

The Playbook

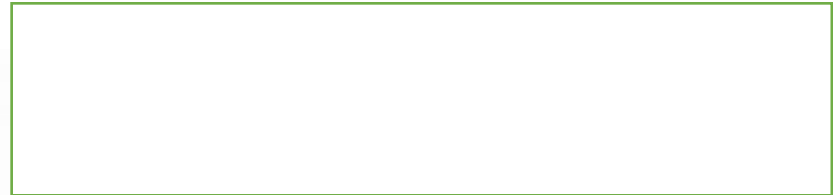
Democrats Are Behind
Message Discipline is Key to Winning

FutureMajority.org



JULY 2021

The Playbook



Future Majority's Playbook is a tool to brief leaders as they think through their governing and messaging strategy on the key issues of the day. The information contained in this presentation is in the public domain.

Since its founding, Future Majority has surveyed 111,206 voters with our partners at Change Research.

Future Majority has surveyed 32,992 voters since the 2020 election in swing congressional districts and battleground states. Voters surveyed include 16,065 likely voters in the 37 congressional districts decided by +/- 5 points, 2,315 voters statewide in Arizona, 1,603 voters statewide in Georgia, 983 voters statewide in Michigan, 1,733 voters statewide in Missouri, 1,335 voters statewide in Nevada, 1,093 statewide voters in Pennsylvania, 1,546 voters in Wisconsin, and 2,513 voters in West Virginia. Future Majority has also completed a first-of-its-kind metaphor elicitation study of American swing-state voters that provides a deep understanding of how they see the Democratic and Republican parties, how they feel about America now and into the future, and where governing parties can connect with and deliver for the American voter.

To discuss more, contact
Mark Riddle at Mark.Riddle@FutureMajority.org

Recommendations:

As we look ahead to 2022, Democrats will have led Washington for two years. Voters will need to know how **Democrats have delivered** on improving their lives and communities. All the research shows that the Democrats have a winning agenda if they are disciplined in telling their story. But, right now, Democrats are behind in generic polling because **voters do not know how Democrats are delivering for them. Large margins of voters have not heard a lot about Democrats' priorities.** In addition, the Radical Right-Wing media is hyper-disciplined in hammering - and now, too often, making up - cultural, hot-button issues.

1. **The "D" equals Deliver.** Democrats are accountable and are delivering #ForThePeople by building American jobs, investing in families and infrastructure, and defending democracy and freedom. This theme of delivering for working people needs to persist throughout all of Democrats' messaging. *20 pts to the "justice"*
2. **The "R" equals Q.** Democrats must hammer that the Republican Party does not exist. It is now a Radical Party, which is for Trump, for corruption (R's defended corruption by voting down HR1), and for QAnon. And NOT for You. *"Radical Right"*
3. **Democrats need to continue to play offense with a strong legislative strategy.** Democrats should unleash a wave of simply named pieces of legislation aimed at accountability and driving a wedge between the Radical Right and moderate independents like suburban and younger voters.
4. **Democrats should not underestimate the effectiveness of the Right-Wing Media Machine.** Research indicates that the Radical Right messaging is eroding potential Democrat support with Independent voters. Drain the Swamp is *always* used against the incumbent.
5. **Democrats must remember it's also about attitude.** It's time for Democrats to say, "We are winning for you today and we will win tomorrow because Americans are owning this moment to win our future. Democrats are delivering #ForthePeople."

“D” = Deliver

The “D” must equal **Deliver**. It is important to know what the letter beside the name stands for, as it is a potent symbol that may add to or detract from a candidate or override them completely. Candidates come and go. **The “D” is eternal.**

- **Three words: For the People (For Working People)**
- **Define Democrats: Democrats are delivering #ForThePeople:**
 - Note: The legislation listed below is a sample of how Democrats could bucket for a variety of communications.*
 - **Democrats Build American Jobs:** Use the word ‘build’ to stay consistent with Biden BBB, while using effective messaging (‘build’ polls extremely well). The Bi-Partisan Infrastructure Deal, Buy American Executive Order, Endless Frontier Act, Invest in America Act. Democrats are about Jobs. Jobs. Jobs. **Biden’s +4 million jobs** versus Trump’s **minus (!!)** **2.87 million jobs**. Clinton-Obama-Biden have created 34.8 million jobs versus 1.9 million jobs created for Bush-Bush-Trump. In order to win the midterm election, Democrats must change the perception that Republicans are good on jobs and the economy.
 - **Democrats Invest in Families and Infrastructure:** American Rescue Plan, The Bi-Partisan Infrastructure Deal, Child Care Tax Credit, Eliminating Billions in Student Debt, American Families Act, Affordable Care Act, Community Funding Projects, The American Dream and Promise Act, Farm Work Force Modernization Act, Invest in America Act, etc.
 - **Democrats Defend Democracy, Accountability, and Freedom:** HR1, HR4 on Freedom to Vote and Accountability, January 6th Commission (Accountability), defending Roe v. Wade, Covid-19 Hate Crimes Act, Equality Act, Pro-Act, George Floyd Justice and Policing Act, Bipartisan Background Check Act, Violence Against Women Reauthorization Act, etc.

R = "Q"

The "R" must equal "Q." The Republicans today are no longer your grandfather's Party. **They are radical and are about chaos.**

- **Three words: Trump, Corruption, QAnon**
- **Define Republicans: For Q and not for You.**
 - **QAnon:** Among swing district voters, 69% of voters say they would not vote for someone if they were known as a "QAnon Republican." Notably, 57% of undecided independents say they "would definitely vote for someone else." This is a very powerful weapon and Democrats should use it.
 - **Trump:** 52% of voters in swing congressional districts have an unfavorable view of former President Trump, mostly along partisan lines (98% Democrats, 54% of independents, 3% of Republicans). Among undecided independent voters, 67% view the former president unfavorably and just 20% view him favorably. Suburban women view Trump unfavorably 53% to 42%, with 51% viewing the former president very unfavorably. This is what propelled Biden into office, and it can help with the majority.
 - **Corruption:** The R is for no accountability, for dark money, for lobbyists, for foreign contributions and agents, all especially disliked by voters. Every Washington Republican is on the record voting against the For the People Act, the most sweeping anti-corruption legislation since Watergate. When asked about candidates who voted against strengthening ethics and anti-corruption laws, 81% of voters in swing congressional districts said they would consider voting for someone else. Critically, this breaks the mold of partisan responses with 80% of Democrats, 56% of Independents, and 46% of Republicans responding.

Effective Messaging In Action

The “Democrats are delivering...” message is not breaking through to voters – yet.

Democrats are adopting effective messaging on social media. Now, they need to do the same on every medium where voters get their news and information.

When it comes to connecting their message to voters on traditional media, Democrats must effectively pivot to the issues voters care about. These frequently are not the issue(s) reporters want to ask about. This is crucial. Democrats are getting trapped in a media loop and need to always get message points in answers.

Democrats should be cautious of being pitted against each other on specific policy disagreements, rather than emphasizing where they agree broadly. Disunity is *not* attractive in a majority in power. **Pivot back to “We’re [all] delivering for the people by...”**

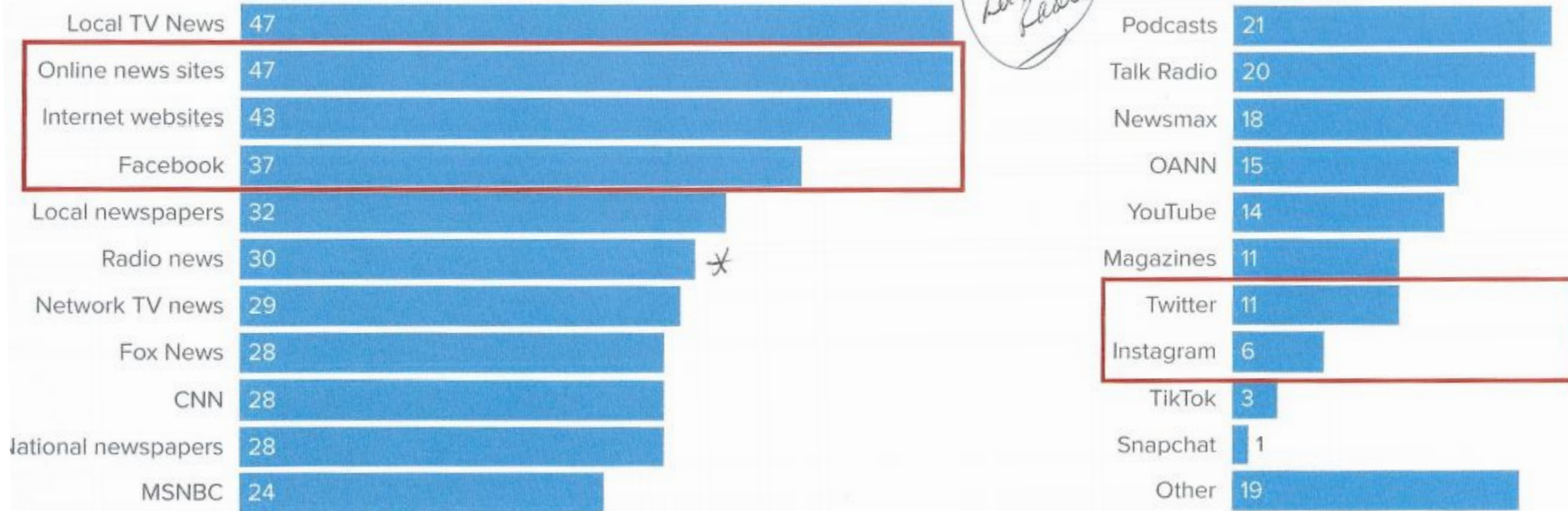


News Sources (We Cannot Rely Just on Twitter)

Twitter is near *last* for voter information. Democrats need to break through to voters beyond social platforms.

37 Swing CDs

Local Radio



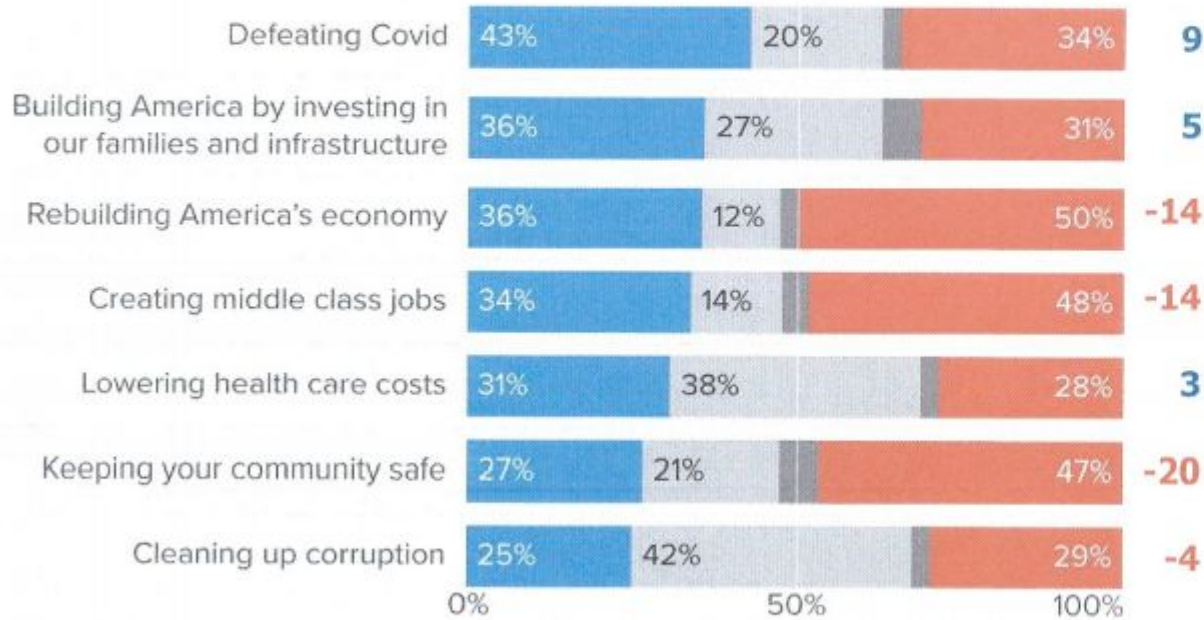
Note: Content from the Right-Wing Echo Chamber is routinely the top-shared content across social media platforms and internet websites.

