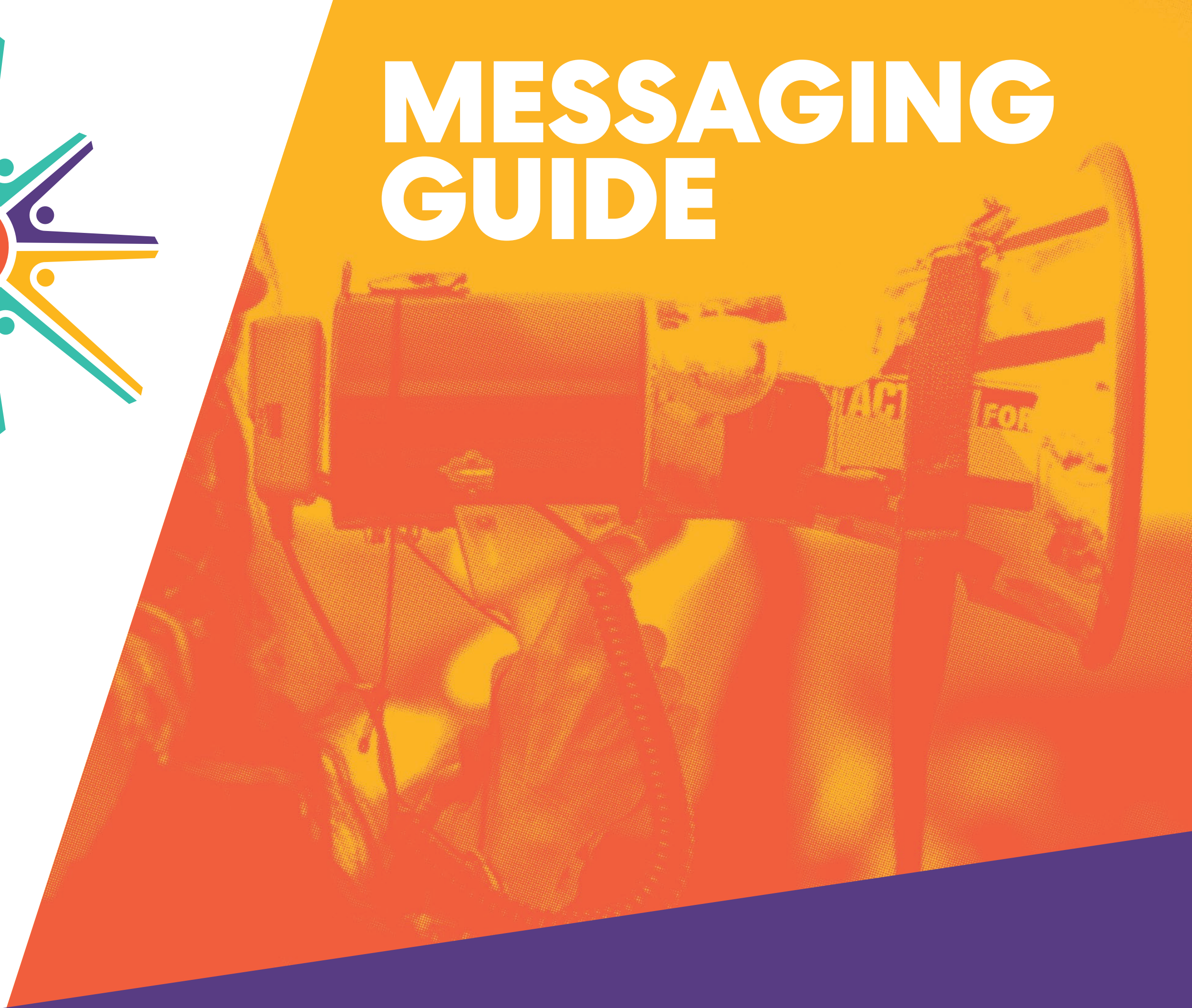


MESSAGING GUIDE



**THE
POWER
OF WE**
ALL IN FOR
ALL OF US



THE POWER OF WE

IN CALIFORNIA,
WE'RE ALL IN FOR
ALL OF US

California has stepped up to spearhead the Resistance, leading the country in setting a moral anchor, and pushing back against the racism, sexism and xenophobia animating national politics. However, it's not enough to play defense – to define ourselves in opposition to the hate-fueled rhetoric and policies coming at us. We must speak relentlessly and persuasively to what we are for – painting an irresistible picture of California as the place where all of us, no matter what we look like or where we come from, go all in so all of us can live healthy, prosperous and free.

