

# PROGRESSIVE NARRATIVE PROJECT

MESSAGING IN THE FIELD

THINK  RUBIX  
IDEAS | STRATEGIES | SOLUTIONS

# RECAP OF TOP FRAMES



In general:

- Unrig the System: America Should Vote for Us All
- Protect Our Freedom
- Our Communities Are Under Attack

For communities of color, specifically AfAm and LatX:

- New Leadership
  - Specific Community Under Attack
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# RECOMMENDATIONS ON HOW TO USE FRAMES



Examples at [progressivenarrative.net](http://progressivenarrative.net)

Goal	Recommendation
GOTV	Community under attack + impact of their vote
Voter Education	Highlighting how the system is not working + the impact of voting
Candidate	Focusing on the importance of new leadership or new direction (if incumbent) + power of community in changing that direction

# RECOMMENDATIONS TO REACH MAXIMUM AUDIENCE



- Partnerships
- Using Effective Social Media w/Action Included
- Don't Be Afraid to Speak Directly to Communities
- Communities of Color Have a Different Definition of "Freedoms"
  - Speak to specific freedoms under attack (i.e. how Roe v. Wade is an attack on freedom beyond abortion & will impact WOC drastically)

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