Democrats are Not Breaking Through

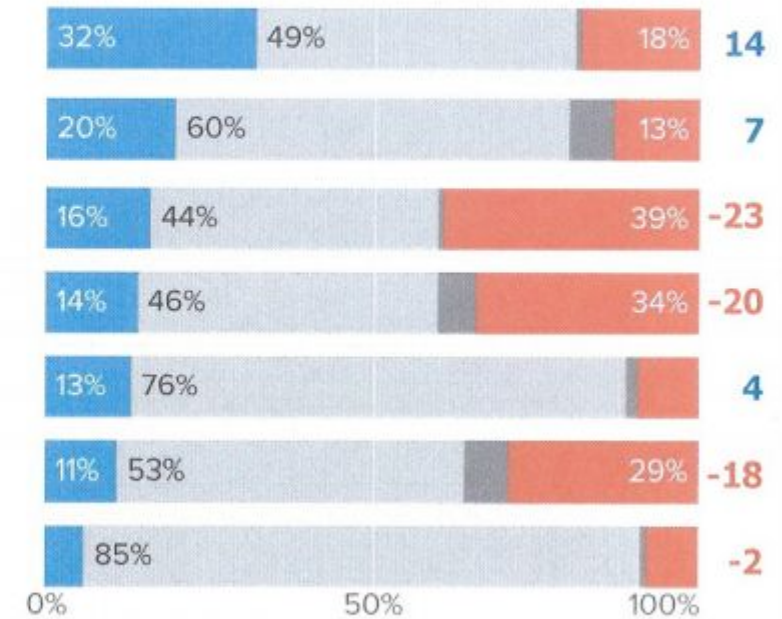
“Who has done a better job...”

● Democrats ● Neither ● Not Sure ● Republicans

37 Swing CDs – All Voters



37 Swing CDs – Undecided Independents



A Warning: Slipping "Defeating Covid" Ratings

There are a series of public polls, and our own polling, that show President Biden's approval of handling the COVID-19 pandemic slipping.

In our June survey of voters in the 37 swing congressional districts, 52% approved (42% strongly approved) of President Biden's handling the coronavirus. Our July survey of the same congressional districts had 48% of voters approving (38% strongly approved) of Biden's handling of COVID-19, a 4-point drop overall and a 10-point drop in "strong" approvals.

Defeating COVID-19 is Job #1 for President Biden and the Democrats. As schools re-open and the Delta variant (and others) spread, Democrats are likely to face a very challenging set of dynamics in the weeks and months ahead.



AP

Analysis: Delta variant upends politicians' COVID calculus

By RICARDO ALONSO-ZALDIVAR and ZEKE MILLER yesterday

The New York Times

Big Economic Challenges Await Biden and the Fed This Fall

Expiring unemployment benefits and the Delta variant add uncertainty to a recovery that has brought strong growth but an unusual labor market.

POLITICS

Joe Biden Scrambles to Get U.S. Vaccinated As Delta Variant Grips Country

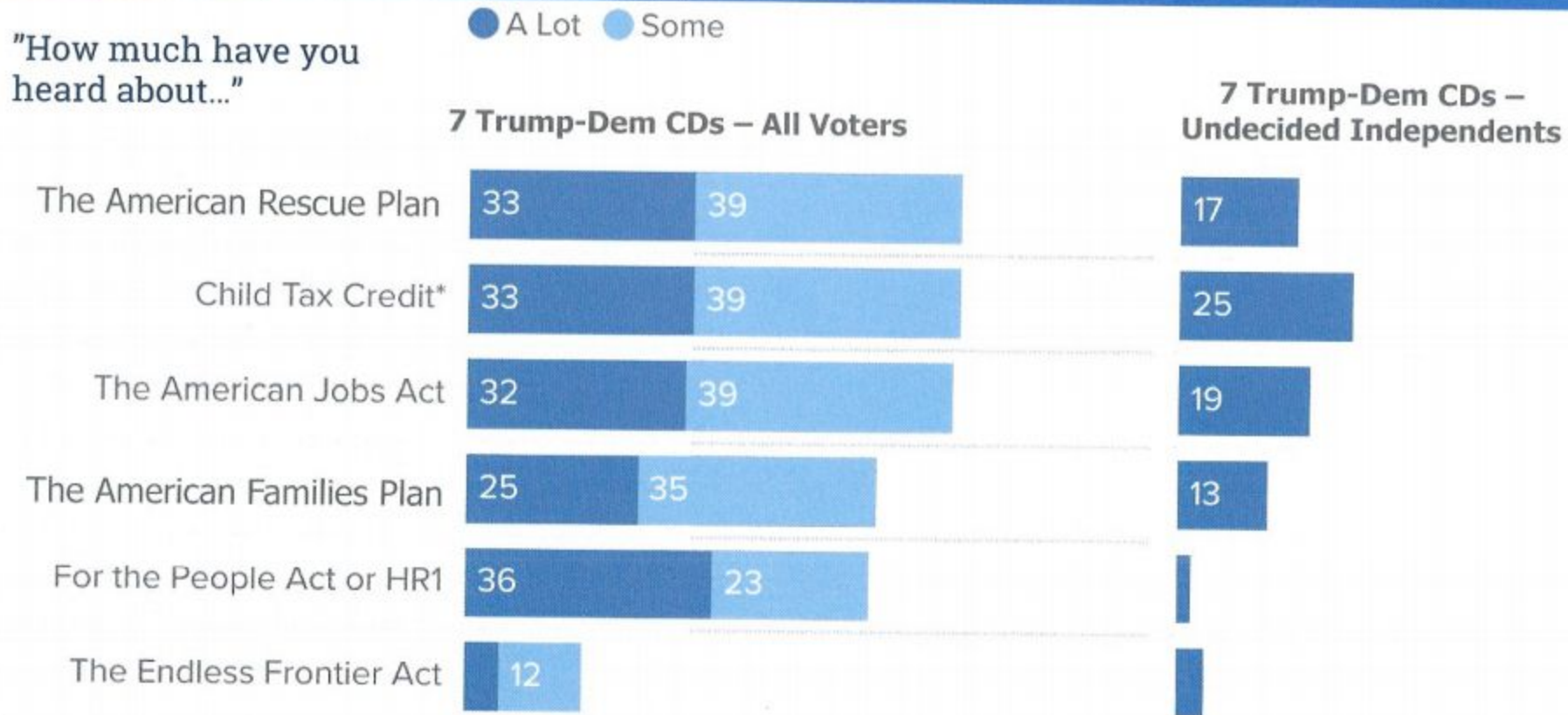
BY JACK DUTTON ON 7/30/21 AT 4:52 AM EDT

Newsweek

Am. Worker - Should be 1st
Freedom 2nd

Florida pulling
Trudeau

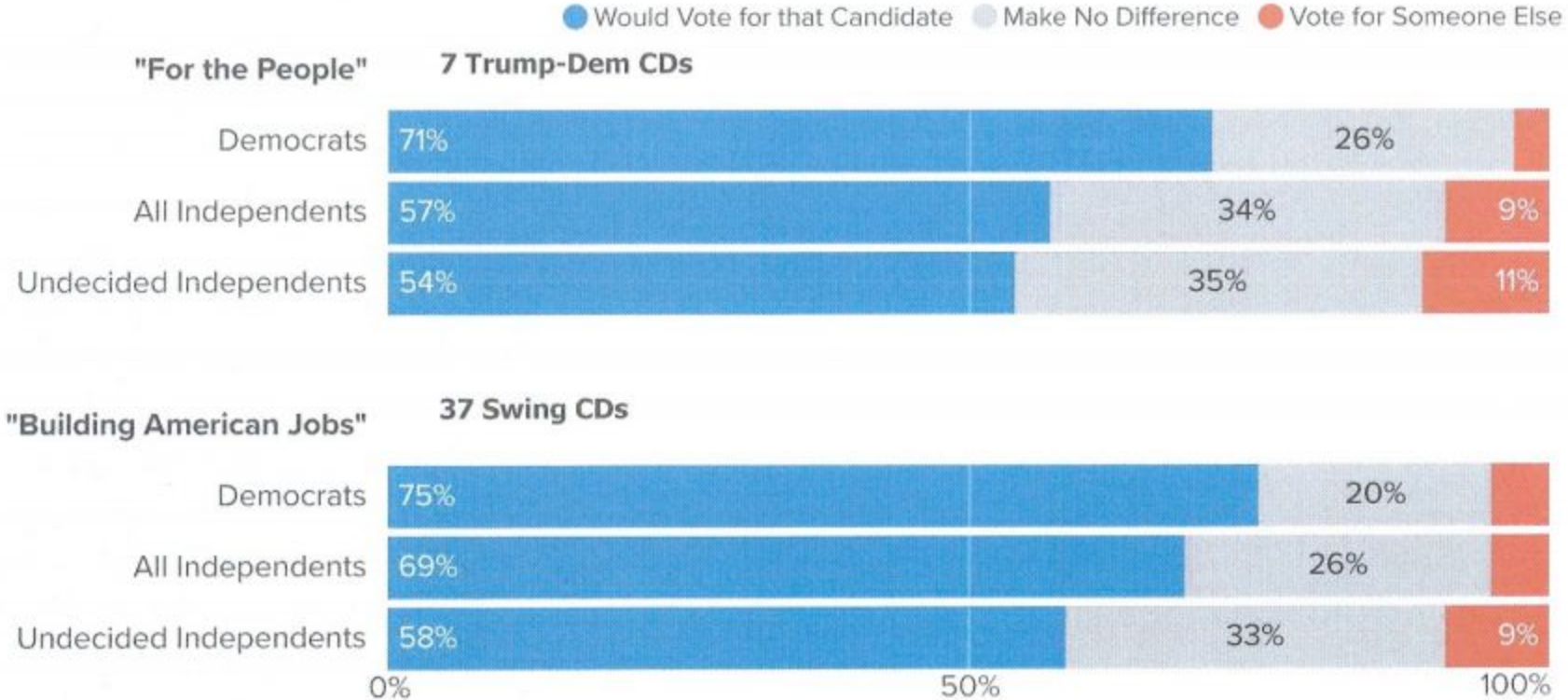
Voters (Especially Independents) Haven't Heard About the Democrats' Agenda



Key Words that Work

Words aren't just slogans. They elicit strong emotions from voters. Key words that voters respond to positively: **Work, Build, Invest, Jobs, Freedom, Defend.**

The success of President Biden's Build Back Better Agenda is critical. However, the phrase "Build Back Better" tests 18-points—*lower than*—"For the People" and 28-points lower than "Working for Working People." But, the president's agenda can be weaved into every narrative. At the end of the day, Democrats need to make the American worker the hero of the story. Also, note that "Freedom" is a word Democrats cannot cede to the GOP. Legislators must be seen to be working, productive, and accountable to *working* people.

