

Victory 2024

Abortion and Reproductive Rights

April 24, 2024



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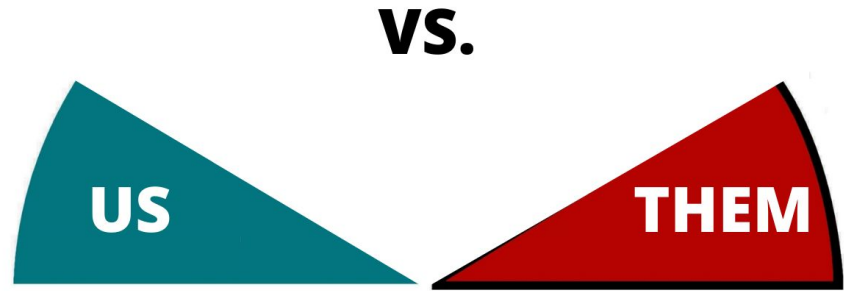


AGENDA

- The bad news
- The good news
- The strategy
- The method
- Practice

First, the bad news.

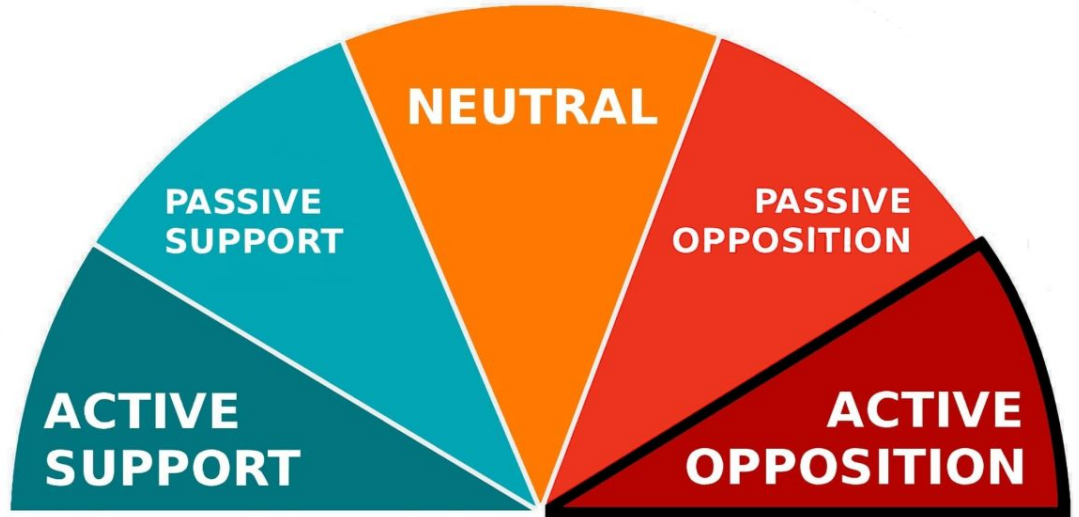
**We lost the
fight of
us vs them**



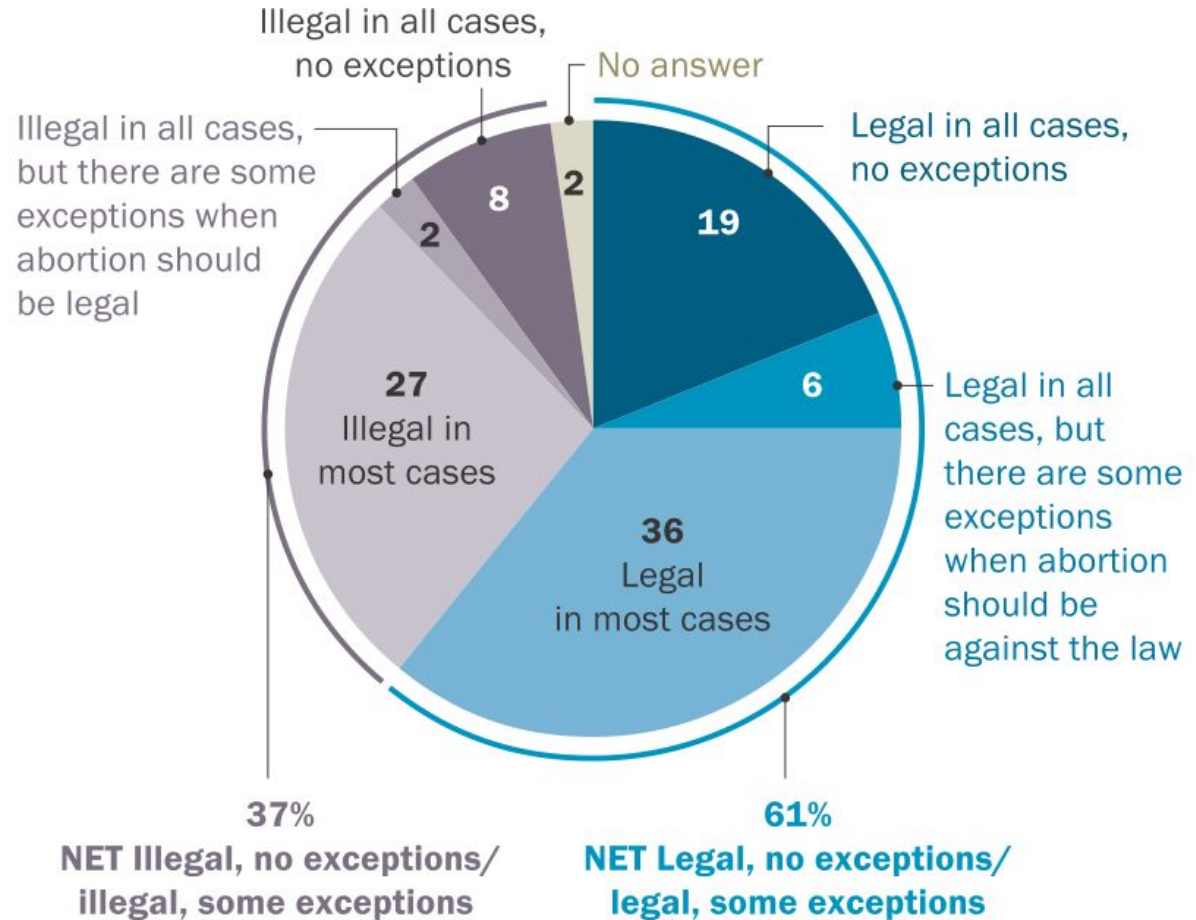
Now, the good news.

There are a lot more people than “us” and “them”.

