

From the Convictions to the Courts: Freedom Over Fascism Toolkit

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Our Additional Toolkits:

- [Protect Our Elections Toolkit](#)
- [Confronting Lies on Immigrant Voting Toolkit](#)
- [Cómo combatir las mentiras sobre la votación y los inmigrantes](#) (Confronting Lies on Immigrant Voting - Spanish version)

Our c3 resources:

- [Update on Responding to Political Violence](#)

Introduction

Across the country, MAGA Republicans continue their attacks on our freedoms, families, and futures, even as the former MAGA President wracks up indictments for threatening our nation to further a criminal conspiracy. While the MAGA faction in the House of Representatives caters to the wealthiest few at the expense of working people, MAGA Justices on the Supreme Court have issued devastating rulings, from allowing politicians to overturn the will of the people, to taking away working people's right to strike, to attacking the freedoms of Native Americans, immigrants, and LGBTQ+ people. Their latest immunity ruling gives Trump a green light to commit future crimes and violate our freedoms.

Make no mistake: these actions are a continuation of MAGA's criminal conspiracy to take away our freedoms that we've been beating back for years. It is vital that we expose the throughline connecting these attacks – from SCOTUS to the House of Representatives to state legislatures to the billionaires and corporations financing all of them. This toolkit will be updated with the latest guidance to help organizers, campaigners, and communicators shape the public conversation and the political response to the moment.

Messaging Best Practices

Lead with Shared Values: We must connect with and motivate our audiences by opening our messages with values, and name explicitly how they're shared across race, class, and gender. We start out by creating a big *us* before we identify the small *them* violating our values to enrich themselves at our expense. That requires saying what we are for and avoiding negation. Rather than directly refuting the deliberately false claims that MAGA Republicans spread in their efforts to take away our freedoms, we must contend with their falsehoods by affirming our values within our own frame, then expose how and why our opponents sow doubts and stoke fears.

Name a Villain and Expose their Motivations: As in any effective story, we must name a clear villain. This is imperative for our efforts to protect our freedoms because MAGA Republicans will loudly and insistently cast our communities as villains, pointing the finger at Black and brown, transgender and queer, and Native and new Americans for the challenges a wealthy and powerful few have created. If we fail to impugn the true culprits and just passively name harms without an agent (e.g., "election workers are being threatened"), then our opponents' explanation for

the problem goes uncontested in the public conversation. We must always articulate who they are and what they are doing in the active voice and ascribe motivations behind their nefarious actions.

Close with a Positive **Vision** for the Future: Close with a vision for a better future and a call to action for how we can achieve it. A positive vision and a call to action are critical in breaking through the disillusionment so many voters are understandably feeling at this moment. If possible, reference other victories to demonstrate how we've used collective action as a powerful tool to solve problems in the past.

Transition Messaging

President Biden Passes the Torch to New Generation

President Biden has decided to step aside and pass the torch to a new generation. We now have an opportunity to tell a new, energizing, and persuasive story in an election where voters have been exhausted by and tuned out from the rematch of 2020.

Narrative

In 2020, voters turned out in record numbers to stop a second Trump presidency and ensure the will of the people prevailed, and we are now poised to do so again. We have seen that when voters across races and places are made aware that we face a clear choice between a MAGA dictatorship that will control us, or a future in which we have a say over the decisions that impact our lives, we turn out for leaders who respect our freedoms, our families, and our futures.

Messaging Guidance

- Make clear the choice our country faces in this election: between a future in which we have freedoms and a say over the decisions that impact our families, or a future where MAGA Republicans take away our freedoms, control our families, and allow corporations to decide our futures for us.
- Keep the focus on what truly matters to American voters: our freedoms, our families, and our futures. Avoid getting bogged down in details of process, polling, or palace intrigue – the details of how this transition came to be.

- Frame Biden's decision to pass the torch as an honorable act of responding to the will of the people. Unlike the former MAGA president, who criminally conspired to overthrow our elections and incited a violent attack on our country in his desperation to hold onto power, President Biden has put country before ego, heeding American voters' call for a new generation to lead.

The MAGA Agenda

Project 2025

As part of an effort called Project 2025, a coalition of over a hundred right-wing organizations, led by think tank The Heritage Foundation, researched, developed, and released a 920-page document that sets out the MAGA agenda for every aspect of Americans' lives. From sabotaging our elections to eliminating the resources we need for education, and from cutting Social Security and Medicare to dictating the religion we can practice, Project 2025 seeks to take away freedoms from every aspect of our lives. Project 2025 includes banning contraception and taking away our freedom to decide what happens to our bodies, giving corporations more control over our families, and allowing discrimination based on our races, genders, and origins.

It is critical to **talk about Project 2025 by affirming our values within our own frame**. Instead of repeating the MAGA movement's hateful rhetoric, we must call out how they deliberately spread false claims so they can turn us against each other, take away our freedoms, and impose their will – and remind our audience that by joining together as voters this November, we can and will protect our freedoms.