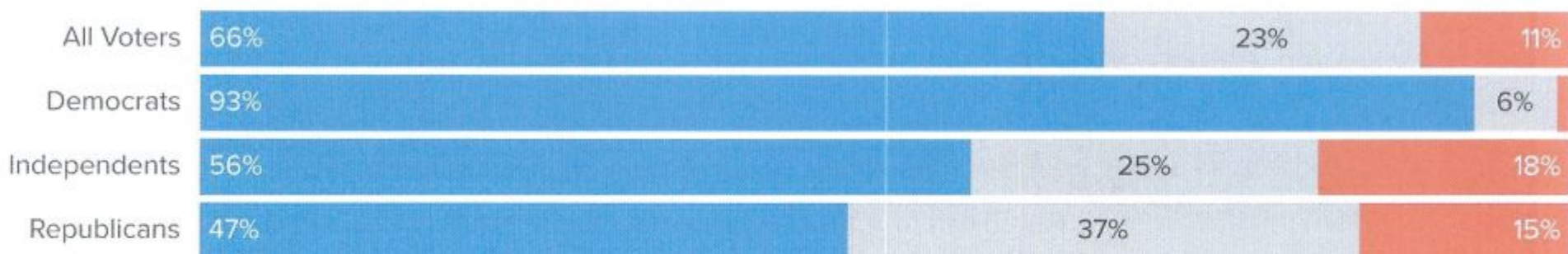


Key Words that Work (Investing)

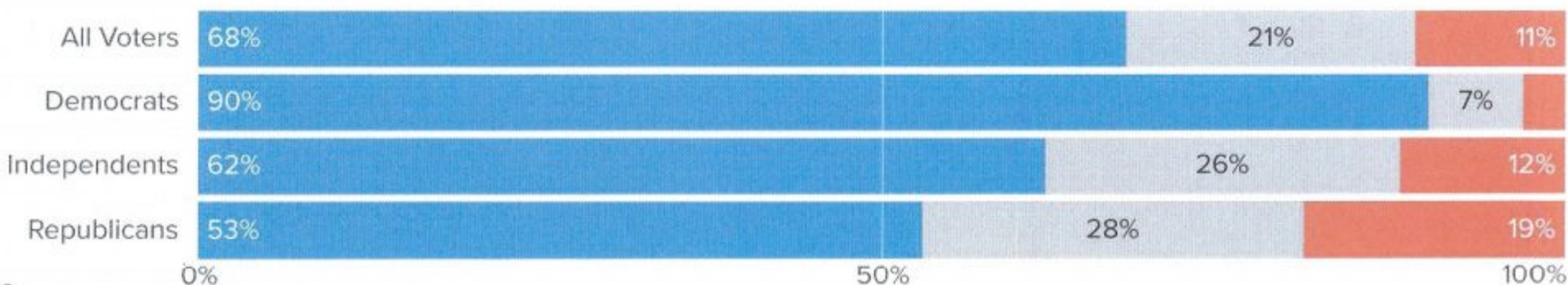
● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

"Investing in Families and Infrastructure" – 37 Swing CDs

Pennsylvania



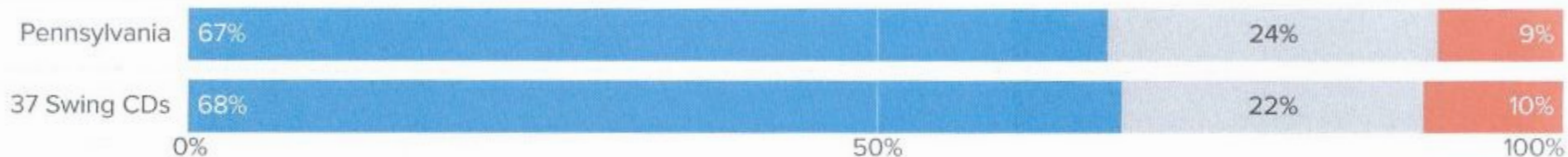
Swing CDs



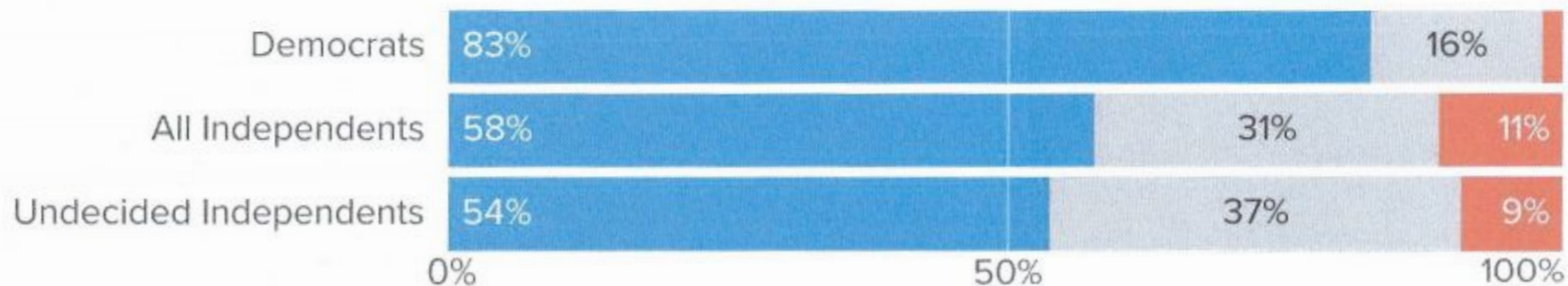
Key Words that Work

● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

"Defending Democracy and Freedom"



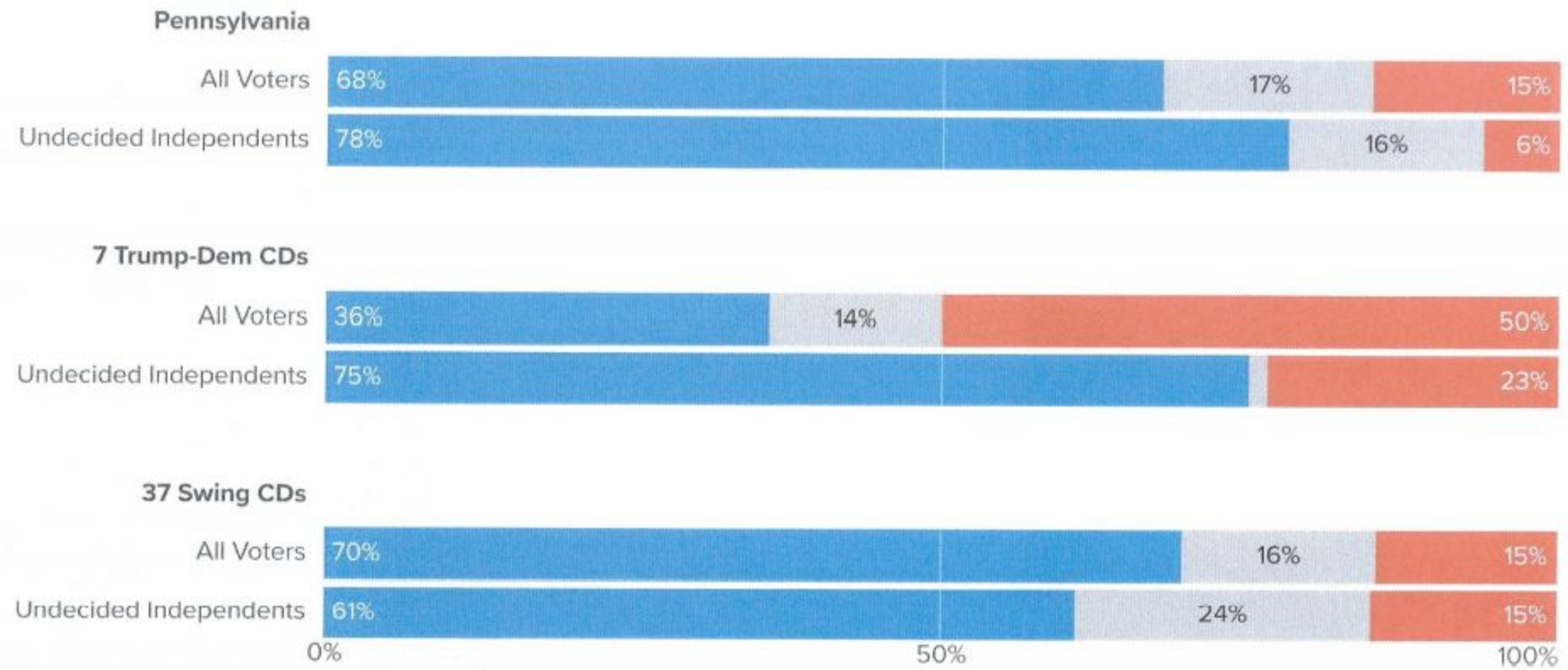
"Working for working people"



A Smart Frame for Freedom (Sen. Casey Channels FDR)

● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

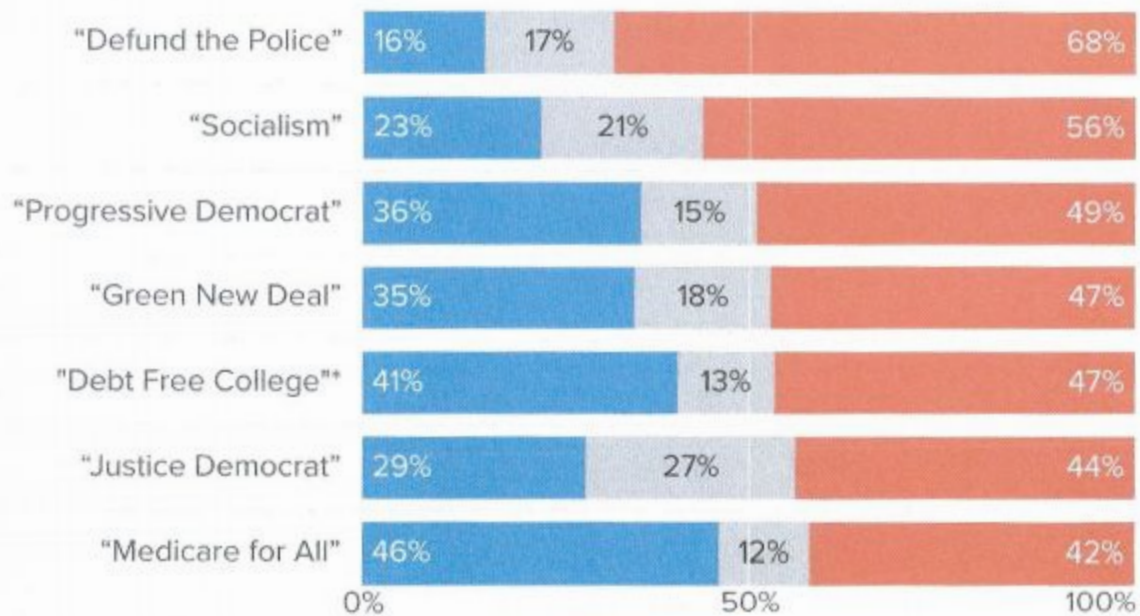
"I am running on guaranteeing five freedoms to address the needs of every child in America: Freedom to be healthy, Freedom to be economically secure, Freedom to learn, Freedom from hunger, Freedom to be safe from harm"



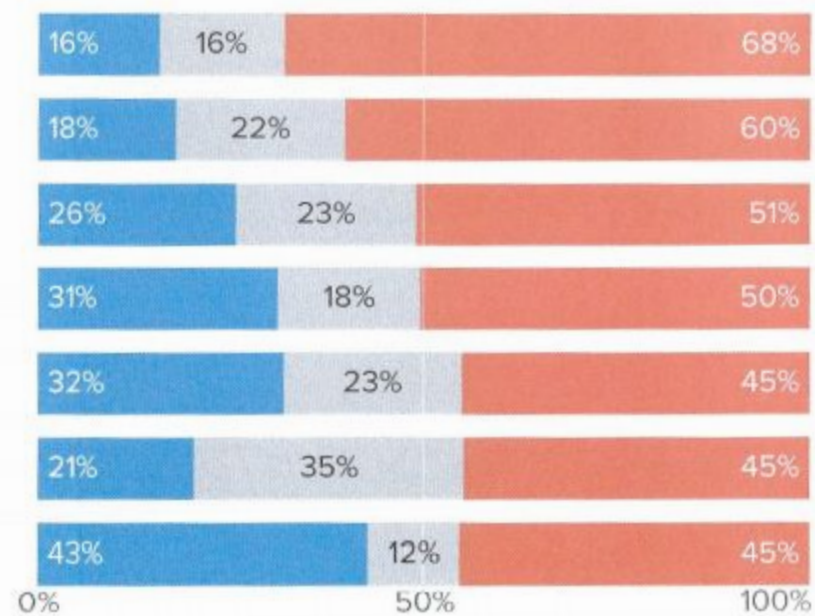
Words That Do Not Work

● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

All Voters - 7 Trump-Dem CDs



Independents - 7 Trump-Dem CDs



For the People Works in the Toughest Districts

In the toughest congressional districts, the “For the People” theme resonates with voters and secures a plus 9-point swing for Democrats compared to today’s generic horserace, which is Republican 45%, Democrat, 39%, Undecided 16%.