Spectrum of Allies

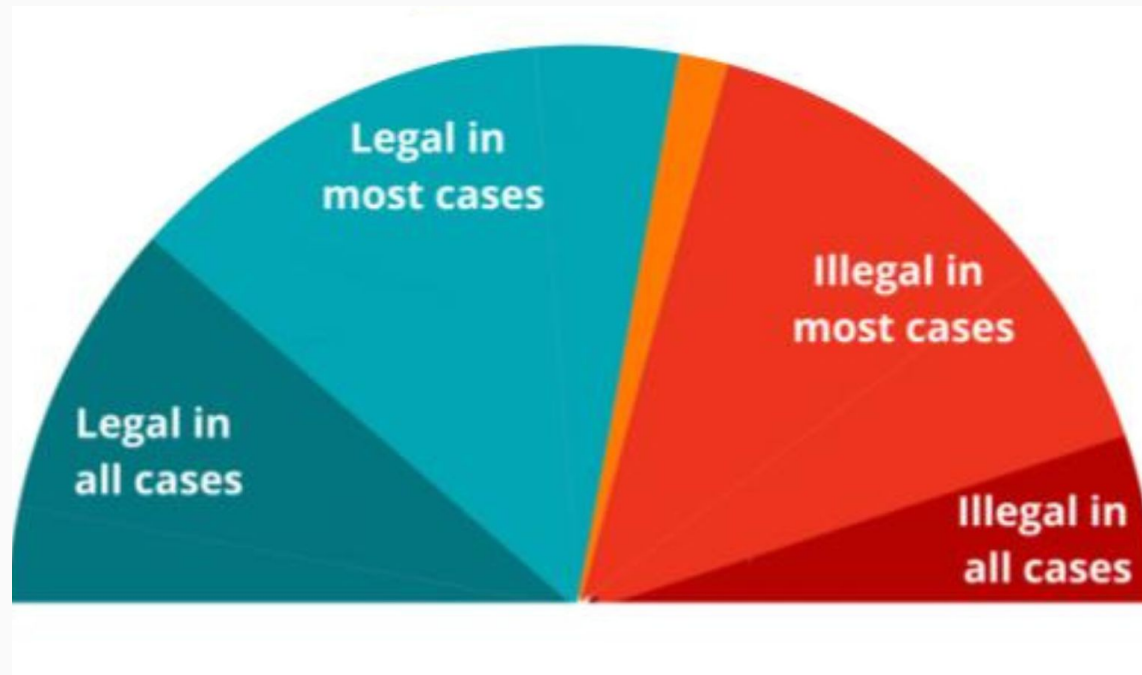


Distribution of attitudes on abortion



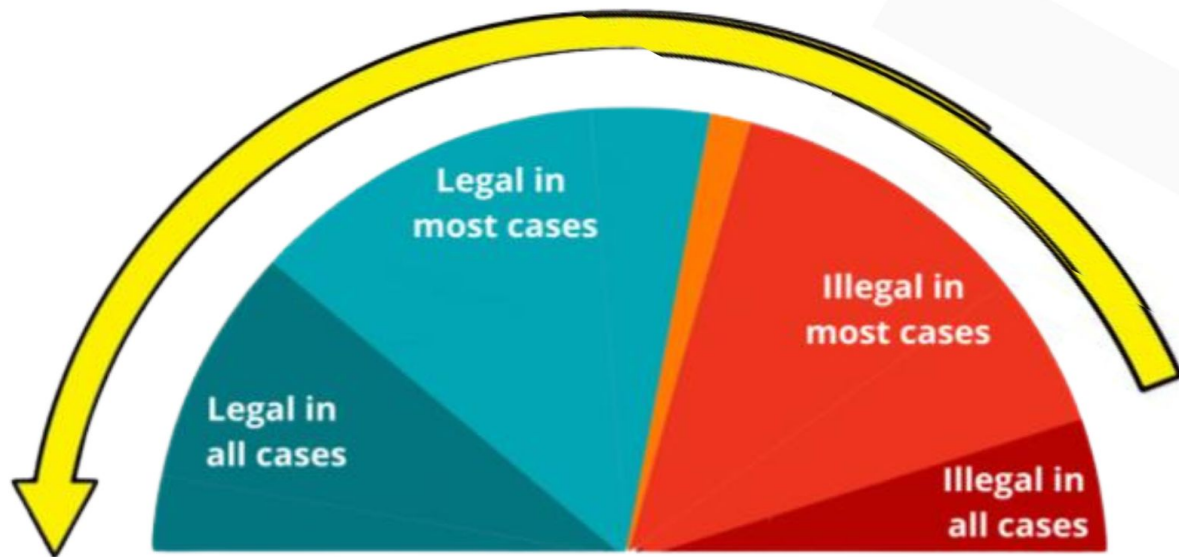
Pew, 2022

Spectrum of Allies analysis for abortion issue

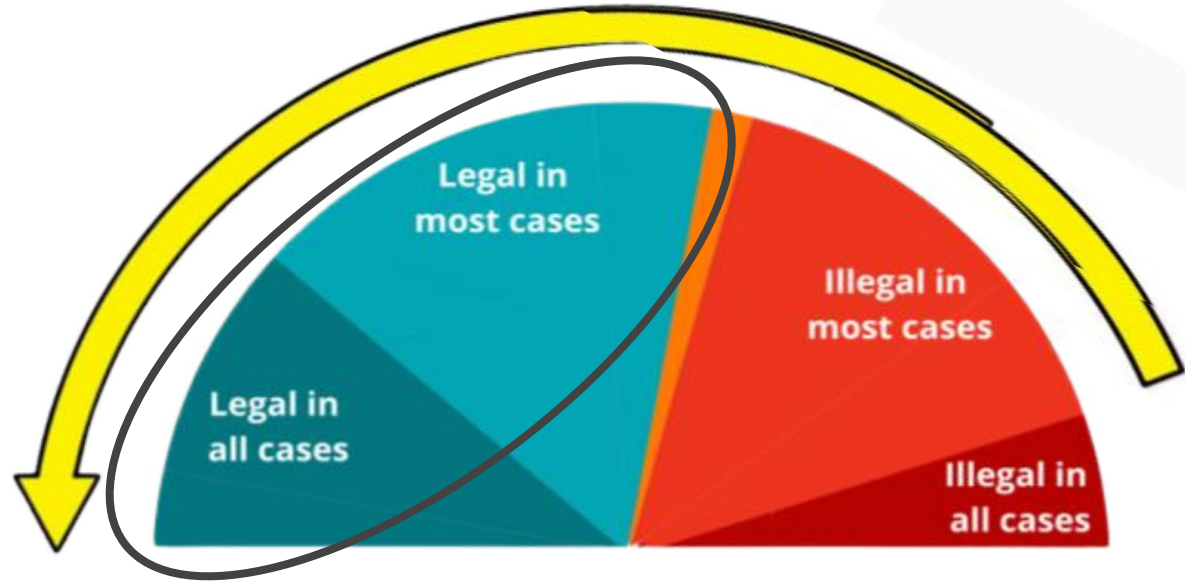


The Strategy

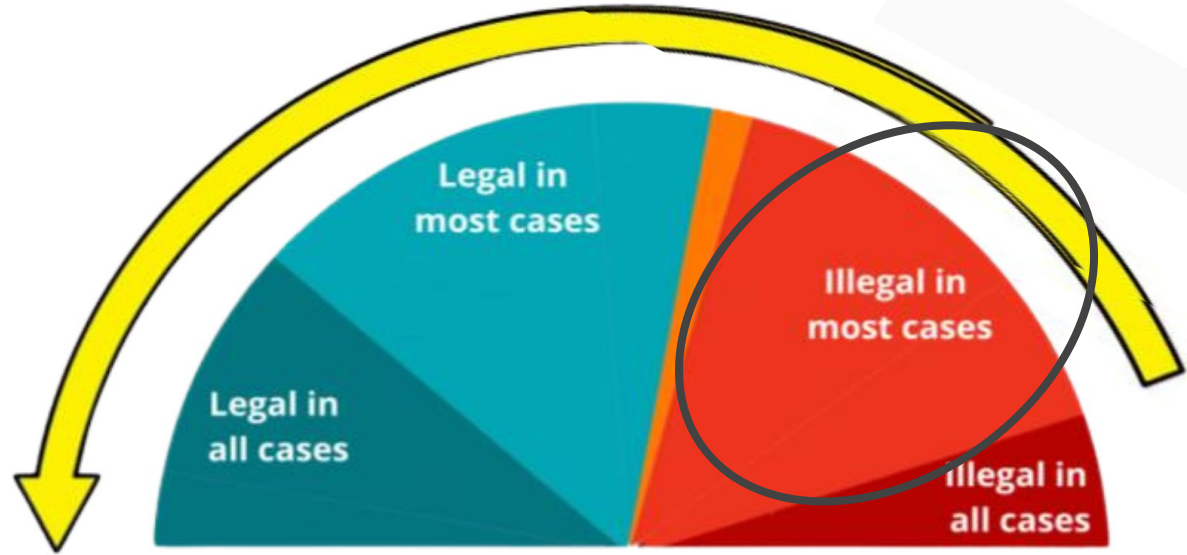
Spectrum of Allies strategy for abortion issue



**Democratic
strategy is
good at this**



**Democratic
strategy is
lousy at this**



Our job:

Help these folks realize they actually agree with us



Not only will this increase support for reproductive rights legislation...

It will also increase support for Biden.