Research

Below are the agenda items in Project 2025 that voters have consistently identified as most concerning in our research. Voters see these policies as an attempt to control our lives, decide our futures for us and take us backwards. Effectively showcasing Project 2025 is a potent way to engage voters and clarify the stakes of the election. Use one or more of the following to anchor your message:

- Removing checks on presidential power, allowing Trump to rule over us completely unrestrained
- Taking away our freedom to decide when, whether and how to have children:

- Allowing state governments to monitor people's periods and pregnancies to possibly prosecute them if they miscarry
- Restricting or banning access to abortion, fertility services, and contraception nationally
- Taking away our freedom to thrive by making massive cuts to programs like Social Security and Medicare and giving corporations more control over our families

Talking Points

- MAGA Republicans want to rule over us, not represent us. Trump's Project 2025 promises to remove checks on presidential power, paving the way for a MAGA dictatorship that will take away our freedoms.
- From taking away our freedom to make decisions about how to care for our bodies to stripping away our freedom to thrive with cuts to Social Security and Medicare, Trump's Project 2025 is the MAGA movement's plan to control our lives and imperil our livelihoods.
- By eliminating programs like Social Security and Medicare, MAGA's Project 2025 takes away our freedom to thrive.
- Project 2025 is MAGA's plan to take away our freedom to make decisions about what happens to our bodies. From banning contraception and abortion to monitoring people's pregnancies, MAGA Republicans are determined to strip us of our reproductive freedoms and decide our futures for us.
- Trump's Project 2025 confirms what we already know: MAGA Republicans want to control us and decide our futures for us, taking away our freedom to get the care we need, vote in fair elections and decide whether and when we grow our families.
- The MAGA movement will implement Project 2025, take away our freedoms and take our country backwards if Trump is elected. By joining together as voters this November, we can protect our freedoms, our families and our futures by rejecting the MAGA movement's plan to divide us and control our lives.
- This November, our freedoms are on the line. Trump's Project 2025 is MAGA's plan to control our families and decide our futures for us. By joining together as we have in the past, we can reject Trump's plan and protect our freedoms.

Dos and Don'ts

DO	DON'T
<p>DO highlight voter-facing harms like eliminating the Affordable Care Act and IVF, cutting Social Security and Medicare.</p>	<p>DON'T belabor harms to institutions (firing career civil servants, damage to the justice and electoral systems, etc.) Voters are less moved by things that do not appear to impact them directly and immediately.</p>
<p>DO anchor new information you supply to the actions MAGA Republicans have already taken on abortion in order to increase salience and credibility.</p> <p>“Just like they took away our freedom to decide for ourselves whether and when to have kids, they also plan to...”</p> <p>“Just as they are outlawing abortion in states, they plan to...”</p>	<p>DON'T list as many MAGA agenda points as possible. Inundating voters with this kind of information leaves them unable to really feel the potential harms. Even presented with meticulous evidence, it risks coming across as hyperbole to voters who readily discount information received from perceived political sources.</p>
<p>DO ascribe the motivations behind MAGA’s nefarious actions. Voters must understand that MAGA Republicans are attempting to seize and hold onto power so that they can rule over us, not represent us.</p>	<p>DON'T obscure the stakes by focusing on process or likelihood of success.</p>
<p>DO talk about how Project 2025 is another MAGA effort to <i>control us, decide our futures for us, and take us backwards.</i></p>	<p>DON'T obscure who is responsible by using passive language like “democracy is eroding” or “autocratic practices are increasing.”</p>
<p>DO specify the people who are threatening our freedoms: MAGA Republicans.</p>	<p>DON'T impugn “the government” writ large (e.g. “get the government out of our healthcare decisions,” which feeds a right-wing frame and undermines the idea that we can act together for our collective good). Many of the freedoms we seek actually require vigorous government action – for example, the</p>

	freedom to live safe from gun violence or breathe clean air.
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Addressing Anti-Immigrant Rhetoric

Narrative

No matter our race, origin or background, most of us would do whatever it takes to make a better life for our families. We work, sacrifice, pack up everything and move to put food on the table, provide for our loved ones, or send our kids to good schools. But MAGA Republicans are trying to distract us by spreading hateful lies about immigrants so they can pass laws blocking what our families need. We're onto them. By joining together as voters, we can elect leaders who protect our freedoms, create a fair immigration process that respects our families, and provide a better future for our communities.

Addressing Political Violence in Springfield, OH

**Thanks to Kelsey Suter, Drive Agency*

We want to move through our communities knowing we're safe, whether we're customers at the store, visitors at City Hall, or voters at the polls. But over and over again, MAGA Republicans are stoking fear and exploiting division, spreading lies about immigrants and spurring their supporters to violence. We have seen where this leads: the January 6th attack, mass shootings, and bomb scares like the one in Springfield, Ohio. We must make this a country where no one fears for our lives or our loved ones. A place where the people who represent us respect our freedoms - to live without fear of violence, to cast our votes and have them counted, and to decide for ourselves what our futures will hold.

Responding to Political Violence at Trump's golf course

Following the attempted shooting at Trump’s golf course, it’s critical to remember that a moment like this requires sense-making for voters. People are trying to figure out what happened, who is to blame, and what comes next. It’s imperative that we seize the proverbial mic and make clear to voters that MAGA Republicans have again and again fanned the flames of political violence and have now themselves been burned. They repeatedly stoke violence against those they deem “other” – and anyone determined to realize the promise of true democracy – in order to distract their agenda to take away our freedoms and endanger our futures. Doing so puts our families at risk across the country, and most recently has incited bomb threats at city buildings and elementary schools in Springfield, Ohio.

With this in mind, we present these overarching guidelines and suggested messaging:

Guidelines

- **Make clear we face a choice between two competing futures:** one where our leaders implement real solutions, or one where MAGA Republicans control our lives and unleash more violence into our political process and our communities.
- **Continue telling the truth about the authoritarian threat.** Ongoing violence does not happen in a vacuum nor is it of unknown origin. Naming the culprits is essential to countering their lies about new immigrants, activists, LGBTQ+, Black or Indigenous folks. Further, unless we make clear there is a known cause of our problems – by saying that violence simply “is increasing” or threats “are occurring” – we leave voters with a sense that there is no possible cure.
- **Avoid feeding “both sides” sentiments.** Avoid statements about how we must all “remember to act peacefully,” or “recommit to the democratic process,” or “pledge to condemn hateful rhetoric.” Despite their excellent intentions, these statements inaccurately imply that Democrats have been guilty of stoking violence to date and must correct their ways.
- **Seize the moral high ground.** Present popular solutions to violence including common sense gun reform as well as de-escalating anti-democratic rhetoric, and demand unity not as platitude but as concrete action. By contrast, saying “we must all join together” without action

attached leaves voters hopeless around change and wastes an opportunity to present a different vision for the future.

