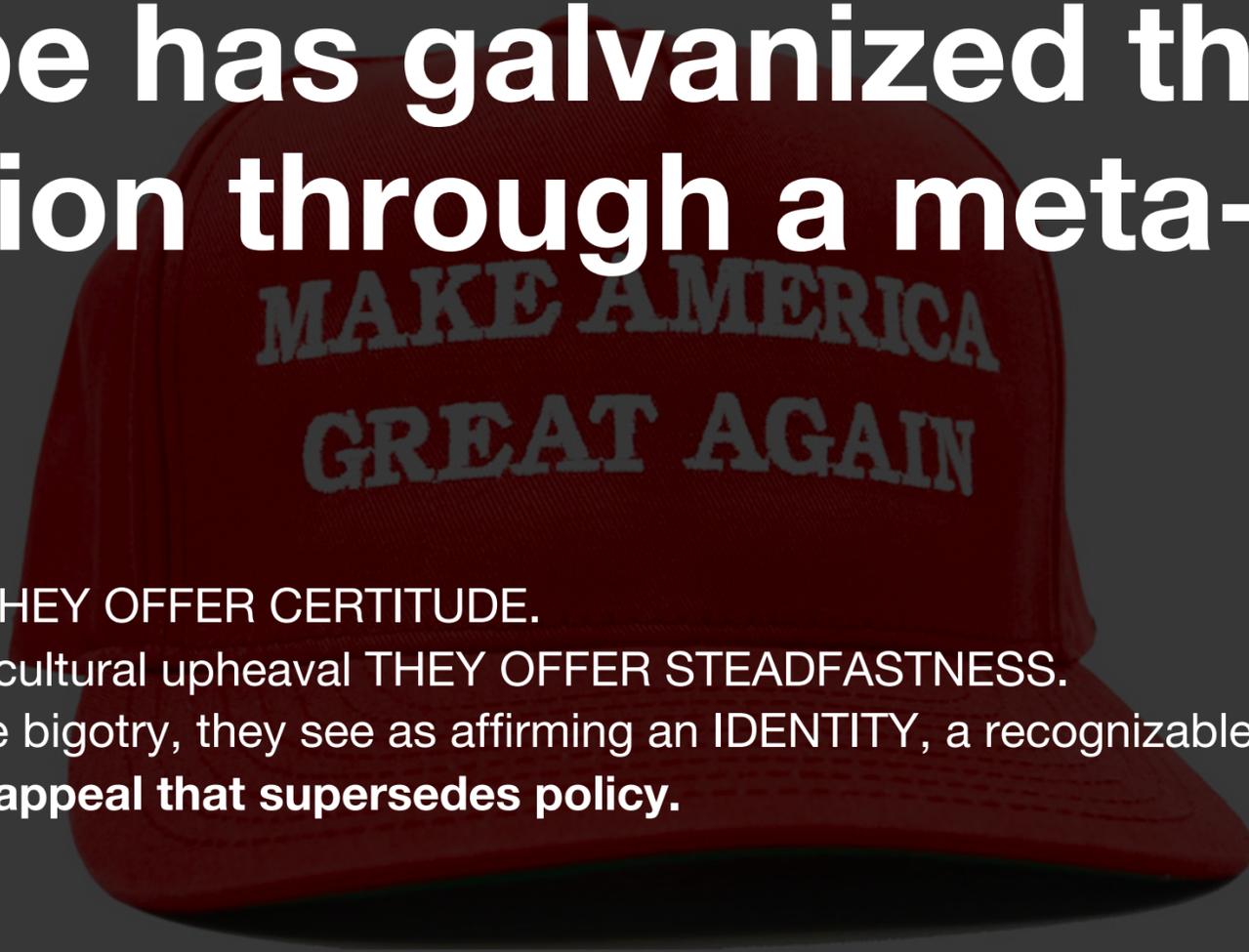
Their tribe has galvanized this polarization through a meta-narrative.

In a world of lost control THEY OFFER CERTITUDE.

In times of economic and cultural upheaval THEY OFFER STEADFASTNESS.

What we see as regressive bigotry, they see as affirming an IDENTITY, a recognizable, idyllic way of life.