Conservatives and major corporate interests know they don't have anything to offer Californians, so they peddle false tales about how it's every person for themselves. They try and pit us against each other – by race and by place, by what we own and by where we come from – so that we won't join together. Every time we try to rewrite the rules so that we can afford our homes, improve our schools and secure the resources our communities need, the wealthiest few make the same empty threats to pack up and leave.

But they're wrong about where our wealth and well-being come from and we know it. We won't allow certain politicians, greedy lobbyists and corporate CEOs to divide us from each other or make us fear a future we create together. Any and every time we join together, we get closer to making this a state that does right by all of her people, no exceptions.

That's the core idea behind this campaign: we can deliver powerful wins for Californians from all walks of life when we unite. When we throw down together, we can accomplish far more than any of us would alone. That's what we mean when we say "all in for all of us." When we harness that collective effort to resource our schools, support our communities and ensure a fair return on our work, we're bringing California to the Power of We.



This campaign messaging guide will help us break a winning signal through the relentless political noise by enabling us to echo each other even as we speak about different political issues. It's based on rigorous research into perception and persuasion, and it provides specific language that will engage our base and persuade the middle. The core of this work is the Race Class Narrative, an approach that weaves together economic and racial justice, using language proven to work with California voters.

The narrative guidance that follows can be used in many ways: in conversations on a canvass or among your friends; in public statements, letters to the editor, and op-eds; in interviews and speeches; in social media and more. They're not intended to be memorized like a script, but rather adapted to your needs and circumstances. In this guide, we show how to use these narrative building blocks to make real our vision of the future, win new converts to our team, and put our opposition on the defensive.

By activating a collective brand no matter what particular campaign we're conducting, we're able to reinforce our overarching narrative and our shared values. Research has demonstrated that consistently repeating key phrases and visual marks increases the credibility and desirability of those words and images. The Power of We is more than a brand; it's our strategy for victory.

**A SHARED BRAND
HELPS US BREAK
A WINNING
SIGNAL THROUGH
THE RELENTLESS
POLITICAL NOISE**

CALIFORNIA'S WINNING RACE CLASS MESSAGE

Both economic justice and racial justice are core progressive priorities, but too often campaigns discuss them as if they were separate.

In fact, racial and economic harms are intertwined. Our opponents promote racial fears to turn out white voters, pitting working people against each other and against good government; economic pain fuels racial resentment and facilitates scapegoating, including attacks on immigrants, Black people and Californians struggling to make ends meet.

Our research demonstrates how to energize and persuade a truly multi-racial cohort of Californians to support progressive policies. The key for cross-racial solidarity, public engagement, and policy victories is mobilizing around the connections between racial divisions and economic hardship. Our research data support tackling racism as a divide-and-conquer tactic that creates distrust, undermines belief in government, and causes economic pain for everyone, of every color.

Among California voters, we found that messages that describe deliberate division based on race and class outperform color blind appeals about economics alone and move respondents toward our policy solutions for racial and economic justice. Further, they act as effective, credible rejoinders to opposition messages valorizing go-it-alone ingenuity coupled with potent racially-coded demonizing of "handouts" for "a culture of people" who purportedly refuse to work.

OVERALL BRAND NARRATIVE

"No matter where we come from or what our color, the majority of us work hard for our families.

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to corporations, defunding our schools, undermining community services, and stripping working people of our rights to negotiate in union.

We need to go all in for all of us, joining together with people from all walks of life to make a better future for us all.

Just like we won better wages, safer workplaces, and civil rights in our past.

With The Power of We, we can rewrite the rules to make California a place where all of us can prosper."

ELEMENTS OF A SUCCESSFUL NARRATIVE

Begins rooted in unity and shared values, overtly naming race as something that includes everyone

Names racial / class-based scapegoating as a weapon that harms all of us

Emphasizes unity and collective action to solve problems

Counters cynicism by evoking previous wins through cross racial solidarity

Connects working together to positive benefits for all, activating the brand



WORDS TO EMBRACE AND REPLACE

SAY THIS:

INSTEAD OF:

NOTES:

