

# Citizen's Toolkit for Fighting Project 2025

## WHAT IS PROJECT 2025?

Project 2025 is a planned takeover of our government that would hand a future president unchecked power, allowing them to rollback Americans' rights and freedoms, threaten our democracy, and hurt the middle class. This agenda is led by MAGA Republicans to benefit their billionaire donors - but there are elected Republican members of Congress who are already advancing the policies in the Project 2025 playbook.

## WHAT IS THE CITIZEN'S TOOLKIT?

Understanding Project 2025 is just the first step in fighting it. This toolkit is a guide to grassroots tactics to ensure that this planned takeover doesn't become reality next year.

Who is it for? You! The contents of this toolkit have been used by Indivisible groups and other activists to pressure their members of Congress year over year, but anyone who cares about defeating Project 2025 and holding its enablers accountable can take the actions described here. Read on for message guidance on the MAGA playbook and what specific actions you can take in your own community to have an impact.

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## MESSAGE GUIDANCE: HOW WE TALK ABOUT PROJECT 2025

[Navigator Research](#) has conducted ongoing research into how the public views Project 2025 and their latest polling on the matter<sup>1</sup> seeks to understand how Americans evaluate the various policy proposals that are part of Project 2025 and what language and framing is most concerning to Americans about this policy roadmap. Based on this research, we provide the following recommendations on [how best to communicate about the threat and potential impact if Project 2025 were implemented](#):

✓ **Do: Use this as an opportunity to introduce Project 2025 to your community.** Awareness of Project 2025 remains low, even as it becomes a growing part of the national conversation. Of the 19 policies tested in this survey, every single one was opposed by at least 62 percent of Americans, including among higher shares of independents.

Based on our research, you can use a message like:

*“Project 2025 is an unprecedented and dangerous takeover by MAGA Republicans and wealthy billionaire donors that rolls back Americans’ rights and freedoms, threatens our democracy, and hurts the middle class by [insert any Project 2025 proposal].”*

✓ **Do: Lean into how Project 2025 fundamentally alters our government in ways that hand the president unprecedented power without any checks and balances.** These concerns about the impact it will have on our system of government and that it would concentrate unchecked power in the Executive Branch by granting the presidency powers like no president before has ever had is among the most concerning framings of Project 2025.

NOTE: This is a rare moment where we encourage you to lean into the PROCESS as much as the IMPACT, given the concern that the process of changing our government creates for Americans.

✓ **Do: Hold Congressional Republicans accountable for the ways they are already supporting Project 2025.** Attacks on reproductive freedom, denying health care coverage for pre-existing conditions, cutting Medicare and putting Social Security at risk, giving tax breaks to the wealthy and corporations, and eliminating programs like Head Start, the National Weather Service, or the Department of Education are all seen as things that would hurt the country by at least 70 percent of Americans. These are policies Republicans are on the record supporting – now is the time to define their current agenda as a precursor to Project 2025.

✗ **Don’t: Distract with big numbers or focus on political consequences of Project 2025 – focus on the impact of Project 2025 at the level of individuals.** This survey found that the only groups that Project 2025 is seen as having a positive impact on are the wealthy, CEOs, and corporations. Two-in-three Americans think seniors, women, and the LGBTQ+ community would be negatively impacted. At least three-in-five Americans think it would negatively impact the economy, how our government works, and the middle class.

<sup>1</sup> This survey was conducted among 1,000 registered voters from June 20-June 24, 2024. 100 additional interviews were conducted among Hispanic voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The margin of error of the full sample at the 95 percent confidence level is +/- 3.1 percent.

# HOW WE HOLD THEM ACCOUNTABLE AND FIGHT BACK

## BECOME A LOCAL MESSENGER ON PROJECT 2025

Trust in both advocacy communications and media figures is at a historic low. People tend to tune out messages that are overtly political or obviously paid for, which makes local voices within our own communities much more impactful on a topic like Project 2025. As a fellow constituent, you can get the word out to your community about the realities of Project 2025 and the need for accountability without immediately turning off big portions of your intended audience.

There are many ways to share stories and warnings about Project 2025 with your communities, including at town halls and local rallies. Read on for a few examples of how you can spread the word in your role as a constituent to the largest audiences possible.

## WRITE A LETTER TO THE EDITOR

The humble Letter to the Editor (LTE) remains influential in politics even as social media platforms have come and (some) gone. Here are a couple reasons why:

1. Your member of Congress will likely see your letter in the morning “clips.” Every morning, members of Congress and their staff start their day reading “the clips,” an email with links to all of the stories that mention the member by name. In most offices, these include Letters to the Editor and a letter that’s about a member will definitely be noticed and discussed.
2. Newspaper editors see your letter and your member cares what they think. Editorial boards are important local institutions for your member of Congress. They interview and endorse candidates during campaign season, and their opinions carry lots of weight throughout the year.