Trump-Democrat CDs

A candidate who is For the People and delivered on defeating the coronavirus, building America by investing in infrastructure and families, creating millions of middle class jobs, making America more competitive with China, voted to crack down on corruption, and protecting individual freedom

48

A candidate who says they will Makes America Great by building the Wall on the southern border with Mexico to stop illegal immigration, cutting taxes and regulation to grow business, being tough on China, keeping your family safe by supporting the police, and blocking the Nancy Pelosi/Kamala Harris agenda

44

Not sure

8

Focus on Middle Class Families

● That a candidate focus on middle class families ● Not sure ● That a candidate be independent from the party they are running with

7 Trump-Dem CDs

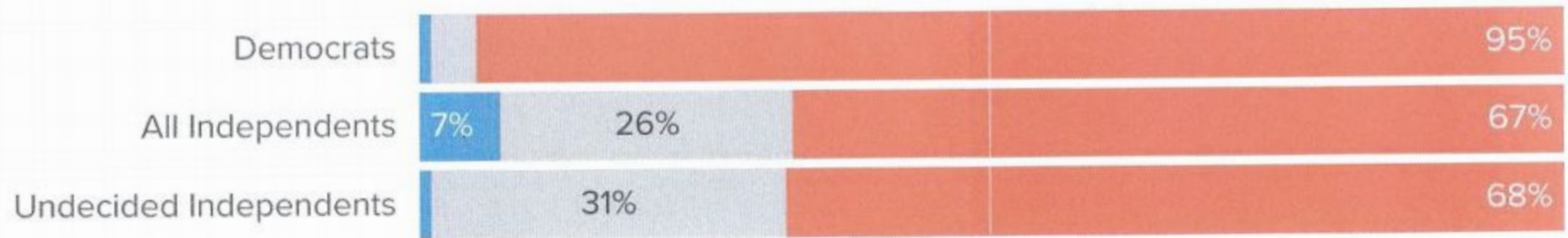


Define the "R" as "Q," and Corrupt

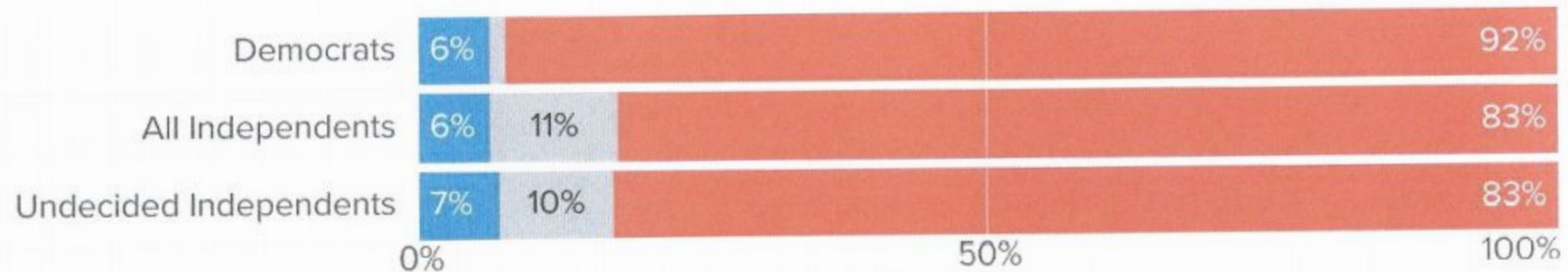
● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

37 Swing CDs

"QAnon Republican"



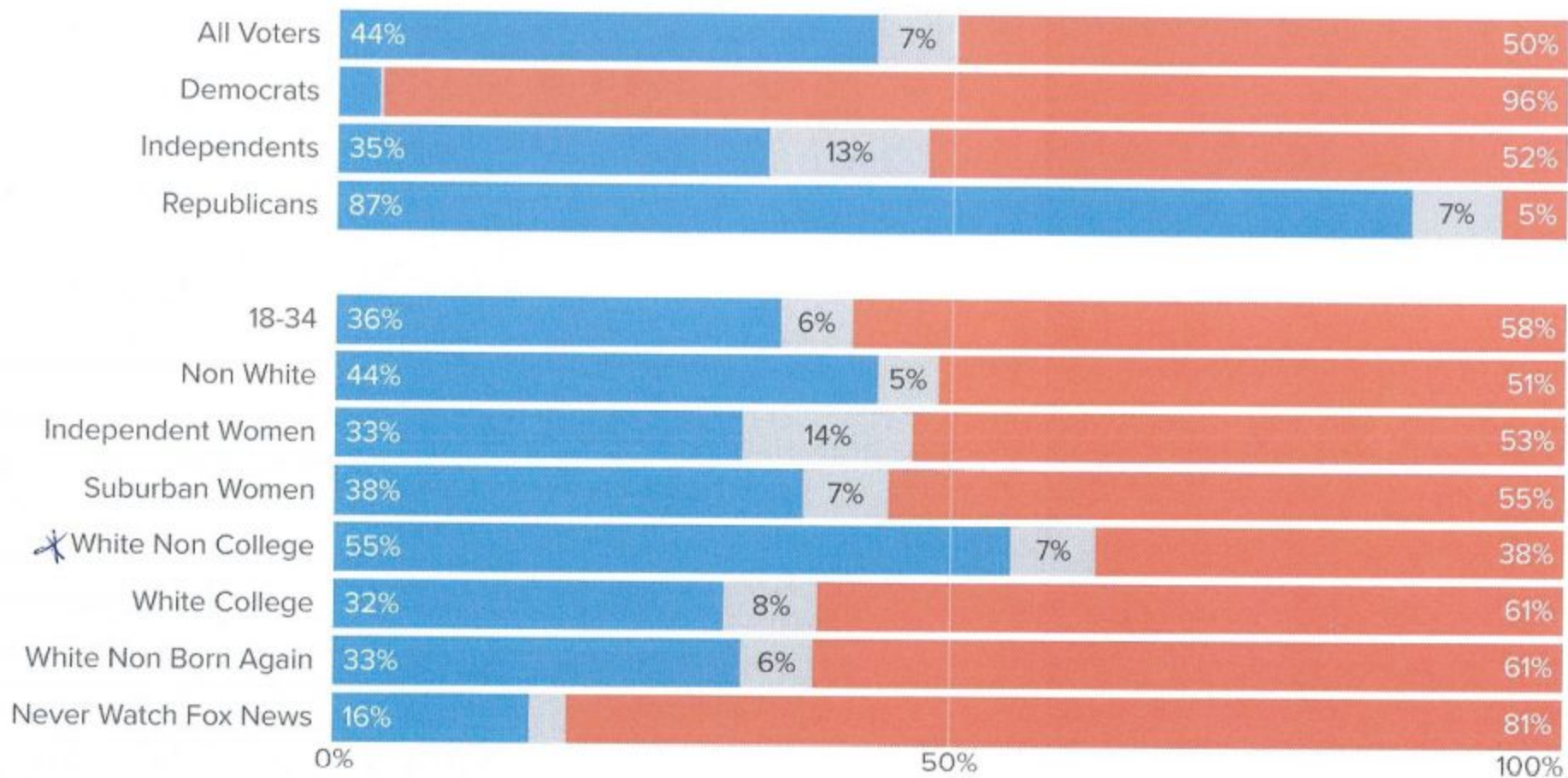
Voted against anti-corruption bills



And Trump Is an Albatross.

● Favorable ● Neutral ● Unfavorable *agree*
OK

37 Swing CDs



Why Corruption? Every GOP Member Voted Against HR1-S1

GOP votes conflict with what more than 90% of voters want – and with Freedom.

● A Lot ● Some ● A Little

7 Trump-Dem CDs

How much do you believe corruption in Washington DC has limited your freedoms?

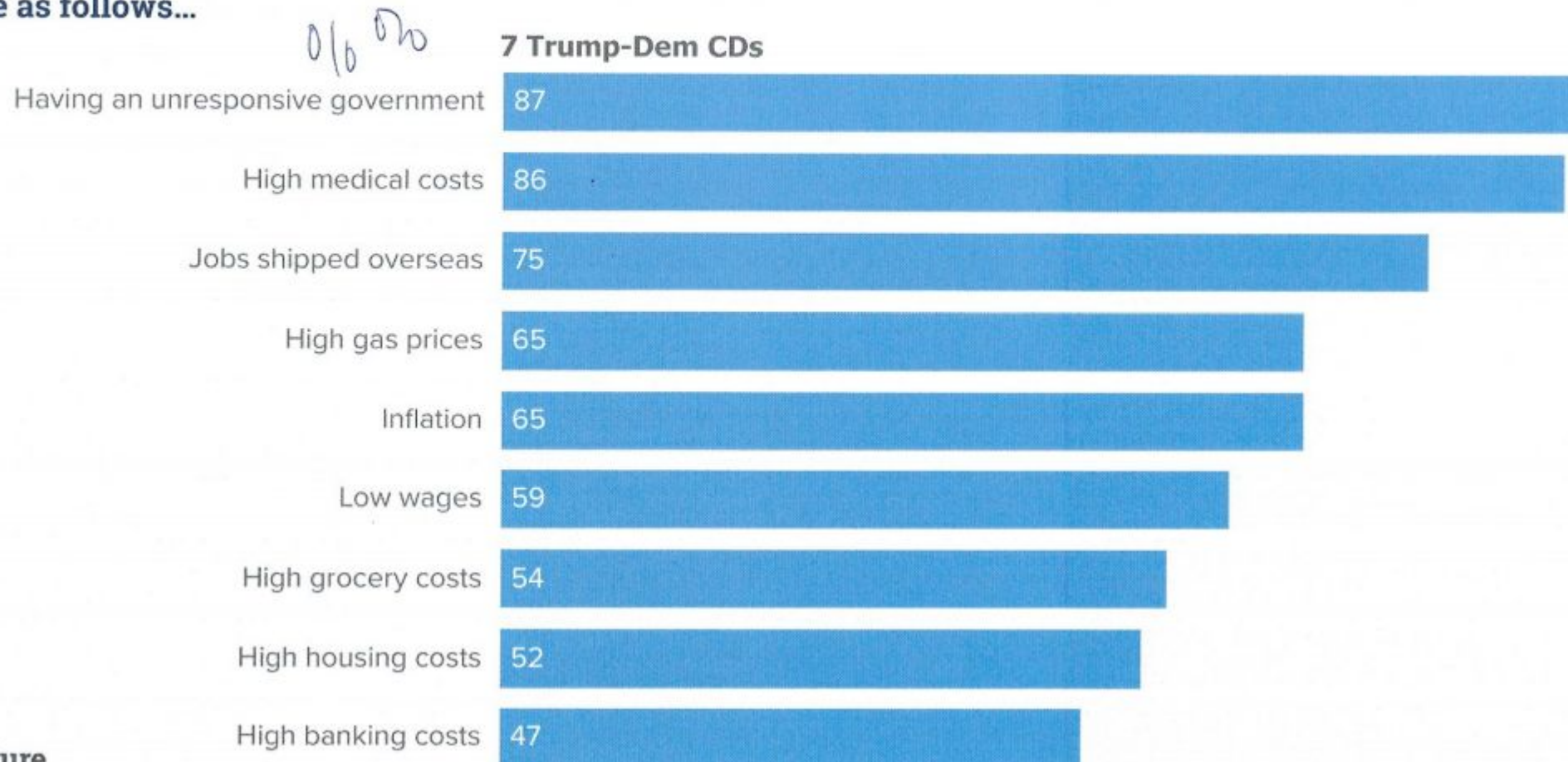


How much do you believe corruption in Washington DC has reduced opportunities for you, your family, and your community?



