

How to talk about...



In the lead up to the elections of 2024, Issue One set out 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. Below are some of the hot button issues that can arise, with guidance from our research about how to talk about them with the “movable middle” of the electorate. Learn more at IssueOne.org/narrative.

The freedom to vote...	<ul style="list-style-type: none">• We all believe in an America where every person has the freedom to vote for who represents them, and where people have an equal say in how we are governed, regardless of our skin color, how much money we make, or where we live.
Fair elections...	<ul style="list-style-type: none">• Fair elections are the cornerstone of our strong country, one where every American can shape their lives, advance their livelihoods, build community, practice the faith of their choice, and find happiness.
Why democracy matters...	<ul style="list-style-type: none">• When our democracy works, every person can have a fair shot in life.• Without a democracy that works, our children’s future is in danger.• Without a democracy and political system that works, we can’t address the many pressing issues facing our country.
Characterizing the threat...	<ul style="list-style-type: none">• Our democracy is under threat and politics is so divisive that it can be hard to see a way out.• Some cynical politicians and special interests are working to keep it that way for partisan gain.• They want to prevent eligible voters from freely casting their ballots, and are working to change the laws so they can overturn elections in their favor instead of letting the people decide.• It leaves the rest of us with even less say in how things are run, and puts our children’s future at risk.
Helping the movable middle understand what we can do about it...	<ul style="list-style-type: none">• There are simple, commonsense things we can do to ensure our elections do right by everyone and give us quick and accurate results.

<p>Reforms to lead with when talking to the movable middle...</p>	<ul style="list-style-type: none"> • Rules to stop politicians and big corporations from buying the results they want. • Rules to stop politicians from overturning election results they don't like. • Fair voting laws that make sure everyone eligible to vote can—and anybody ineligible can't. • Increasing security to protect elections from digital tampering and foreign interference. • Better ways of labeling and preventing the spread of disinformation in media and online. • Better training and protection for local election workers.
<p>Enlisting the movable middle to action...</p>	<ul style="list-style-type: none"> • These are the kind of simple rules and reforms most Americans can agree on. • It's up to us to demand the changes we need and to support leaders who will fight to make sure our elections are free, fair, and secure. • If we succeed, we can be confident in the fairness of our elections and keep America working for all of us.
<p>Describing election workers...</p>	<ul style="list-style-type: none"> • Use words like: <ul style="list-style-type: none"> • Nonpartisan • Neutral/impartial/unbiased • Neighbors • Friends • Fair • Patriotic • Honest • Community members • Citizens • Dignity • Safety • Support • Respect
<p>The 2020 election...</p>	<ul style="list-style-type: none"> • Be careful here – avoid the temptation to relitigate the past: <ul style="list-style-type: none"> • <i>We all want to make sure we have the safest, most secure election system in the world. There are commonsense laws and processes we can enact to make sure every eligible vote is freely cast and fairly counted.</i>