BUILDING BRIDGES FOR AMERICA
presents

# Real Talk Series: Say This, Not That

Virtual Training Session

3rd Thursdays 8pm-9pm EST

# Welcome

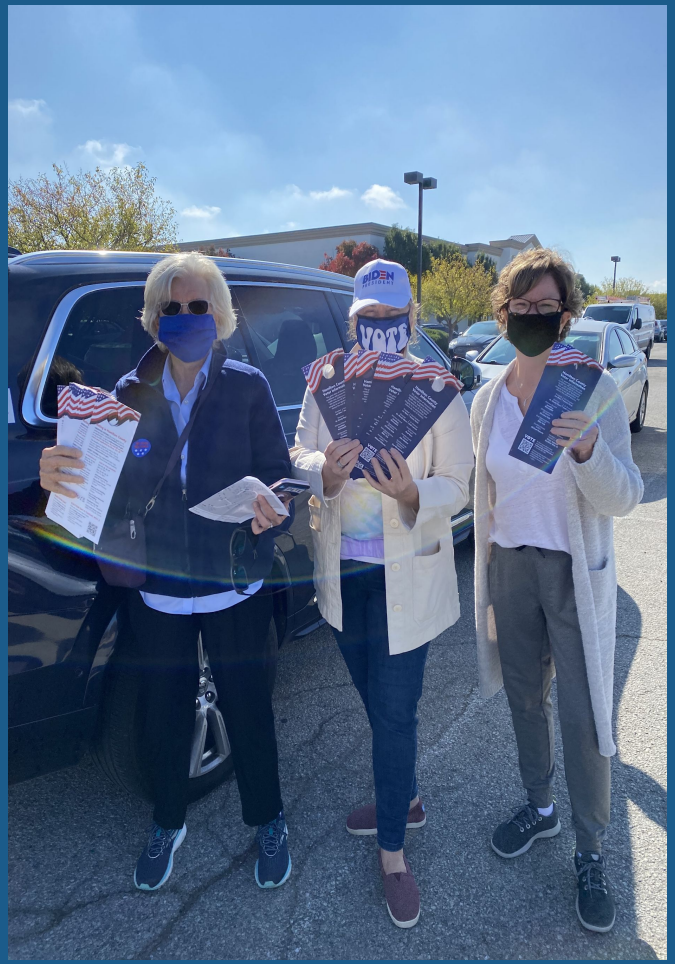
Jenny Okamoto, Grassroot Organizer

Pete for America
Volunteer
Grassroot Lead,
Indiana for Pete

Indiana for Joe
Biden, Biden
Harris

Volunteer Lead,
Ossoff for Senate

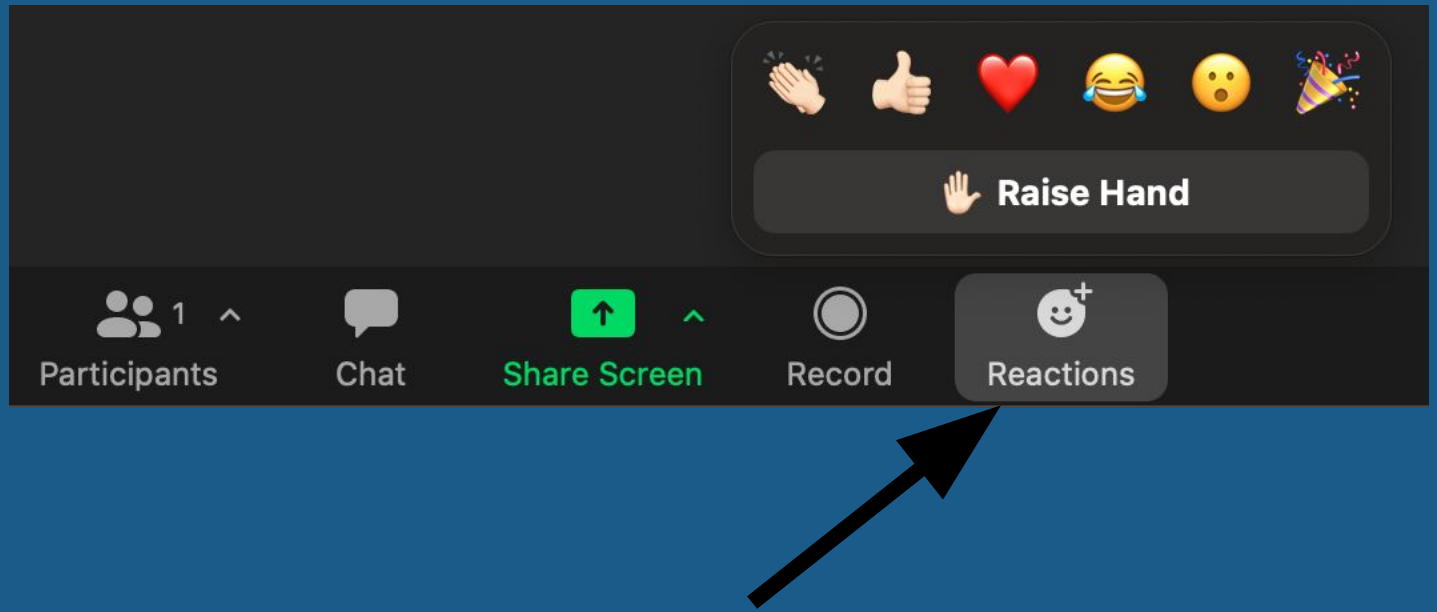
Building Bridges
for America:
Steering
Committee,
Leadership
Development,
BB to the WH



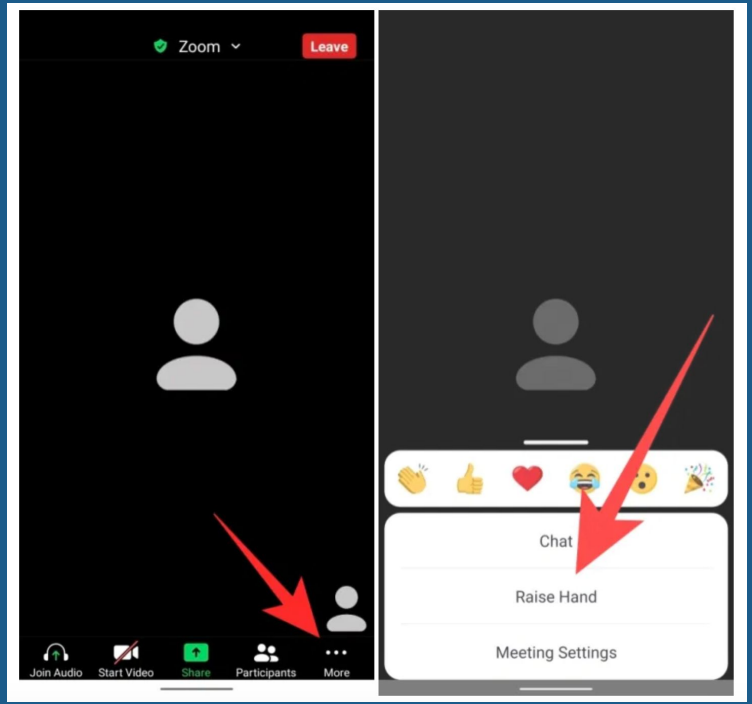
# Friendly Norms

- Please keep yourself **muted** unless you are speaking
- Please introduce yourself in the chat, where are you from, and campaigns you have worked with
- Enter questions and follow-up requests on the chat
- Q & A at the end
- Meeting will be 1-hour
- Thank you for joining us!

# Raising Hand on a Computer/Tablet



# Raising Hand on Phone



# Building Bridges for America

## Our Mission

Guided by the principles of servant leadership, Building Bridges mobilizes and empowers networks of relational grassroots organizers equipped to support campaigns and causes based in progressive values.

## Our Values

We recognize that the effort adds value, regardless of the result.

