

Building **BLUE**



HELP IS HERE:

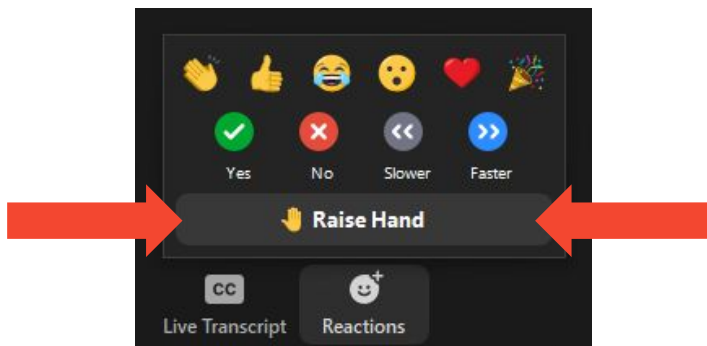
Promoting the American Rescue Plan

RAISING YOUR HAND ON COMPUTER

STEP ONE: Click on the **“Reactions”** button at the bottom of your Zoom screen.



STEP TWO: A menu that looks like this will appear. Click **“Raise hand”**

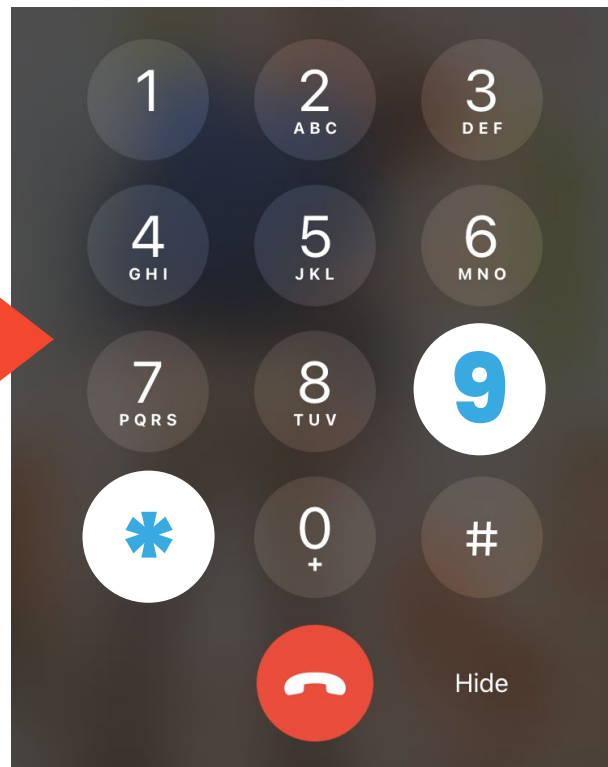
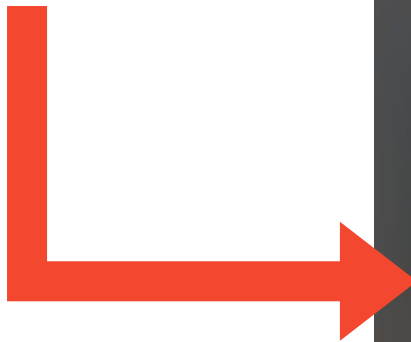


RAISING YOUR HAND ON YOUR PHONE

STEP ONE: Press *9 on your phone's keypad

**TOGGLE
MUTE/UNMUTE**

Press *6 on your
phone's keypad



Building **BLUE**



- **Be Respectful**
- **Be Present**
- **Ask Questions**
- **Use the Chat**

NCDEMOCRATS



MEET YOUR DEMOCRATIC FAMILY

- *Where are you from?*
- *What do you do?*
- *What do you know about the American Rescue Plan?*

PRESIDENT BIDEN

- just signed the -

AMERICAN RESCUE PLAN!

NCDEMOCRATS



Why does it matter?

- Just 50 days after taking office, President Biden signed a bold and historic package that will provide desperately needed relief to millions of working Americans
 - But the work isn't done. We need to make sure voters know Democrats delivered for them when it mattered most
 - Every single Republican voted against the American Rescue Plan, and we need to make sure they are held accountable for that vote
 - To win elections in 2021, 2022 and beyond, we need trusted voices like yours to spread the word now about this incredible victory and what it means for people across the country
 - The time to act is NOW

Help Is Here Campaign





HOW TO TALK ABOUT THE AMERICAN RESCUE PLAN

CONFIDENTIAL DOCUMENT: THIS INFORMATION IS NOT INTENDED FOR SHARING PURPOSES

EVERYONE IS A

DIGITAL ORGANIZER

EVERYONE HAS A STORY -- AND EVERYONE IS A DIGITAL ORGANIZER

WHETHER YOU REALIZE IT OR NOT, YOU'RE A DIGITAL ORGANIZER.

- You've probably posted a review about a great restaurant and your friend saw it and you motivated them to take action and try it out!

YOU CAN USE THIS IN POLITICS TOO!

