

Framing Bullet Points

- **Present your ideas first.** (e.g. Taxes are an investment.)
- **Present your ideas efficiently and passionately, with moral framing.** (e.g. Taxes are an investment that lift up our free and democratic society.)
- **Do not include a lot of data and facts.** Instead, present ideas that you believe in.
- **Present your ideas in a positive light with your own framing and do not invoke opposition framing.** (e.g. Our investment in taxes is patriotic and paves the way for our future, our children's future and our grandchildren's future.)
- **Do not make a list of opposition framing and rebut it.** Doing so reinforces opposition framing.
- **Conclude by repeating the key words of your framing.** (e.g. Taxes are an investment in a free and democratic society.)
- **Share real stories about how your issue affects real people.** Or share stories about how you learned basic values from your mother, teacher, etc.
- **Say it simply.** For example, if you say "environment" there is no one clear image that comes to mind. If you say "forest", "soil", or "water" they bring clear images to mind. Work to use words that bring clear images to mind.