People of different races and from different places; white, Black or brown; California native or newcomer; Latino, Asian or white; etc.	All people; everyone	Explicit reference to race engages people of color while keeping white listeners on board
No matter our differences, most of us want pretty similar things	United we stand, divided we fall	“United we stand” can be a confusing set up from which to move to explicit division; it may be heard as a description of the present not an aspiration for the future
Join together across racial differences	Join together in our communities	Making racial reference increases interest of our base and persuadables
Come together as we did in our past	Come together in the hopes of a better future	Referencing previous cross-racial solidarity helps abate cynicism and increase desire to engage
As Californians we can	We can	Reminding listeners of their state identity motivates our base and moves persuadables
Our opponents blame new immigrants, Black people, and people struggling to make ends meet for our hard times	Our opponents are racist against new immigrants, Black people, and Muslims	Reframing racism as scapegoating helps draw the causal connection to economic concerns shared across races
Wealthy few who rig the rules; greedy few	Powerful elites; the wealthy	Critical to specify we mean only certain people thus adding “few” and name by behavior not category or class
Corporation	Company	Company evokes small and local; people are measurably more hostile to “corporations”

WORDS TO EMBRACE AND REPLACE - CONTINUED

SAY THIS:

INSTEAD OF:

NOTES:

Working people	Workers	Calling people workers eclipses their basic needs and desires as humans
Shared contribution; contribute our fair share	Tax burden; tax relief	"Burden" and "relief" reinforce the notion of taxes as an affliction
Residents; community members; Californians	Taxpayers	Labeling people taxpayers foregrounds finances and anti-government biases
Schools where our kids learn; roads we drive on; buses we take to work	Public education; infrastructure; public transit	The more tangible we can make our messages, the more people are drawn to and motivated by them
Fair return on our work	Hard work should be rewarded; we need a raise	We must make clear that the money to pay people comes from the work that we do
Take resources from our communities; undermine our schools; free ride off of 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
Ensure our schools and communities have the resources they need; ensure that we can stay in our homes	Close corporate loopholes; end tax breaks; stop rent gauging	We must affirm what we are for, not merely what we oppose
Resource our schools; provide community services	Generate \$X billion dollars; pocketing \$X	Bringing money top of mind makes people more selfish and primes individualism

THE POWER OF WE: USING OUR BRAND TO COMMUNICATE IN THE REAL WORLD

Our winning messages can be utilized in a multitude of different ways. The following examples demonstrate how you can effectively use the core race class messages and narrative structure across issues and formats.

