

HOW TO TALK TO YOUR FRIENDS ABOUT **PROJECT 2025**

THE FORMULA

1. Start the conversation by asking a question. Ask open-ended questions to learn what they are thinking and feeling.
2. Listen to understand their concerns.
3. Acknowledge their feelings.
4. Make it personal by sharing your beliefs.
5. Identify where you have common ground. Even if they don't agree with you on everything, focus on your shared values. For example, "We all agree that kids deserve to feel safe and welcomed at school and have opportunities to learn..."
6. Use a "That's why..." statement, "...that's why I don't want to ban books."
7. If things get tense, shift the conversation back to where you have shared values.
8. Don't ignore disinformation, but don't repeat it. Counter it with facts and how those facts inform your beliefs.
9. Use Red Wine & Blue's Project 2025 Explainer to share factual information.

CONVERSATION STARTERS

- "What do you think about _____?"
- "I'm really concerned about _____ because of _____. How about you?"
- "I know you care about _____. I do too, which is why I'm worried when I see _____ happening."
- "I just learned about _____. It's really concerning me. What do you think?"

KEEP IN MIND

- Too many Americans haven't heard of Project 2025. You are a trusted source of facts.
- Talk to friends who you believe will be open to a meaningful conversation. Don't waste time on people who want to waste your time.
- Focusing on individual freedom is always a winning argument — freedom to read, love, and to make decisions for your family.
- Project 2025 is rooted in white Christian Nationalism and will disproportionately harm people of color and LGBTQ+ people.
- Project 2025 is already happening in states like Texas, Florida, Oklahoma, and rural communities. We have to stop extremism at every level this election.
- This work takes time. It has taken extremists decades to get to this moment. We have to keep the same level of determination and resilience, knowing that we are the majority.