

AMERICAN DEMOCRACY - VISION FORWARD

Democrats must put forward a clear positive vision for America's future to galvanize people to action, driven by our shared American values. Our values ground our voice of opposition. Americans want strong leaders focused on building an economy that works for all and lowering prices, protecting our rights and freedoms, and creating a safe and sustainable future.

OPPORTUNITY TO THRIVE

Protect the pocketbooks & well-being of families, middle class & small business & ensure the wealthiest pay taxes like everyone else

DEMOCRACY & FREEDOM

Inclusive Democracy recognizing the Rule of Law, based on Fact and Truth

FAIRNESS & EQUITY

Every person is treated with dignity & respect with a commitment that government serves everyone & the Constitution protects all Americans

SUSTAINABLE & SECURE FUTURE

Dignity, safety & a sustainable future for all & lead the next wave of economic growth

Democratic Policy Program for America's Future

Opportunity to Thrive

- Affordable & accessible: healthcare for all, childcare, early & lifetime education, housing & safe communities
- Invest in industries of the future, create fair, living wages jobs and strong labor protections
- Do not accept the status quo. Launch aggressive program to reimagine/transform government. Protect core services (SS, Medicare/caid). Reduce/eliminate programs that no longer work
- Budget that matches revenues to necessary expenditures/investments & shares responsibility with the wealthiest and corporations paying taxes like everyone else

Democracy & Freedom

- Voting rights for all: universal registration of eligible voters; equal access; protection against voter suppression, nullification & certification interference
- Due process and free speech protection and protection against seizure, prosecution and political retribution for all
- Strong codes of conduct and integrity standards for all public leadership (incl. President & Supreme Ct)

Fairness & Equity

- Civil and Voting rights and due process and free speech protections to ensure that rights and freedoms under the Constitution are available to all, including vulnerable populations
- Opportunity for a safe home, quality healthcare, great schools, and safe and healthy communities - safety from gun violence, investment in more resources on the street and community policing
- Fair, just, and humane immigration system and secure border laws guided by due process & dignity

Secure & Sustainable Future

- Invest in climate protection so future generations inherit clean air, safe water and a thriving planet
- Technology & power governed by ethics, & digital systems respect personal dignity, autonomy & security
- Restore research funding and invest in research to develop new cures & technologies & address the impact of climate change on the planet
- Rebuild and strengthen bonds with pro-democracy allies to counter authoritarian threat

Democratic Action Plan for America's Future

- Organize & Act – Everywhere, Every Day
- Agitate and Mobilize
- Localize and Personalize
- Lean In

Democratic Action Plan for America's Future

Organize & Act - Everywhere, Every Day

- Rally Washington and local groups around a coordinated aggressive plan – we are **stronger together!**
 - **Pick focus issues - acknowledge problem, own issue**
 - Define **proactive actions for impact** - Speak, social media, legal, protests, hearings, R media/districts, etc.
 - **Define roles** - Spokespeople, National/State/Local, outreach/partner coordination, legislative/politics, legal
- **War Room** to align and respond
- Overarching, multi-layered media and messaging infrastructure - **all media, Republican forums**
- Publish **"Trackers"** for all major damage areas
- **Vision for America 2027/29**

Agitate and Mobilize

- **Block all R activities** in Congress
- **Opposition governing plan** - "Cabinet roles" and legislation, force Rs to block - **State/Local and National**
- **Litigate novel theories** proactively - eg, State charges vs ICE bad acts - make courts say no
- Create **Field Action Playbook**, coordinate messaging with protests
- **Proactive action** before Trump acts
- Call out **Rs in home Districts**
- Use **Blue state economic power**
- **Carrot and stick** with business - is **your company Trump's next target?**

Localize & Personalize

- Promote Vision through **local issues** to highlight **real impact** of our plans and the damage of Rs
- Use **real language to tell a person's story** - not policy speak
- Tell a **story**, make it **easy** to connect

Lean In

- **Acknowledge problems** Americans are facing
 - Voice **positive vision** and Call out **pain from Trump policies**
- **Own issues with better solutions** for real people
 - **Economy**, jobs, Inflation, **opportunity**
 - **Protect services & pocketbooks** - BBB, taxes, prices
 - **American Freedom and Rights**
 - **Immigration - Humane solution, Economic benefits**, taxes paid, SS/Medicare contributions
 - **Crime** reduction and prevention, Community Policing
- Always **tie back to the main themes** - don't fragment
- Force other players, media, Rs to **react to Ds message/plan**