- **Avoid exceptionalizing this instance of violence.** Political violence – from assaults on elected officials, to threats against poll workers, to politicians stoking violence against everyday people because of what we look like, how we worship, or where we come from – are tragically common in the U.S. What occurred this weekend at Trump’s golf course should be framed within the broader context that we have a massive problem in our country: ready access to deadly weapons and a growing fascist faction that trades in dehumanizing rhetoric and calls for violence against the groups that they scapegoat. Language that uses our races, origins, or backgrounds to divide us – like the rhetoric targeting Haitian immigrants in Springfield from MAGA politicians JD Vance, Trump and other prominent Republicans leaders – spurs violence and endangers our communities. Without this context, we feed the right-wing narrative that Trump is uniquely targeted and is a political hero, and possibly even a martyr. Further, it eclipses from view the ongoing threats against the residents of Springfield. As such, we recommend referencing what happened as “the political violence at Trump’s golf course” or “this weekend’s political violence.”
- **Do not amplify right-wing hatred.** Cataloging examples or repeating the lies of MAGA Republicans’ violent rhetoric spreads their statements. While it is understandably satisfying to point out their hypocrisy or make jokes about their outlandish, racist falsehoods, it only serves to give them more airtime and, by extension, more credibility. Arguments pointing out hypocrisy have always fallen flat with voters. They rely on people caring about process – politicians being consistent in their actions and speech, which voters already assume never happens. Instead, it’s far better to present *outcomes* based arguments – making clear how current events and desired solutions will impact real people’s lives.
- **Take care not to feed hunger for a “strongman.”** While it is critical to name the need to address the violence in our country, focusing too much on “danger,” especially without indicating we have solutions for it, risks tacitly feeding desire for an authoritarian “strongman.” When people are operating from fear, they are more susceptible to promises that someone can come and provide “law and order.”

Recommended Messaging

No matter our background, origin, or political party, most of us believe that violence has no place in our political process and that weapons of war have no place in our communities. We all deserve to safely live our lives, move through our communities, and engage in our elections – whether we are running for office or running through a school hallway.

Despite this, we've seen MAGA Republicans fan the flames of violence time and time again. Whether pointing fingers at newcomers to distract their agenda to take away our freedoms or inciting voters to seek to resolve differences with bullets and not ballots, stoking violence that harms us all.

But we have the power to extinguish this violence. In this election, voters have a chance to reject a MAGA movement that feeds, grows off, and promises more violence, and choose instead a country where no one fears for our lives or our loved ones. A country where we ban weapons of war so they're not used against elementary schoolers or immigrants, politicians, or concert attendees. A place where the people who represent us respect our freedoms – to live without fear of gun violence, to cast our votes and have them counted, and to decide for ourselves what our futures will hold.

Supreme Court

Making the Supreme Court More Just

Over the past several years, MAGA Justices on the Supreme Court have stripped away Americans' freedoms, removed checks on presidential power, and ruled unabashedly for the wealthy, White few at the behest of the billionaires whose lavish gifts they've taken. In July, President Biden announced a plan to reform SCOTUS that includes a binding code of conduct for justices, 18-year term limits, and a constitutional amendment eliminating presidential immunity. Senate Democrats introduced a bill shortly after to end presidential immunity by removing the Court's power to make this decision.

[Our research has found](#) that Supreme Court reform is overwhelmingly popular among voters across races, places, and parties. From term limits to an enforceable ethics code, voters understand that the Supreme Court has come under MAGA

control and needs to be reformed to protect our freedoms, our families, and our futures.

Principles

- Voters need to hear about the **real-world ramifications of recent rulings** and link them to **dark money funneled to the MAGA Justices**. Focusing on process descriptors about maintaining norms, preserving legitimacy, precedent, or balance of power fall flat.
- Call out **MAGA Justices** for taking away our freedoms and ruling for the wealthy few rather than impugning the court as a whole.
- Hammer home **economic impacts**. Hearing that MAGA Justices “serve the wealthy” resonates, especially when reinforced by examples of corruption and anti-working family decisions.
- Mention **overturning Roe v. Wade** and **taking away our freedom to decide**, as these lend credibility and increase voter anger about other MAGA attacks.
- Provide a clear call to action: **we must stop the dark money bribery of MAGA Justices by billionaires and balance the Court for our freedoms, our families, and our futures.**

Narrative

Our leaders, whether elected or appointed, must respect our will and govern in our interest, not seize power, take bribes, and rule over us. But the MAGA Justices on the Supreme Court who took away our freedom to decide what happens to our bodies are ruling for their billionaire backers – the ones who created and promoted the Project 2025 blueprint for MAGA dictatorship under a second Trump presidency. Now those MAGA Justices have ruled that, if reelected, Trump has immunity from prosecution for future crimes. We must join together, the many against the money, and pass laws that balance the Court to protect our freedoms, our families, and our futures.