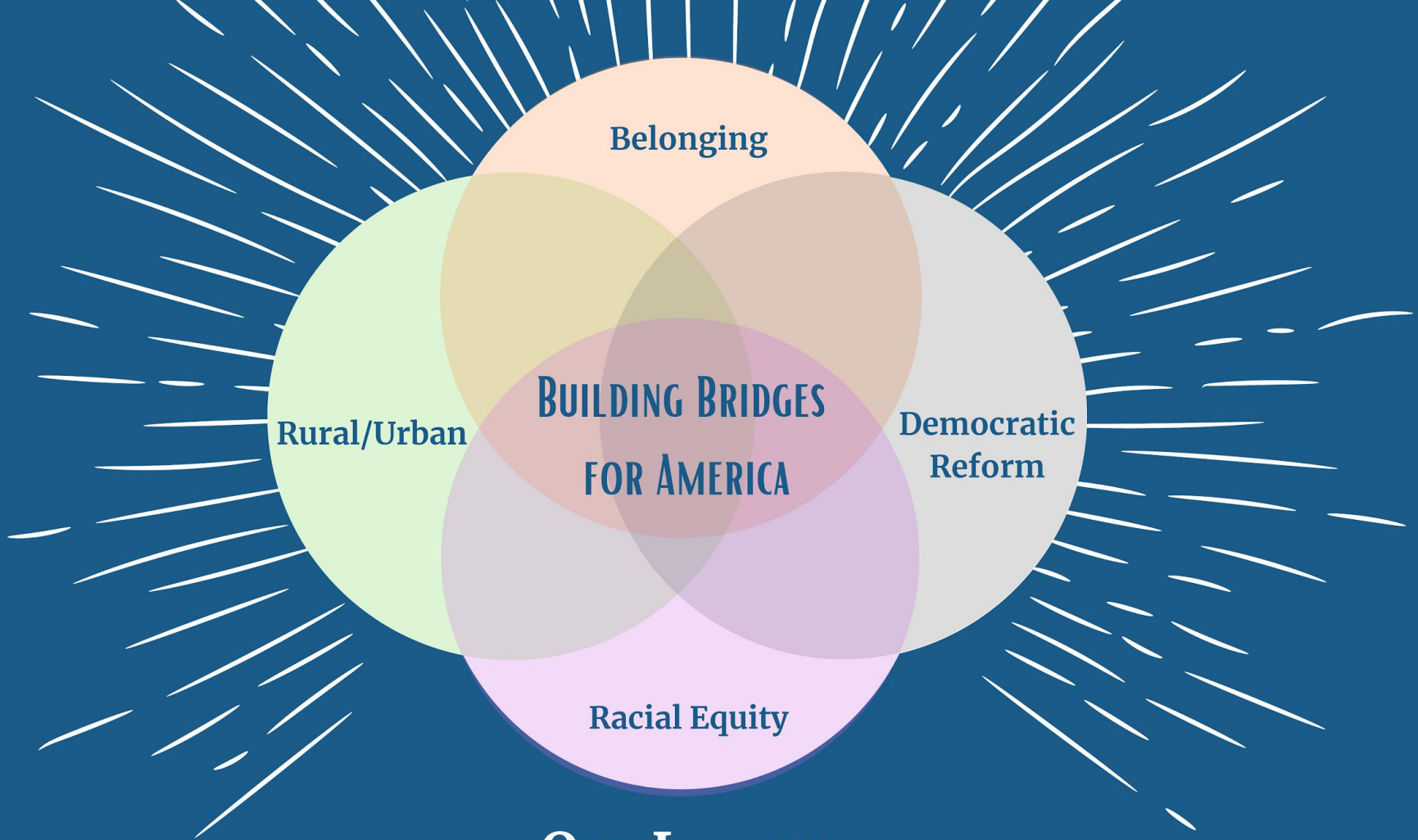
We are committed to the development of a broad and inclusive coalition.

We conduct our actions and are informed by the legacy of Pete Buttigieg's 2020 Campaign's Rules of the Road.

## Our Vision

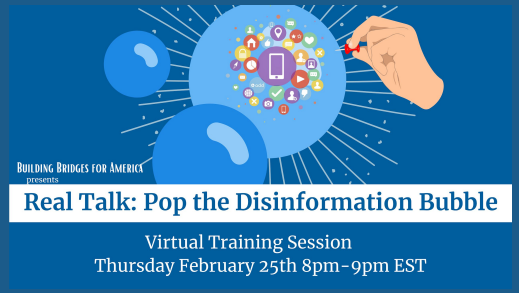
A just and equitable democracy, safeguarded by an informed and engaged electorate, where everyone is valued and belongs.

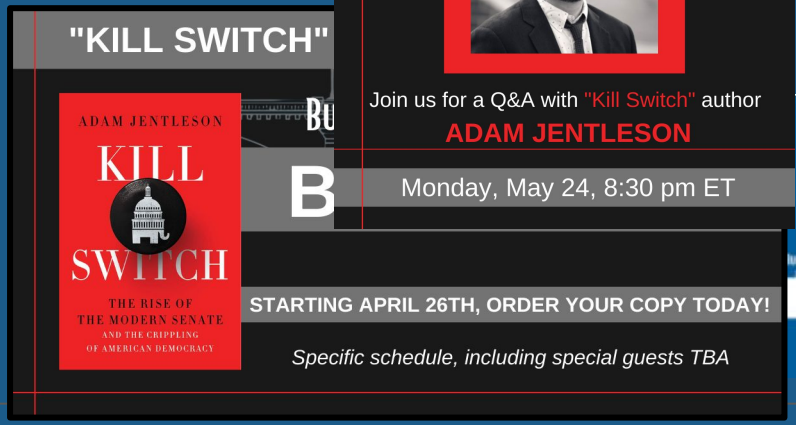
Respect Belonging Truth Teamwork Boldness Responsibility Substance Discipline Excellence Joy


Belonging
Rural/Urban
Building Bridges for America
Democratic Reform
Racial Equity

# Our Lenses

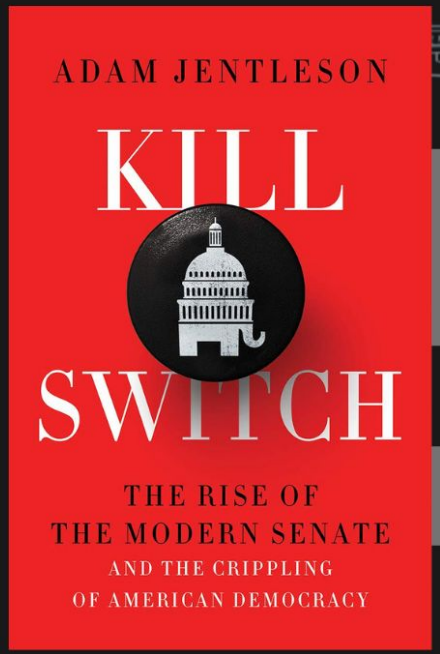
# Inform and Engage





www.buildingbridgesforamerica.com

# "KILL SWITCH" BY ADAM JENTLESON




## Building Bridges for America

# BOOK CLUB

**STARTING APRIL 26TH, ORDER YOUR COPY TODAY!**

*Specific schedule, including special guests TBA*

Want to get involved?
Skill to share?
Social Media Team
Website Updates
Event Leaders
Type your interest in the chat
and we will reach out

# Team up with Building Bridges for America

Tuesday, June 8, 8- 9ET

Information Sharing 8:00PM ET

social Time 8:30PM ET

# *Empower* Trainings

# What is messaging?

How we SELL an issue, policy, or candidate.

