

RAPID RESPONSE MEMO

Inflation Reduction Act: Messaging Guidance

Introduction

Congress passed and President Biden signed into law the historic Inflation Reduction Act, a significant step toward making corporations pay what they owe in taxes, tackling healthcare affordability, and creating a better, clean energy-powered future for our families. After turning out in record numbers to elect new leaders in 2020, the passage of the Inflation Reduction Act is the latest win we've delivered for working families across race and place.

This achievement demonstrates the power we hold as voters, while also making clear the work we have yet to do to defeat Big Oil and implement real solutions for our families. Every single Republican in Congress voted against the Inflation Reduction Act. Certain politicians continue to block countless popular measures to improve our lives — from bills that would ensure families have baby formula and childcare to legislation that would make corporations pay wages that reflect the true value of our work. A handful of corporate-backed politicians even eliminated a price cap on insulin and other important provisions of the Inflation Reduction Act, including limiting our ability to curb pollution and protect our air and water.

We must celebrate this win as the first of many on climate, health care, and economic wellbeing that voters can and will deliver. To continue this momentum, make this a place where we can all breathe easier, and protect our freedoms, our families, and our futures, we must demand leaders who will put our families over wealthy corporations. Please use the messaging below to mobilize our base and persuade the conflicted.

Full Narrative

Throughout our history, we've joined across races and places to solve big problems and build a better future for generations to come. Now, we've taken the next step by passing the historic Inflation Reduction Act – to power our communities with locally-made clean energy, create good-paying union jobs, and lower drug prices – by making wealthy corporations pay what they owe. A core group of elected leaders are fighting for what our families need, while other politicians threaten our freedoms and block the solutions Americans favor. We've shown what we can do by joining together to protect our freedoms, our families, and our futures. By unleashing our power in our communities, our workplaces, and our polling booths, we will make this a place where we all have the freedom to breathe easy and thrive, no exceptions.

Guidance

- Lead with **values**, explicitly naming they're shared across races and backgrounds.
- Center the **voters as the heroes** of this story, electing leaders who deliver for our families.
- Name the **villains** blocking what our families need and threatening our freedoms, our families, and our futures.
- Contend with cynicism and make clear that the Inflation Reduction Act is **one significant step of many that are yet to come**, once we join together in our communities, workplaces, and polling booths.

Additional Talking Points

- *We will make this a place where people of all races, backgrounds, and genders have the freedom to breathe easier and thrive.*
- *We've shown what we can do by joining together to protect our freedoms, our families, and our futures – and we're just getting started.*
- *Building more power is how we'll defeat Big Oil and Big Pharma and address the damage they've done, truly making this a place where everyone can breathe easier and thrive.*
- *Every single Republican in Congress voted against the Inflation Reduction Act.*
- *By unleashing our power in our communities, our workplaces, and our polling booths, we will protect our freedoms, our families, and our futures.*

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