It is a simple, emotional appeal that supersedes policy.



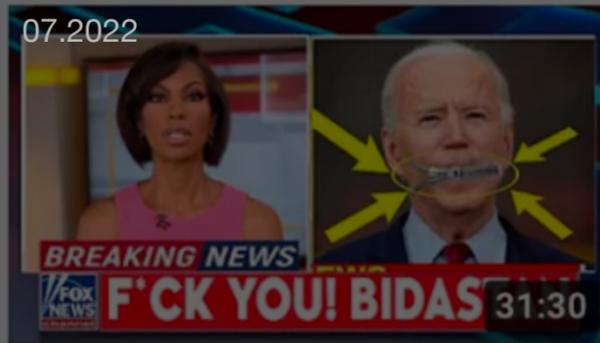
Their meta-narrative preys on the fear: “The Dems’ vision of the future doesn’t include you.”

Today building the future is a THREAT to millions of Americans, particularly those in the middle.

The rate of change combined with loss of trust, faces that no longer look like us, progressive social change – all are alienating.

Their meta-narrative is impervious to our accomplishments.

We've rescued the economy, rebooted our infrastructure and put America back to work, all while navigating a global pandemic. Yet without an overarching vision to contextualize our very real successes, our gains are easily dismissed.



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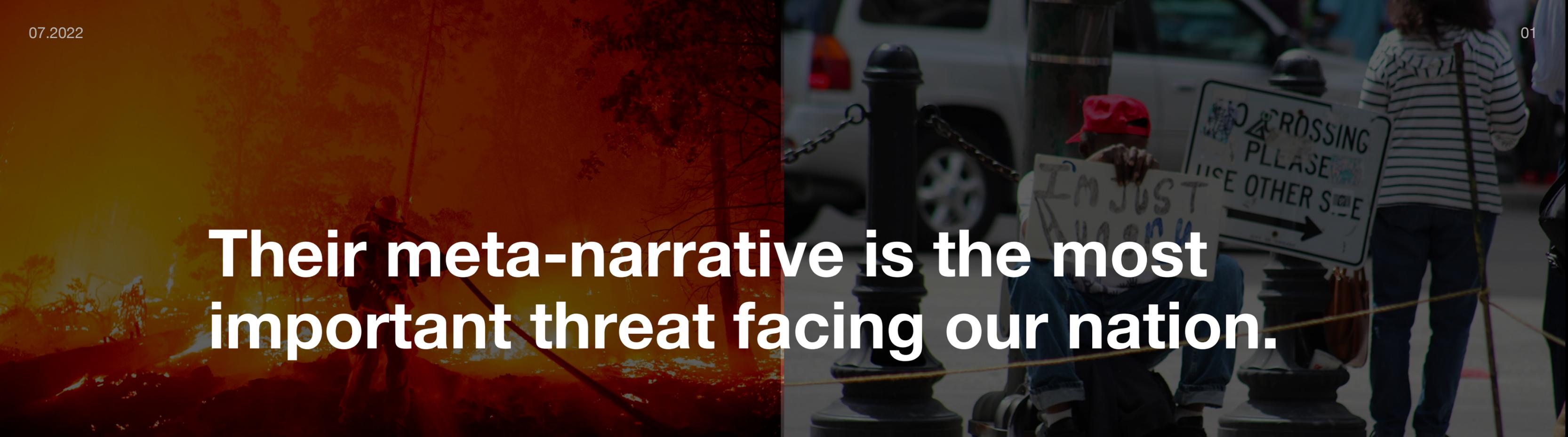
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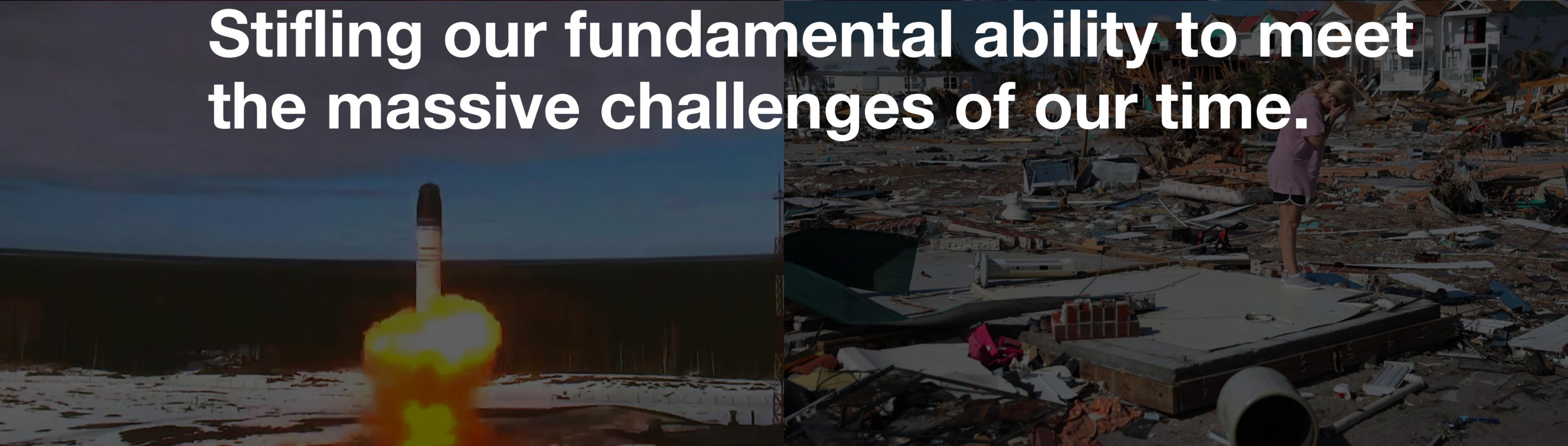
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8.5K views • 2