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# Say This, Not That: Winning Progressive Messaging

# Workshop Goals

## UNDERSTAND HOW FRAMES INFLUENCE HOW MESSAGES ARE RECEIVED

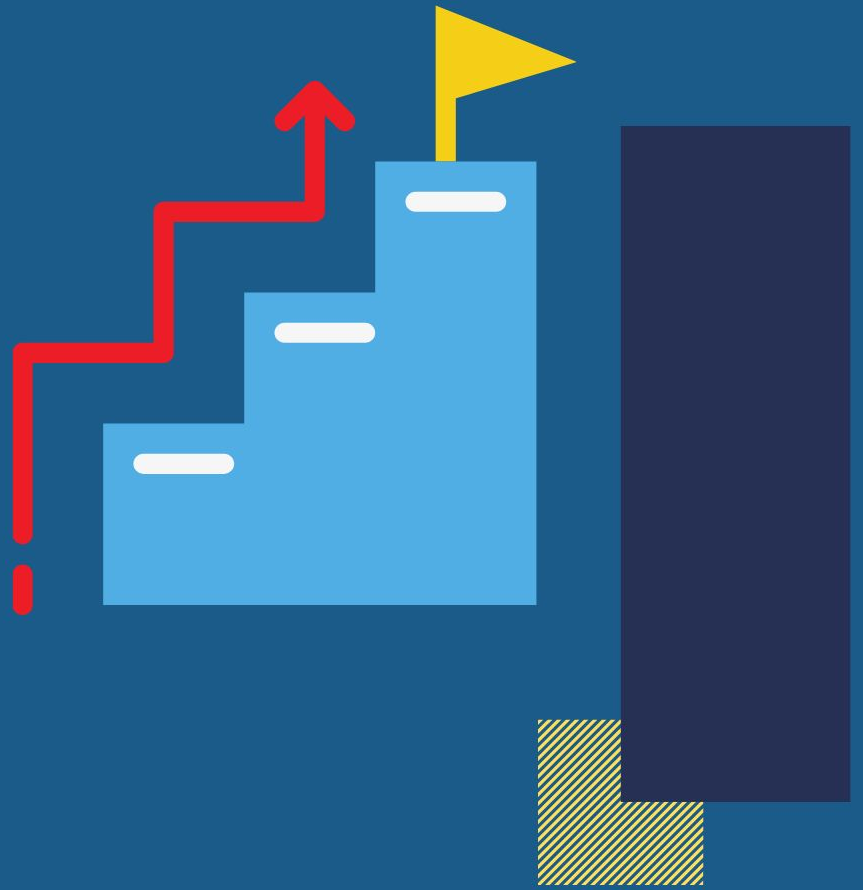
Learn how to speak to others by connecting to shared values.

## THE ART OF MESSAGING

How to craft winning messages.

## TESTING YOUR MESSAGE

Making sure your message works.



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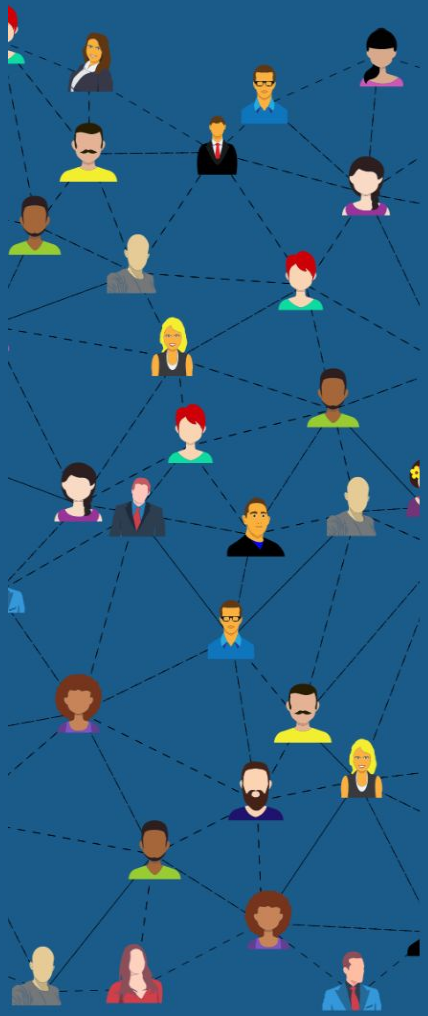

# Why is this important?

MESSAGING IS HOW WE SELL AN ISSUE POLICY OR CANDIDATE.  THE RIGHT MESSAGING CAN BREAK DOWN NEGATIVE NARRATIVES AND BUILD CONNECTIONS BETWEEN VOTERS

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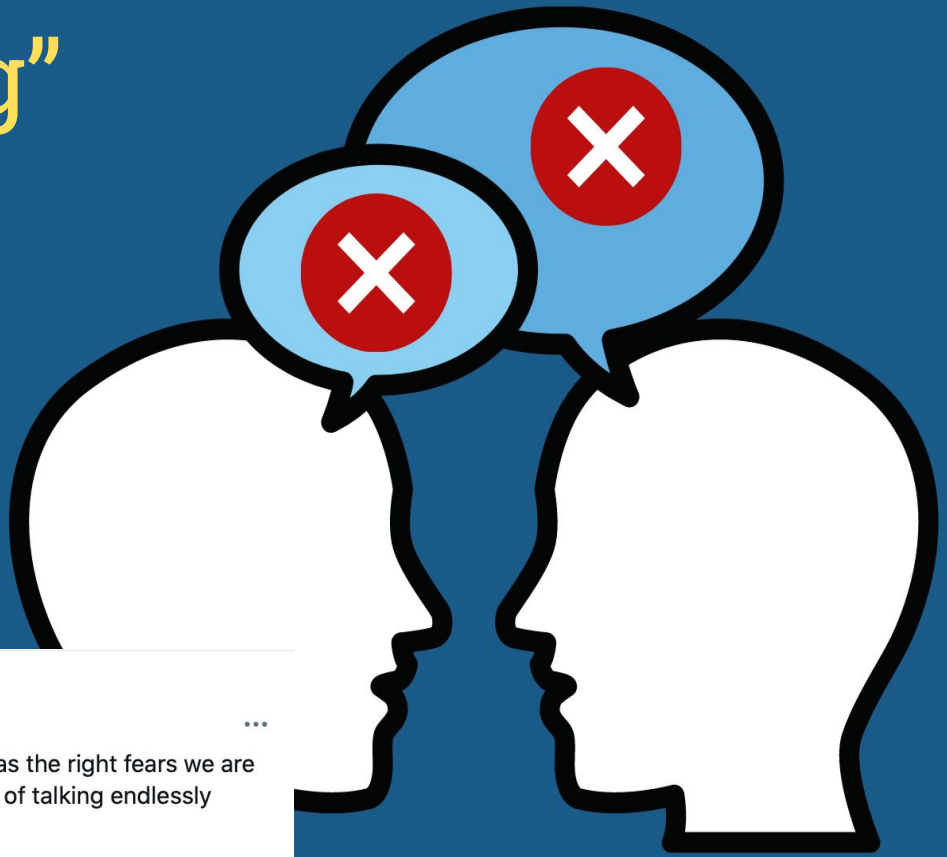
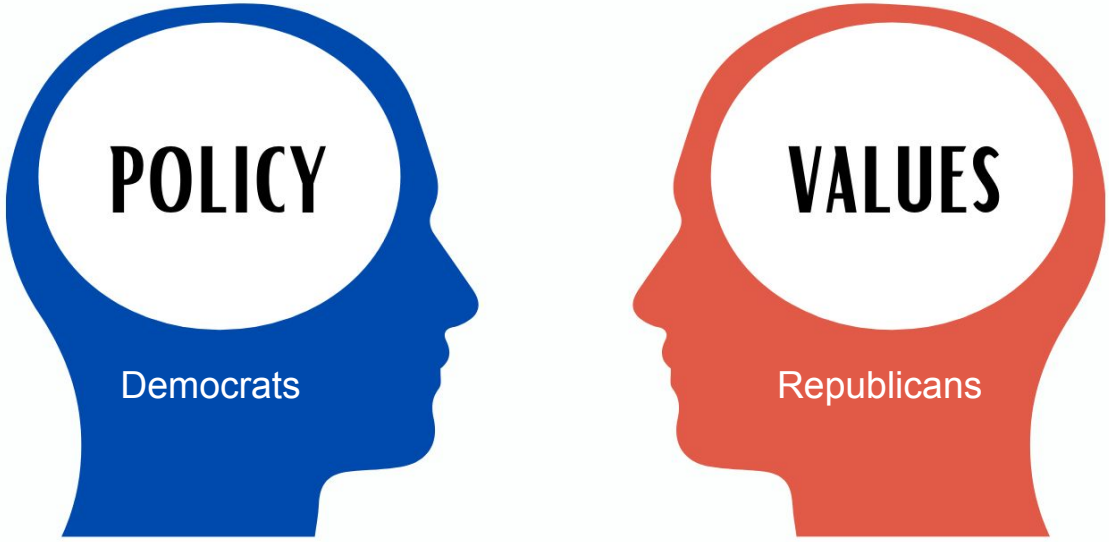
# “Democrats are bad at messaging”