Corruption Plays a Role in

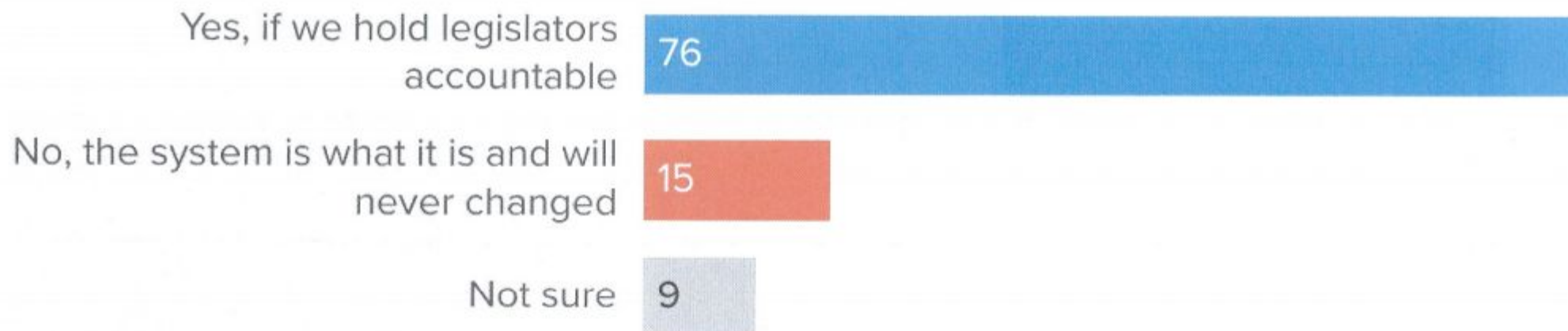
When asked, voters indicated they felt corruption played a role in issues big and small affecting their lives, which were as follows...



Do You Believe Corruption in DC Can Be Fixed?

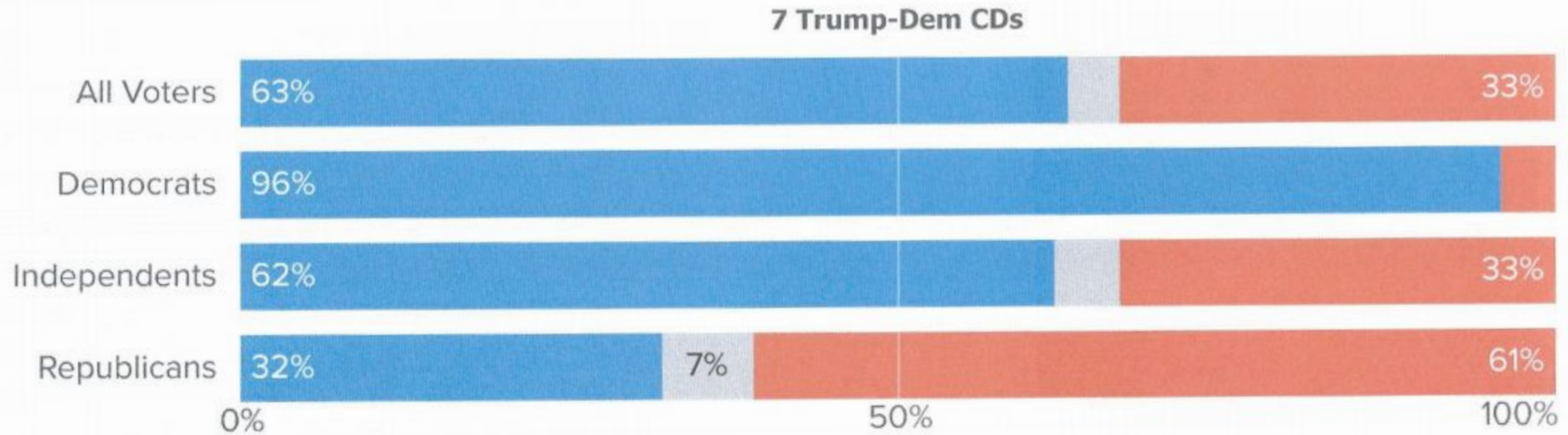
Republicans voted against legislators being held accountable for corruption by opposing HR1 / S1.

Arizona



Pass the Bipartisan Infrastructure Deal Yesterday

● Support ● Not Sure ● Oppose



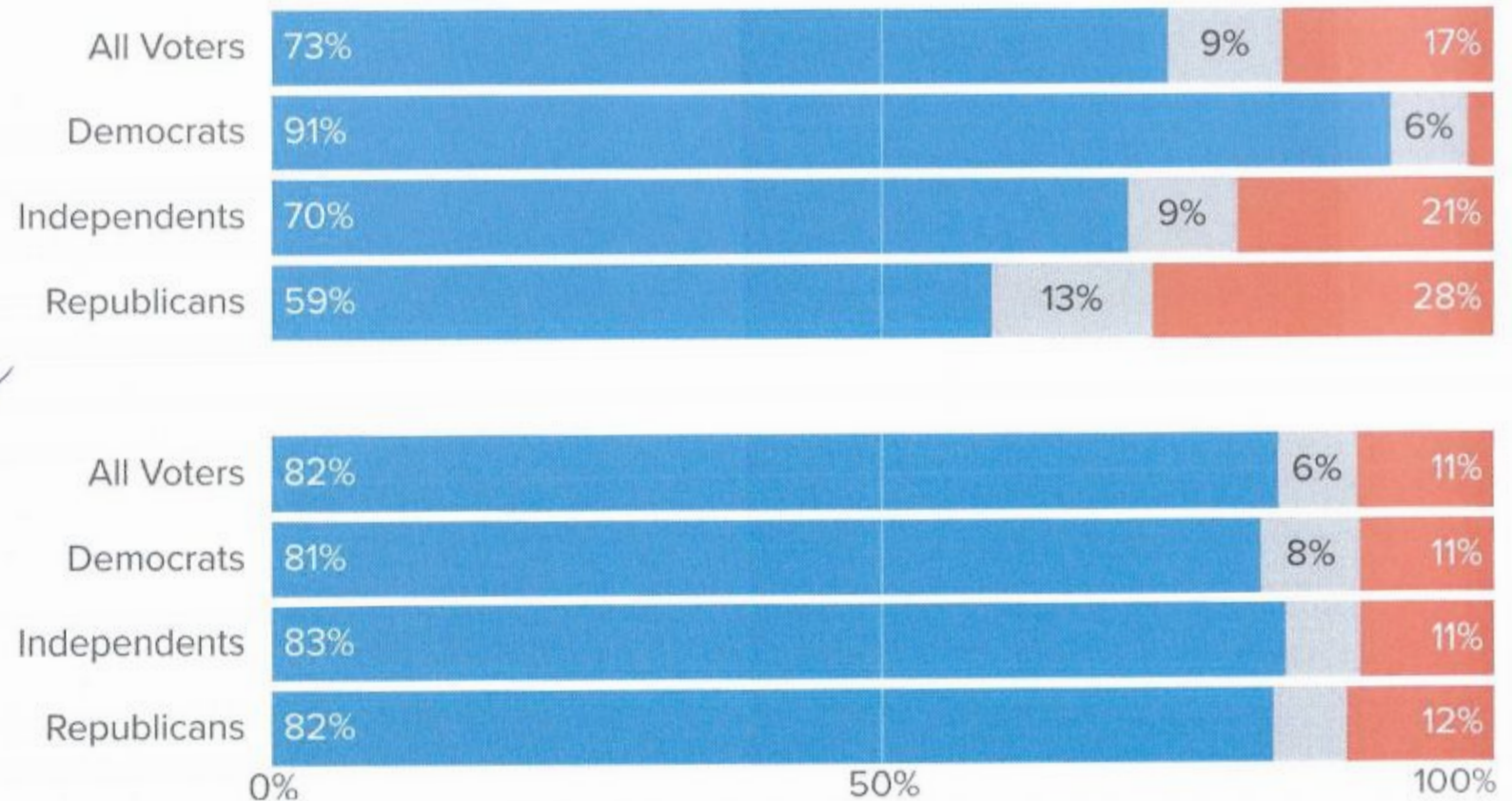
Use Stronger Language (National Security) to Sell Infrastructure

● Agree ● Not Sure ● Disagree

"The American Jobs Act and its investment in infrastructure is a national security issue because we have got to upgrade our cyber security, grids, ports and port inspections and soft targets"

"Policy makers should focus on and invest more in protecting the United States by developing antibiotics of the future in the US, strengthening encryption, and mining rare earths in the US so we are not reliant on other countries"

7 Trump-Dem CDs



Voters Want This Passed Now, and are Taking Names

● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else

37 Swing CDs

Voted against infrastructure investments



Why Discipline Matters? The Landscape is Ominous.

Democrats are in trouble. We are still in the struggles of a pandemic and there's a lot of work to do to recover on economy. And there is a lot of noise and disinformation that is resonating with voters. The places most voters get their news (online news sites, Facebook) are flooded with conflicting information and voters trust in traditional news is low. Democrats are in their own sphere tweeting and not meeting voters where they are. In the toughest districts and states, President Biden, Vice President Harris and the Democrats are losing ground fast.

With Trump's ability to influence daily media narratives reduced post-presidency and banned from social media platforms, the Right-Wing Media Machine is in more disciplined than ever. This, combined with the underlying social and economic challenges Americans continue to face, is resulting in Democrats' losing ground in the most critical areas of the country.

Democrats must be disciplined in their message and governing strategy to push back on voter perceptions that are being heavily influenced by economic anxiety and their impatience for solutions to finally be delivered by the government they elect. Coronavirus fatigue with Delta will be blamed on Biden.

Voter Concerns with Government & Economy

33% say the government works well for them.

77% believe corruption in Washington has reduced opportunities for [them] and [their] family.

"Today's Americans feel like they are drowning and dispensable."

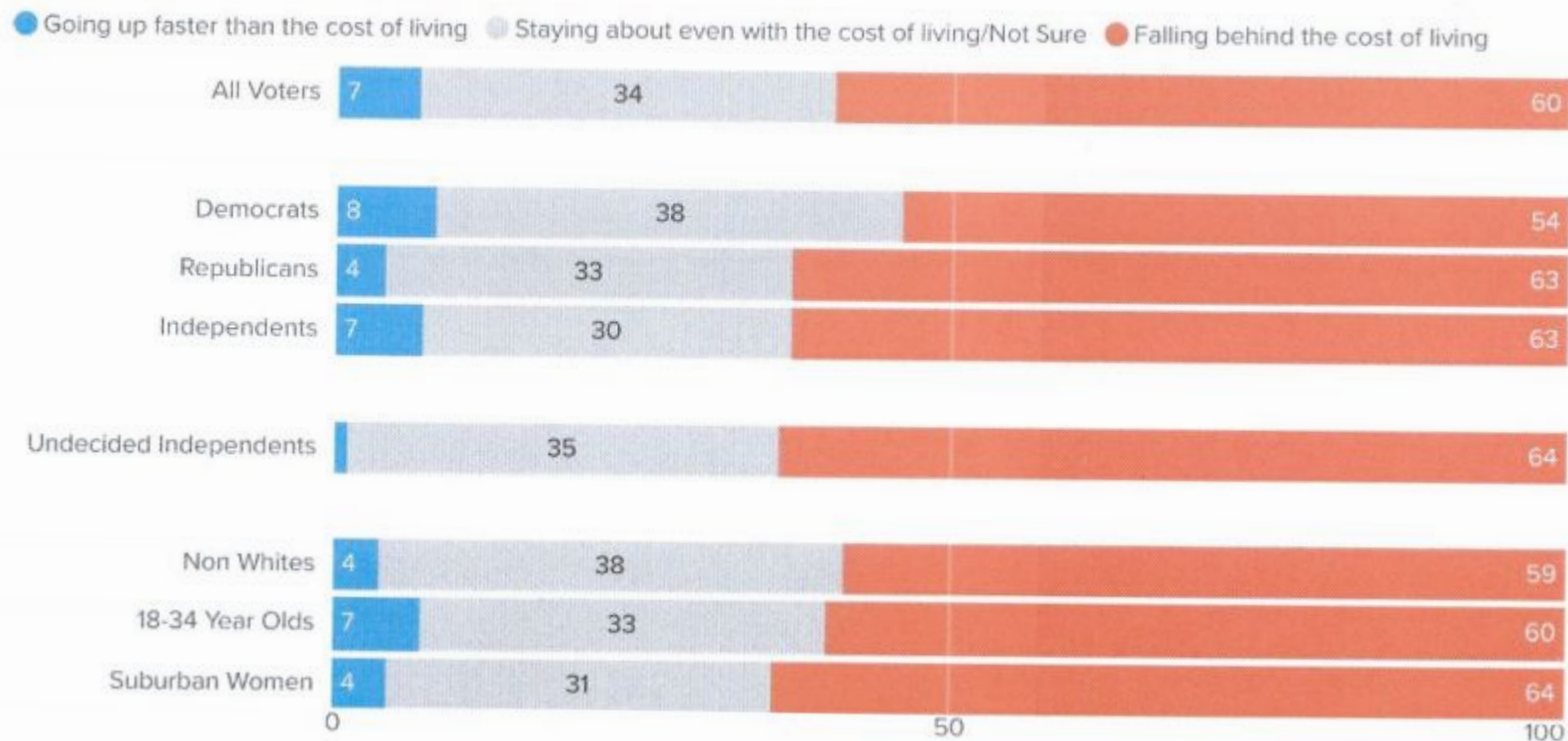
- Future Majority's Winning the Future Report