Beyond reaching and impacting members of Congress, LTEs give regular constituents the opportunity and platform to reach a large audience in their own district. Read on for a sample LTE on Project 2025:

*Dear Editor,*

*As a resident of [LOCAL COMMUNITY], I know that our democratic institutions and the constitutional checks and balances should be respected and upheld, regardless of the party in power. That is why [INSERT MEMBER OF CONGRESS] must reject the Project 2025 agenda – the extreme MAGA blueprint that would fundamentally alter our government and undermine our system of checks and balances. It is a dangerous, extreme manifesto that threatens our rights and freedoms as well as the integrity of our elections.*

*Project 2025 is the next iteration of the Big Lie. It moves election denialism from the physical violence of January 6th into a bureaucratic assault on the rule-of-law. If enacted it would enable a takeover of the federal government by partisan extremists. Project 2025 threatens our freedom to vote and jeopardizes the FBI’s ability to protect election workers.*

*To defend our democratic institutions, support working-class Americans, and protect our hard-won rights and freedoms, I urge you to stand up against the policies of Project 2025 and anyone associated with it.*

[NAME]

[LOCATION]

#### **LTE SUBMISSION TIPS:**

- **Be Concise:** Keep your letter within 250 words to maximize the chance of it being published.
- **Focus Your Message:** Stick to one main idea and support it with two to three strong points.
- **Use Personal Stories:** If applicable, personalize the issue with real-life implications or testimonies.
- **Be Respectful and Factual:** Maintain a respectful tone and rely on verified facts to strengthen your argument.
- **Call to Action:** Conclude with a specific call to action, encouraging readers to reflect, speak up, or vote.

#### **CALL IN TO A LOCAL TALK RADIO SHOW**

Talk radio is often dominated by conservative voices, but these are big, influential platforms that reach large audiences of listeners every day. Calling into local talk radio shows to provide the facts about Project 2025 and how your member of Congress is supporting it can bring this essential message to an audience who likely won't be reached otherwise.

#### **SAMPLE TALKING POINTS:**

- **Project 2025 is an unprecedented and dangerous takeover by MAGA Republicans and wealthy billionaire donors** that rolls back Americans' rights and freedoms, threatens our democracy, and hurts the middle class - and House Republicans are already trying to enact pieces of this extreme plan into action.
- **Project 2025 is a plot to take over the federal government**, supported by many MAGA House Republicans, that removes vital checks and balances on power and would dangerously threaten Americans' rights and freedoms.
- **Project 2025 moves election denialism from the physical violence of January 6th into a bureaucratic assault on the rule-of-law.** If enacted, it enables a takeover of the federal government - and House Republicans are already laying the groundwork as they attack election integrity well ahead of November 2024. Their extreme takeover of the federal government threatens our freedom to vote and jeopardizes the FBI's ability to protect election workers.

- If MAGA House Republicans get their way, Project 2025 will fundamentally alter our government and give the president **unprecedented power by gutting checks and balances** – all for the benefit of wealthy donors and corporations – to the detriment of everyday Americans.
- MAGA House Republicans are dangerous extremists who are already incorporating elements of Project 2025 into their agenda in Congress RIGHT NOW. It is the culmination of their long-running agenda to restrict reproductive freedom, increase health care costs, and privatize Medicare.
- Not only would Project 2025 undermine our democracy, but it would also actively harm middle-class and working families while giving more tax breaks to MAGA Republicans and their wealthy donors.
- These extreme policies are not hypothetical. Trump pursued many of these policies in his first term, and Project 2025 is a detailed blueprint for more efficient and organized execution of these policies by the Executive Branch. And the House Republican Caucus is already trying to enact them in Congress; they just don't have the full set of tools to do so **yet**.

#### TIPS FOR GETTING ON THE AIR:

- **Identify where to call:** whether it's your NPR station, a local political show, or right-wing talk radio, every audience needs to hear about the risk posed to our democracy by MAGA extremists who embrace the policies of Project 2025.
- **Find that connection:** they may not be talking specifically about Project 2025, but any conversation about the stakes of 2024, Congress, the rule of law, and holding elected officials accountable is relevant. When you call, you'll speak to a screener first. Their role is to make sure you have a clear point to make that's on-topic and that you can be trusted on the airwaves. Don't give your full argument – instead, have a one-sentence summary ready to go. (For example: 'Project 2025 is a governing plan for the president, but there are elected officials in our area who are pushing these policies right now.')
- **When you're on the air, be concise:** this isn't the time to wander. Make sure to give your most important, central point as quickly as possible – airtime is limited, and you can explain more if given the time. But lead with that first short paragraph right away!

## PUBLICLY ASK QUESTIONS AND DEMAND ANSWERS

Bird-dogging is a powerful tactic used by grassroots activists to get candidates and elected officials on the record about important issues. Indivisible activists have bird-dogged visibly and effectively since Indivisible's inception because it reflects the central value of our democratic system: elected representatives must answer to the people.

## KEY QUESTIONS:

- Do you support Project 2025 and the policies that would remove vital checks and balances on power and would dangerously threaten Americans' rights and freedoms?
- Do you commit to voting against any policies outlined in Project 2025?
- What are you doing to prevent Project 2025 from being enacted?
- Do you think the next president should have more powers – like Project 2025 gives them – or not?
- Do you think the government should have more unchecked power in our lives or less?