- Maybe you posted a picture of your "I voted" sticker and someone saw it and it motivated them to go vote.

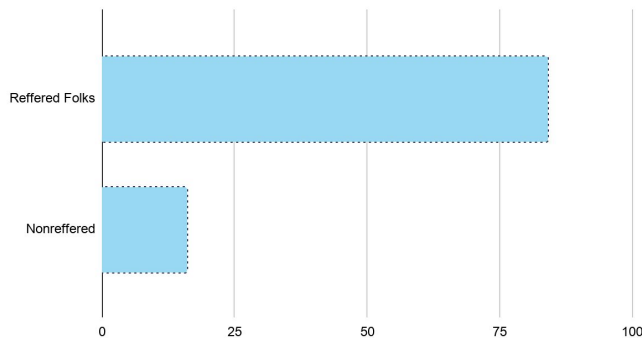


WHY IS IT IMPORTANT?

YOU HAVE MORE POWER THAN YOUR REALIZE!

- When referred by a friend, people are **4x** more likely to take an action!
- **84%** of folks trust a friend's recommendation more than any other form of marketing!
- That means that you're better at persuading your community than we are.

% of folks who take action





HOW TO TALK ABOUT THE AMERICAN RESCUE PLAN

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Topline: Help is Here

- When President Biden took office, he promised the American people that help was on the way. Now, Biden and Democrats have delivered on that promise.
- **Help is here.** Biden and Democrats have delivered real, tangible results for the American people and their families, beginning with direct payments of \$1,400 to working people and resources to help manufacture and distribute vaccines.
 - ◆ **DIRECT PAYMENTS:** This plan will get checks out the door, starting this month. Over 85% of American households will get direct payments of one thousand four hundred dollars per person.
 - ◆ **VACCINES:** This plan provides funding for vaccine distribution, coronavirus testing, and contact tracing so we can get vaccines into the arms of more people.
- **Key Point:** The American Rescue Plan is the most consequential piece of legislation for working families in modern American history

What Republicans Opposed

→ The American Rescue plan is **bipartisan**. Democrats voted for a package that enjoys broad support from Democrats, Republicans, and independents across the country. Yet, not a single Republican in Congress supported it.



Democrats voted to send **\$1,400 checks to Americans** bearing the brunt of the crisis – not a single Republican in Congress joined them.



Democrats voted for a **national vaccination program** to get shots into people's arms – not a single Republican in Congress joined them.



Democrats voted for **aid for small businesses** struggling to keep their doors open – not a single Republican in Congress joined them.



Democrats voted for **funding to keep educators on the payroll, safely reopen schools, and lower health care costs for millions** – not a single Republican in Congress joined them.

Let's get NC Specific

How the ARP will help NC specifically

- 1) Institutes child tax credits that can lift 137,000 children out of poverty
- 2) \$1400 checks to 89% of all adults in the state and 89% of all children in the state.
- 3) More than \$3.693 billion in relief for K-12 schools
- 4) Billions of dollars to continue equitable vaccine distribution
- 5) Include a \$2.4 Billion incentive to expand Medicaid in North Carolina

Step 2:

Sell It With Attitude!



Be LOUD, Be PROUD

- It's hard to exaggerate how important and sweeping the ARP is - so **DON'T BE BASHFUL**
- The ARP is the most sweeping piece of legislation for families, workers, and public health in modern history - **SAY IT WITH FEELING!**

The Bottom Line for Families

→ The provisions in this bill are going to help the bottom lines of millions of families:



Direct Checks of \$1,400



Extended Unemployment Insurance



Expansion of the Child Tax Credit



Small Business Relief



Lower Health Care Premiums and COBRA Assistance

→ These provisions and the ARP more broadly are a **BFD!**

→ BUT: According to a [Navigator Research poll](#), **not enough Americans know enough about the American Rescue Plan.**



Fully 53% of people say they have heard 'a little or nothing' about it while only 47% have heard 'a lot or some.'

Don't Take Any Crap

- Republicans and some in the press will nitpick at the size of the bill, some of its provisions they claim aren't related to Covid, that it's a liberal wish list and that it wasn't bipartisan.

Don't Take That Crap!

- » The ARP's size was determined by the experts based on what's needed to kill the virus and rebuild our economy.
- » Every ARP provision will help end the pandemic, help struggling families, or rebuild our economy. **Every. Single. One.**
- » What's liberal about reopening schools, surging vaccines, helping families, and cutting child poverty in half? **Not One Thing.**
- » This bill certainly was bipartisan - in polls it received support from Democrats, Republicans and independents - it was just **congressional Republicans who decided to play politics with relief.**

The Two C's: Credit and Contrast

Virtually every positive development on the pandemic or the economy going forward can be traced to the ARP and/or the leadership of President Biden and Democrats. (Shots in Arms, School Reopenings, Economic Growth, Better Health Care, Lower Unemployment, Job Creation)

Don't Miss an Opportunity to Celebrate/Highlight/Amplify Good News and Connect to the Work of Democrats and President Biden.