90% say their personal income is either falling behind or staying even with the rise in cost of living. 60% say, "falling behind."

68% of respondents ranked a 5 or above (on a 1-10 scale) toward "burn it down, we need a revolution" when asked about how they feel about their current economic situation.

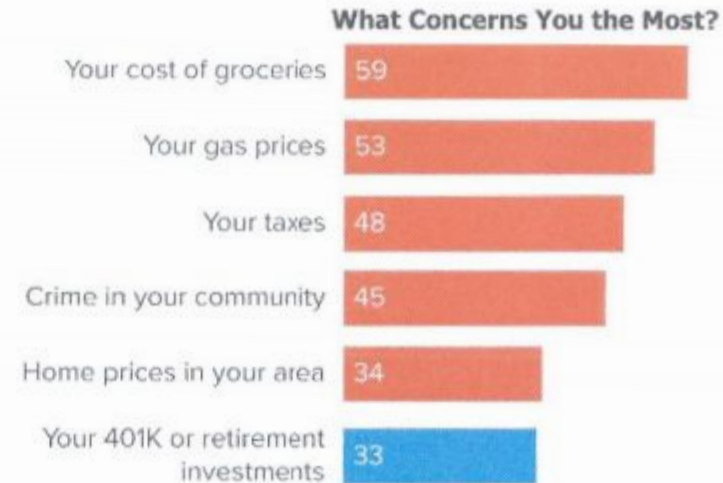
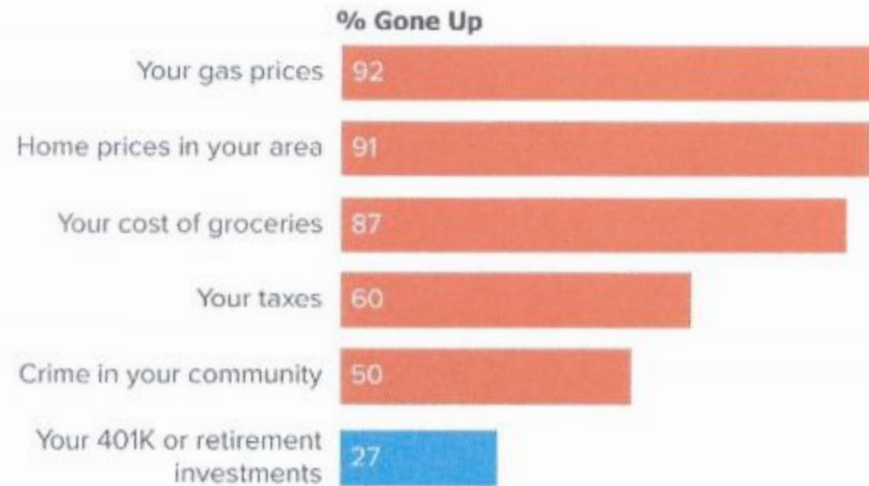
Voters Feel Like They're Stagnant or Falling Behind

Would you say your income is:



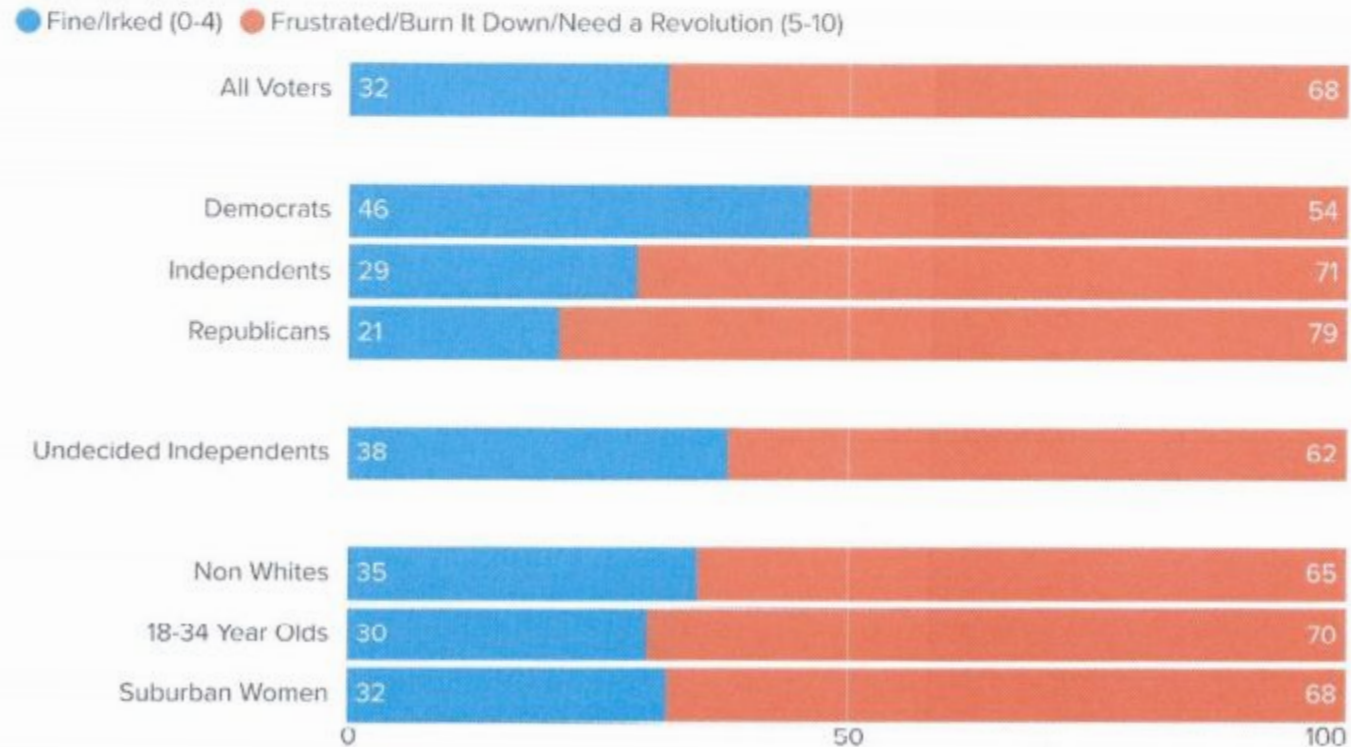
Voters are Worried About Rising Costs

For each of the following, please indicate whether you think the cost of the following have gone up recently, gone down, or stayed about the same?



Voters Are Still Ready to Burn It Down

On a scale of 0 to 10, where zero is I'm fine, 1 is a little irked, and 10 is burn it down, need a revolution, how mad at or indignant about, are you of whoever or whatever you picked as most to blame for your current economic situation?

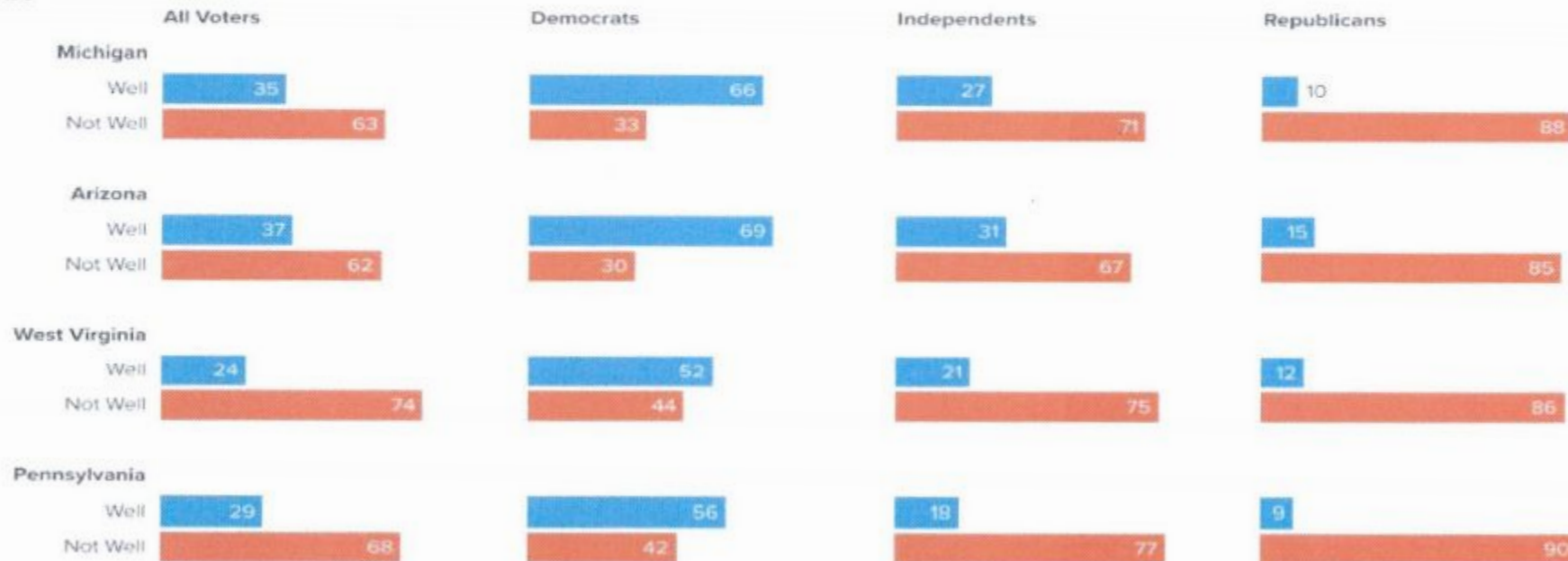


Note: Data is compiled from Future Majority voter surveys in the 37 swing congressional districts in June and July 2021.

Voters Think Government Does Not Work for Them

As the party of the incumbent government, Democrats must address these deficits. It is impossible to run away from incumbency and from Biden.

Thinking about the US government and its role in your life, how well do you think it is working for you?