## TIPS FOR EFFECTIVE BIRD-DOGGING:

- **Recruit and train your crew.** You need at least two people: one to talk, one to film, but the more people asking questions the better!
- **Find opportunities and practice your questions.** Depending on the event, your squad will only get the chance to ask one or two questions. Before the event, make sure your squad is aligned on your top question.
- **Ask your question and get them on record.** Be PERSISTENT – they answer to you! If you have an opportunity to have a conversation with your target, make sure you keep your topic present. For example, if you're discussing healthcare, prime your target by mentioning healthcare directly, or the definition in every sentence. Don't let them dodge or redirect!
- **Get footage up on social media and out to local media.** Tag everyone, especially @IndivisibleTeam! Sharing your story on social media invites the public into your experience in a way that spotlights the issue you're trying to bring to the floor. Your bird-dogging videos can alter the way the public thinks about a certain issue or politician. Post your video on social media with some context about the event and tag media and larger accounts for visibility.

## SPREAD THE WORD ABOUT PROJECT 2025 IN YOUR OWN NETWORKS

In addition to finding large public platforms for your message about Project 2025, your own personal networks are essential avenues for getting the word out. You are a trusted voice among your own relational communities, so sharing information about Project 2025 accountability will go a long way to engaging help, bringing along and activating your friends, family, and community.

## SHARE ON SOCIAL MEDIA

For many of us, our most accessible and largest public platform is our own social media profiles. By sharing information to our networks through posts, graphics, and video on social media, we can reach a large audience in our own community.

Use our [social media toolkit](#) to help raise awareness about Project 2025. You can share information on the dangers of Project 2025 to your own social media profiles in just a few clicks with SoSha. Select the social media platform(s) that you use and SoSha will create customizable content for you.

### TALK TO YOUR NEIGHBORS

One of the most effective ways to educate on Project 2025 is also one of the easiest. By talking to the people who you see every day or who live in your neighborhood, you don't just share important information, you also help build long-term local power. And by leveraging your existing community relationships you can focus on the elements of the plan that would be most destructive in your own communities. Whether you live in a downtown high-rise or on a farm, in a manufacturing stronghold or a tourist hotspot, there is something in Project 2025 that would impact your community disproportionately. So get out there and talk about it.

And the best part of neighborhood outreach? It's so close to home. Once you've familiarized yourself with the messaging guidance in this toolkit, you can be a trusted messenger any time the opportunity presents itself. To get you started, here are some sample conversation starters:

*"Have you been seeing any of the news around Project 2025? I can't believe they want to [use the plan proposal you'd like to highlight]"*

*"What's new with me? I've been volunteering to fight back against Project 2025 - it's so dangerous. Have you heard about it?"*

*"Listen, I know you've been helping out with [local school, food bank, LGBTQ center, migrant assistance program - any place that serves the community or a vulnerable population] - it would be absolutely devastated if Project 2025 happens. Have you all been thinking about the impact it would have?"*

And if you're comfortable with it, it's easy to integrate conversations about Project 2025 into your existing political work, including if you're planning any door-to-door outreach. (You can also go knock on a few of your neighbor's doors to talk Project 2025 without bringing partisan politics into it!) Feel free to create your own scripting, but here's a draft to get you started:

*"Hi! I'm \_\_\_\_\_, and I live here in the neighborhood. I'm out talking to neighbors about Project 2025 - It's a 900-page plan by MAGA Republicans that targets our schools, takes away our rights and personal freedoms, and would roll back our system of checks and balances to give unprecedented power to the President. I've already talked to a few neighbors - have you heard about it?"*

### SOME TIPS FOR TALKING TO YOUR NEIGHBORS DOOR-TO-DOOR:

- After knocking, step back a few feet from the door so you are fully visible when the occupant opens it. Keep a relaxed and open body posture while waiting.

- If you haven't met before, you can establish a connection by introducing yourself as someone that also lives in the neighborhood. Community is a powerful thing.
- ALWAYS be friendly and courteous, and NEVER argue. If a neighbor is rude or refuses to engage, don't take it personally – you didn't do anything wrong!
- It's okay if they don't want to talk at the moment (or ever). People have busy lives and don't always feel comfortable talking about politics.
- Door-knocking is protected under the First Amendment, but if you're asked to leave, please do so immediately.
- If you feel unsafe or have a bad or hostile interaction, trust your gut.
- If you can, bring along Project 2025 materials to hand to neighbors or leave behind. (But not in the mailbox – it's illegal!)

## RESOURCES FOR ACCOUNTABILITY

[The House Accountability War Room](#) leverages their research and communications expertise to hold the MAGA House of Representatives accountable for their extreme agenda. They launched a [digital campaign](#) holding House Republicans accountable for embracing the policies of Project 2025, an unprecedented and dangerous takeover by MAGA Republicans and wealthy billionaire donors that rolls back Americans' rights and freedoms, threatens our democracy, and hurts the middle class. Click [here](#) to learn more about House Republicans' Project 2025 legislation in Congress.