
IT'S NOT TOO LATE

Bringing MAGA Voters Home

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Presented by



Karin Tamerius, MD

Founder, Smart Politics
Political Psychiatrist



Locke Peterseim

Content Manager



AGENDA

- **It's not too late**
- **Deradicalization process**
- **The project**
- **Next steps**
- **BONUS: Angry Uncle Bot**



—

It's not too late



How do we know people can change?

Because...

- That's how brains work
- There are plenty of famous people who have changed their minds
- We have changed our minds
- MAGA voters have changed their minds in the past



**Most of the time we
don't notice change
when it happens**

Consistency Bias

**We assume people
(including ourselves)
remain consistent over
time.**



One dramatic case

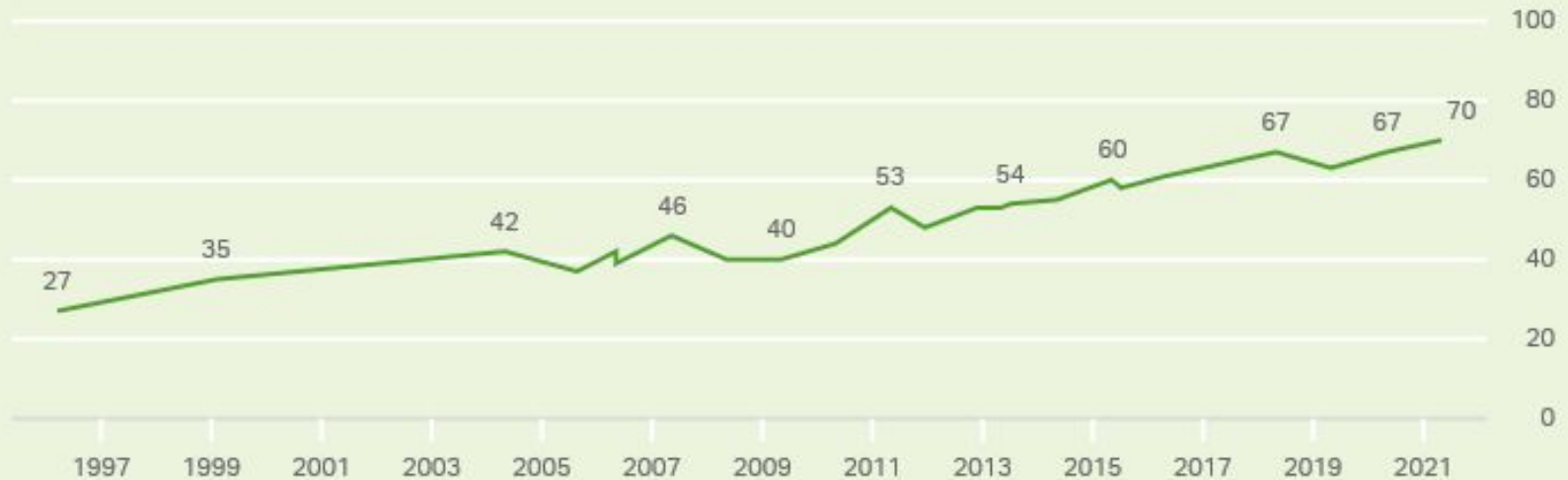


Marriage Equality

U.S. Support for Same-Sex Marriage, 1996-2021

Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

— % Should be valid