Anat Shenker-Osorio Retweeted

**Anat Shenker-Osorio** @anatosaurus · Mar 29

All I want is for the left to know we’re as popular as the right fears we are and to crow about how great our plans are in lieu of talking endlessly about how formidable our opposition.




"Policy is not messaging...message what the policy delivers"

Anat Shenker- Oscrio

# We know it works

UNDERSTANDING AND CONNECTING WITH OTHERS ON SHARED VALUES WORKS.

# Messaging can change negative narratives

THE RIGHT MESSAGING CAN CHANGE LONG HELD NARRATIVES

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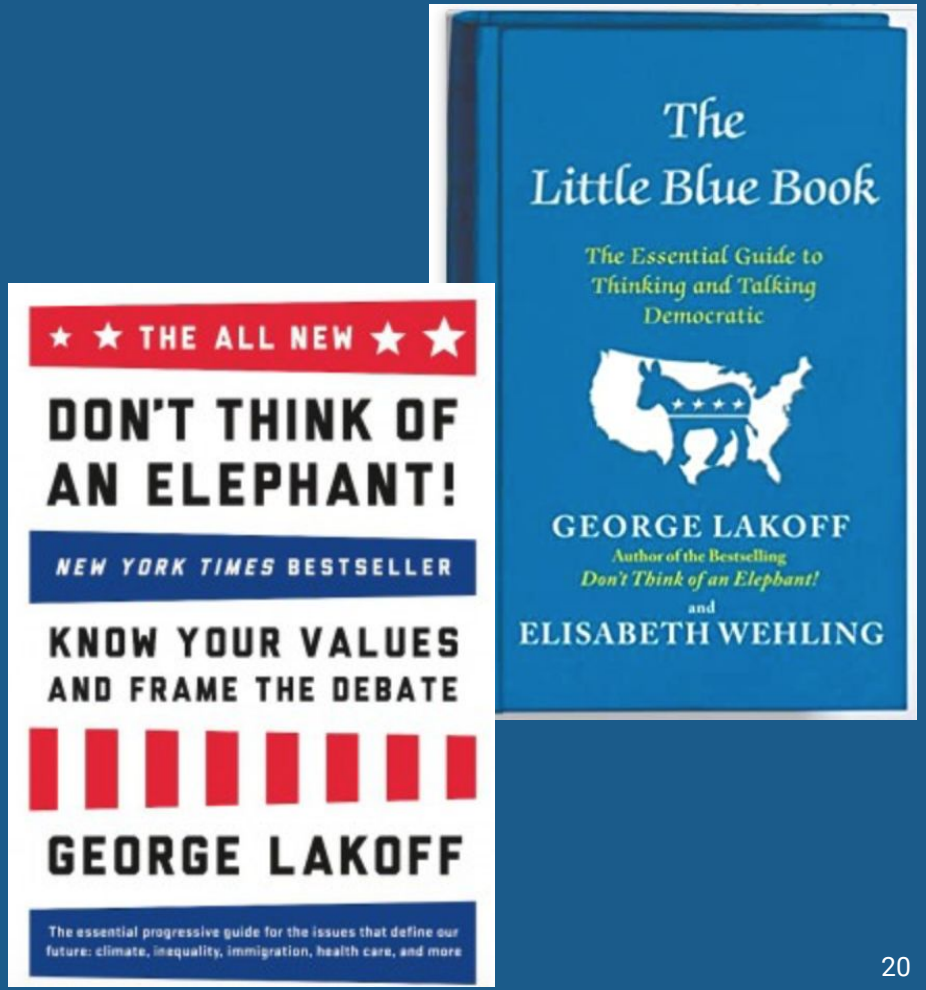
# Frames

Frames are structures of ideas that we use to understand the world.

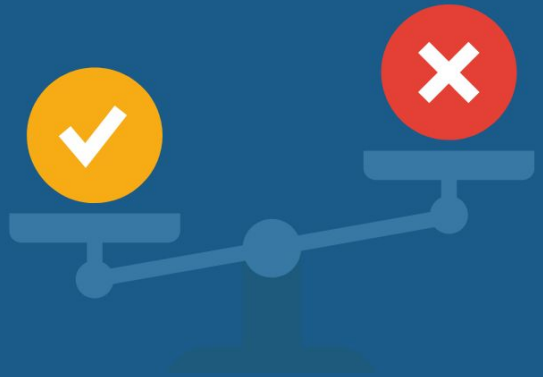
These structures shape how we see the world.

When you hear a word its frame is activated in your brain, the more it is activated the stronger it gets-including when you are arguing against an issue, especially when you use their language.

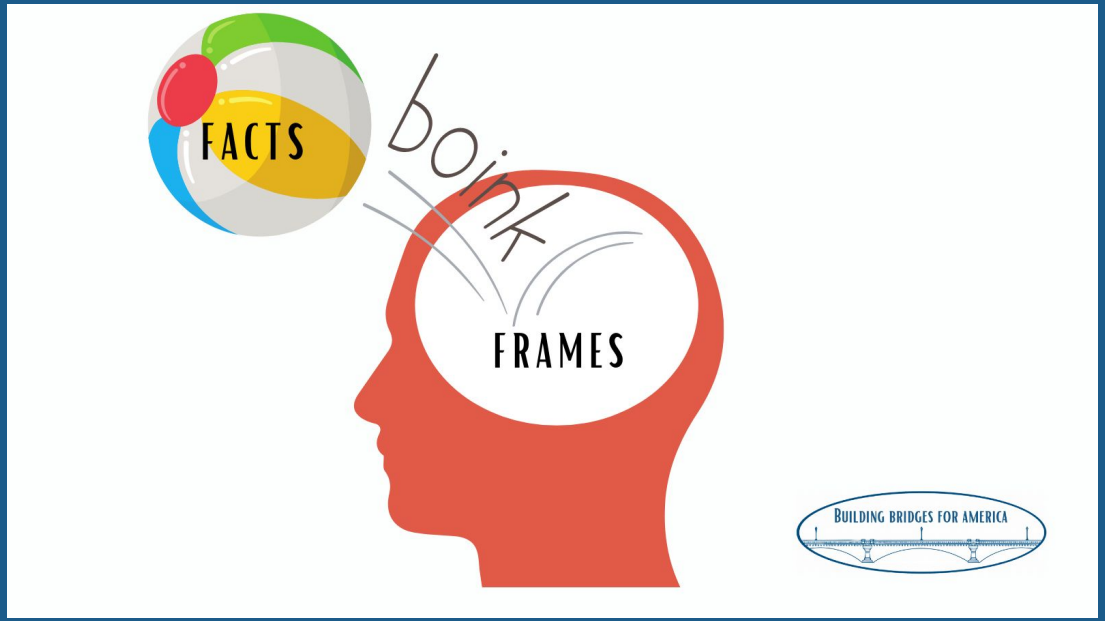


FAMILY

VALUES & MORALS



# *“Frames bounce off facts ”, Anat Shenker-Osorio*



# NUTURANT (PROGRESSIVE) VS. STRICT FATHER (CONSERVATIVE) FRAMES

## NUTURANT/ PROGRESSIVE

- Parents of equal authority
- Caring about each other
- Responsibility to ourselves and those around us
- Empathy
- Cooperation is necessary