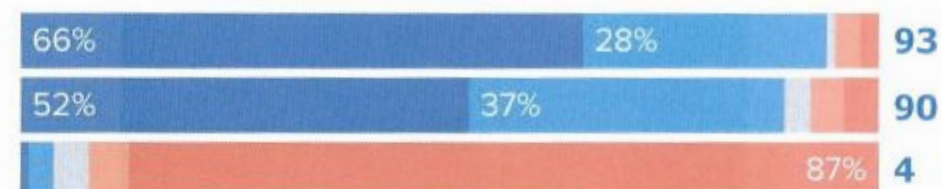
The Environment & GOP Media Machine Are Hampering Biden & Harris Approvals

● Strongly Approve ● Somewhat Approve ● Not Sure ● Somewhat Disapprove ● Strongly Disapprove

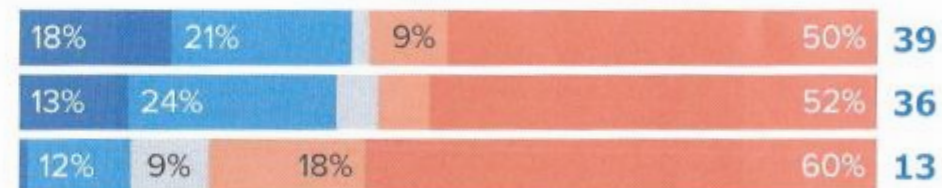
7 Trump/Dem CDs

37 Swing CDs

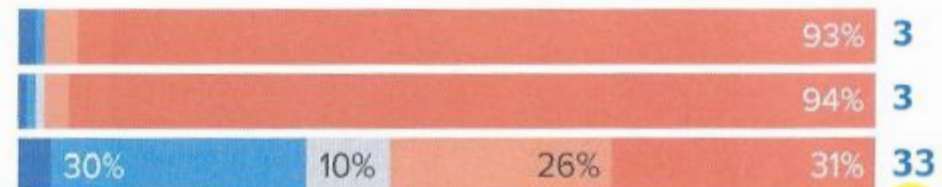
Democrats



Independents



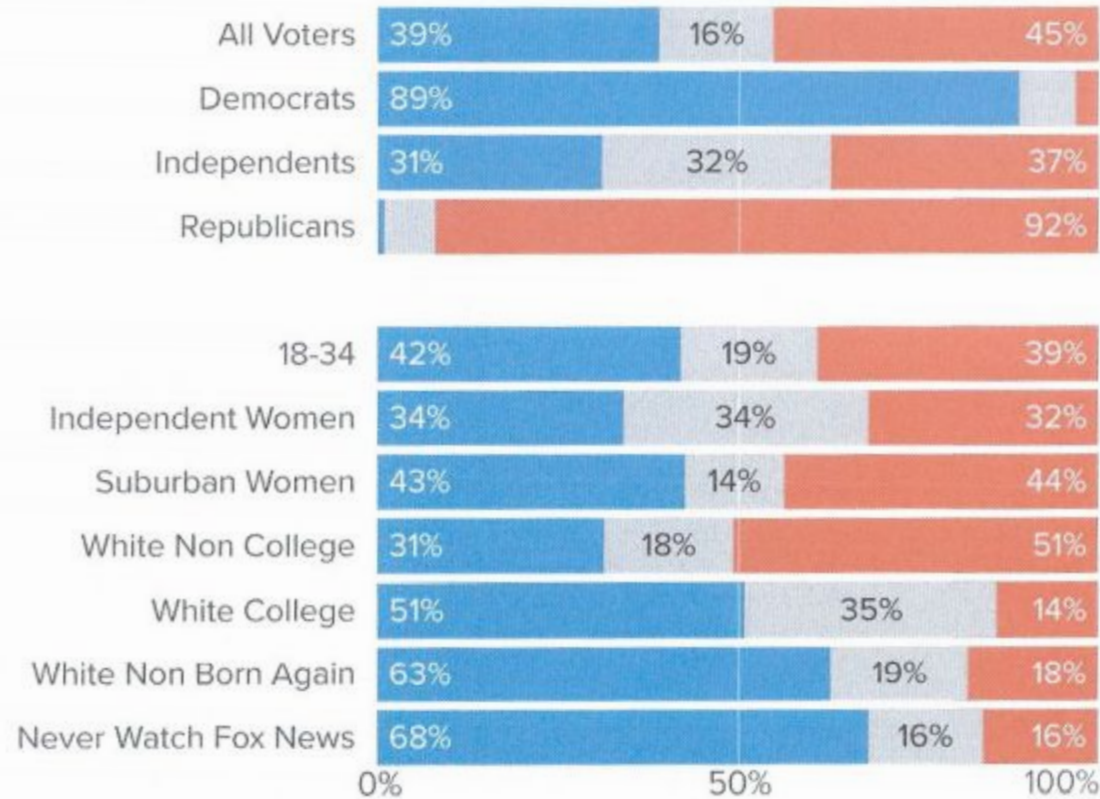
Republicans



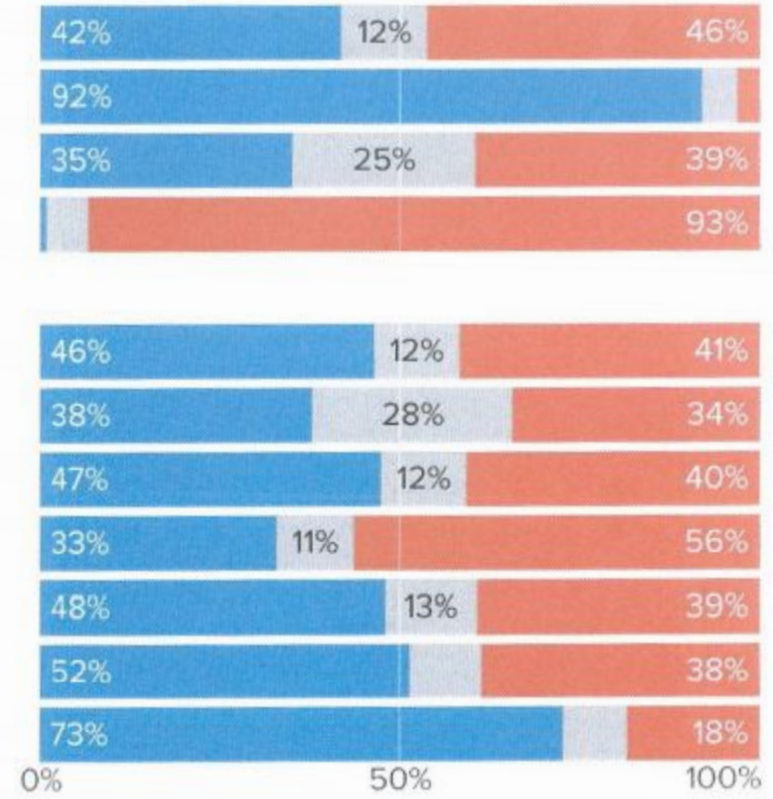
And the 2022 House Vote As of Now: 6 Points Down

● Democrat ● Undecided ● Republican

7 Trump/Dem CDs



37 Swing CDs



Right-Wing Messaging is Hammering Away

The Right-Wing Media Echo Chamber is more effective than ever and is flooding a vast network of internet and social media websites. They have convinced large percentages of key voters that America is unsafe, that President Biden and Vice President Harris are going to defund the police, that the specter of socialism is coming to our shores, and that Critical Race Theory is a threat to America.

Because of this, more voters than ever distrust the media. Democrats need to be more vocal in pushing back against these claims on every medium.

POLITICO

2024 ELECTIONS

'America is not racist' becomes a GOP 2024 mantra

Lightning-rod issues such as critical race theory and "defund the police" are a staple for Republican contenders.

Right Wing Messaging (Examples)

GOP social media ads target their base to stir up the culture wars – but also to the concerns expressed by Independent voters.

GOP
Sponsored - Paid for by REPUBLICAN NATIONAL COMMITTEE

Tell Biden gas prices are **TOO HIGH!** Since Joe Biden took office, gas prices have **SKYROCKETED**, and we have had **ENOUGH**. Sign our letter by **MIDNIGHT TONIGHT** to tell Biden you're sick of paying a premium at the pump!



WHILE YOU PAY MORE AT THE PUMP

ACT NOW >>>



BIDEN EATS ICE CREAM

GOP.COM
SICK OF PAYING SO MUCH AT THE PUMP?
Sign Up

Sign Up

GOP
Sponsored - Paid for by REPUBLICAN NATIONAL COMMITTEE
ID: 883204099127578

The Biden Administration is putting policies in place that are hurting the American People.

He HALTED construction of Southern Border Wall. Biden and the Radical Left are leaving our country susceptible to **MASS ILLEGAL IMMIGRATION** and create **OPEN BORDERS**.



THE BIDEN ADMINISTRATION'S BORDER CRISIS IS NOT JUST A CRISIS CREATED BY TERRIBLE POLICY, IT IS ALSO A CRISIS OF LEADERSHIP.

HOLD THE BIDEN ADMINISTRATION ACCOUNTABLE

WINRED.COM
NOT AFFILIATED WITH FACEBOOK
We MUST Hold Biden Accountable!
It's so urgent that we've unlocked a **ONE HOUR 200% IMPACT** on all petition signers' gifts!

Donate Now

National Republican Congressional Committee
Sponsored - Paid for by NRCC
ID: 494494188313986

Should our athletes stand for the National Anthem as a show of pride for our great country? 🇺🇸

We believe America is the greatest country in the world. And this summer our best American athletes will represent the United States in competition. Let us know if you believe our athletes should stand for the National Anthem.



SUPPORT THE BUSINESS FUND ...
PAID FOR BY THE PEOPLE AND NOT AUTHORIZED BY ANY
CANDIDATE OR CANDIDATE'S COMMITTEE. WWW.NRCC.ORG

WINRED.THENRCC.ORG
STAND FOR THE ANTHEM
Do you want a generation of young Americans to watch as our top athletes disrespect our anthem and flag?

Sign Up

Team Trump
Sponsored - Paid for by Save America Joint Fundraising Committee

PROTECT OUR BORDERS

DEMOCRATS ARE CHOOSING ILLEGALS OVER THE AMERICAN PEOPLE!

Joe Biden has **FAILED** to protect America's borders and allowed illegal immigration to run rampant. ...

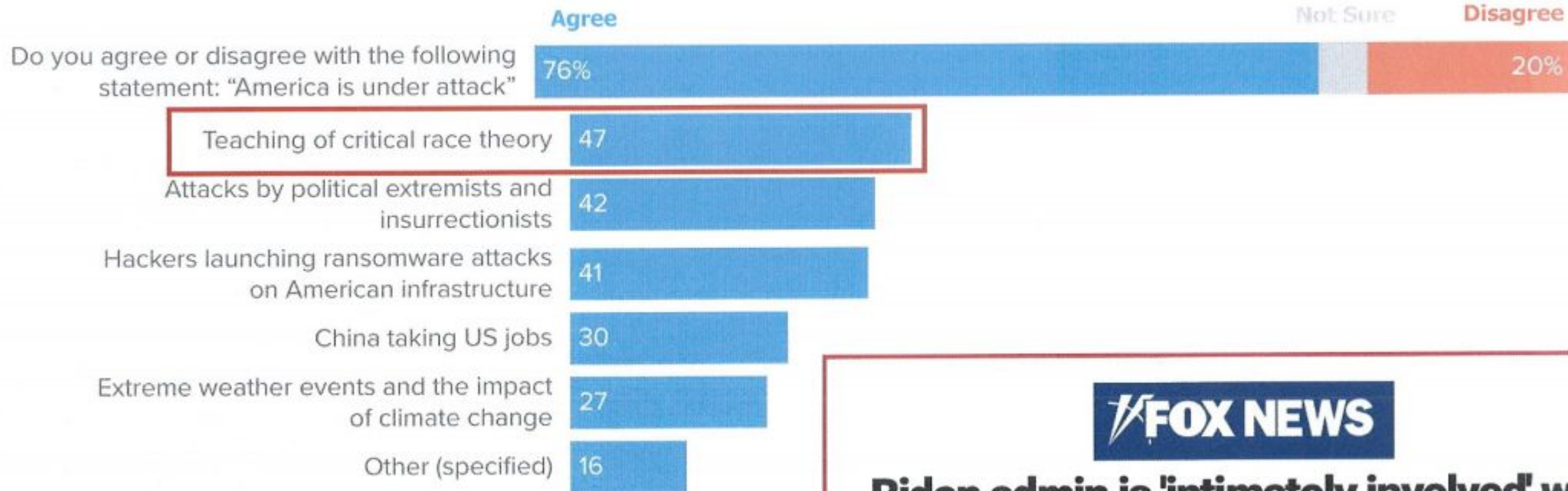


SHOULD WE DEPORT ILLEGALS?