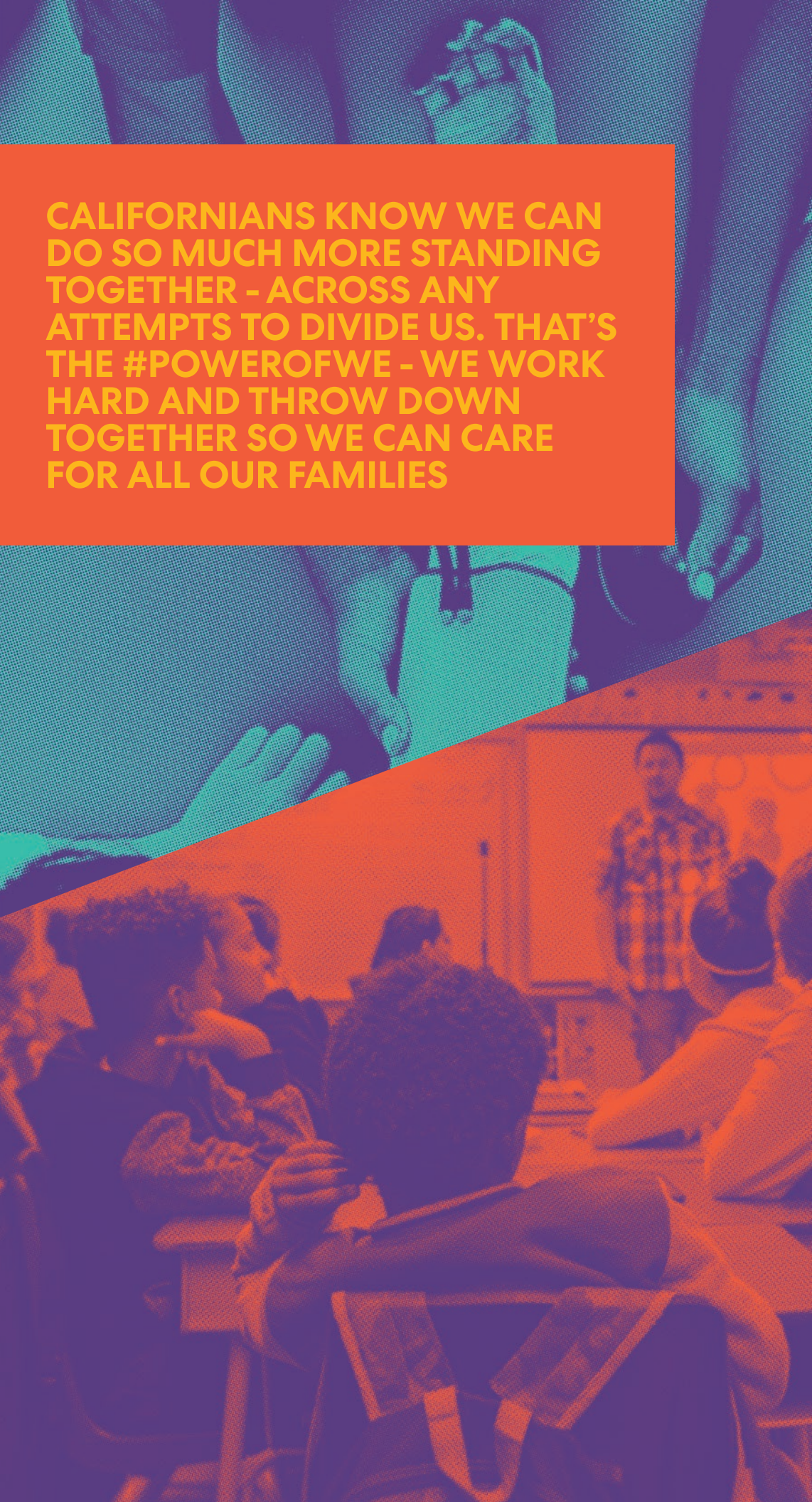


AT DOORS, ON PHONES, OR IN THE NEWS

EXAMPLE 1 - I love that California has people from many places and of many races – that’s part of what makes this a great place to live. When I see certain politicians using fear to divide us against each other based on what someone looks like or how much money they have, they just don’t get Californians. This is a place where we go all in for all of us.

EXAMPLE 2 - Around here, most of us contribute to our communities, work hard for our families and try to leave things better for those to come. And that cuts across race, across place, across what’s in your wallet. But then a handful of politicians and corporate CEOs try to divide us against each other, hoping that if we buy their line that it’s every person for themselves, we won’t come together to make this a place where all of us can prosper. Together, we can ensure our public schools get the resources they need, set commonsense standards on how much landlords can jack up our rents, and demand the affordable healthcare, transit and services California is more than rich enough to deliver for all of us. With the power of we, we can rewrite the rules so that everyone contributes and all of us can make a good living and have a good life in the state that we love.

EXAMPLE 3 - Whether we’re Latino, white or Asian, most of us want similar things for our families. We want to do right by our elders, and provide our kids with the love, care and opportunities they need to pursue their dreams. But right now, certain politicians and powerful corporate interests are putting our children’s future at risk and leaving our elders in dangerous conditions while they shame and blame people of color, new immigrants or those struggling to make ends meet for our problems. We will not let them divide us against each other based on race, background or income, distracting us from what really matters to all our families. Together, we have the power to pick politicians who will prioritize caring for all our loved ones. By joining together across our communities, we can make California a place where every one of us has what we need to live healthy, full lives.



CALIFORNIANS KNOW WE CAN DO SO MUCH MORE STANDING TOGETHER - ACROSS ANY ATTEMPTS TO DIVIDE US. THAT'S THE #POWEROFWE - WE WORK HARD AND THROW DOWN TOGETHER SO WE CAN CARE FOR ALL OUR FAMILIES

IN SOCIAL MEDIA

What makes California the place we love is that it's filled with people from lots of places and of all different races. #allin4allofus. #powerofwe

When we join together, we have the power to go #allin4allofus and make sure our communities can care for all our kids and nurture all of our families. #powerofwe

Californians know we can do so much more standing together – across any attempts to divide us. That's the #powerofwe – we work hard and throw down together so we can care for all of our families.

Maybe corporate billionaires can buy their own private streets, schools, and hospitals. But the rest of us know the best way to care for all our families is to go all in for all of us – when we each kick in our fair share, we all have what we need. #powerofwe

Having the resources to make schools better for our kids and healthcare more affordable for our families helps all of us, whether we're Black or white, native or newcomer, Latino or Asian. We're taking California to the #powerofwe

World-class schools. Affordable healthcare. Pristine beaches and breathtaking forests. These are things that are ours to claim when we take California to the #powerofwe. We won't let a handful of corporate billionaires block all we can be by refusing to contribute their fair share. #allinforallofus

Power of me? Try #POWEROFWE – it's how we make California a place every one of us is proud to call home. #allin4allofus