TAKE CREDIT AND ALWAYS DELIVER CONTRAST

- ❑ As a result of the ARP, schools are safely reopening - **NO THANKS TO A SINGLE REPUBLICAN IN CONGRESS**
- ❑ As a result of the ARP, vaccines have been surged - **NO THANKS TO A SINGLE REPUBLICAN IN CONGRESS**
- ❑ As a result of the ARP, families are receiving direct relief - **NO THANKS TO A SINGLE REPUBLICAN IN CONGRESS**
- ❑ As a result of the ARP, health care is more affordable for millions - **NO THANKS TO A SINGLE REPUBLICAN IN CONGRESS**

Case in Point: Progress on Covid-19

→ Thanks to President Biden and the American Rescue Plan, the U.S. has made incredible progress in the fight against Covid-19

- ◆ We have administered 250+ million shots in 114 days
- ◆ Cases are down in 49 of the 50 states.
- ◆ The New York Times has reported that hospitalizations are the lowest they've been since April of 2020

→ Once again, this is BFD!

 **CBS NEWS**

CDC unveils new mask guidance for fully vaccinated Americans

The Washington Post

Biden touts new CDC mask guidelines, vaccine efforts:
'Today is a great day for America'

 **REUTERS**

U.S. Administers 263.1 Million Doses of COVID-19 Vaccines - CDC

Hypocrite Watch 🙄

Democrats fought for months to deliver a package that will make a real difference in the lives of working families.

We cannot let Republicans get away with taking credit for things in a bill they didn't vote for.

They voted against a bill that was **HUGELY** popular among their constituents, and now they need to be held accountable.



Step 3:

Taking Action

Ways to Take Action

Contact Your Elected Officials

- » THANK Democrats
- » CRITICIZE Republicans

Share Your Story

- » We'll be amplifying stories from North Carolinians who have been impacted by the pandemic and will benefit from the American Rescue Plan.

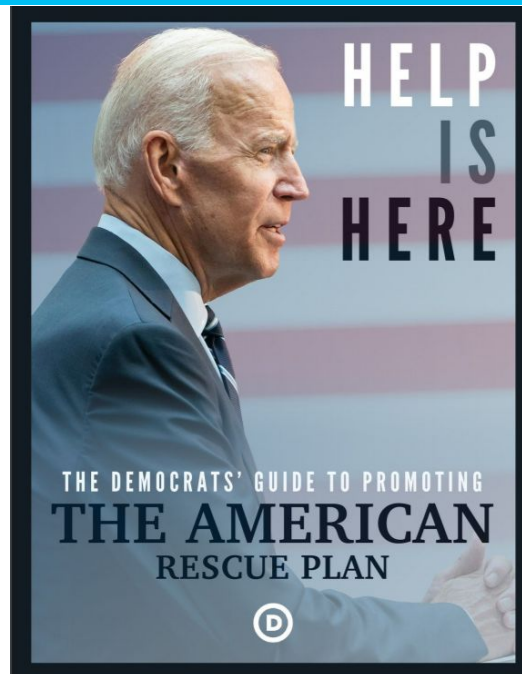
Write an Op-Ed

- » An opinion piece is also a great opportunity to praise your member of Congress for supporting it, or criticizing them for opposing it.
- » Highlight key details and what they mean for you

More Ways to Take Action

Bring Your Community Into the Fold

- SHARE our guide with those in our network
 - ◆ We need to educate people all over the country about the American Rescue Plan
 - ◆ There's no one better to talk to your community than **YOU**





**You try!
Breakout
room time!**

Let's talk about Social Media!



twitter 



Twitter, Facebook, and Instagram

- Use the talking points we went over today to promote the American Rescue Plan to your networks!
- We especially need folks to post in any **Facebook groups** you're a part of
- And be sure to follow and retweet @JoeBiden, @POTUS, @VP, @KamalaHarris, @harrisonjaime, @WhiteHouse, @TheDemocrats, @NCdemparty and @DNCWarRoom for content amplifying the American Rescue Plan



NC Democratic Party ✓ @NCDemParty · Jun 3

Thanks to @POTUS & Democrats, America is back on track:

- ✓ US jobless claims have dropped to a new low
- ✓ New cases are down to the lowest level since last March

These milestones are no thanks to Republicans, all of whom voted against the [#AmericanRescuePlan](#) & its critical relief



Democratic Party ✓

22h · 🌐

Thanks to [President Joe Biden](#), we will get:

- ◆ Shots in arms
- ◆ Checks in pockets
- ◆ Kids back in schools

Comment below with what the passage of the American Rescue Plan means to you.

👍❤️😂 1.5K

415 Comments 85 Shares

Graphics to share

BY VOTING FOR THE AMERICAN RESCUE PLAN,
DEMOCRATS UNITED TO HELP AMERICANS

*Around 85% of
American households will
receive a direct check of
\$1,400 per person*





NCDEMOCRATS

**You try!
Practice time!
Post about the
ARP!**

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Any questions?

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