

RACE CLASS NARRATIVE MESSAGE CHECKLIST



MY MESSAGE LEADS WITH A SHARED VALUE.

I.e. “Most of us work hard for our families.”



MY MESSAGE REFERENCES RACE IN THE SHARED VALUE.

I.e. “No matter where we’re from or what we look like...”



MY MESSAGE NAMES AN ACTIVE VILLAIN OR PERPETRATOR WHO CAUSES THE HARM.

I.e. “This representative blocked health care,” **NOT** “Our community has been deprived of care.”



MY MESSAGE SPECIFIES PARTICULAR AGENTS AT FAULT RATHER THAN IMPLYING A WHOLE CATEGORY IS TO BLAME.

I.e. “Rep. [NAME] has...” OR “A handful of corporations have...”
NOT “Politicians and corporations have...”



MY MESSAGE NAMES RACIAL SCAPEGOATING OR DELIBERATE DIVISION AS A TOOL VILLAINS USE TO PROFIT, HARMING US ALL.

I.e. “Certain politicians point the finger at Black people and new immigrants to distract us from their failures...”



MY MESSAGE OFFERS A DESIRABLE VISION OR OUTCOME.

I.e. “We will have the care we need to get and stay well.”



MY MESSAGE NAMES HARMS AND BARRIERS *AFTER* THE SHARED VALUE.

I.e. “We all want our kids to attend good schools that help them pursue their dreams. But certain politicians deprive schools in Black communities...” **NOT** “The achievement gap between white students and Black students...”



MY MESSAGE LIFTS UP COMING TOGETHER TO ACHIEVE A DESIRED OUTCOME.

I.e. “We can pull through by pulling together, like we’ve done in the past.”



MY MESSAGE FOCUSES ON OUTCOMES, NOT POLICIES OR PROCEDURES.

I.e. “We can ensure everyone has the paid time off they need to recover from illness or care for a sick loved one,” **NOT** “We need paid family leave.”



MY MESSAGE SAYS WHAT I AM FOR AND DOES NOT REPEAT WHAT I AM AGAINST.

I.e. “We support x plan that will do a, b and c - nothing less,” **NOT** “Their plan isn’t adequate because...” or “We’re not y or z.”



MY MESSAGE USES DEFINITIVE ACTIONS, WITHOUT HEDGE PHRASES.

I.e. “We will do x,” **NOT** “We will work to do x.”