

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.”

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.**"



...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.**"



...gives a clear call to action:

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



...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.**"



...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.**"

DON'T DO THIS



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



"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."



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



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



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