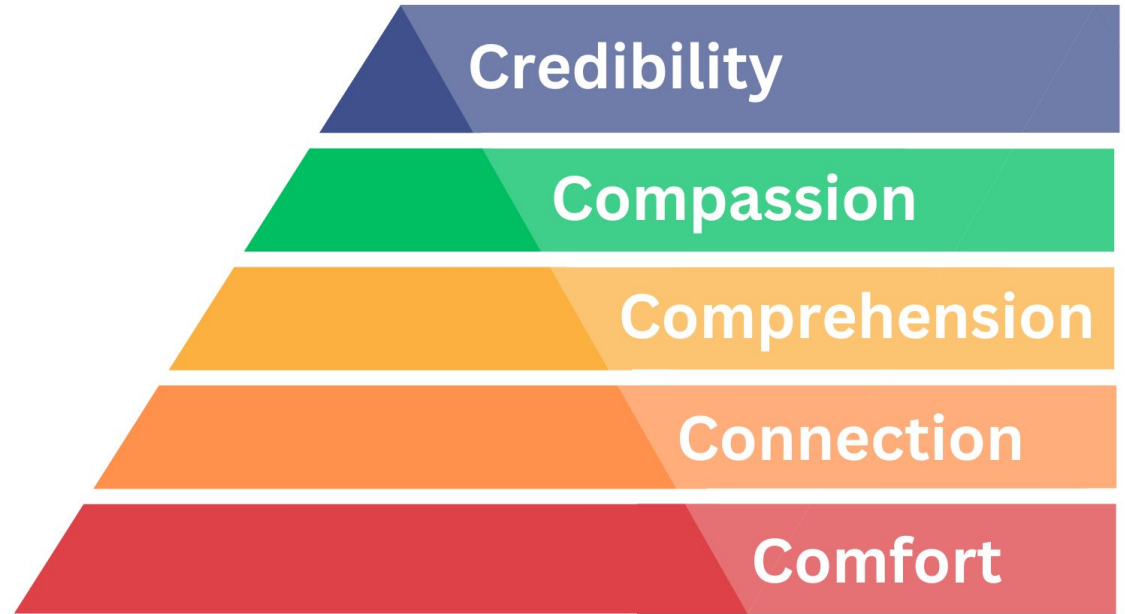
The Method

**Arguments don't
change minds.**

Relationships do.

