



Messaging Frame

In the lead up to the elections of 2024, Issue One conducted a strategic research and messaging project to develop a new narrative about American democracy - one that offers an aspirational story that can transcend the hyperpartisanship of our current politics, reach beyond coastal bubbles, and speak directly to the hearts of everyday Americans, from supporters looking for a home to the “movable middle.” Taking all of our research and recommendations together, a core frame for a pro-democracy message aimed at the movable middle could sound like the below.

Learn more at IssueOne.org/narrative.

We believe in an America where every citizen has an equal say in how they are governed. That’s what our democracy is supposed to be about, but it only works when we have voting laws and processes that make sure our elections are free and fair, and everyone can accept the results.

The good news is that there are simple, commonsense best practices we can adopt that will ensure that every American can participate in our elections and that both sides play fair. Increasing security to protect elections from digital tampering and foreign interference. Better training, supervision, and protection for local election workers. Fair voting laws that make sure everyone eligible to vote can — and anybody ineligible can’t. Rules to stop politicians from overturning election results they don’t like and to stop big corporations from buying the results they want. But it won’t just happen — it’s up to us to demand these and other changes.

If we don’t step up, nothing will get better. But if we do, we can have a fairer and stronger country where all Americans have a chance to shape their lives and live according to their values, pursue their livelihoods, build community, and find happiness. That’s the promise of America, and we know how to get there.