Corporate billionaires who've done well in California ought to do right by California and contribute their fair share – just like those of us hustling our living do for the state that we love. #allinforallofus

Can you believe how [X Candidate/party] is trying to divide us from each other? It's almost like they're afraid of what we can accomplish when we go all in for all of us. #powerofwe



**IT'S TIME FOR US TO HARNESS
THE POWER OF WE TO MAKE
SURE ALL OF US HAVE A HOME
TO RAISE OUR KIDS, PURSUE
OUR DREAMS, AND
MAKE OUR MEMORIES**

OUR ISSUES TO THE POWER OF WE

AFFORDABLE HOUSING

In California, we define ourselves by who we are and how we treat others, not by what we look like or what's in our wallets. By coming together across races and places, we have the power to make California a place we are proud to call home.

But today, certain politicians and greedy lobbyists are trying to divide us by making it impossible for many of us to afford a place to live. Meanwhile, a handful of corporate developers rig the rules to jack up our rents, build only for the wealthiest few, and hoard even more profits for themselves.

When we go all in for every one of us, we can win common sense solutions that ensure all of us can make rent while having enough to care for our families, no exceptions.

It's time for us to harness the power of we to make sure all of us have a home to raise our kids, pursue our dreams, and make our memories.



OUR ISSUES TO THE POWER OF WE

TAX REFORM

MESSAGE 1 - No matter what we look like, where we come from, or how we make a living, most of us work hard for our families.

But today, corporations like Chevron, Google and Disney rake in record profits, while they refuse to contribute to the schools, roads and community services all of us rely on. Then they pit communities against each other, reaping profits off the services we fund together while refusing to contribute to the basics every business, community and family needs.

Joining together to rewrite the rules, we can make sure that the corporations who have done well in California, do right by California.

With The Power of We, we'll ensure that our schools and communities come first, with the resources to truly educate all of our kids and the services to truly support all of our families.

MESSAGE 2 - No matter what we look like or where we come from most of us pitch in for each other and hope to leave things better off for those to come.

But today a handful of corporations undermine all of us. They divide us against each other, hoping we'll look the other way so they continue to reap the benefits of our contributions while refusing to put in their share.

When everyone is all in for all of us, we make California a place we're proud to call home with the world class schools, affordable healthcare and community services our families need.

When we join together across racial differences to change the rules, we can bring California to the power of we. This means a better future for us all, no matter what we look like, how long we've been here, or what's in our wallets.

**JOINING TOGETHER TO
REWRITE THE RULES,
WE CAN MAKE SURE THAT
THE CORPORATIONS
WHO HAVE DONE WELL
IN CALIFORNIA, DO RIGHT
BY CALIFORNIA**

OUR ISSUES TO THE POWER OF WE

WAGES, WORKING CONDITIONS, AND UNIONS

MESSAGE 1 - No matter where we come from, what our color, or what we do for a living, the majority of us work hard for our families

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening seniors with cuts to Medicare and Social Security. They try to divide us from each other at work and in our communities because they know we're stronger when we're all in for all of us.

We need to join together in union to demand that people who work for a living, can earn a good living, just like we won safer workplaces and civil rights in our past.

By joining together, we can harness the power of we to get a fair return on our work.