Dos and Don'ts

DO	DON'T
<p>Make clear the tangible consequences of this for real people, especially economic harms.</p>	<p>DO NOT diminish the stakes by focusing on judicial norms and precedents.</p>
<p>Describe impacts as “take/taking away” to activate loss aversion. Use the shorthand case descriptors below.</p>	<p>DO NOT use case names alone as voters do not recognize them, include shorthand descriptions.</p>
<p>Name the villains responsible for these rulings: MAGA Justices on the Supreme Court.</p>	<p>DO NOT use language that impugns the entire Supreme Court.</p>
<p>Reference the overturning of Roe v. Wade to remind people that this is a continuation of the attacks on our freedom.</p>	<p>DO NOT obscure who is responsible for these decisions by using passive language, for example “democracy is eroding” “rulings were issued.”</p>
<p>Characterize the need for Congressional action as protecting the American people thus upholding their oath to us.</p>	<p>DO NOT affirm right-wing framing like “rule of law.”</p> <p>DO NOT reference “co-equal branches” or “Constitutional authority” to argue for Congress’s role</p>

Talking Points

- The MAGA Justices on the Supreme Court want to control us and decide our futures for us, but we can elect leaders who will ensure our Supreme Court protects our freedoms.
- Americans across races, places and parties are joining together to demand that we balance the court by setting term limits and an enforceable ethics code for justices so that we can make good on the promise of liberty and justice for all.
- Instead of delivering real justice and moving our country forward, the MAGA Justices have taken us backward, ruling for the wealthy few and taking away our freedoms.

- From taking away our freedom to make decisions about if and when to have a family, to denying our freedom to vote, to giving corporations more power over our lives, the MAGA Justices are ruling for their billionaire backers and against the American people.
- Our leaders, whether elected or appointed, should respect our freedoms and govern in our interests. But the MAGA Justices on the Supreme Court rule only for the wealthy few, having billionaires bankroll their lavish lifestyles in exchange for ruling in their favor. We must elect leaders who will balance the Court and prevent the MAGA Justices from taking away our freedoms.
- Our families depend on a Supreme Court to deliver equal justice and respect our freedoms. But lifetime appointments have allowed the MAGA Justices to act as unelected politicians answering directly to the billionaires that helped them secure their seats. They openly flaunt how corporations and CEOs pay to pal around with them then rule for them in critical cases, endangering our lives and our livelihoods. We must elect leaders who will pass term limits for justices to protect our freedoms and our futures.

Presidential Immunity and MAGA Justice Complicity

The Supreme Court has now ruled that a former president merits immunity for “official acts” in office, shielding Trump from accountability, interfering in our election, and further delaying his trial for his role in the January 6th attack on our country. Use the message below to make clear why this happened, not just what happened, to ensure voters understand what is at stake, how it will impact them, and what they must do next.

Principles

1. Begin by making clear to voters why the Supreme Court’s ruling to grant Trump immunity matters to them personally: they have given him license to take away our most fundamental freedoms.
2. Avoid getting bogged down in legal processes and jargon. Voters cannot follow this and will thus tune out what’s going on as not relevant to them.
3. Place the present Supreme Court decision in the broader context of the MAGA Justices’ North Star: Protecting Trump as a vehicle for cementing power for the billionaires that brought them to the court. They may



occasionally zigzag along the route, with some less-than-horrible rulings, but that doesn't absolve them nor does it alter their obvious aims.

4. Guard against understandable apathy-inducing cynicism by reminding voters that we can and must demand justice in the short term and, come November, act as the ultimate jury by turning out in the election so Trump does not get the power the Court has given him.

Narrative

Our leaders, whether elected or appointed, must respect our will and govern in our interest, not seize power, commit crimes and rule over us. After deliberately delaying for more than six months, the MAGA Justices on our Supreme Court have not only invited Trump to get away with committing crimes, they've chosen to interfere in our election on his behalf. Were it not for their interference, Trump's January 6th trial would be over with a verdict rendered. Voters deserve to know whether someone running in this election is guilty of attempting to overthrow the last one. Instead, the MAGA Justices' ruling paves the way for a MAGA dictatorship that will take away our freedoms. We must now come together to keep Trump out of power where he could appoint the next generation of Supreme Court justices who will control our lives and imperil our livelihoods. When the MAGA movement denies us the justice we deserve, we must act as the ultimate jury, turning out this November to vote for our freedoms, our families, and our futures.

Dos and Don'ts

DO	DON'T
<p>DO say "MAGA Justices on the Supreme Court" to clearly identify the villains on the court.</p>	<p>DON'T use the phrase "SCOTUS decided" or "the Supreme Court ruled," as these phrases provide cover to the corrupt Justices on that court - put there at the behest of billionaires in order to do their bidding. It is also a tacit condemnation of the three Justices who take their roles and oaths seriously.</p>
<p>DO refer to this action by the MAGA Justices on the Supreme Court as a</p>	<p>DON'T refer to this hearing as a victory for the former MAGA president, which</p>

significant blow to us, the American people.	puts this in the frame of normal horse race politics.
DO point out that it was the MAGA Justices who chose the timeline for the January 6th trial by delaying on Trump's behalf.	DON'T mention the timeline of that trial without explicitly saying this is due to the MAGA Justices deliberate choices.

Talking Points (to be used individually or in combination)

- Just as they denied our freedom to decide when, whether, and how to grow our families, the MAGA Justices on the Supreme Court are now trying to take away our freedom to elect our own leaders. They delayed justice for Trump's criminal conspiracy to overthrow our elections because – as they've made clear in this decision – they hope to hand him the power to rule over us, not represent us.
- These MAGA Justices are trying to shield Trump from accountability and stop American voters from learning the truth about a criminal conspiracy to silence our voices. They want to lock us out of power and make this November's election our last. We must turn out to protect our freedoms, our families, and our futures.
- The MAGA Justices on the Supreme Court have shown us who they are: a movement that rules solely for the wealthy, White few. American voters see through their delays and corruption and will turn out this November to protect our freedoms, our families, and our futures.
- Despite total lack of legal precedent and universal rejection by lower courts, the MAGA Justices on the Supreme Court decided to grant Trump immunity for official acts in order to help him seize power so they can enact an agenda by, of, and for the billionaires that landed them their Supreme Court seats.
- The very MAGA Supreme Court Justices caught taking gifts from their billionaire backers without facing consequences want to keep Trump from facing the consequences of his efforts to spread lies, sow division, and seed the deadly January 6 attack on America.
- The MAGA Justices on the Supreme Court are delivering for the billionaires who bought them – having delayed Trump's criminal trial for attempted insurrection because they fear what will happen when voters know the truth.
- Clarence Thomas, in particular, should have recused himself, as his own wife had a key role in this attack.

