

RECOVERY4ALL - MESSAGING HUB

OVERARCHING MESSAGE

We refuse to cut our way out of this crisis on the backs of communities of color

Elected Leaders Must Pass a Recovery4All Budget

Let's put Californians to work safely AND create an equitable future

California needs a budget that allows us to both weather the Covid crisis and begin to heal the great fissures of structural racism and income inequality. Let's invest in our people, our services, and our infrastructure to get our state back to work safely, while we ensure corporations pay their fair share by ending taxpayer-funded subsidies.

California's ingenuity, sense of community, and "Si Se Puede" attitude brought us Silicon Valley and Hollywood. It's why we lead the nation on equitable policies. A Recovery4All generates jobs, business income, and tax revenue for healthcare, childcare, education, and housing. THAT'S how we emerge from this crisis.

Let's recover – not back to what was – but towards an equitable future.

Together! Now! Recovery4All!

OUR GOAL: WHAT IT IS & ISN'T

The goal of the Recovery4All messaging is to create a groundswell of public support to provide cover for political allies to do the right thing and isolate opponents. It is NOT to educate the public about our exact policy demands or put popular elected leaders on blast. Our messaging must create leverage for our position, so that we can walk into a lobbying meeting with the power of the public behind us. It is in those spaces where we talk tough. As the campaign progresses, and we have greater public support, we may shift to a more oppositional strategy.

SLOGANS & KEY PHRASES


- ✓ Make Equity the New Normal!
- ✓ Recovery4All!
- ✓ Put California to Work!
- ✓ Let's forge a Recovery4All to not only weather this crisis, but begin to heal structural racism & economic inequality.
- ✓ We refuse to cut our way out of this crisis on the backs of Black and Brown families, children, and seniors.
- ✓ We don't need to look for solutions, we have them: let's shift funding from police and prisons to our communities, and look to corporations and shareholders to pay their fair share,
- ✓ A Recovery4All generates jobs, business income, and tax revenue for desperately-needed healthcare, childcare, education, and housing. THAT'S how we emerge from this crisis.


CORE THEMES/TALKING POINTS


- 1** California's ingenuity and sense of community makes us the national driver of equitable policy. We can design a Recovery4All plan to not only get through the crisis, but begin to heal structural racism and income inequality.
- 2** Black and Brown folks are disproportionately dying of Covid; losing our jobs during the pandemic; and are targets of police violence. We refuse to cut our way out of this financial crisis on the backs of people of color.
- 3** We don't need to look for equitable solutions: we have them. Let's shift funding away from police and prisons and restore funding to our community. and look to corporations and shareholders to pay their fair share.
- 4** When we ALL contribute, we ALL thrive. When we ALL have jobs, homes, and our health, we ALL benefit: People spend money in local businesses, our tax base grows, and we have funds for vital services like healthcare, housing, childcare, and education.
- 5** "Can do" policies during the Great Depression and WWII created jobs, homes, and a prosperity no one thought possible. If we could go from soup lines to homeownership back then, let's take California's "si se puede" attitude and history and apply it today to create a Recovery4All.


THE 5% PROBLEM IN MESSAGE DISCIPLINE

When talking with the media, members, and community residents, one can use message discipline 95% of the time, and that 5% might be what you are quoted on or what you are remembered by. By repeating our key messages over and over, we get quoted the way WE want in the media and create pressure for elected leaders to do the right thing.

 **DONT** focus only on cuts, contribute to sense of inevitability, and allow "the cutters" to drive the public narrative. The more we talk about cuts, the more it gets cemented in the public discourse. It leaves little room for our alternatives and what we WANT: Recovery4All Bonds that generate jobs, business income, and tax revenue.

 **DO** focus on a Recovery4All that centers racial equity: Together, we can not only weather this crisis, but begin to heal structural racism and income inequality. Always talk about what we WANT: Recovery4All bonds that generate jobs, business income, and tax revenue for vital services like healthcare, housing, and education.

 **DONT** pit workers against taxpayers with false choices like, "invest/dont' cut" or "less cuts/more services." In an economic crisis, people want to batten down the hatches, not "shell out more money to spend on more services.

 **DO** focus on our "can do/si se puede" history. Foster the desire for everyone to step up, do our part, and contribute to an equitable recovery. We all have a role to play: government, workers, corporations, and shareholders. If we could go from soup lines to homeownership in the Great Depression, we can have a Recovery4All today.