

MESSAGE GUIDE: BREAKING
THROUGH WITH OUR VALUES

FIGHT TODAY

FOR A BETTER

TOMORROW

IOWA
VOICES

MESSAGE GUIDE: BREAKING THROUGH WITH OUR VALUES

We know that it's tough to break through the noise right now. And no matter how hard we try, voters are ready to disengage. Politics have become messy and extreme while working families aren't feeling the benefits of a growing economy thanks to corporate price gouging. That's why we're testing messages to see what voters will listen to. It's important to tell them we're fighting for them and motivate them to stay engaged.

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KEY RESEARCH TAKEAWAYS

Our most recent research shows that we can break through and change voters' perspectives about the work we're doing if we talk about our values. Our most persuasive message talked about growing results in Iowa. It improved voter perspective by 7 points across all demographics, but particularly among rural residents, people 55 and older, and in the Des Moines-Ames media market. Our second best message talked about hard working Iowans and the need to reward work, not wealth. Lastly, talking to Iowans about our independence and protecting our way of life increased positive outlooks as well.

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, and 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.

GROWING RESULTS MESSAGE

<p>Life after COVID has its challenges. To keep Iowans here and working we need to build strong communities that survive the test of time. That's why Democrats are focused on schools, roads and jobs of the future. To tackle climate change, expand broadband everywhere and put our schools back at the top. The solutions we need are in our hometowns. That's why President Biden sent American Rescue Plan funds straight to our communities. To solve local issues with local solutions. Democrats believe in a strong future for Iowa, but that's only possible if we build it and do the right thing today.</p>	<p>Empathize and lead with a value</p> <p>Focus on tangible results, tie to current events</p> <p>Call to action, outcomes we can achieve</p>
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HARDWORKING IOWANS MESSAGE

<p>Iowans get things done. Our farmers feed and fuel the world. For generations Iowans have valued hard work and community, making Iowa a great place to grow old. From our fields to the shops on Main Street, from our elementary schools to our universities, we strive for excellence. Democrats are fighting to reward our hard work, not wealthy shareholders. They sent ARPA funds into the hands of families and communities, and they're working to repair our bridges and fund our schools. Democrats value Iowans and will keep making Iowa a great place to live.</p>	<p>Lead with a value</p> <p>Focus on tangible results, tie to current events</p> <p>Call to action, outcomes we can achieve</p>
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INDEPENDENT IOWAN MESSAGE

<p>We don't need a Koch brother or a corporate donor like Jeff Bezos telling us what to do in Iowa. Politics have gotten out of control and it's got to change. We know what it's like to be free in Iowa and we can't lose that. Democrats are fighting for the Iowa way of life, work hard and enjoy our free time. Whether we plant crops, care for the sick, or work on a computer all day, we deserve the peace of mind of knowing our families can spend tomorrow as we please.</p>	<p>Empathize and lead with a value</p> <p>Focus on tangible results, what's at stake,</p> <p>Outcomes we can achieve</p>
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SAMPLE LETTER TO THE EDITOR

My family has certainly seen the challenges brought on by COVID and we've tightened our budget to take care of each other. But I know now is a critical time to take care of our communities too. I want to stay in Iowa, and I want my kids and neighbors to stay too. That's why we need to build strong communities that will survive the test of time. Democrats like President Biden and Rep. Cindy Axne are focused on schools, roads and jobs of the future. They made the American Rescue Plan law and now we have the funds to build real results! We need more leaders who will focus on issues that impact all of us - tackle climate change, expand broadband everywhere and put our schools back at the top. We know the solutions we need are in our hometowns and I'm so glad President Biden sent American Rescue Plan

funds straight to our communities. With these resources, our communities can get to working solving our local issues with local solutions. Democrats believe in a strong future for Iowa, but only if we build it and do the right thing today. Biden's agenda provides for Iowa communities. We need to elect leaders who will keep passing bills that support our communities today and for generations to come.

SAMPLE SOCIAL

[Click to Tweet](#): To keep Iowans in our state we need to build strong communities! Thankfully, @POTUS sent American Rescue Plan funds straight to our communities, to solve local issues w/ local solutions. We believe in a strong future for Iowa, but that's only possible if we build Iowans up! #Iowa

[Click to Tweet](#): Thanks to our Democratic leaders fighting to reward our hard work, not wealthy shareholders. They sent ARPA funds into the hands of families and communities, and they're working to repair our bridges and fund our schools. Glad to see that we have some leaders who value us! #Iowa

[Click to Tweet](#): We don't need a Koch brother or a corporate donor like Jeff Bezos telling us what to do in Iowa. That's why we're grateful for the Democrats who are fighting for the Iowa way of life, being rewarded for our hard work, not wealth. #Iowa