- The MAGA movement and its billionaire-backed Justices continue to obstruct justice by denying Americans the opportunity to know if someone running in this election is guilty of a criminal conspiracy to overthrow the last one.
- Justice Alito was caught openly flaunting his allegiance to the January 6th attack on our country. Raising two flags of insurrection at his homes is an unmistakable sign of his support of the MAGA movement's scheme to overthrow the will of the people and silence our voices. We must come together to demand his impeachment to protect our freedoms, our families, and our futures.
- Given the ages and health of the current Supreme Court Justices, our next president and senate may appoint up to three people to this highest court, setting the course for our freedoms, our families, and our futures for generations.

Billionaire-Bought Justices

The MAGA Justices on the Supreme Court who have been taking away our freedoms, from abortion to voting, have profited off of corrupt, pay-to-play schemes for years. Both Justices Clarence Thomas and Samuel Alito have taken gifts from their billionaire MAGA backers while ruling in their favor.

Principles

- Voters need to see beyond the startling details of whatever is the most recent corruption scandal: they must understand whatever news breaks about justices taking bribes as **part of a larger, concerted effort** by billionaire-bought Justices **to rule for the wealthy few** while taking our freedoms.
- Voters must understand how breaking news about the Supreme Court potentially **impacts their lives and their livelihoods**. Sanguine language about ethics, traditions, and norms doesn't activate voters; sadly, this language assumes questionable ethics are baked into anything pertaining to politics.

- Voters must feel a sense of **agency and urgency** - thus our descriptors for what’s taking place must lift up how egregious the actions are but without creating a sense of futility anything can ever be different.

Dos and Don’ts

DO	DON’T
Focus on corruption, bribery, and the MAGA Justices’ pay-to-play relationships with billionaires	DO NOT attempt to frame this as pertaining to ethics, traditions and norms, nor underscore how this undermines the legacy or standing of the Supreme Court
Talk about outcomes: billionaire-bought Justices ruling for the wealthy few; corporations and CEOs paying to pal around with MAGA Justices who rule in their favor	DO NOT talk about process and debate SCOTUS rules
Go on offense and demand action and electoral accountability	DO NOT discuss the likelihood of Congressional action
Frame Congressional action as protecting the American people, ensuring equal justice	DO NOT use the language of “checks and balances” or “co-equal branches” to describe why Congress must act

When the Supreme Court Defies Our Worst Fears

The Supreme Court has delivered several rulings that maintain the status quo and are not as damaging as advocates feared, especially in comparison to other devastating blows the MAGA Justices have dealt to our freedoms, our families and our futures. If you discuss these rulings, it is important to frame them in a broader context so that voters understand ongoing threats and are motivated to respond accordingly.

Principles

- **Stay on offense.** Most of these cases should have never been on the docket in the first place. Indeed, having the Supreme Court take up the Moore case, for example, legitimizes that it should rightly be weighing in on the administration of elections.
- Voters need to remember that from taking away our freedom to decide what to do with our bodies to blocking our ability to pass gun safety legislation, these **billionaire-bought Justices** have shown they are committed to ruling for the wealthy few.
- Any credit handed out for these rulings goes to the **progressive advocates who have been leading** these fights for years.

Dos and Don'ts

DO	DON'T
DO remind voters that the MAGA Justices who overturned Roe v. Wade continue to attack our freedoms	DO NOT uplift these status quo maintaining rulings as victories
DO signal that these MAGA Justices are ruling for their billionaire backers	DO NOT call this a victory of any kind - our freedoms continue to be taken away under the current MAGA Justices
DO lift up the tireless work of progressive advocates on these issues	DO NOT call these rulings a “win for abortion rights/voting rights/etc,” as these rulings maintain the unacceptable status quo and many of these cases should have never been heard by SCOTUS
DO continue to link anything happening with the Supreme Court to what’s going on in the House and red states, press for action and electoral accountability against MAGA Republicans	DO NOT praise the billionaire-bought Justices for these rulings

Trump and MAGA Accountability

Overarching Trump Trials Guidance

Now that multiple grand juries of everyday Americans have indicted the former MAGA president, we must continue to communicate the importance of holding not just Trump accountable, but his MAGA Republican accomplices as well.

While we welcome this long overdue step toward holding him to account, this goes beyond one individual actor: we know that the MAGA Republicans that supported, schemed, and covered up for him are still in power today. Our task is to bring their collusion in this criminal conspiracy into view and to connect each case to the larger pattern of deliberately spreading lies, breaking laws, and fomenting corruption in order to grab and hold onto power. And of course, we must activate public defiance, seek justice for this fascist faction's crimes and replace them with new leaders who will govern for us.

Principles

- **Push this beyond one actor:** the MAGA Republicans that supported, schemed, and covered up for him are still in power today and must be held accountable.
- **Connect MAGA complicity to the larger pattern** - from Congress, to the Courts, to states - of deliberately spreading lies, breaking laws, and fomenting corruption in order to grab and hold onto power.
- **Focus on outcome arguments** about how this **endangers our country** and **harms voters' lives and livelihoods** - are stronger than process framings about hypocrisy or "rule of law."
- Emphasize the **role everyday Americans played in grand juries**. 'We the people' weighed the evidence and decided to indict.
- **Activate public defiance** and use these indictments to remind voters that we can and will stand up to and defeat this fascist faction.