## STRICT FATHER/ CONSERVATIVE

- Father is the natural leader of the family
- Authority
- Liberty
- Individual Responsibility
- Freedom to pursue self-interest
- Success is earned
- “Tough love”

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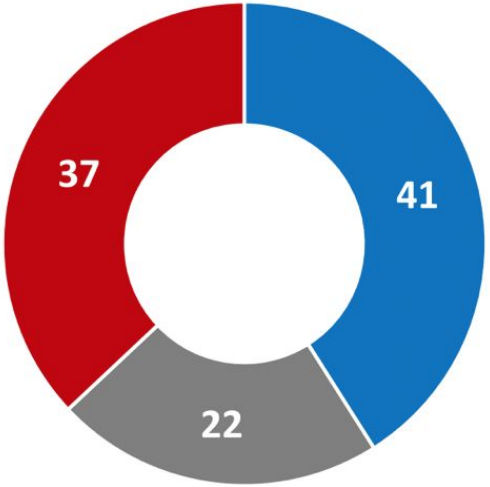
**Which of the following is the primary reason wealthy Americans have achieved financial success?**

**Wealthy Americans achieved their success because they worked harder than others**

**Wealthy Americans achieved success because they were given more opportunity than others**




| | Worked harder | Given more opportunities |
|---|---|---|
| Base | 28 | 56 |
| Persuadable | 36 | 39 |
| Opposition | 55 | 21 |



LRP LAKE RESEARCH PARTNERS
Strategy · Precision · Impact

# THE DEMOCRATIC PARTY PLATFORM

## DEMOCRATS BELIEVE:

- We are stronger when we have an economy that works for everyone;
- A good education is a basic right for all, no matter where they live;
- Health care is a right and not a privilege;
- In guaranteeing equal pay for women;
- Protecting every American's right to retire with dignity;
- In restoring the Voting Rights Act;
- Climate change is real and poses a threat to the economy;
- We are the party of inclusion -- diversity is a strength, not a weakness.

**Democratic values are American values. The DNC is committed to electing Democrats from the School Board to the Oval Office.**

# BICONCEPTUALS

## A person can share both progressive and conservative frames.

A person can be progressive on certain issues (healthcare for seniors) but conservative on others (gun control).

## These voters are called "Swing Voters" or "persuadable"

Many of these voters can be persuaded to vote for our  candidate or issue if we can connect on shared values.

## The goal is to connect with them on our shared values

By focusing where can make a connection  and engage in a dialogue based on shared values

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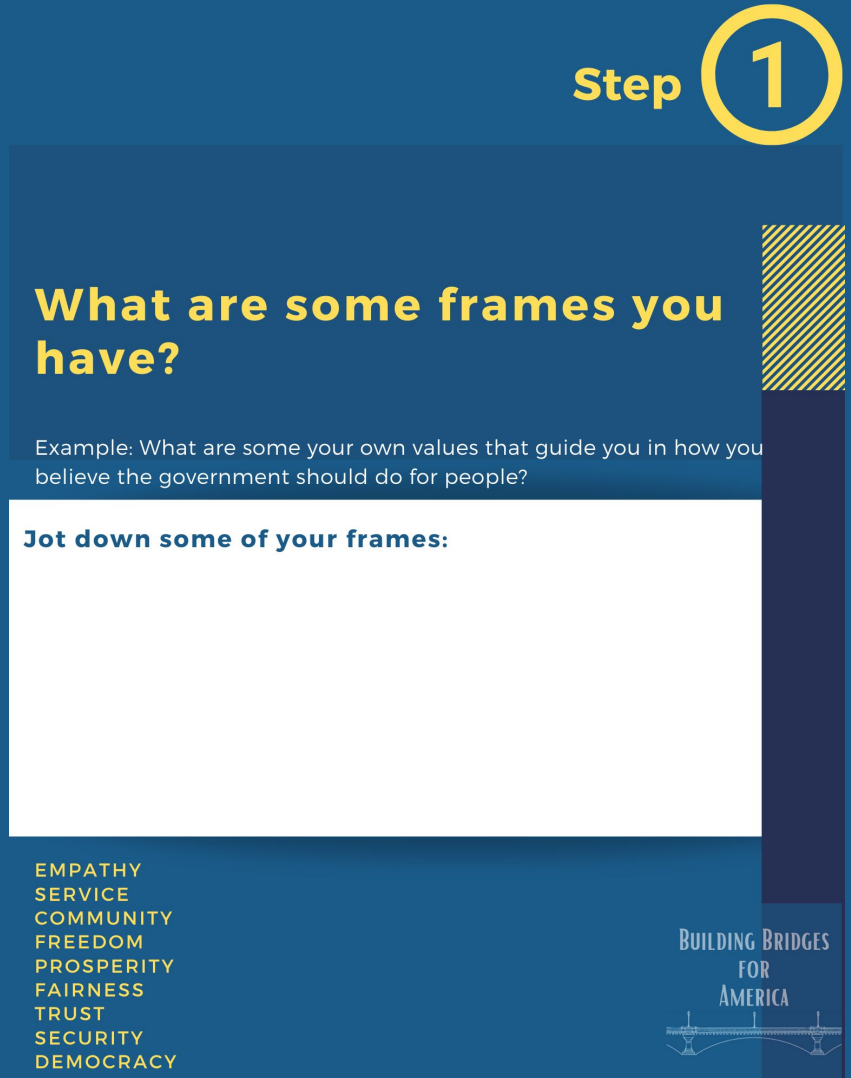
# Workbook Exercise



# WORDS THAT RESONATE

BASED ON FRAMING WE CAN SEE THAT CERTAIN WORDS OR PHRASES WILL RESONTE WITH EITHER PROGRESSIVES (DEMOCRATS) OR CONSERVATIVE (REPUBLICANS AND ACTIVATE THEIR FRAMES

## DEMOCRATS

"Justice"

"Equity"

"Invest"

"Moving forward"

"Come together"

"Potential"

"Government for All"

"Belonging"

## REPUBLICANS

"Radical"

"Irresponsible"

"Law & Order

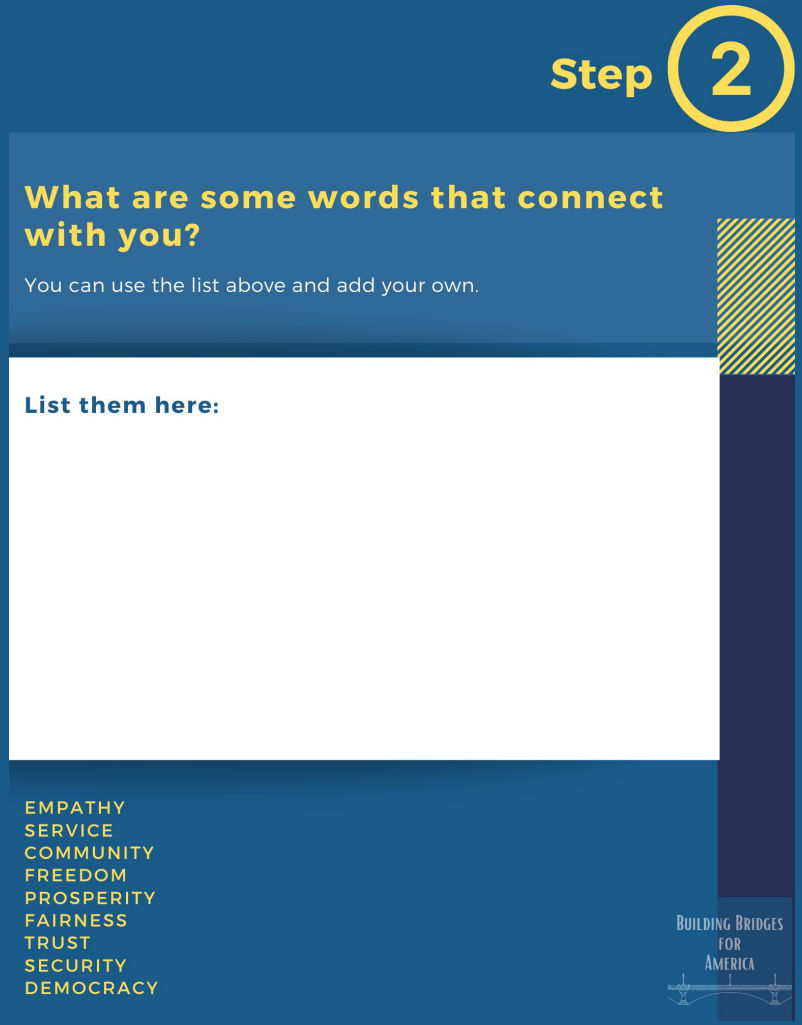
"Rig the election"

