Brief reports from the Annual Meeting Messaging breakout sessions:

Messaging, led by Beth Jacob, of Bluestocking Strategy; The group reviewed the most recent Democracy Initiative messaging guide, available here, practiced short “elevator” pitches about how our issues connect to the democracy movement, highlighted the importance of using stories in our messaging and discussed the gaps and barriers to having our messages received.

What were some new ideas/strategies you gained in this session?

* The crucial importance of understanding your audience-what they believe and are motivated by, and what information and experiences they have access to,
* The need to know and accept that they may not be where you are ,
* Their potential barriers to accepting your message,
* The power of stories in your messaging, and
* The need to prepare stories and examples to use in our pitches

Where are the gaps we encounter when we talk to people about democracy reform?

* “they’re all corrupt” and “that’s just the way it is”
* Apathy and disengagement,
* Concern about the ballot initiative process, and
* Misinformation about voter fraud

What messages would move your members?

* Voting rights violations in GA, NC
* Values: Honesty, transparency,
* Language of anti-corruption