Their meta-narrative offers an alternate reality that has radicalized and weaponized their voters. Culminating in The Big Lie.

Hijacked as pawns in an online game of our truth versus theirs; Unwitting participants in a tribal dynamic that means many are in fact no longer freely and rationally participating in democracy.



Their meta-narrative is the most important threat facing our nation.



Stifling our fundamental ability to meet the massive challenges of our time.

Meeting the moment

We have **NOT** been here before.

The scope and scale of our challenges mean that **divisiveness is a distraction** we cannot afford.

Sane Americans want off this crazy ride.
It is not time to be safe or polite.
Our very future is at stake.

The fact is, we exist to serve everyday Americans with fairness and empathy.

Who do Democrats exist to serve?

“The people”

“America’s working families”

“No one group. We serve all Americans”

“The majority of the American people”

“Everyone”

“The 99.9%”

“All of the country”

“Regular people”

“All the people”

“The people of the United States”

The opportunity

This is the territory we can and must claim to meet this moment.

Making sense of what is at hand and ahead.

Providing clarity and answers to the fears and challenges of today.

Inviting moderates and energizes progressives.

Leading with our values over our policy positions.

Shifting the playing field.

The unifying platform you are about to see allows us to call out the obstruction, opportunism and callous politicking of today's GOP

And serves to demonstrate that no matter who you are as an American, we stand and fight for you... the people.

DEMOCRATS

**PEOPLE
O > ER
POLITICS**

2022

Why it works:

- Rises above stereotypical partisanship
- Targets the middle, Independents and undecideds
- Gets us off our heels, puts us on offense
- A lens to tout our accomplishments
- A lens to assign their failures
- Evolution of "For the People"
- Easily adopted and co-opted
- Acknowledges and channels public frustration and cynicism

[add testing results – **Need key details from Evan**]

**PEOPLE
O > ER
POLITICS**

HOUSE
DEMOCRATS22
FOR THE PEOPLE

PEOPLE O>ER POWER

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PEOPLE
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PEOPLE
O>ER