"Corrupt Politicians Act"

"Absolute authority"

Distrust of Government

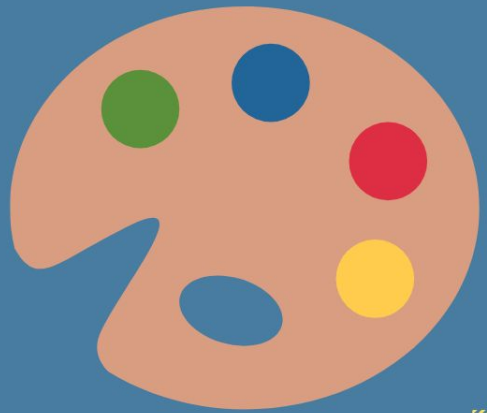
# Workbook Exercise



# Workbook Exercise

# The Art of Messaging

**An effective messagie should:**



## BE SIMPLE

Use simple words that create images to tell the story and connect to simple ideas.

## CONNECT WITH SHARED VALUES

We all have values in common,

## BE AUTHENTIC & CONSISTENT

Stick to your progressive values, moving to the right can trigger conservative frames.  Stay true to your vision and your values.

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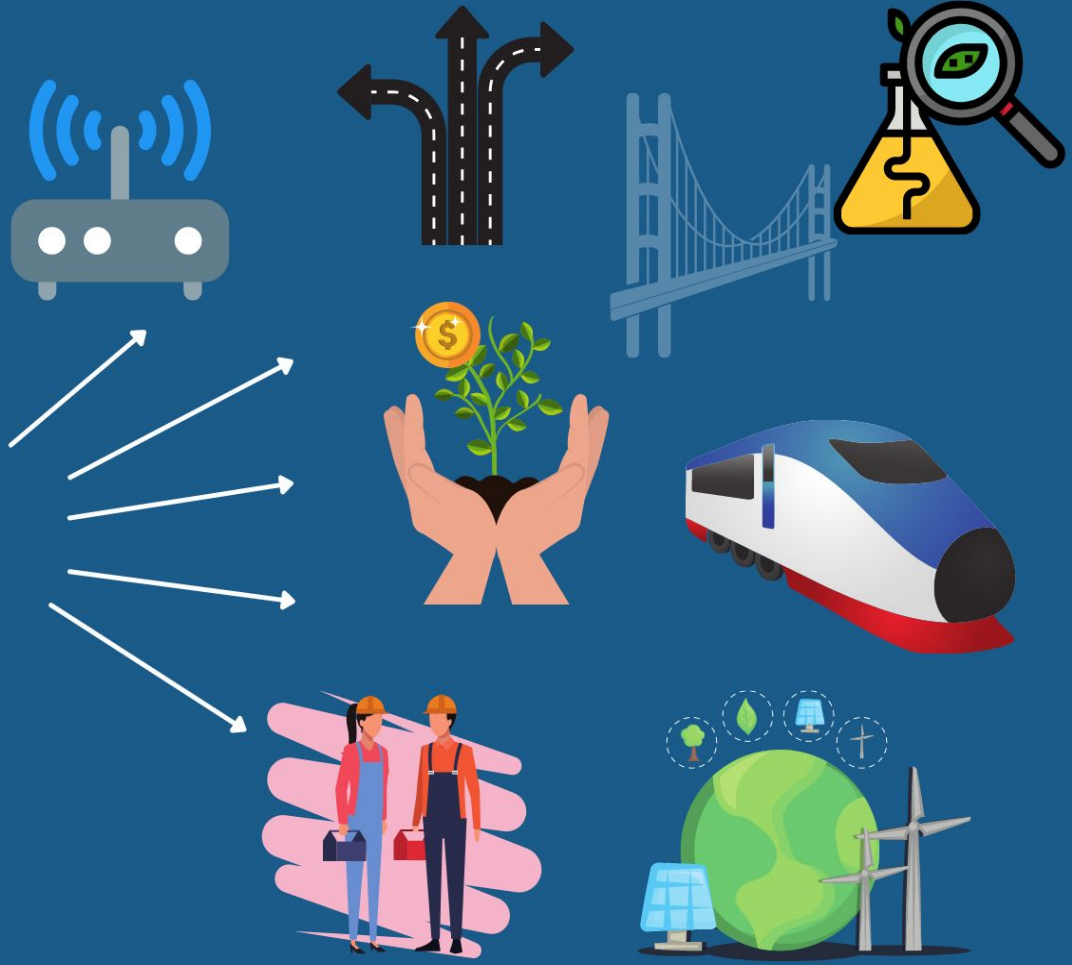
# Simple Words

# INFRASTRUCTURE



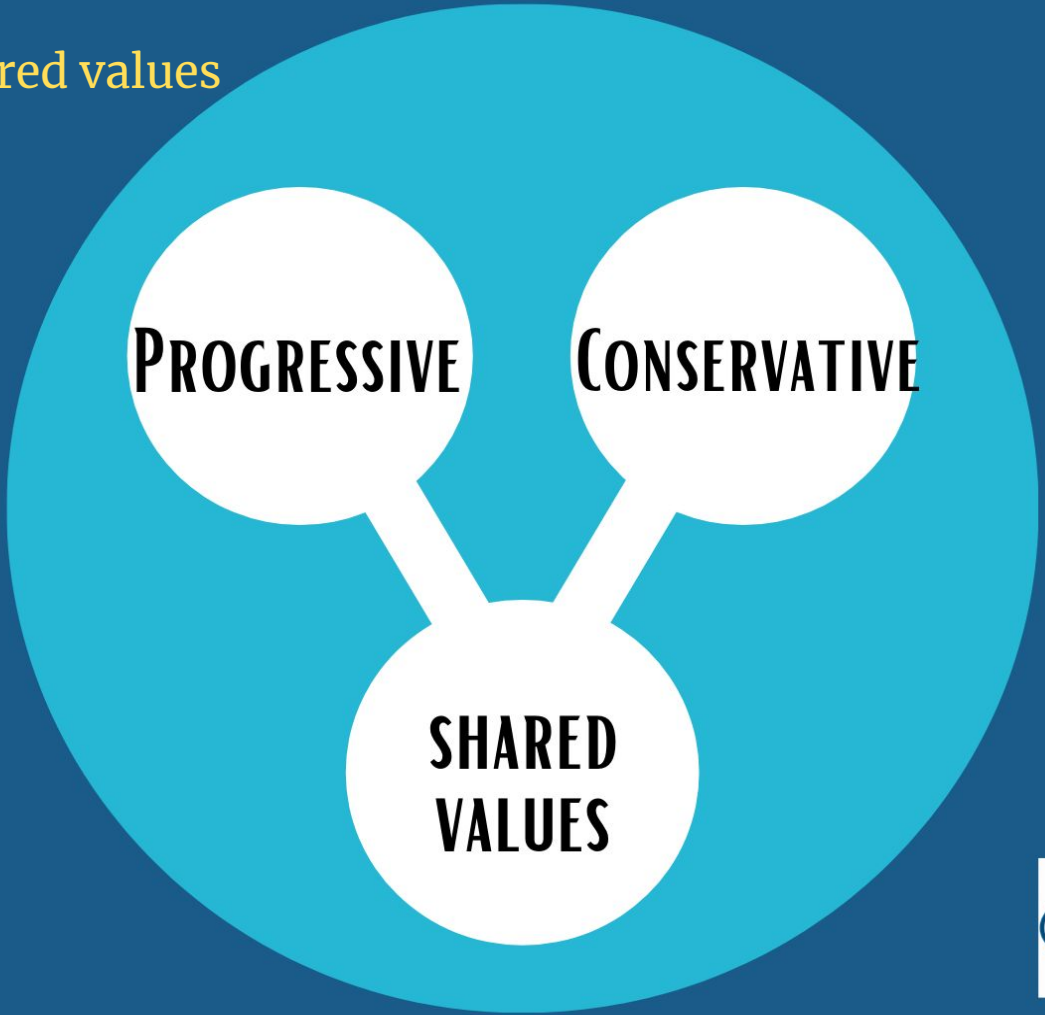
Leader
Competition (China) “beat China”
Once in a century investment
Eisenhower