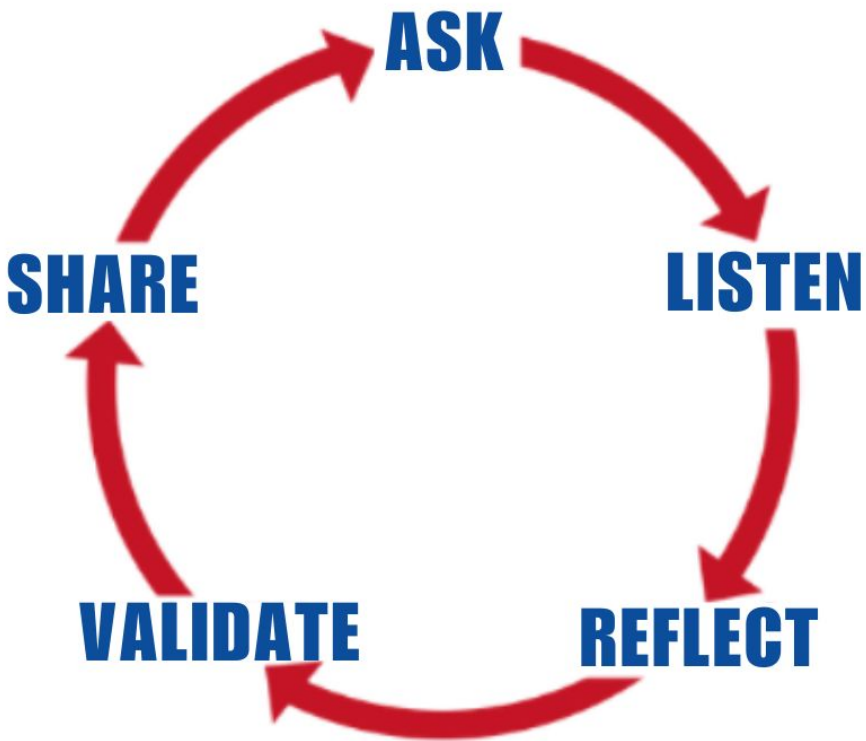
**First, build
A strong
relationship**

Trust Pyramid

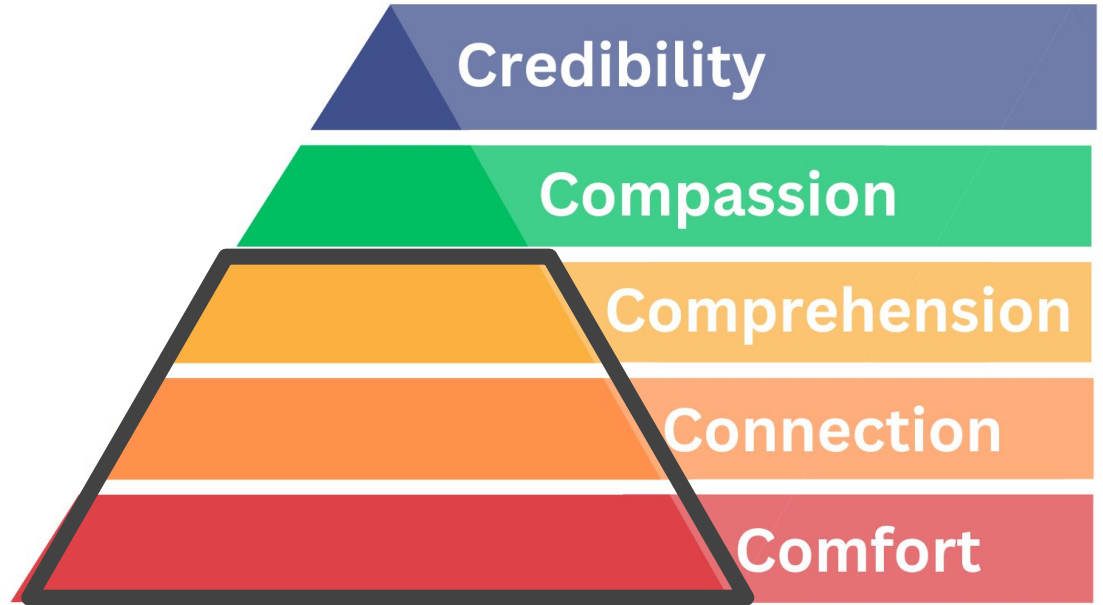
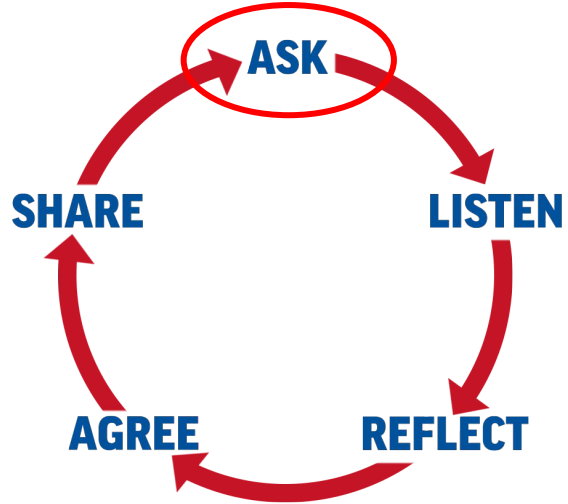


