

MESSAGE GUIDE: CORPORATE PRICE GOUGING ON GRASSLEY'S WATCH



IOWA
VOICES

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Iowans work tirelessly to make sure our families are taken care of and our kids have access to a bright future. We hope that with hard work we'll be able to see the doctor without worrying about how to pay for it and have a place to call home and watch our kids grow up. Working parents need child care where we can drop our kids off and know they'll be safe.

But today, legislators like Senator Grassley have rigged the rules so that wealthy corporations are making those dreams nearly impossible. Companies are bragging left and right about their record profits, all while they refuse to pay workers what they owe and raise prices on American consumers. We're working hard to defy the odds, but we just can't afford it in the face of such corporate greed.

Senator Grassley could reign these companies in, but their massive windfalls donate to his campaign war chest. Instead, Grassley voted time and time again to repeal the Affordable Care Act and to support tax cuts for the super-rich and wealthy corporations. He lets wealthy corporations wreak havoc in our hometowns, letting them get rich while families, small businesses and our communities struggle.

It doesn't have to be this way. Recent deliveries by President Biden are proof that when we show up unified, in record numbers, we can have leaders who will work for working families. Show up with us with these messages that work. We tested three different messages to talk about Senator Grassley and how he's failed to show up for us in the face of corporate price gouging.

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KEY RESEARCH TAKEAWAYS

Our recent research provided exciting results when asking voters what they think about Senator Grassley. All of our messages, Rigged Rules, Small Business and Community Cuts, lowered his job approval and favorability in the 2024 election for the U.S. Senate.

Our Small Business message was the most persuasive across a broad population. It lowered Grassley's favorability by 12 points and reduced his job approval by 13 points.

This message did particularly well with people with some college education, whites and moderate voters. It also performed well with those making less than \$49k, with women and people aged 18 - 54. **The Small Business message dropped Grassley's job approval by 20 points in the Des Moines and Ames media market** and performed well with low turnout voters.

Community Cuts was also persuasive on each question, lowering Grassley's favorability and job approval by 9 points.

Community Cuts really resonated with voters in the Cedar Rapids-Waterloo-Iowa City and Dubuque media market, lowering Grassley's favorability in those regions. This message also did well with low turnout voters, reducing Grassley's favorability by 21 points among them, and even engaged Republicans. **Grassley's job approval among Republicans dropped 9 points when they were given the Community Cuts message.** It also did well in the suburbs, among women and with those making between \$50k and \$99k.

Rigged Rules lowered Grassley's favorability by 8 points across broad populations and lowered his job approval by 9 points.

More specifically, Rigged Rules lowered Grassley's job approval rating by 13 points both in rural communities and among those over age 55, by 18 points for moderates, and 21 points for those who have some college education. This message dropped Grassley's favorability by 12 points among women, 14 points among moderates and low turnout voters, and by 19 points with people with some college education.

KEY MESSAGE GUIDANCE

Start with a shared values statement.

Name the problem and define the opposition to our shared value. **Don't repeat the opposition, even to negate. Speak proactively to reframe the issue.**

Frame the opposition as a "hurdle" we can overcome, rather than a "barrier" that stops us.

Make voters the protagonists and focus on values.

Provide tangible outcomes.

End with a call to action.

Emotion and **repetition** are powerful tools to use for every message. They help our allies remember the talking points and stay on message, allowing us to speak as a united front and frame the discussion.

SAMPLE MESSAGING: SMALL BUSINESS

<p>Small businesses are the backbone of our economy. They provide good jobs in our communities.</p>	<p>Value</p>
<p>But today, small businesses are struggling thanks to Senator Grassley. He prioritizes greedy corporations over Iowa families. On Grassley's watch, wealthy companies like Tyson took advantage of workers while jacking up the cost of food. He lets the super rich get away with price gouging us. It hurts the costs small businesses face, and the amount we spend at their shops.</p>	<p>Define opposition, tie to current events</p>
<p>Without our small businesses, Iowa wouldn't be Iowa. We can't let Grassley and wealthy companies price gouge them out of existence.</p>	<p>Call to action, outcomes we can achieve</p>

SAMPLE MESSAGING: COMMUNITY CUTS

<p>No one likes paying taxes. But lowans know they support our roads, schools and safety.</p> <p>But our towns still don't have enough because Senator Grassley prioritizes wealthy corporations over us. It's drying up our wallets and communities. Grassley supported Trump's tax cuts, letting wealthy companies like General Mills pay less than us. These rich companies are jacking up prices and taking home record profits. All while giving less to fund our roads, schools and firefighters - things they need too!</p> <p>We can't survive like this. We need leaders who will support working families and make wealthy corporations pay what they owe.</p>	<p>Value</p> <p>Define opposition, tie to current events</p> <p>Call to action, outcomes we can achieve</p>
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SAMPLE MESSAGING: RIGGED RULES

<p>lowans work hard, but things are rough right now. It's hard to take care of ourselves, let alone each other.</p> <p>Life is already expensive, what with housing, childcare and healthcare. Now groceries, kids toys and household supplies are out of control. We're trying to keep up, but wealthy executives like Jeff Bezos keep increasing prices. They push us around and rig the rules because Senator Grassley lets them. Grassley could reign them in, but their huge windfalls donate to his campaign war chest.</p> <p>We need leaders who will keep corporate greed in check and help working families get ahead.</p>	<p>Value</p> <p>Define opposition, tie to current events</p> <p>Call to action, outcomes we can achieve</p>
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SAMPLE LETTER TO THE EDITOR

Small businesses are the backbone of our economy and provide good jobs in our communities.

But today, small businesses are struggling thanks to Senator Grassley. He prioritizes greedy corporations over Iowa families. Grassley's been in office long enough to support small businesses and revitalize our small towns, but he lets us down year after year. On Grassley's watch, wealthy companies like Tyson took advantage of workers while jacking up the cost of food. He lets the super rich get away with rigging the rules and price gouging us. Thanks to Grassley, small businesses are facing rising costs of inputs and fewer shoppers. We don't have enough cash to spend after paying for housing, medicine and groceries.

Without our small businesses, Iowa wouldn't be Iowa. Our small town businesses are who we are. We can't let Grassley and wealthy companies price gouge them out of existence. It's time to stand up to him and preserve our small businesses and hometowns.