APPROVAL RATINGS

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MATT CARTWRIGHT

FIGHTING FOR
PEOPLE **O>**ER POLITICS



PEOPLE OVER POLITICS

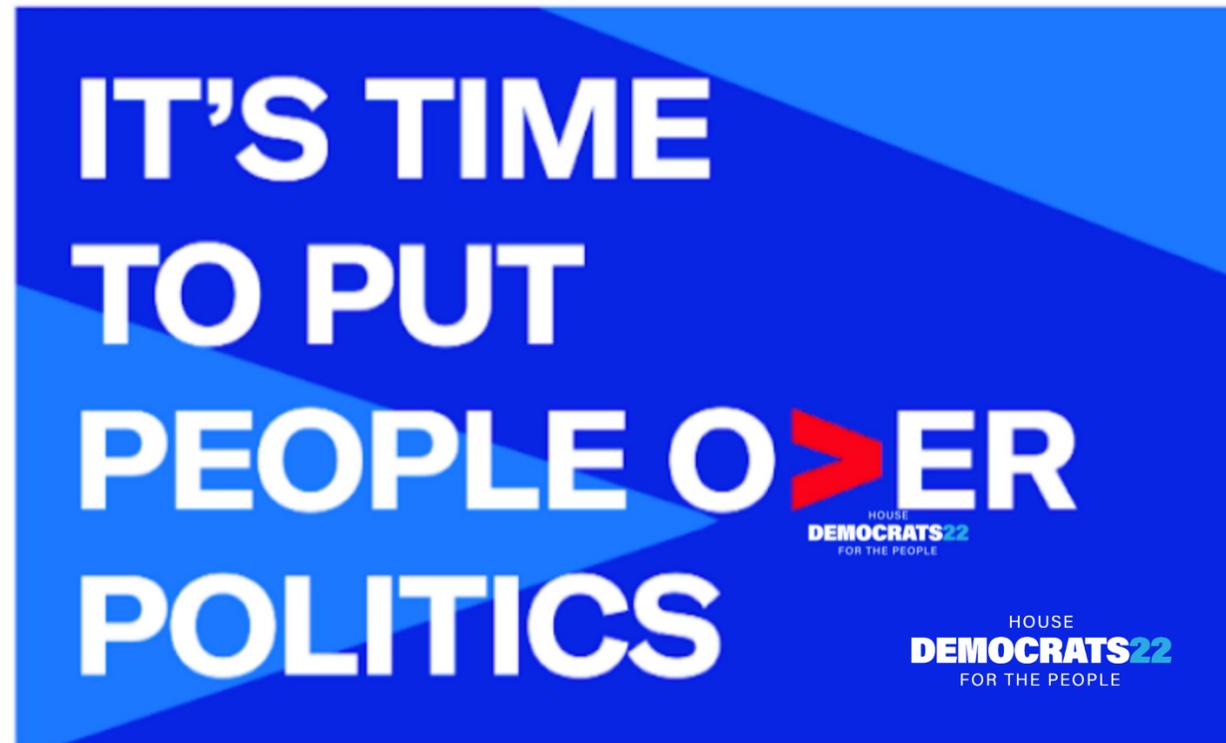
TO: Kass Kandetzke

May 31, 2022 at 10:00 AM

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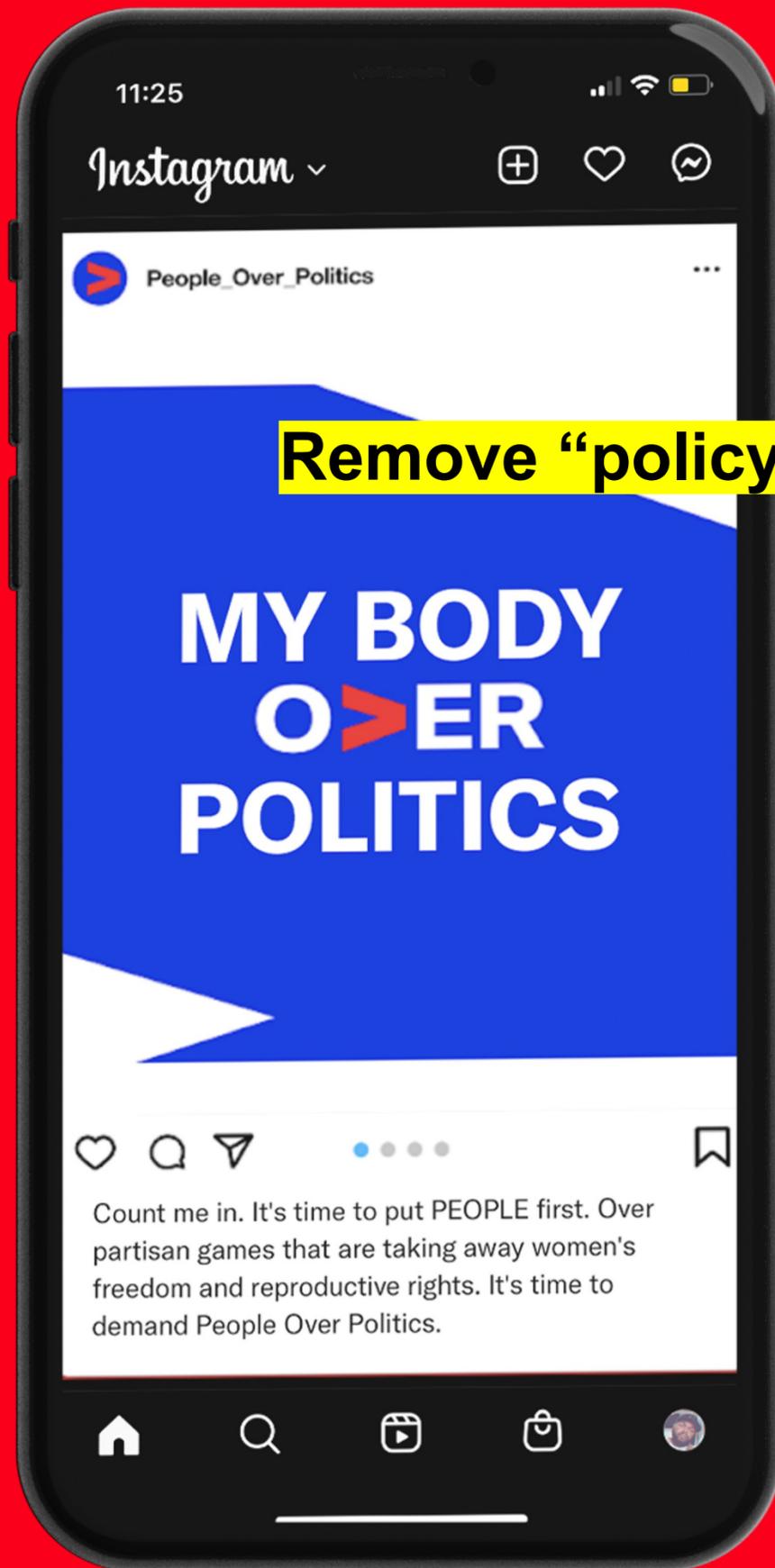


We heard you. It's time to stop playing politics with people's lives and put people first. That means good jobs for working people, safe communities, and personal freedoms. Join us and show you've had it with politicians putting themselves first: It's time for People Over Politics.

[JOIN US](#)