Persuasion Conversation Cycle

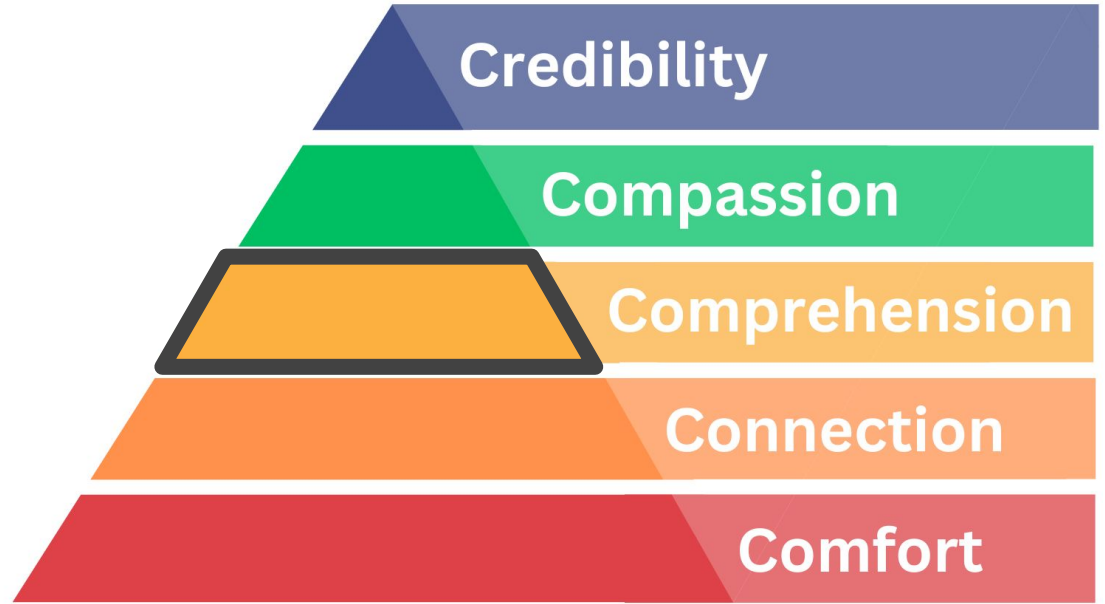
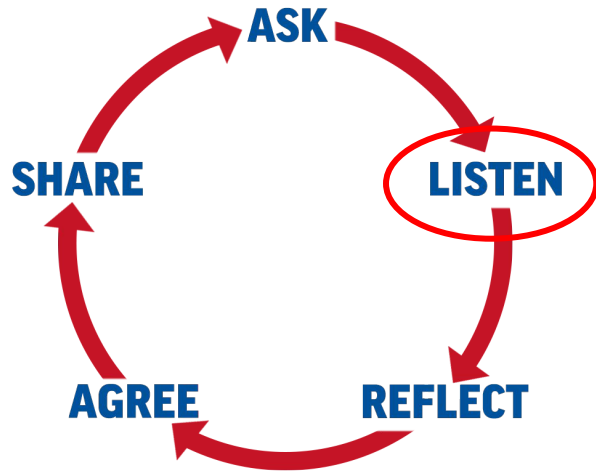
Here's how to quickly earn trust so others will listen to your perspective



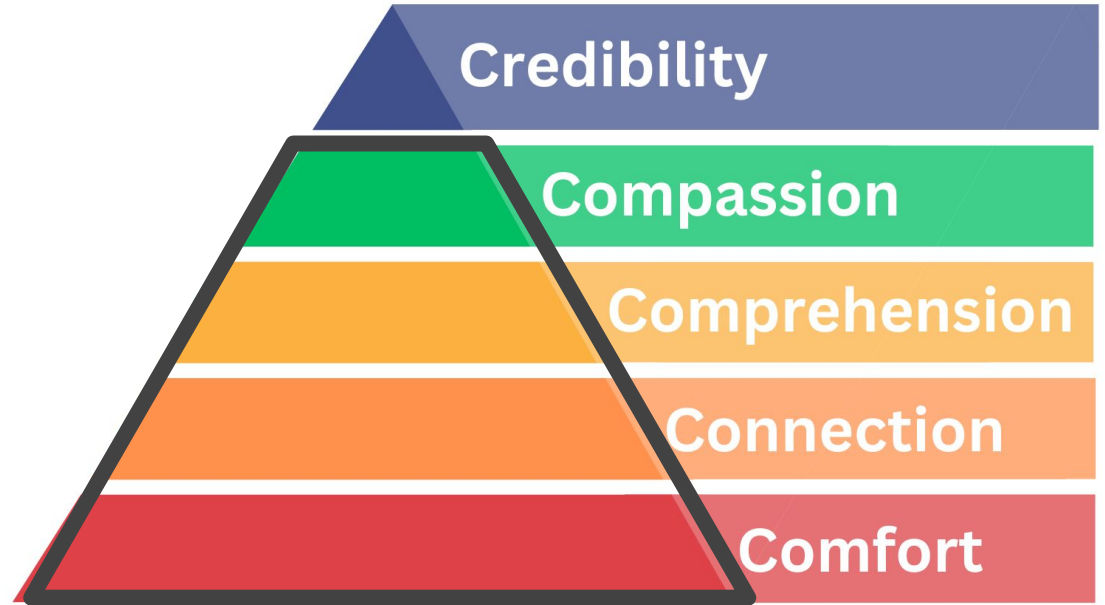
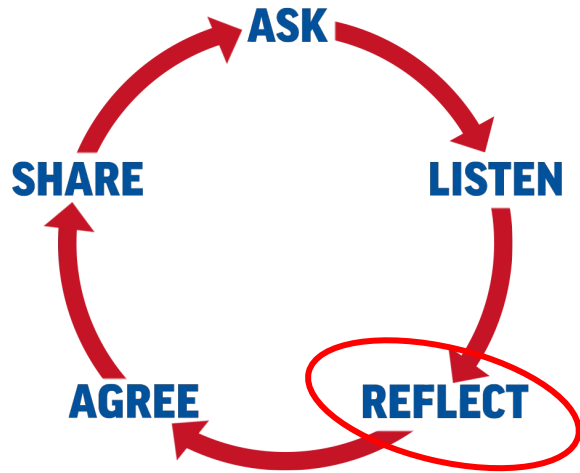
ASK



