



A CALL FOR PRO-DEMOCRACY MESSAGING THAT IS INSISTENT, CONSISTENT & PERSISTENT

WHO: A “Cabinet” of Pro-Democracy Thought Leaders

Progressive Women of Greater Hartford, (ProWo), a grassroots group of pro-democracy activists in the Greater Hartford Area dedicated to defending freedom, propose the creation of a “We the People Cabinet” (WPC) to strengthen democratic institutions. This Cabinet should reflect diversity across demographics and professional expertise, prioritizing strong communicators to reach broad audiences. The WPC will include national leaders: governors, mayors, legislators, pollsters, and grassroots organizers. Together they would propose strengthening and uniting democratic institutions to communicate with one loud clear voice across America.

WHAT: Design and Implement a Coordinated Messaging Campaign

The WPC would develop coordinated messaging and strategies to advance these key priorities:

- Protecting constitutional due process
- Passing the John Lewis Voting Rights Advancement Act
- Establishing fair and transparent national redistricting
- Securing Social Security, Medicare, and Medicaid
- Addressing affordable healthcare and food insecurity
- Ensuring reproductive and LGBTQ+ rights
- Passing comprehensive immigration reform
- Restricting presidential immunity and executive privilege
- Restoring EPA regulations and establishing a climate protection policy
- Enacting a national assault weapons ban
- Proposing Supreme Court ethics accountability
- Revising HUD affordable housing guidelines
- Protecting Department of Education programs, prioritizing child care

HOW: Be Insistent, Consistent & Persistent

ProWo emphasizes an Insistent, Consistent, and Persistent (ICP) messaging program. This strategy involves daily, coordinated communication across grassroots networks, social media, conservative and mainstream media outlets, and through personal storytelling. The messaging should expose falsehoods, highlight facts, emphasize economic issues, and propose solutions that resonate with all voters.

WHEN: NOW!

Our Declaration Rallying Cry is for Pro-Democracy Allies to Unite, Create, and Lead Insistent, Consistent, and Persistent Messaging NOW!

ProWo will support this ICP messaging and mobilization effort. *Contact Jane Zande, ProWo Coordinator, at prowo462@gmail.com*