**It's not a slogan.
It's a movement.**

**It's not to be announced.
It's to be deployed.**



Remove "policy" – update per discussion

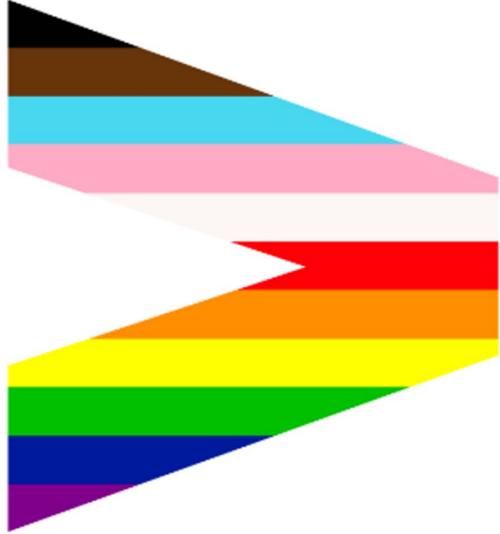
PEOPLE
OVER
THE NRA

PEOPLE
OVER
POLITICS

PEOPLE
OVER
POLITICS







**We need to not just announce it.
We need to activate it.**

Messaging Platform Rollout Phases

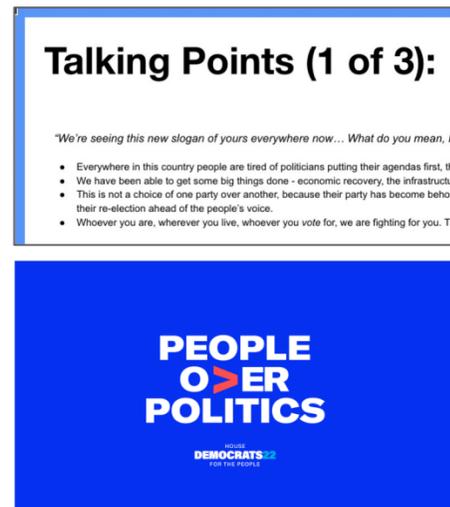
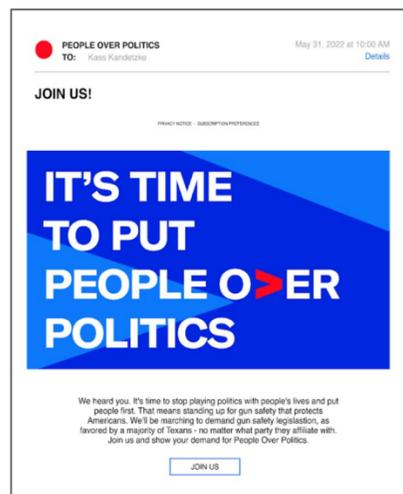
Pre-Launch Equip

Action

Prep all members of the Dem Caucus with the assets and messaging

To do

Asset/
Channel



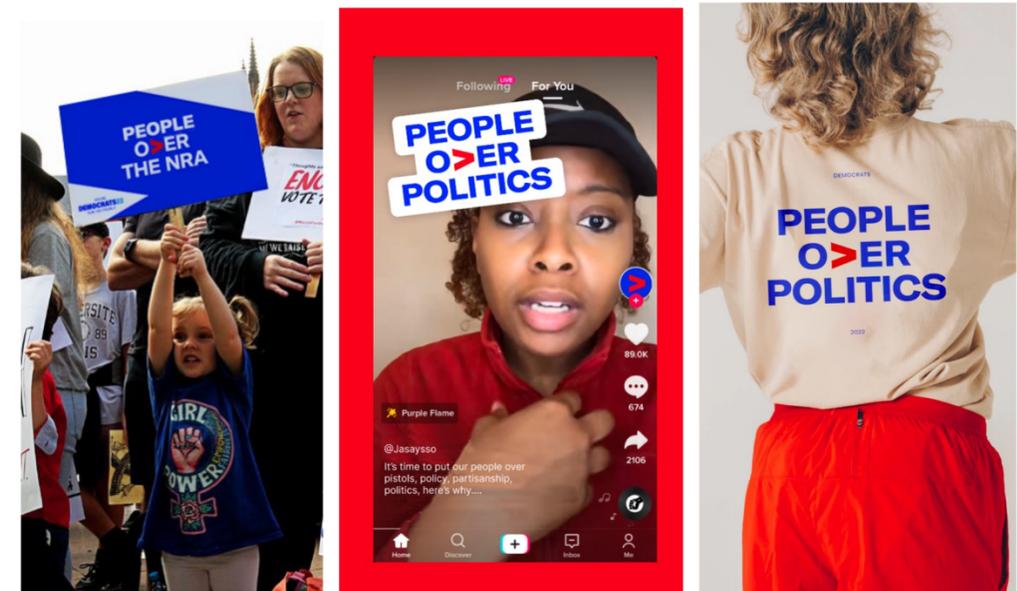
Launch Unite

Entire Caucus shares video and 'POP' visual messaging across platforms and with paid media to show a strong unified message



Post-Launch Amplify

Continue to scale with Dem supporters and influencers to show the flexibility and strength of People Over Politics for many issues



Messaging Platform Rollout **Details**

Pre-Launch **Equip**

Action **Prep all members of the Dem Caucus with the assets and messaging**

To do Brief and share out key visuals, and messages with timing

**Asset/
Channel** Email to all 224 House Dems with assets:
Video, Visual Social Assets
Email and messaging template, site link with downloadable assets

Launch **Unite**

Entire Caucus shares video and ‘POP’ visual messaging across platforms and with paid media to show a strong unified message