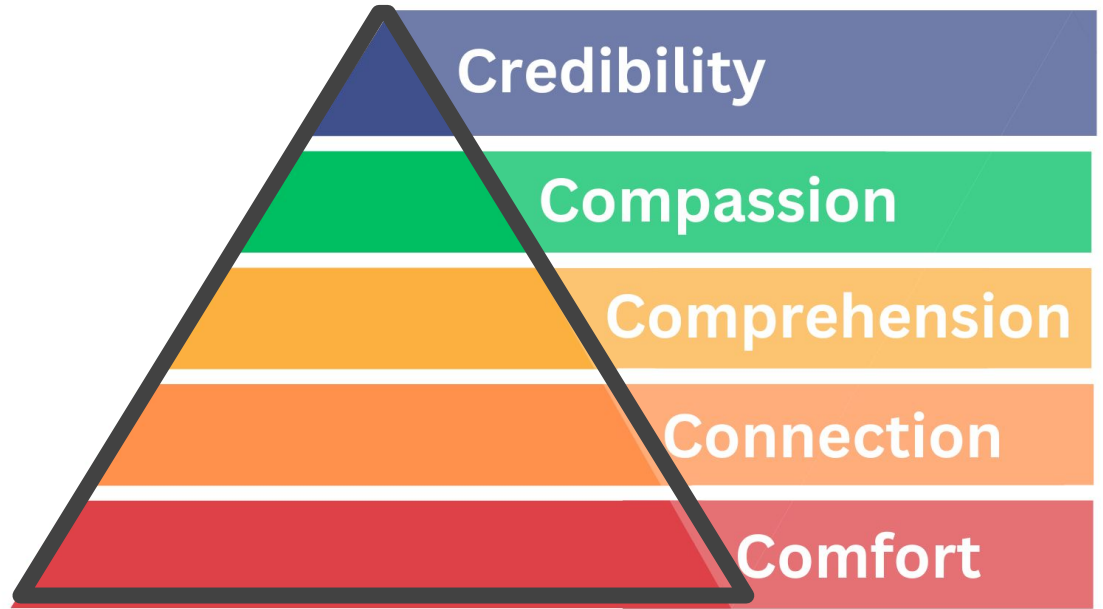
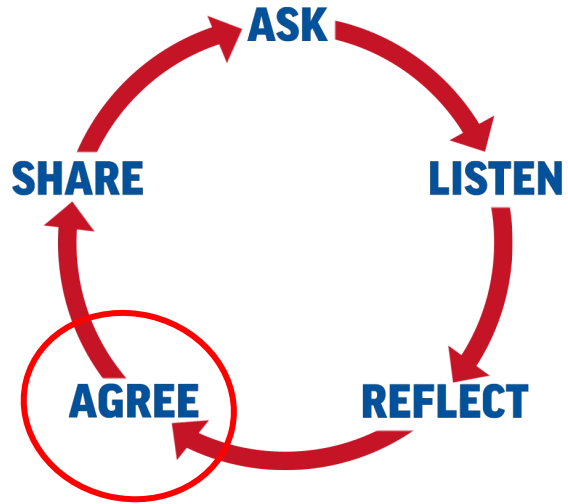
LISTEN



REFLECT



AGREE



SHARE