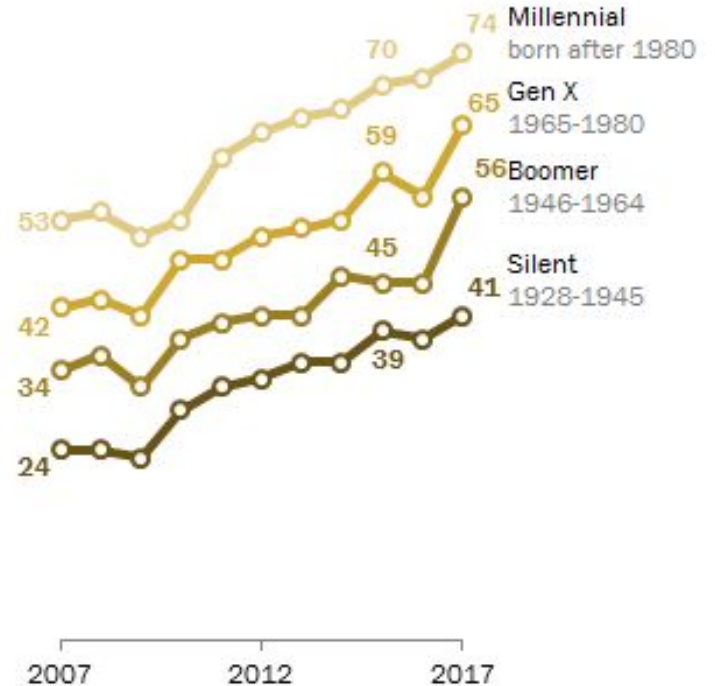


GALLUP

Change by Generation

Majorities of Millennials, Gen X and Boomers now favor same-sex marriage

% who favor allowing gays and lesbians to marry legally



Note: Data for 2007-2015 based on yearly averages.
Source: Survey conducted June 8-18, 2017.

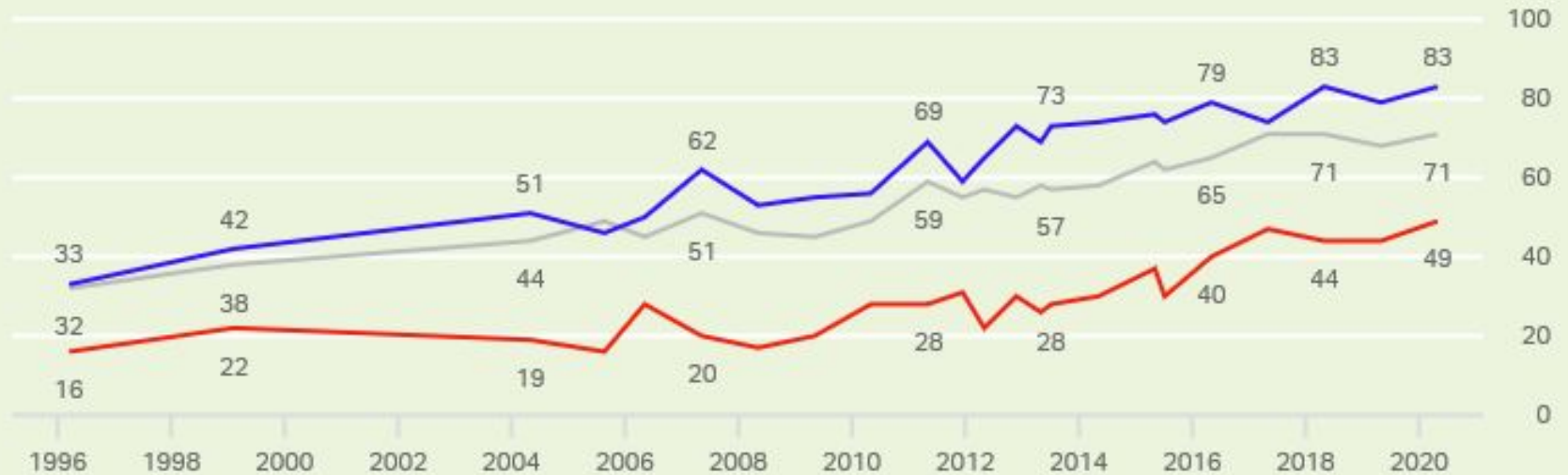
PEW RESEARCH CENTER

Change by Partisanship

Support for Gay Marriage, by Political Party -- 1996-2020

% Saying same-sex marriages should be recognized by the law as valid

■ Republicans ■ Independents ■ Democrats



GALLUP

**“I’ve tried. If they
were going to change
they would have
already.”**

**Here’s the painful
truth:**

**You probably
haven’t been
approaching
them in the most
effective way.**



Deradicalization Process



Steven Hassan, PhD



Cult influence expert

- Former cult member
- Psychologist
- Author
 - Cult of Trump
 - Freedom of Mind
- Strategic Intervention Approach (SIA)
- “Giving up is a dysfunctional coping mechanism.”

