

# Race Class Narrative (RCN) Example Messaging Language

Use this sample language as a guide to create your own RCN-inspired messages.

## 1 Open with shared values that name (and/or show) race.

### EXAMPLES

- Whether you're Black or white, Asian or Latino, Native or newcomer, every person should have a safe place to call home.
- Most of us believe that children of all races, backgrounds, and genders should have the freedom to learn and be themselves.
- Whether we ride the subway, bus, or regional rail, all of us deserve to have ways to get around our communities that are safe and dependable.

## 2 Name villains, their motivation, and how they use strategic racism and/or scapegoating to divide and distract us while they harm us all.

### EXAMPLES

- For too long, certain politicians like *[insert specific villain]* have tried to divide and distract us. They rig the rules to take the wealth our work creates and hand it to their corporate donors while refusing to pay what they owe.
- Certain politicians like *[insert target]* want to divide us by what we look like or how much is in our wallets so they can take away our freedoms, hand kickbacks to the rich, and control our lives and our bodies.
- While educators across the state work to give our children an accurate and honest education, some decision makers are trying to censor what's taught, hand our shared resources to their wealthy donors, and keep us divided so we don't join together and demand better public schools for all children.

### 3 Uplift victories and/or everyday collective actions that solve problem(s).

#### EXAMPLES

- We need to join together with people from all walks of life to fight for our future, just like we won *[insert 3 previous wins—widely celebrated or ordinary]* in the past.
- We know our worth, and that's why we are coming together from every corner of the state—just like we showed up for each other after Hurricane *[insert name]*, took in neighbors who lost power during the winter storm, and spoke out to protect our drinking water.
- No matter where we live or how much money we have in our pockets, we know how to come together when times are tough, just like we did to achieve *[insert past legislation or win]*.

### 4 Describe a vision for what will change that includes everyone coming together to achieve it.

#### EXAMPLES

- They know when we come together, we're powerful. And we're making *[insert state]* a place where all of our communities have what we need to thrive. We need your voice with us as a voter on *[insert date]*.
- By joining together across races, places, and genders we can elect new leaders who will work for all of us, not just the wealthy few.
- When we show up for each other despite our differences, we can deliver the quality schools, affordable healthcare and good-paying jobs that ensure all of our families can thrive.

### 5 Insert a specific call to action.

#### EXAMPLES

- We can make this a place that honors all families, no exceptions. Take action by signing this petition.
- By joining together as voters across race and place, we make *[insert state]*'s future. Call *[insert lawmaker]* to *[insert call to action]*.
- Continuing to come together across our differences gives us the strength to make a government that works for all of us. Join us on *[insert date]* to protect our schools.

# Race Class Narrative (RCN) Messaging Checklist

## DO THIS

### My message...

#### ...opens with a shared value

“No matter what we look like or where we come from, **most of us do our best to care for our communities.**”

#### ...references race in the shared value

“**Across races, backgrounds and zip codes**, most of us want our families to have the freedom to drink clean water, breathe safe air, and live in healthy communities.”

#### ...states problems after the shared value

“Across races, backgrounds and zip codes, most of us want our families to have the freedom to drink clean water, breathe safe air, and live in healthy communities. **For too long, fossil fuel CEOs and the politicians they pay for have spread lies about the possibility for change while they hike up our rates and pollute our surroundings, targeting the communities they think can't fight back.**”

#### ...names villains who use racial scapegoating or division as a weapon that hurts all of us

“For too long, fossil fuel CEOs and the politicians they pay for have spread lies about the possibility for change while they hike up our rates and pollute our surroundings, **targeting the communities they think can't fight back.**”

## DON'T DO THIS



“Climate change is one of the biggest threats to our country and our future.”



“Our country—and our planet—are facing an exponential increase in climate disasters, from record heat waves to wildfires to hurricanes.”



“Our country—and our planet—are facing an exponential increase in climate disasters, from record heat waves to wildfires to hurricanes. The fossil fuel industry has yet to be held accountable for the role they've played in depleting our ozone layer.”



“The fossil fuel industry has yet to be held accountable for the role they've played in depleting our ozone layer. Meanwhile, the repercussions of rising temperatures are being felt by communities around the country.”

Check out our [Example Messaging Language](#) resource for examples of each of these rules

## DO THIS

## DON'T DO THIS

### My message...



#### ...uplifts victories and/or everyday collective actions that solve problems(s) across race

"We've already shown that the many can defeat the money **by winning clean energy legislation and defeating kickbacks for polluters in the past.**"



"Politicians are ignoring the harms that these companies have caused to our communities and people are dying because of it."



#### ...focuses on tangible outcomes, not policies or procedures

"By unleashing our power in our communities, workplaces, and polling booths, we will **make wealthy corporations pay what they owe and rewrite the rules so that we, the people, own the clean energy our families need.**"



"The ongoing budget reconciliation process at the federal level is a chance to advance our climate agenda. A budget reconciliation bill differs from a normal bill because it specifically focuses on decisions about how we spend and make money as a nation."



#### ...gives a clear call to action

"Together, we'll **demand our leaders ensure everyone's freedom to breathe easier and thrive**, no exceptions."



"It's time we take swift action on climate. Our futures depend on it."



#### ...shares what we are for without repeating the opposition's language

"Joining together across race and place, we can **ensure every community has the power to chart our own clean energy future, repairing and reviving the places we call home.**"



"It's simply not true that keeping corporate polluters in check will increase the price of the energy we rely on."



#### ...uses simple, everyday language

"We must come together to make this a place where we all can **breathe clean air, drink safe water, and live a good life.**"



"The distribution of pollutants and unsafe environmental conditions must be addressed."

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