YES **NO**

76% of Trump/Dem CDs think “America is Under Attack”

7 Trump-Dem CDs



Biden admin is 'intimately involved' with critical race theory, former Trump official says

Key: Recommended Response to CRT Attack

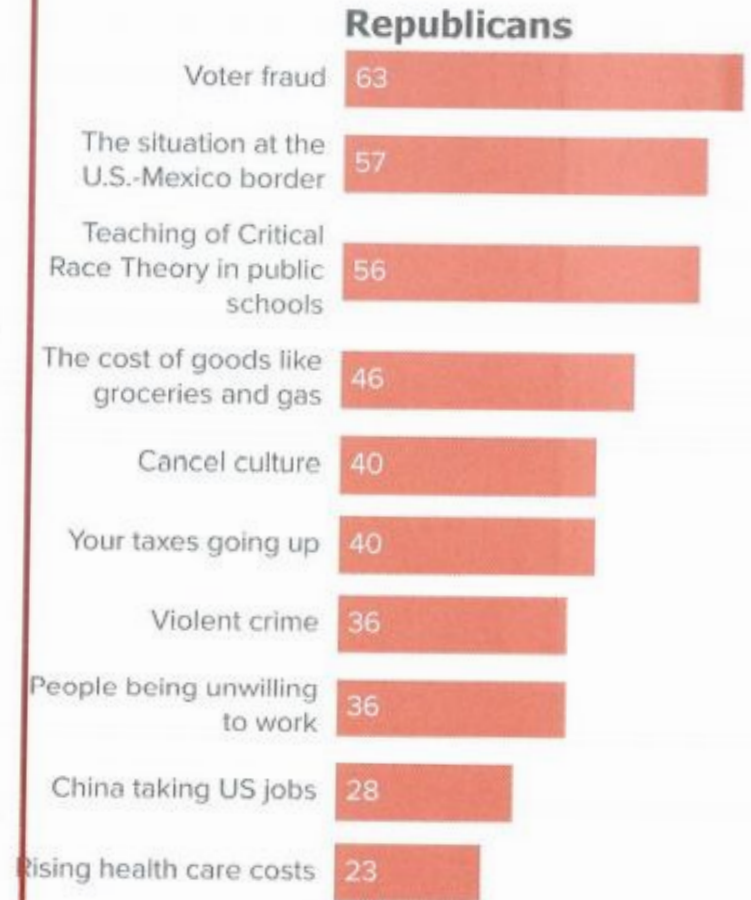
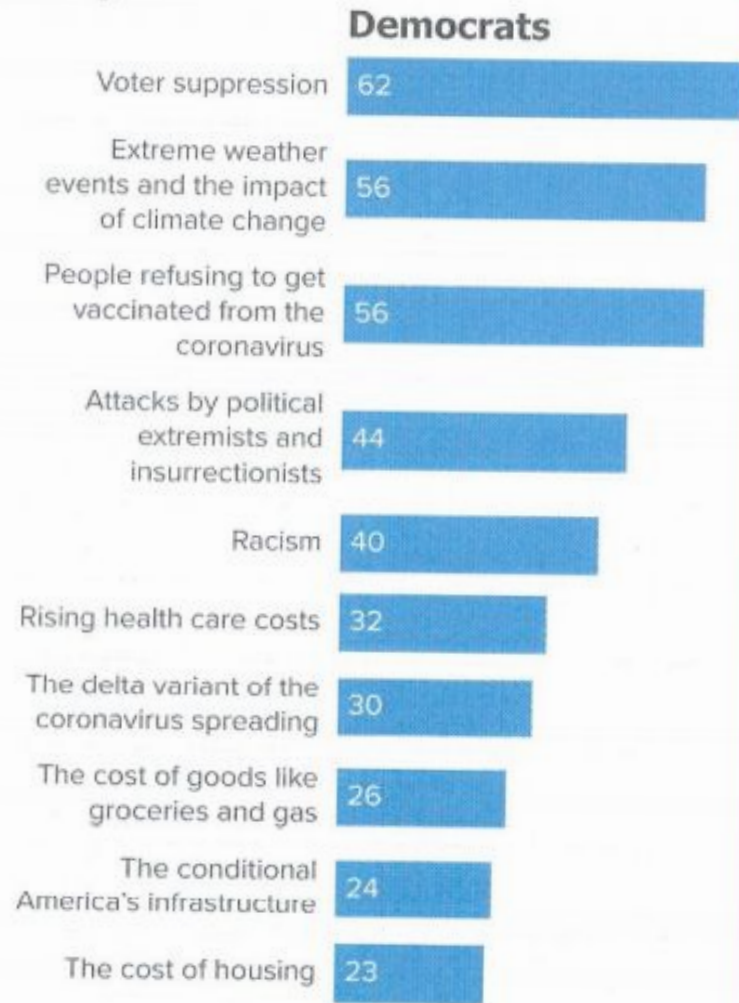
We tested potential responses to conservative CRT attacks on Democrats. The paragraphs below tested at 49% agree and 90% agree among swing district voters, respectively.

This gets Dems back to even (49% agree): “Fresh off mismanaging the pandemic and our economy, QAnon Republicans have decided their path back to power is by lying about a subject that is NOT taught in elementary and high schools. Ironically, they now want the federal government to decide what is and what is not taught in local schools. Democrats believe teachers should have the freedom to teach history without Congress dictating lesson plans.

This puts the argument away (90% agree): “But if the QAnon Republicans want this discussion then ask them, ‘what is wrong with teaching the story of America and our quest to become a more and more perfect union?’ Denying the uglier parts of our history, like slavery or Japanese internment camps, also denies the heroism of those Americans who fought to right those wrongs. Our kids should learn that America is a great country, not because we have always lived up to our foundational principles, but because we have never stopped trying to be better.”

Which Issues Worry You the Most? Focus on Independents.

37 Swing CDs



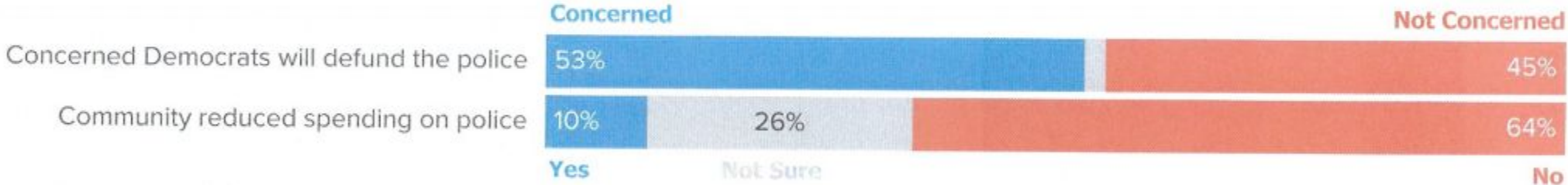
Socialism: 23% of Voters Would Vote for the Word "Socialism"

● Would Vote for that Candidate ● Make No Difference ● Vote for Someone Else



Crime/Public Safety: 38% of Voters Feel Safe in Big Cities

37 Swing CDs



Cancel Culture: 55% Think Dems will Cancel Anyone Who Disagrees

7 Trump-Dem CDs - Independents

Democrats want to cancel anyone who disagrees with them and stifle free speech

55

Republicans focus on “cancel culture,” “Critical Race Theory,” and yelling about Dr. Sues to distract from their economic agenda of protecting tax breaks for the wealthy and putting corporations ahead of you and your family

40

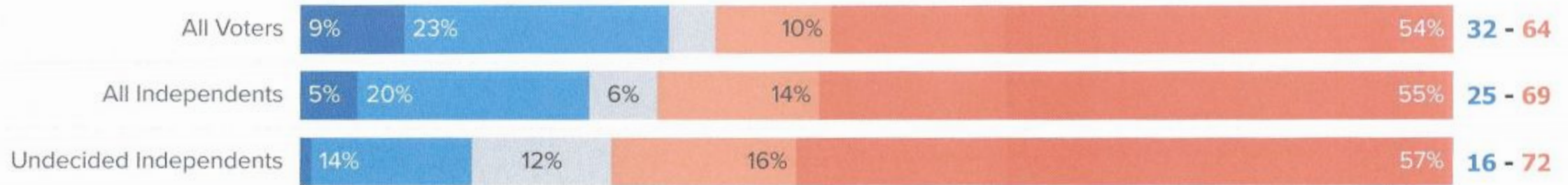
Not sure

5

Immigration: 32% Approve of Biden's Handling of Immigration

● Strongly Approve ● Somewhat Approve ● Not Sure ● Somewhat Disapprove ● Strongly Disapprove

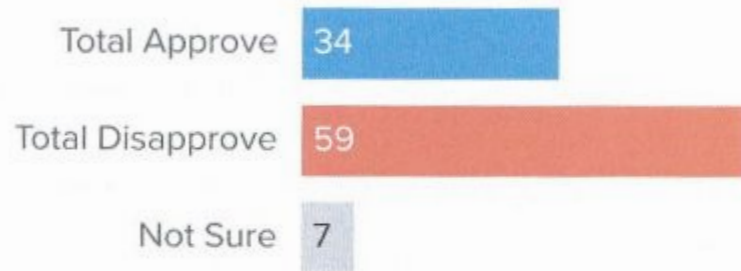
7 Trump-Dem CDs



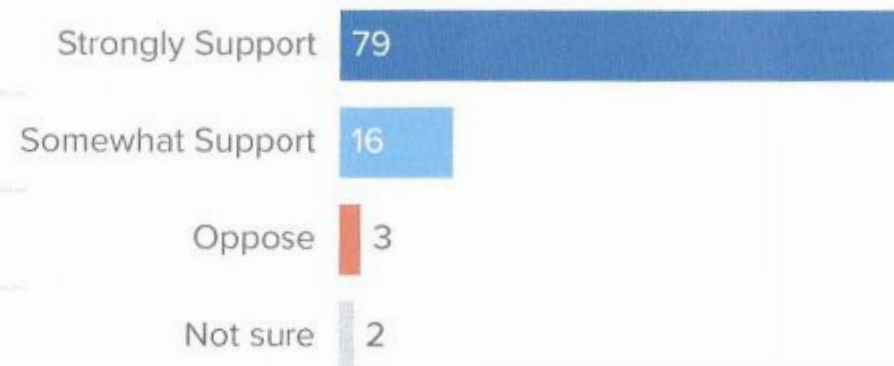
Health Care: 34% Approve of Biden's Handling of Health Care

● Support ● Not Sure ● Oppose

Biden Approval on Health Care – 37 Swing CDs



Support for prohibiting health insurance companies and medical providers from adding charges to medical bills that were not disclosed before patients receive care



Closing: It's About Message and Attitude

Democrats tend to focus on the negative and ignore the positive. How many “why Democrats lost reports” have been written, despite Democrats winning all three branches of the government in 2020?

It's time for Democrats to say: “We won the election. We are winning for you today and will win tomorrow. We are winning because American citizens, the People, are owning this moment to win our future. The People are the reason America is #1 and we're roaring back. (Donald Trump won with “You'll get tired of winning”). Americans don't vote for doom and gloom (Reagan).

It is also time for President Biden, Vice President Harris, Speaker Pelosi, Leader Schumer, and every major organization to be crystal clear that the Democrats' platform does not include defund the police, socialism, or teaching critical race theory in K-12 schools.

***In Conclusion: Dems are Delivering For the People.
Working, Building, Investing, and Jobs Jobs Jobs.***



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