Narrative

Americans value our freedoms – including our freedom to elect leaders who govern in our name. Multiple grand juries of Americans have indicted the former MAGA President for his criminal conspiracy to defraud, deny and overthrow the will of the people. Yet MAGA Republicans cheer him on and want to overturn our legal system to allow him to get away with it, while they take away our freedoms and rule for the wealthy few. We must come together to demand speedy trials so that all involved are held accountable, so we can protect our country and our freedoms.

Dos and Don'ts

DO	DON'T
<p>Make clear co-conspirators are still in power.</p> <p>When possible, rename Trump as “former (MAGA) President.” This also helps with rendering messaging non-partisan.</p>	<p>TRY NOT to speak about Trump alone or shorthand others as “his allies.” Making Trump the exclusive focus lets others off the hook.</p>
<p>Make clear that each case is one step on the pathway to accountability on behalf of the American people.</p>	<p>DO NOT discuss the likelihood of success, soundness of this particular case or concerns of future retribution. Conversely, it’s also not helpful to make one case the be-all when it is only one element of the much broader case against the former President and his MAGA loyalists.</p>
<p>Emphasize that everyday Americans issued these indictments: “Grand juries of everyday Americans heard and weighed the evidence and decided to indict...”</p> <p>And that trials wherein juries of everyday Americans examine the facts of the criminal conspiracy and determine appropriate consequences must happen immediately.</p>	<p>AVOID legal jargon. DO NOT center prosecutors or politicians as the agents of this action, this was accomplished for Americans by Americans.</p>

<p>Go on offense by linking criminal conspiracy to GOP actions across issues, including economic ones.</p> <p>Expose their motivations – distracting us to seize wealth and take away our freedoms.</p>	<p>DO NOT obscure stakes by focusing on process or hypocrisy.</p> <p>DO NOT call MAGA Republicans’ actions a “political stunt” or motivated by “partisanship.” This actually dilutes the severity of their actions and reinforces a “both sides are just playing politics” notion among many voters.</p>
<p>Signal our commitment to the will of the people and freedoms. Talk about the need to vote them out of office.</p>	<p>DO NOT risk seeming to stoop to their tactics with talk of “power” and “removing them from office.”</p>
<p>Focus on the big picture that MAGA Republicans continue to threaten our freedoms and grab power for themselves by any means necessary.</p>	<p>DO NOT engage in debates about a specific prosecutor or any one specific charge.</p>

Trump Sentencing Delayed

Overall principles:

1. Anchor to the value of protecting our *freedoms*.
2. Make clear who is to blame for this delay: MAGA Justices on the Supreme Court who have repeatedly interfered on Trump’s behalf in this election.
3. Pivot attention toward the attack on our freedom to elect leaders who govern in our name, the attempted overthrow of the 2020 election and the complicity of the MAGA Justices on the Supreme Court in blocking accountability.
4. Imbue voters with agency and mitigate against their understandable cynicism.

Message:

In America, we value our freedoms – including our freedom to elect leaders who govern in our name in free and fair elections. But MAGA Justices on the Supreme Court, half of whom Trump placed there, have interfered in our election on Trump’s behalf over and over again. They denied us justice for his attempt to overthrow the will of the people in 2020, invited him to commit future crimes should he be reelected,

and now they’ve paved the way for Trump to delay facing the consequences for his 34 felonies for voter deception and election interference in 2016. But we know Americans across races, places and parties are coming together to hold him accountable. Just as ‘we the people’ refused to let MAGA Republicans silence us and take away our freedoms in 2020, we are turning out in record numbers to hold them accountable at the ballot box in 2024.

Dos and Don’ts:

DO	DON’T
DO talk about Trump’s attacks on our freedoms and how this delay fails to honor the jury’s verdict.	DO NOT feed into right-wing rhetoric about “law and order” or “crime and punishment,” which creates permission and hunger for right wing authoritarianism.
DO highlight voter agency: we can hold Trump and MAGA Republicans accountable at the ballot box in November.	DO NOT feed into cynicism by talking about how our efforts failed to yield serious “punishment.” Similarly, do not concede that Trump will always get away with his misdeeds.
DO make clear that MAGA Justices on the Supreme Court are responsible, highlighting that 3 of the 6 were placed there by Trump himself.	DO NOT make Judge Merchan the villain. He conducted the trial fairly and impartially, under extraordinarily challenging circumstances.

January 6th

Imperatives For Our Messaging:

- Position January 6th within the broader **criminal conspiracy** to overthrow the will of people that continues today and must be prevented in the future.
- Make clear that culpability extends beyond Trump to MAGA Republicans as a whole.

- Underscore how this faction collectively **planned, promoted, and paid for** the attack, sought pardons for themselves, and now, as Congressmembers and candidates for office, continue their efforts to claim and hold power and overthrow the will of the people.
- Connect the attack to a broader agenda to take away our freedoms at the ballot box, through the courts, and by blocking policies the majority of Americans favor.
- Make this about the future and tangible consequences: protecting our freedom to decide what happens in our lives, to our bodies and ensuring the will of the people prevails.
- Be sure to select an effective modifier for Republicans (i.e. MAGA Republicans, Trumpist Republicans, White Christian Nationalists, or Fascist Republicans). These modifiers are credible with voters, show that Republicans are not aligned with voters' priorities, and position them as outside of any recognizable political spectrum. Avoid saying "extremist Republicans" or "MAGA extremists," as the "extremist" label implies that they're still operating on a recognized political spectrum and a milder version of their behavior would be acceptable.