RAISE YOUR VOICE!
POLITICAL LOUDMOUTH
SHOUT OUT AGAINST THE WAR ON WOMEN
©2011 Political.oudmouth.com. Share freely. Art courtesy of a graffiti artist.

DEFUND THE POLICE

DUTY ★ HONOR ★ COURAGE
BLUE LIVES MATTER

# Connect on shared values

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# Connecting Shared Values to a Message

- Shared Value
- Problem
- Solution

“People should be able to…”(immigrate, feed their families, see a doctor)

Humanize

Do not cede your ground do not change your message (value) which is short sighted evoke the set of ideals you want.

Example: The legal right to an abortion, but no access to clinics or affodable care, all women should have access to safe and affordable healthcare and the freedom to make choices.

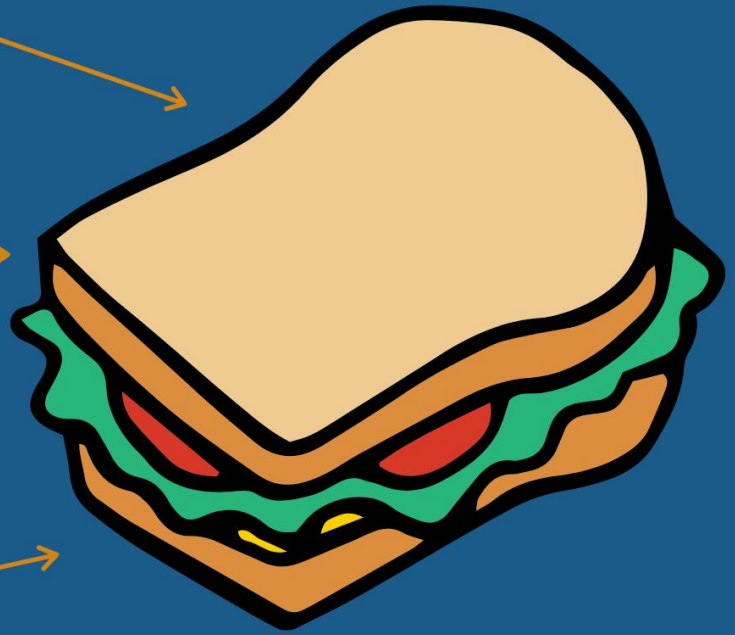
Anat Shenker-Osorio, “*The Art of Messaging”, youtube*

# THE ORDER MATTERS

SHARED VALUE: EVERYONE DESERVES...

STATE THE PROBLEM:
EXPOSE THE DOG- WHISTLE

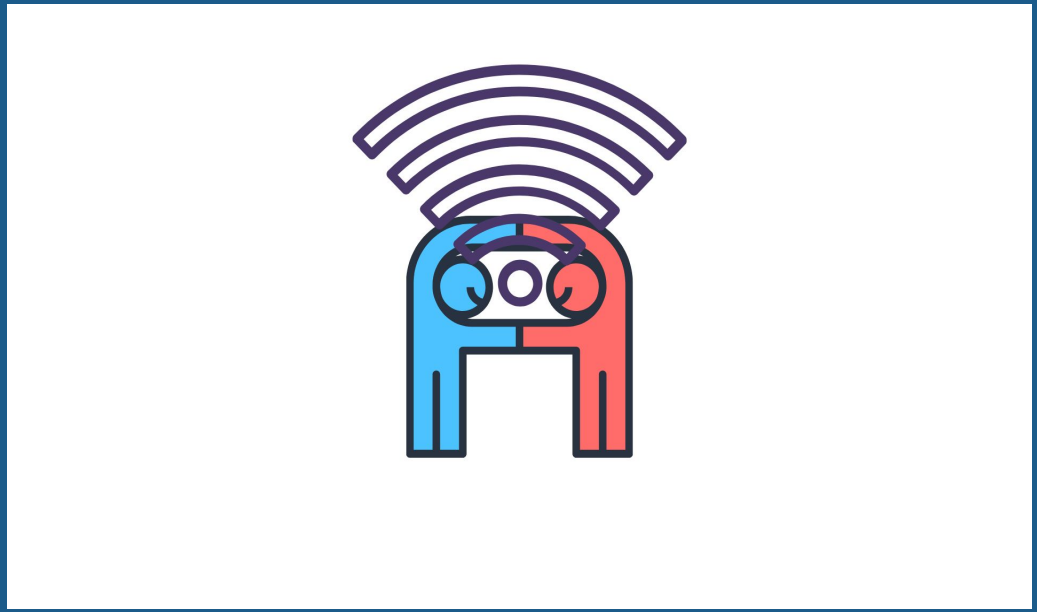
SOLUTION: SOLVE TOGETHER



Anat Shenker-Osorio

# Authenticity & Consistency!
# Empathy and personal experience - Joe Biden

# Winning Messages



# Let's look at a sample winning message

From https://wordstowinby-pod.com/police-reform-washington/

### America's Strength

**America's strength** comes from **our ability to work together** — to **knit together** a landscape of people from different places and of different races into one nation. For this to be a place of **freedom for all, we cannot let the greedy few and the politicians they pay for divide us** against each other based on what someone looks like, where they come from, or how much money they have. **It's time to stand up for each other** and come together. It is time for us to **pick leaders who reflect the very best of every kind of American.** Together, we can make this a place where **freedom is for everyone, no exceptions.**

