

I END CITIZENS UNITED

PROMOTE YOUR WORK FOR THE PEOPLE, RESPOND TO ATTACKS

The corrupting influence of money in politics is the top issue for voters, especially swing and Independent voters. Americans understand how money in politics impacts their lives everyday - from drug prices to climate change to gun safety. One of the most stark examples came in 2017, when Republicans passed the tax bill, which cut taxes for big corporate donors and raised taxes for the middle class, while putting Social Security and Medicare at risk. ECU has conducted research to help bring forward a simple, powerful narrative that shows Democrats are on the side of the people.

FIGHT CORRUPTION: H.R. 1 - THE FOR THE PEOPLE ACT

Passing H.R. 1, the For the People Act, is one of the most popular Democratic achievements of 2019. The bill draws a clear contrast between Democrats, who are fighting for everyday Americans, and Republicans who want to hang on to the corrupt system they designed where corporate special interests can set the agenda and buy-off politicians.

KEY POINTS

1. Talk about fighting corruption rather than passing “reforms.”
2. Politicians are your best foil, and Mitch McConnell is the archetype.
3. Provide hope to fight cynicism, let people know For the People has actually passed the House.

Talking Points

I voted for the biggest anti-corruption bill in generations, which would make politicians disclose where their secret dark-money campaign funds come from and limits the power of special interest lobbyists, so we can change Washington.

Important Takeaway

Highlight the corrupting influence of money in politics rather than “reforming our broken campaign finance system”.

THE FIGHT OVER MONEY IN POLITICS: RESPONDING TO ATTACKS

Republicans will contest your record fighting corruption and your independence from special interests; the issue is simply too important to voters for them to cede it. Despite this, a back-and-forth over money in politics will usually hurt them. It's critical that you engage them. Democrats will benefit from a debate on the issue because Democrats want to change the rigged system and Republicans support the corrupt status quo.

KEY POINTS

1. Highlight the distinction between you, someone fighting to change the system, with your Republican opponent, someone who has rigged the system and will defend it
2. Point to your vote for the For the People Act as a contrast with Republicans who are protecting the corrupt system because they benefit from it
3. Attack the Republican for being beholden to corporate special interests at the expense of everyone else

Talking Points

I'm working for the people of my state/district to change a political system that my opponent has rigged in favor of the special interests. My opponent has taken \$XX from special interests (eg. Pharma, Big Oil, Corporate PACs) and voted to do X (eg. keep drug prices high, block climate change fixes, give a corporate tax cut).

Drug prices are too high because corrupt politicians are in the pocket of the pharmaceutical industry. They take pharma's money and then won't pass my bill, H.R. 3, which would let seniors negotiate with the drug companies through Medicare. And my opponent is blocking the biggest anti-corruption bill in a generation that would unrig the system, so it works for people, not big donors and corporate special interests.

Important Takeaway

Republicans want to undermine your strength. Your goals should be to demonstrate that you are fighting for people and not corporate special interests, working to change the rigged system, and are a trusted leader fighting to change the system that your opponent has corrupted.