Short Narrative

- In America, anyone running to represent us must respect that 'we the people' decide – and that's why our Constitution sets out rules about who can run for our highest offices. But MAGA Republicans engaged in a criminal conspiracy to overthrow the will of the people. After declaring their intent to deny the results well before the election and pressuring then Vice President Mike Pence to overturn votes, MAGA Republicans tried again to seize and hold power by promoting, paying for and pardoning the attack on our country by their right-wing militant supporters on January 6th. Anyone orchestrating or promoting this violent attack has made themselves ineligible to govern in our name.

Accountability Message

- No matter what we look like or who we vote for, most of us believe our elected leaders have a duty to uphold our democracy and govern in our name. Any elected official who lies to the American people, stokes violence and division, and refuses to take responsibility for the harm they cause is unfit to represent us. We deserve leaders who demonstrate the courage of

real convictions and an absolute allegiance to uphold our freedoms and our rights. We must come together to hold the MAGA Republicans who have done us harm to account. This is how we move forward together, assured that our leaders govern in our name and deliver what our families need, from Social Security and Medicare to protecting our freedom to decide what happens to our bodies. Together, we can make this a country where justice and liberty are for all.

Narrative Connecting Our Freedom Fights

- Americans, across race, place and party value our freedoms. But MAGA Republicans in office, on courts and in the media want to take away freedom from all who do not look and live like them. From our freedom to decide if and when we grow our families to our freedom to vote in fair elections, and from our children's freedom to learn to everyone's freedom from gun violence, MAGA Republicans want to overthrow the will of the people and block the policies we favor. Just as we turned out in record numbers in the last two elections, Americans must join together to remove them from and keep them out of power. We must vote to block anyone who tries to sabotage our elections and take our freedoms from holding office.

Additional Stand-Alone Talking Points

- No matter our color, background or party, most of us believe that people who commit crimes against our nation and endanger our lives have no business governing in our name.
- When someone plans and recruits participants for a set of crimes - we prosecute the architects, not just the foot soldiers. The same goes for every attempt to overthrow the will of the people. While it was the crowd of insurrectionists attacking our country, the politicians who promised they could illegally overthrow our votes are responsible for what happened and must be held to account. We must investigate and prosecute the politicians behind this criminal conspiracy to ensure justice is served.
- MAGA Republicans in office who betrayed the will of the people by inciting, encouraging and supporting these armed militants then tried to cover up their role in this violence by blocking the FBI investigation of these crimes.
- MAGA Republicans are waging a deliberate disinformation campaign to attack our freedom to vote and have introduced hundreds of election sabotage bills to control election outcomes, punish election officials for doing

their jobs, and give partisan poll watchers the ability to harass and intimidate voters.

- In 2020, we turned out in record numbers, made sure our votes were counted and that the will of the people prevailed.
- Now, Americans across race, place, party, and background are coming together to say: in America, the voters decide the outcome of our elections.

Dos and Don'ts

DO	DON'T
DO focus on the future: The ongoing threat of future violence and attempts to claim and hold power	DON'T let this be about a one-time event of the past.
DO talk about sabotaging or overthrowing elections	DON'T talk about stealing or subverting elections
DO focus on what they wanted to achieve, highlight the lead up to and day of January 6th	DON'T focus on a single day's events
DO talk about the danger to our freedom as a country, as voters	DON'T talk about the danger for Members of Congress
DO talk about the many aspects of their plan and the broad involvement of Trump officials, members of Congress, etc "They promoted, paid for and pardoned..."	DON'T talk about them as accidentally related or coincidental or focus only on the people who attacked the Capitol "They spread the Big Lie, lured people with lies..."
DO talk about "MAGA Republicans," Trump and his allies, etc. Use an effective modifier, "MAGA Republicans," "Trumpist Republicans," "White Christian Nationalists," or "Fascist Republicans"	DON'T hold anyone who has ever been a Republican responsible for this. Use "MAGA extremists" or "extremist Republicans."
DO call this an "attack on our country" or an attack on "America" or on "Americans" and a "criminal conspiracy," "committed crime."	DON'T call it "treason" or "attempted coup," a "riot or a "protest" and don't make it about "Congress" or "the Capitol"

<p>DO make this about consequences - protecting our freedom to vote and ensuring the will of the people prevails</p> <p>DO talk about how they want to seize power to rule for the wealthy few</p>	<p>DON'T only make this about the fate of Democracy and Democratic norms</p> <p>DON'T talk about how they want to undermine our government, refuse to certify</p>
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Trump's pick of JD Vance for VP

The former MAGA president has nominated Ohio Senator JD Vance to serve as his Vice President. We must overcome the understandable impulse to repeat JD Vance's old quotations about the threat Trump posed or emphasize Vance's complete 180 on his views of Trump. While true and tempting, voters already believe that politicians say one thing and do another. This kind of rhetoric ends up reinforcing a "both sides are just playing politics" notion among many.

Instead, we must focus on what will impact voters directly and immediately. Hammer home the reproductive freedoms Vance wants to take away and the economic impacts of a MAGA administration.

Below are talking points to help you formulate messaging about MAGA's second in command.