**Why are we talking
about cults?**

**Because MAGA and
Trumpism resemble
a cult of personality**

**But it doesn't matter
what we call it. The way
to bring loved ones back
is the same.**



1

CONNECT



CONNECT

You are their
lifeline back from
MAGA

How

- Re-establish contact
- Heal relationship
- Build rapport



Trust Pyramid



2

GATHER



GATHER INFORMATION

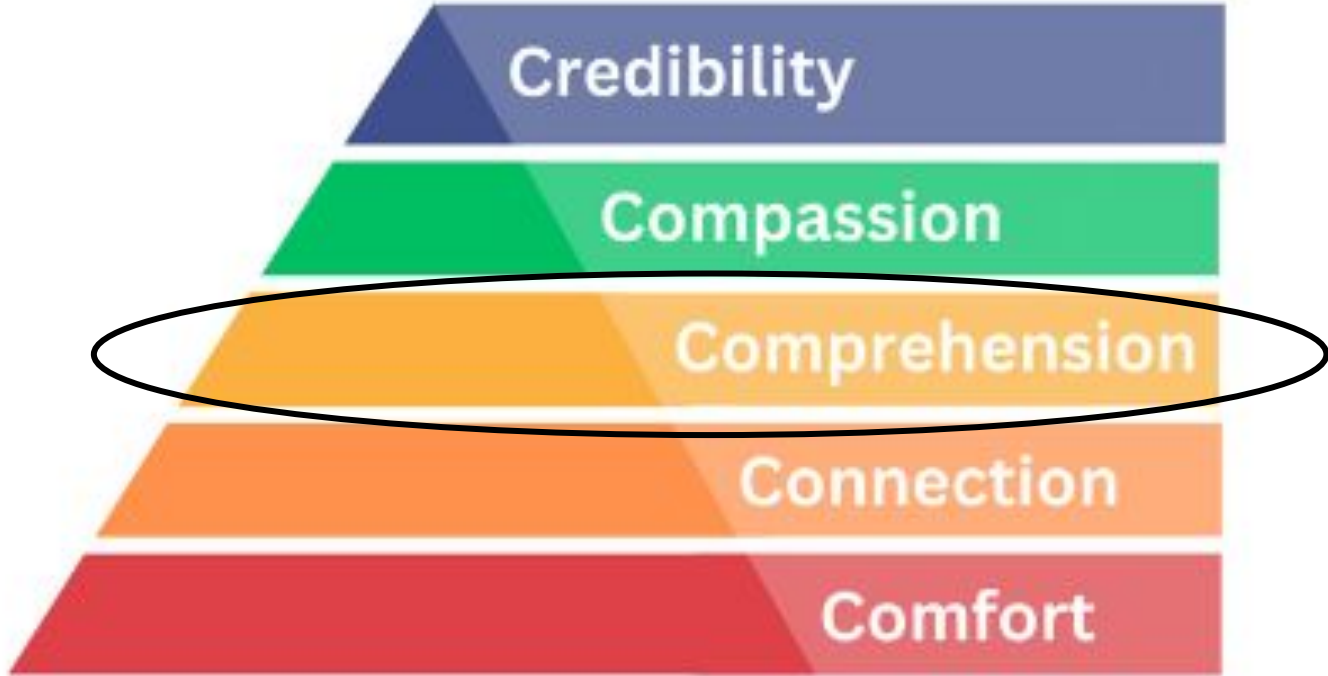
To earn trust and
communicate
effectively

Gently ask questions to
discover...

