

What Happened in 2024? Messaging and Timing

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Introductions



- Regional Organizing Director of the Lehigh Valley for For Our Future PA
- Former Engagement Organizer with the Harris/Walz Campaign in Monroe County

Today's discussion

1. What was Harris' message
2. What was Trump's message
3. Major events that happened that affected the election
4. How to engage in relational organizing for the future

What Was Harris' Message?

What was Harris' message?

- “Nimble, Relentless, Joyful”
- The Prosecutor vs The Felon
 - “Trump is unhinged, unstable, a petty tyrant”
 - “He will be a dictator on day one”
- “Momala” - Family Values
- Justice for women and children
 - Took on transnational gangs as a district attorney
 - Protection of abortion rights
- Affordable housing and supporting healthcare workers



What Was Trump's Message?

What was Trump's Message

- “Make America Great Again” “Make America Healthy Again”
- “Never Surrender” - Retribution against enemies
- Tough on immigration
- Bringing down costs - “Eggs prices” “Trump Low Prices, Kamala High Price”
- “No forever wars”



Major Events

More than just an October surprise

Major Events

War in Ukraine

- Sending aid to Ukraine via weapons
- War that started “on Biden’s watch”
- Trump team managed to turn that into a rebuke on the Dems calling them warmongers

Major Events

Trump's assassination attempt in Butler, PA

- Image alone was powerful
- Compared him to one the toughest presidents who survived an assassination - Theodore Roosevelt
- Gained him a lot of sympathy and street cred



Major Events

Biden Choosing Harris

- No matter what Harris could have done she was seen as a continuation of Biden
- Many voters did not like the fact that there was no primary for her
- Biden's age
- “Clearly, I am not Joe Biden” debate moment



Major Events

3 month-long campaign vs a 4 year-long campaign

- Trump never stopped campaigning after he lost
- People did not have enough time to learn who Kamala was

Misinformation

- Dems always on the defensive
- Made sure Republicans were in constant control of the narrative

Where to go from here?

How to engage in relational organizing
for our future

Relational Organizing!

- Talk with your friends, family, neighbors, community members
 - “Don’t talk politics” rule should not exist
 - Lonely people, people separated from society are more susceptible to extreme ideologies. We need to fill in those cracks
- Post on social media/ text and email your networks
 - Share factual articles to drown out the noise of misinformation
- Go local! Get involved with your local community
 - volunteer, join hobby and interest groups in your community (book clubs, gardening, DnD campaigns)
- Bring your network to For Our Future and Red Wine & Blue events!

Thank you!

Thank you all for attending!

If you have any questions, please feel free to reach out to me at

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or (484)-272-5466!