

"WORDS THAT WIN"

Messaging Formula

The components
Values, Villain, Vision.

Order of the message matters!

Values



Lead with shared values, not problems. This connects us to each other. Most persuadable voters are sick of politics. This connects across our shared humanity.

Villain



Identify the specific person or group that created the problem and their motivation (take more than their fair share, to please corporate donors).

Vision



Close with a positive vision for the future and how we the people have the power to fix it by working together. Be clear what "all of us" means ("no matter our race, religion, or zip code", "from the Moncrief to the Beaches").

Importance of Voting

Jacksonville voters deserve an equal say in our community, no matter our skin color or zip code.

But today, DeSantis and his wealthy and powerful donors want to divide us by race and place so we won't join together to demand what our families need.

We are long overdue to rewrite the rules and take back our democracy. It is only by showing that we are willing to stand up together that we have the power to get the care and respect every one of us deserves. Join us by being a voter to ensure we elect leaders who look out for every zip code.



Resources

Florida Rights Restoration Coalition

Returning citizen help with fines/fees and registering to vote. Call 407-901-3749 or info@floridarrc.org.

Voteriders

Help with getting a photo ID (cover costs). Call or text 844-338-8743 or HelpLine@VoteRiders.org.

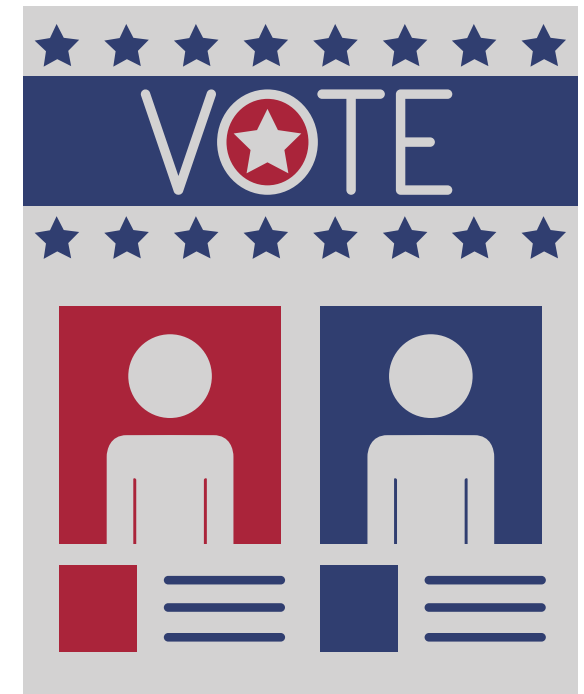
Duval Supervisor of Elections

904-255-8683 or duvalelections.com

Win Elections Network (WEN)

WORDS THAT WIN!

**How to Connect &
Empower Voters**



Messaging Samples

DeSantis Ambition

No matter what we look like or where we live, most of us work hard for our families. And we want our politicians to work hard for us.

But Ron DeSantis is focused on running for President instead of doing his job as governor. He is more focused on impressing far-right extremists than helping working Floridians.

Let's elect new leaders focused on providing a better life for everyone, not just their next campaign.

Prices of Food & Gas

Every person who works deserves to enjoy the benefits of the paycheck they have earned.

Wealthy corporations take advantage, inflating gas and food prices to line their pockets. They blame working people for those prices. Then their politicians distract us by fueling fears based on our skin color, accent, or faith.

Together we can elect leaders who work for us instead of their rich corporations so that nothing stands in the way of our providing a great life for our families.



These are areas of vulnerability for DeSantis & Republicans

Housing

Home. The place where we lay our heads, hug our loved ones, and make our memories.

DeSantis and the guys who rig the rules to take from working people are making it hard to have an affordable home for our families.

We must come together to elect leaders who will make it possible again for working people to buy or rent a home in Florida. This is how we make the future.

Reproductive Justice

The decision of when and if to become a parent is one of the most important decisions many of us make in life.

DeSantis is pandering to far-right extremists as he prepares to run for President. He has signed a bill so extreme that there is no exception for rape or incest.

We make the future and together we can ensure that all of us no matter who we are or where we are from, can decide if, when and how we grow our families.

GOP Tax Plan

No matter what we look like or where we live, most of us work hard for our families and are willing to pay our fair share.

But Republicans plan to end Social Security and Medicare in the next 5 years. They also plan to pass the biggest tax increase on working families in history while their corporate friends get a free ride off us.

Together we can protect working families, no matter our zip code and rewrite the rules to make sure that wealthy donors and corporations pay their fair share.

Gun Violence

No matter our zip code, religion, or skin color, we all want our children to be safe at school.

But Republicans have voted against gun legislation time after time because they receive millions from the NRA.

To save our children, we must band together to elect politicians who will pass the common sense gun regulations that the vast majority of us have wanted for years.

Find more information on **Words That Win** at www.wordsthatwin.org & www.asocommunications.org.