- What they believed and valued before MAGA/Trumpism
- What they believe and value under the influence of MAGA/Trumpism
- Their authentic self: Core identity, genuine personality, and real feelings beyond influence of MAGA/Trumpism



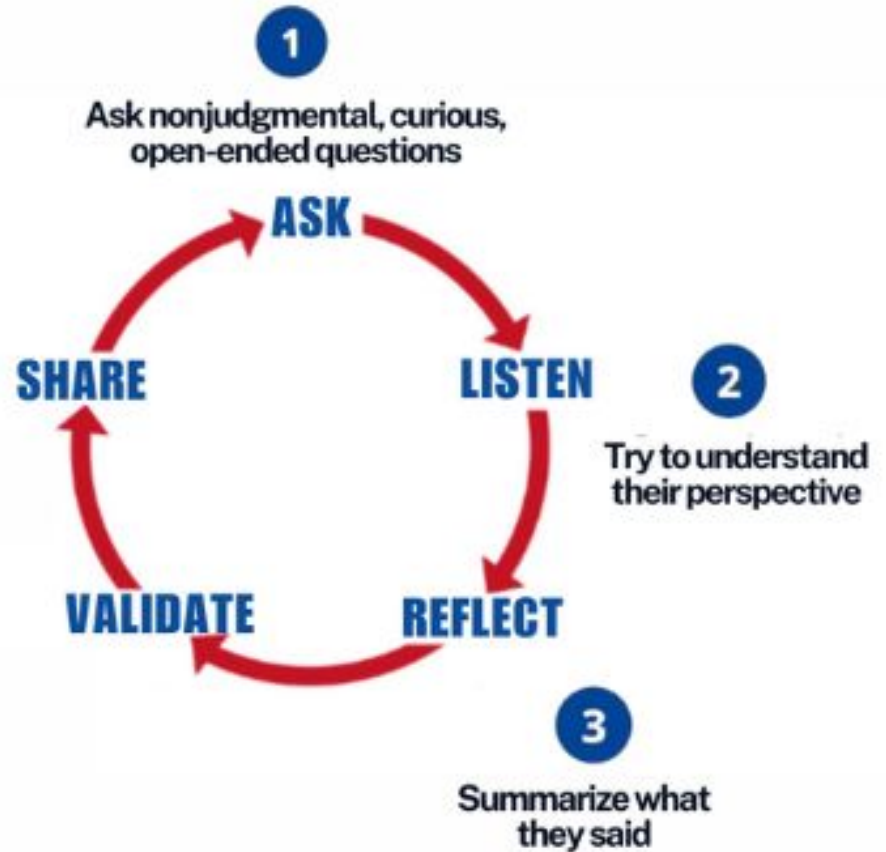
Trust Pyramid



Persuasion Conversation Cycle

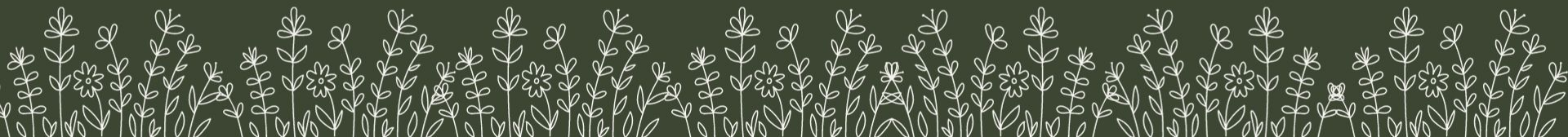
Most important for
gathering information:

- ASK
- LISTEN
- REFLECT



3

**CULTIVATE
DOUBT**



CULTIVATE DOUBT

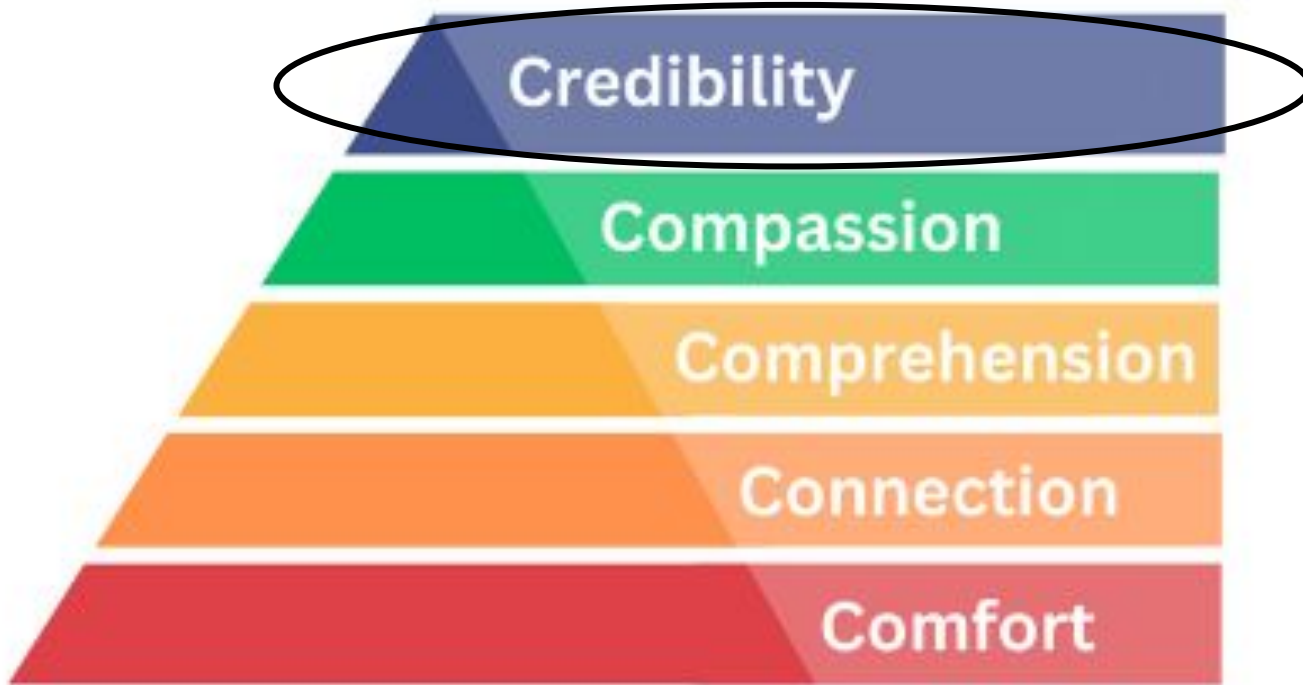
To help them think
more freely and
critically about
MAGA and Trumpism

How

- Highlight ambivalence
- Provide information
- Share your experiences and the experiences of others
- Contrast ideal with reality
- Ask what it would take to change their mind



Trust Pyramid



Persuasion Conversation Cycle

Most important for
cultivating doubt:

- SHARE
- ASK again



4

MOTIVATE



MOTIVATE CHANGE

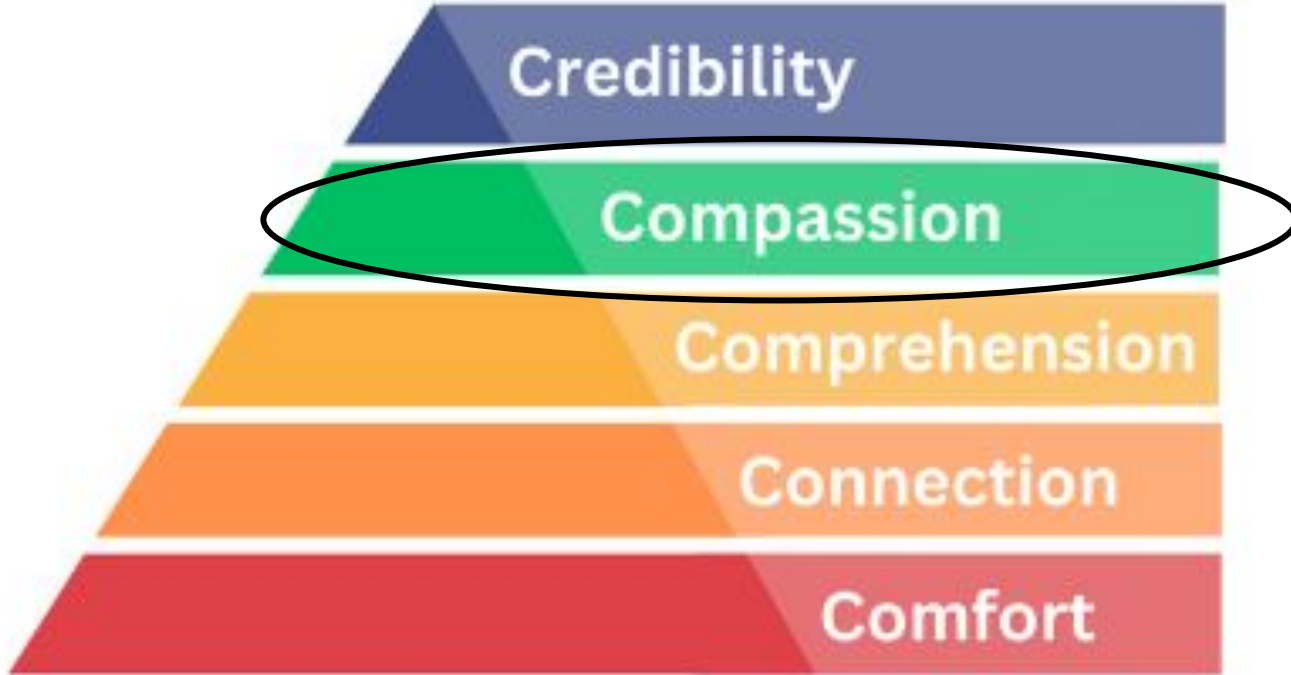
To inspire change
even though change
is hard

How

- Foster new, healthy relationships
- Facilitate the development of new interests and activities
- Provide emotional support to overcome fear of change



Trust Pyramid



The Project



It's Not Too Late

**Commit to reaching
out to one MAGA
voter this year**



**Learn how to bring
MAGA voters back
while supporting each
other in the process**

- 1. Attend weekly
Sunday night group**
- 2. You reach out to
one MAGA voter**
- 3. Together we
deradicalize 1000
voters**



**Influencing one
voter matters more
than you think**

Three Degrees of Influence

- Christakis and Fowler, 2007
- Everything we do influences the thinking and behavior of others out to three degrees
- Friends (1st degree), friends' friends (2nd degree), friends' friends' friends (3rd degree)
- ~8000/person
- ~8,000,000 for this project



Next Steps



**Ready to get
started?**

Visit our linktree!



linktr.ee/itsnottoolateproject



Ready to get started?



linktr.ee/itsnottoolateproject



A vertical screenshot of a social media profile page for @itsnottoolateproject. The profile picture shows a house with flowers. The bio reads "Bringing MAGA voters home". Below the bio are icons for a menu and Facebook. A button says "Click here to join!". The "Project Description" section states: "It's Not Too Late is dedicated to bringing MAGA voters back to reality through one on one conversations with friends and family. We are helping progressives across the country reconnect with one Republican over the course of 2024. Together we will deradicalize the electorate and restore th...". A "More" button is below the description. Other sections include "What's your story?", "WEEKLY GROUP" (Sunday 8 PM ET), "WEBINARS" (It's Not Too Late!, Essential Skills), and a "Subscribe" button at the top right.

Ready to get started?



linktr.ee/itsnottoolateproject

TOOLS



Persuasion Conversation Cycle



Trust Pyramid



Angry Uncle Bot



OTHER IMPORTANT STUFF



Project Overview



Smart Politics



Contact us here



Buy Locke a Coffee



BONUS

Angry Uncle Bot