Talking Points

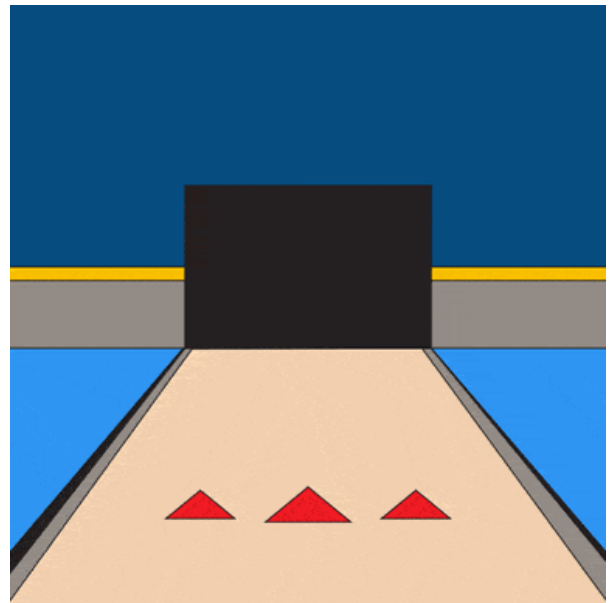
- Vance has championed MAGA's Project 2025 and their plan to take away our freedom to decide whether and when we grow our families and how we care for our bodies.
- As part of the MAGA movement, Vance wants to control us and decide our futures for us, taking away our freedom to get the care we need, vote in fair elections and decide whether and when we grow our families.
- While Vance and MAGA make decisions that force us to struggle, they hand the money they take from our healthcare, our schools and our children's futures to their corporate donors.
- Vance supports expanding presidential powers and leaving Trump completely unchecked to rule over us, not represent us.
- Vance points the finger at new Americans and working people to distract us while the MAGA movement he leads seizes the wealth our work creates.

- Vance has been casting the communities he claims to represent as villains for years. Shaming and blaming working people, immigrants, and Black and brown Americans for the challenges his billionaire backers created is the only trick in his MAGA playbook.

Digital Content

Gifs & Memes from IntoAction - even more available [here](#).





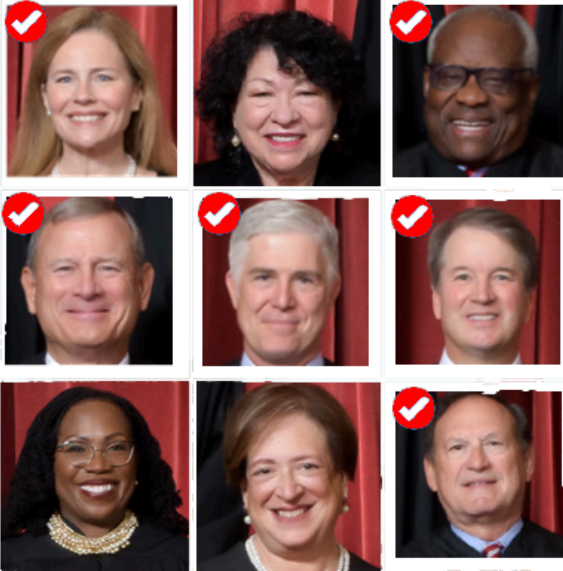




Supreme Court Rules 6-3 EPA Cannot Regulate Emissions From Power Plants

Power plant managers:



Looks like dumping chemicals in the river is back on the menu boys!



<p>Select all squares coming after American freedoms</p>  <p>🔄 🔊 ⓘ Verify</p>	
<p>THINGS BILLIONAIRES BUY</p>  	

Additional content can be found [here](#).

Sample Posts

Protecting our freedoms from the MAGA threat:

- It's time for Americans across races, places and parties to come together, as we have in our past, to protect our freedoms and block the MAGA faction in the Supreme Court, House of Representatives, and state legislatures.
- MAGA Republicans have proven they rule for the wealthy few and want to take away healthcare, public school funding, and jobs. We must come together to protect our families from MAGA rule.
- With the ruling by MAGA judges in Alabama, the MAGA faction has proven yet again that they want to take away our freedom to decide what happens to our bodies and if and when we grow our families. We must come together to protect our families from MAGA rule.
- From Congress to the Courts to states, MAGA Republicans have deliberately spread lies, broken laws, and fomented corruption in order to grab and hold onto power. We must come together to ensure all involved are held accountable, so we can protect our country and our freedoms.
- From our freedom to decide if and when we grow our families to our freedom to vote and make our voices heard, MAGA Republicans want to overthrow the will of the people and block the policies we favor. Americans must join together to bar them from power.

January 6th

- MAGA Republicans tried again to seize and hold power by promoting, paying for and pardoning the attack on our country on January 6th. Anyone orchestrating or promoting this violent attack has made themselves ineligible to govern in our name.
- Any elected official who lies to the American people, stokes violence and division, and refuses to take responsibility is unfit to represent us. We must

come together to hold the MAGA Republicans who have harmed us to account.

Trump trials:

- Bragg: Knowing yet another scandal would hurt his electoral prospects, Trump committed crimes to cover up his sexual encounter with an adult film star. This set the pattern of criminality that defined his presidency. We must hold Trump and his MAGA conspirators accountable.
- J6: This case is ground zero for our most fundamental freedoms: this is the case of whether 'we the people' elect our leaders or a MAGA faction can seize and hold power.
- When someone plans and recruits participants for crimes, we prosecute the architects, not just the foot soldiers. The same goes for every attempt to overthrow the will of the people – we must prosecute the politicians behind this criminal conspiracy and ensure justice is served.

SCOTUS:

- The MAGA Justices on the Supreme Court who took away our freedom to decide what happens to our bodies are attacking our freedoms once again. They know their agenda is unpopular so they want to rule over, not represent us. But we have seen that many can stand up to the money.
- MAGA Supreme Court Justices Thomas and Alito line their pockets in exchange for silencing Americans. We must join together across race and place to hold them accountable for ruling for their billionaire buddies time and again.
- MAGA Justices rule again and again for powerful corporations over everyday Americans. These Justices are trying to take America backward and control who we can be, who we can love, and how we can care for our bodies and families. We must protect our freedoms.



- Billionaire-bought Justices are rigging the system to silence our voices, keep innocent people imprisoned, and deny Americans the freedom to thrive. But we have seen that the many can stand up to the money to protect our freedoms.

Thank you to our partners!