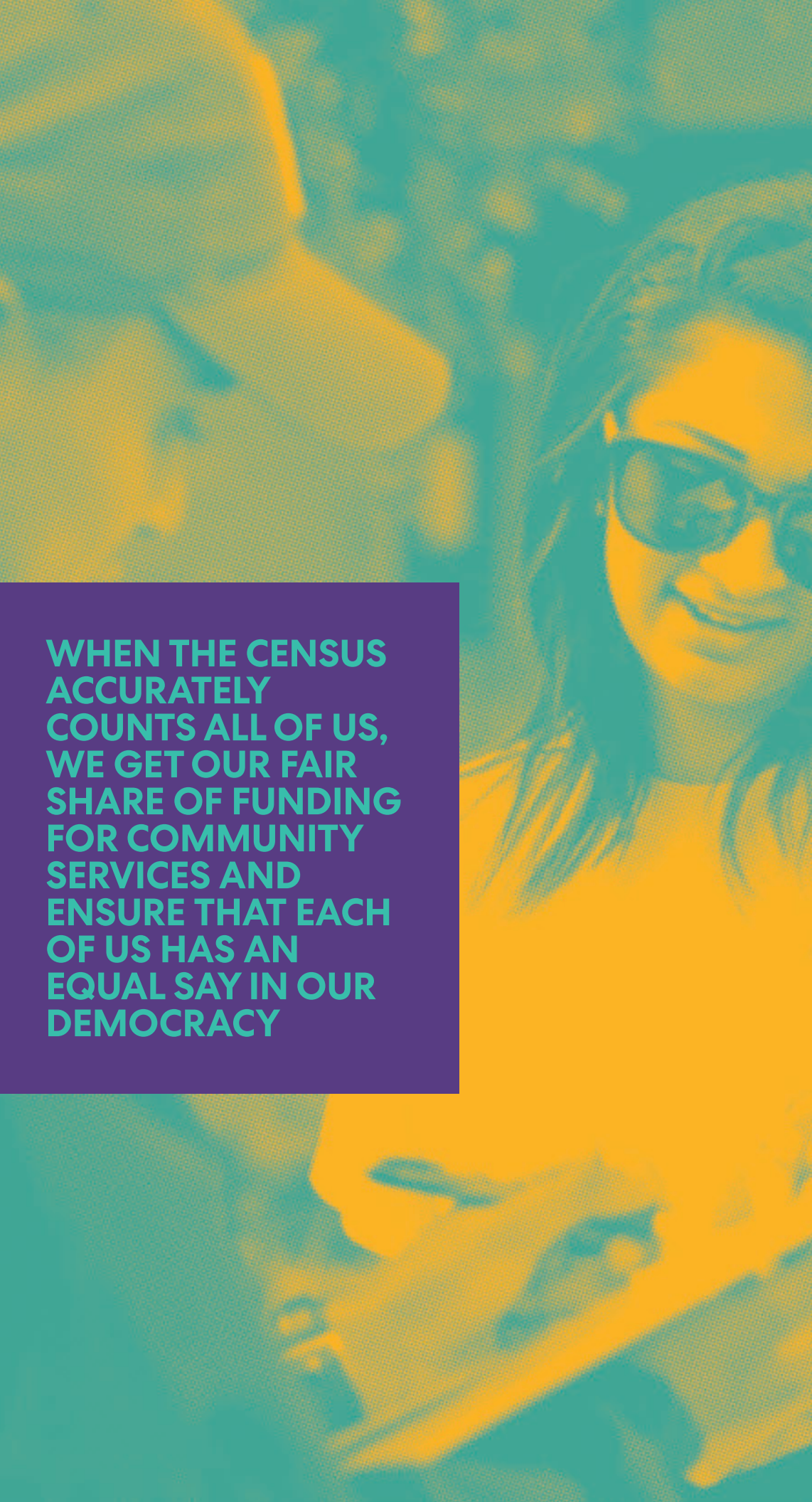
MESSAGE 2 - Whether we're white, Black or brown, in California, we value our freedom.

Working people deserve the same freedom CEOs have: the freedom to negotiate a fair return on our work. But today, certain politicians and their greedy lobbyists divide us from each other based on what we look like or where we come from hoping we look the other way while they take away the freedoms people in unions have gone all in to win for all of us.

Real freedom is about more than making a living; it's also about having time to take a loved one to the doctor, attend a parent-teacher conference and retire in dignity.

We must protect our freedom to join together in union. Standing together, we have the power to secure our freedom to prosper.

**WE NEED TO JOIN
TOGETHER IN UNION
TO DEMAND THAT
PEOPLE WHO WORK
FOR A LIVING, CAN
EARN A GOOD LIVING,
JUST LIKE WE WON
SAFER WORKPLACES
AND CIVIL RIGHTS
IN OUR PAST**



WHEN THE CENSUS ACCURATELY COUNTS ALL OF US, WE GET OUR FAIR SHARE OF FUNDING FOR COMMUNITY SERVICES AND ENSURE THAT EACH OF US HAS AN EQUAL SAY IN OUR DEMOCRACY

OUR ISSUES TO THE POWER OF WE

PARTICIPATION IN THE CENSUS

No matter what we look like, how long we've been here, or what's in our wallets, we all want to live in the best places for our families.

But today, right wing politicians are trying to take resources away from California by spreading fear in our communities because they know that when all of us are counted in the census, we get the resources and political representation we're due.

By standing together and making sure each and every one of us — whether Black or white, native or newcomer, Latino or Asian — is counted, we can take California to the power of we. When the census accurately counts all of us, we get our fair share of funding for community services and ensure that each of us has an equal say in our democracy.



**ALL IN
FOR ALL
OF US**



**THE
POWER
OF WE**