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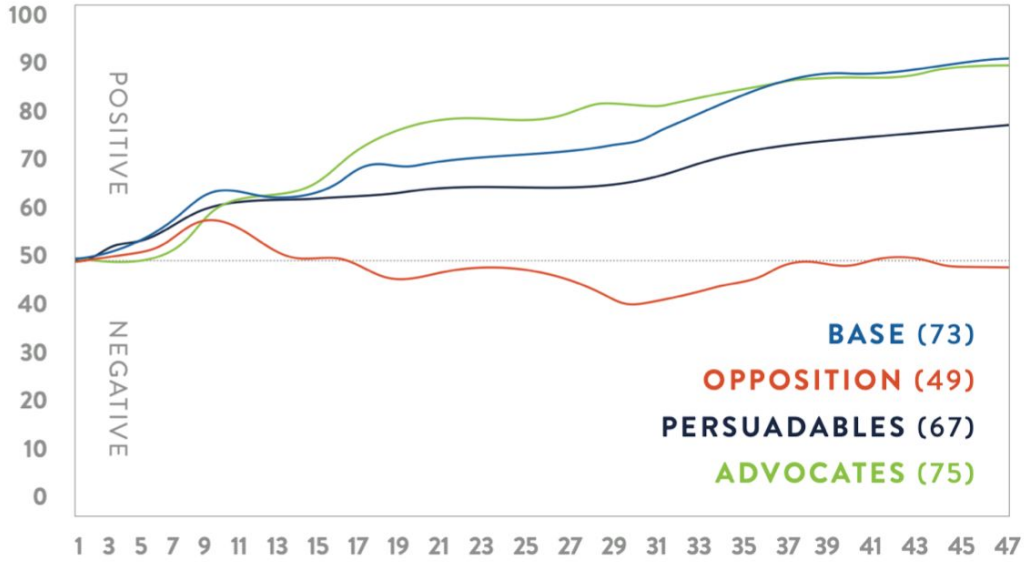
## Working People

**No matter where we come from or what our color, most 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 our seniors with cuts to Medicare and **Social Security**. Then they turn around and **point the finger for our hard times at poor families, Black people, and new immigrants. We need to join together** with people from all walks of life to **fight for our future, just like we won** better wages, safer workplaces, and **civil rights in our past. By joining together, we can elect new leaders who work for all of us**, not just the wealthy few.




https://wordstowinby-pod.com/police-reform-washington/

## Winning Narrative

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

But today, certain politicians and their greedy lobbyists hurt everyone by handing kickbacks to the rich, de-funding our schools, and threatening our seniors with cuts to Medicare and Social Security. Then they turn around and point the finger for our hard times at poor families, Black people, and new immigrants.

We need to join together with people from all walks of life to fight for our future,

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

By joining together, we can elect new leaders who work for all of us, not just the wealthy few.

## Description of Elements

Discusses race overtly and as including everyone

Names racial scapegoating as a weapon that economically harms all of us

Emphasizes unity and collective action to solve problem

Invokes previous cross-racial solidarity wins to combat cynicism

Connects working together to government for all

# It is OK to talk about race.

## Discuss race overtly

Most persuadables, among them many whites, feel deep concern about *race*. Persuadables toggle between two contradictory orientations—one that views talking about race as necessary and desires racial fairness and progressive values; and another that hears conversations about race as problematic and orients them toward racial resentment and conservative fears.

## Frame racism as a tool to divide and thus harm all of us

Conservatives villainize African Americans, and increasingly Muslims and immigrants, as criminal and undeserving in order to diminish the social solidarity...

## Connect unity to racial justice and economic prosperity

When calling out opponents for intentional division, we must provide frequent endorsements for coming together, including references to having done so successfully in the past.

# Workbook Exercise

Step 4

## Crafting the Message

e.g. no matter where we come from or what our color, most of us work hard for our families, but today greedy lobbysits and certain politicians point the finger for our hard times at immigrants, poor people and black people, We need to join together to fight for our future and elect leder that work for us.

**State the shared value:**

**State the problem:**

**state the solution:**

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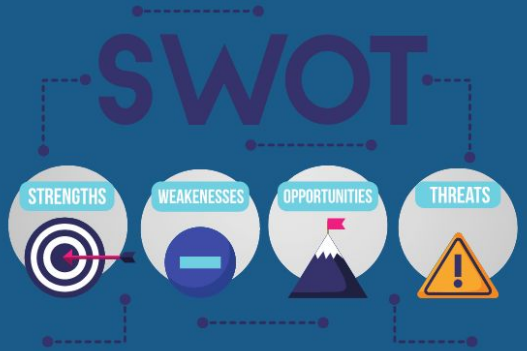
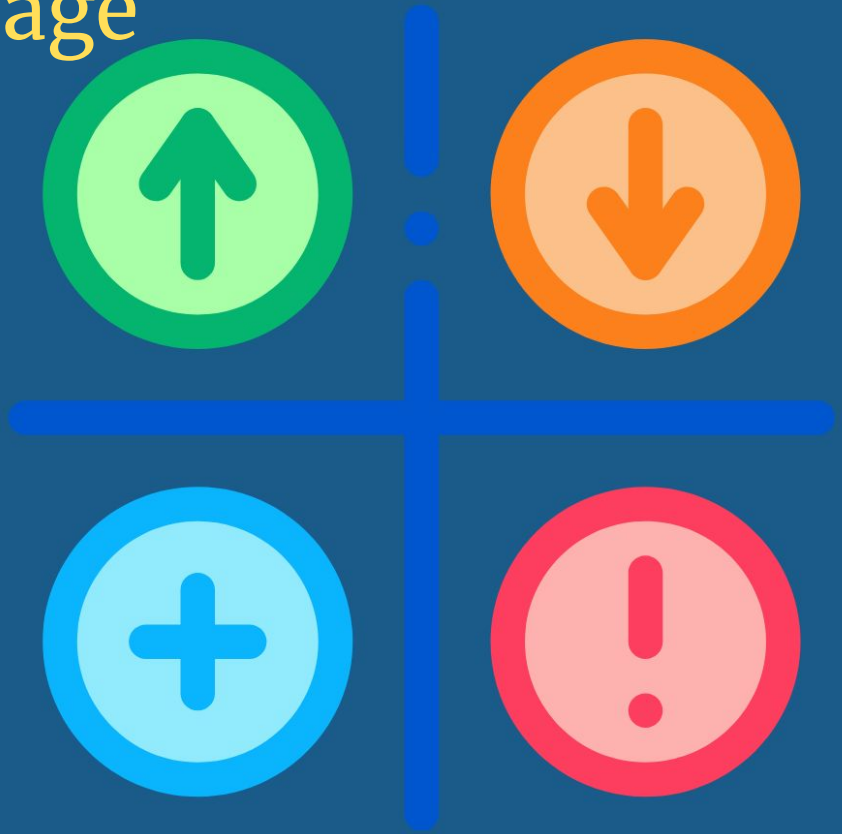
# Testing the message



# Workbook Exercise

Step 5

## Testing the Message

| STRENGTHS | WEAKNESSES |
| --- | --- |
| OPPORTUNITIES | THREATS |

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# We Know it is Working When...

# Remember

- Use your own language, never the opponents
- Know your beliefs and repeat it over and over
- Never repeat ideas you do not believe in, even to argue them
- Be positive
- Be authentic
- Use Imagery
- Say it simply
- Tell your story, connect it to our values

# OTHER AVAILABLE TOOLS

AVAILABLE AT
WWW.BUILDINGBRIDGESFORAMERICA.COM

## REAL TALK: UNLOCK YOUR POLITICAL POWER

Workshop to connect to your story and share your values.

## ORGANIZING TOOLBOX

Ready to print infographics, online presentations and workbooks.

## DAYS OF ACTION

Join Building Bridges for Days of action throughout the week to support candidates and issues

## BRIDGES TO THE LOCAL

Support local down ballot candidates throughout the U.S,

BUILDING BRIDGES FOR AMERICA

# Building Bridges for America leadership team

## Your leadership development team

### JENNY OKAMOTO

Director Leadership Development, Building Bridges for America

### CAZ MARGENAU

Director Leadership Development, Building Bridges for America

Remember this

# THE SECRET OF CHANGE IS TO FOCUS ALL YOUR ENERGY NOT ON FIGHTING THE OLD BUT ON BUILDING THE NEW.

- DAN MILLMAN

WWW.BUILDINGBRIDGESFORAMERICA.COM

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# Next Steps

**Join the Building Bridges for America Training Center @ www.buildingbridgesforamerica.com**

**Share this resourse and invite others to effect change with you.**

EMAIL

buildingbridges4america@gmail.com

WEBSITE

WWW.BUILDINGBRIDGESFORAMERICA.COM

# Give us a follow on social media, @buildbridges4america!

# Question & Answer