ARCHITECTURE OF A WINNING NARRATIVE

1. Open with shared **VALUES**. Name (and/or show!) race & class.

2. Name **VILLAINS** who use racial scapegoating as a weapon that economically harms all of us.
OR point out racial division as a tool of the opposition.

3. Emphasize unity and **COLLECTIVE ACTION** to solve problem.

4. Connect joining together to achieve desired outcomes - **VISION**. Name (and/or show!) that vision.

EXAMPLE OF A WINNING NARRATIVE: AMERICA / STATE'S STRENGTH

America's strength comes from our ability to work together – bringing together people from different places and of different races into a whole.	**Opens with a SHARED VALUE that names race and class.**
For this to be a place where everyone can thrive, we cannot let the 1% and the politicians they pay for divide us against each other based on what someone looks like, where they come from, or how much money they have.	**Names VILLAINS using racial scapegoating as a weapon that economically harms all of us.**
We need to join together to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past.	**Emphasizes unity and COLLECTIVE ACTION to solve problem.**
Coming together, we can elect new leaders who will deliver better healthcare for our families, quality schools for our kids, and a fair return on our work. [INSERT CALL TO ACTION]	**Connects joining together to achieve VISION - desired outcomes.**