The Morning of Voter registration day, every single House Dem posts and shares People Over Politics video and content- media support for scale

TV/OLV
Organic/paid social
Digital Ads
PR + Partnerships

POP Social posts, POP Videos shared, Hub launched

Post-Launch **Amplify**

Continue to scale with Dem supporters and influencers to show the flexibility and strength of People Over Politics for many issues

Dems continue to reframe issues through POP lens, as other influencers and supporters join in

Organic/Paid social
PR + Partnerships
Influencers

POP social assets and stickers
Customized video content
Mailers and posters
Issues focused assets / Schwag

Talking Points (1 of 3):

“We’re seeing this new slogan of yours everywhere now... What do you mean, People Over Politics?”

- Everywhere in this country people are tired of politicians putting their agendas first, their careers ahead of the people, beholden to lobbyists.
- We have been able to get some big things done - economic recovery, the infrastructure bill - but that is in spite of the GOP putting politics ahead of the people.
- This is not a choice of one party over another, because their party has become beholden only to the game they are playing with people’s lives. Republicans are putting their re-election ahead of the people’s voice.
- Whoever you are, wherever you live, whoever you vote for, we are fighting for you. That is what it means to be a Democrat today. That is people over politics.

“Inflation has been at an all-time high. What’s the Dem plan here?”

- Tackling inflation is our top priority. We understand that we simply must lower costs for hard working Americans.
- We have had a historic economic recovery, roaring back from the pandemic with record gains in jobs. But we can’t and won’t stop here:
- Putting people over politics means taking action to blunt the impact of Putin’s price hike by cracking down on price gouging and releasing additional oil reserves.
- Putting people over politics means working together to pass clean energy tax credits.
- It means calling on Congress to lower prescription drug prices, and to lower the cost of child care and long-term care.
- Addressing supply chain issues with the America Competes Act and the bipartisan Innovation Act
- As you can see, much of this requires us to work together, to work as Americans, to put the people first, to pass the legislation required to get us there. We’re committed to putting people over politics because we know that is the only way to beat back inflation.

Talking Points (2 of 3):

On the Jan. 6 Hearings:

- The insurrection on January 6 was an assault on our democracy, and the people of this nation have the right to know what actually occurred.
 - These hearings are important to every American, as is understanding the truth of Trump's role and the extremist elements that are still holding sway today.
- Ultimately these hearings are about putting the American people over politics, staring truth in the eye and holding insurrectionists accountable.

On abortion:

- Republicans are playing politics with Americans' autonomy, their very freedom to make deeply personal choices.
- The vast majority of Americans consider legal abortion to be absolutely essential. But the GOP has forced upon this nation a fringe position wildly out of step with people's views, people's freedom of religion, people's economic realities and people's real lives.
- They have put politics over people in a damaging and frightening way that puts us on par with only a handful of regressive nations in the world.
- The very foundation of our democracy demands we put people over politics and restore reproductive justice for all Americans.

On voting rights:

- Republican lawmakers have pushed through voting restrictions across the country, effectively putting politics over people's fundamental right to participate in elections, in our Democracy itself.
- Accusations of election fraud have been proved baseless. This attack on Americans is patently anti-democracy and an injustice that we cannot stand for.

Talking Points (3 of 3):

On guns:

- Americans have had enough of putting politics over people's lives. American communities and families are paying the price every single day, in bloodshed that has become some horrific new normal.
- Seven out of ten Americans want legislation to reduce gun violence. That means people are in agreement that we need sane and safe gun regulation.
- Let's put people over politics to pass legislation that can stem the tide and ensure every American can live in a community safe from gun violence.

On climate:

- The GOP has released a "plan" to ramp up fossil fuel production, claiming this is key to economic recovery.
- In reality, a return to reliance on fossil fuels is a direct path to economic devastation and proof that they would rather fork over handouts to oil companies than ensure that the people have the opportunity to build a prosperous future.
- We have the knowledge and technology to create good clean energy jobs, to build a green economy that includes all Americans and ensures their children can grow up in healthy communities.
- While Republicans continue to put politics over people *on every single issue*, we must put people over politics to lower emissions and put Americans to work in good jobs.

Thank you

Creative Work Session