

Church & Country

Instructions:

- Select a policy everyone has worked on, then have each person pick a different archetype.
- Using the workbook, spend 10 minutes writing 1-2 sentences for each concept on your own.
- Share your message with your group and discuss: What was easy? What was difficult? Spend around 5 minutes per archetype.

Jot down up to 3 points that were easy:

Jot down up to 3 points that were difficult:



Local Action, Local Freedom

Present **local residents** as dedicated problem-solvers, working hard to find solutions that meet **local needs** and serve **everyone**.

Emphasize that local decisions empower **individuals** and **families** to exercise their **freedoms**.

** Emphasize that local action empowers local leaders to protect **Christian values**, uphold **family-centered** policies, and maintain standards aligned with their **faith**.*



Communities Over Corporations and Party

Emphasize that local decision-making embodies **smaller-government** principles—prioritizing **people over party** and returning **power to local communities**.

Highlight instances where **corporate or partisan agendas** go against **local values and needs**.

Emphasize that local decision-making honors the needs of **families and **faith-based institutions**, while preemption prioritizes corporate or partisan agendas over **Christian values**.*



Local Knowledge, Better Outcomes

Show how **local knowledge** shapes policies that deliver **real results** that benefit everyone.

Contrast this with the consequences of **one-size-fits-all solutions** that don't work in the real world.

** Highlight that **locally-driven** solutions **work best** to produce **outcomes** aligned with the community's **unique values and needs**, because local leaders **care** about their communities.*



Shared Values in Action

Showcase how local decision-making upholds **values** important to conservative leaders.

Be **specific** about values advanced by your issue that appeal to different conservative archetypes.

** Connect the issue to values of **faith, family, service, caring, hard work** and/or **contribution**.*

Economic Influenced

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Jot down up to 3 points that were easy:

Jot down up to 3 points that were difficult:

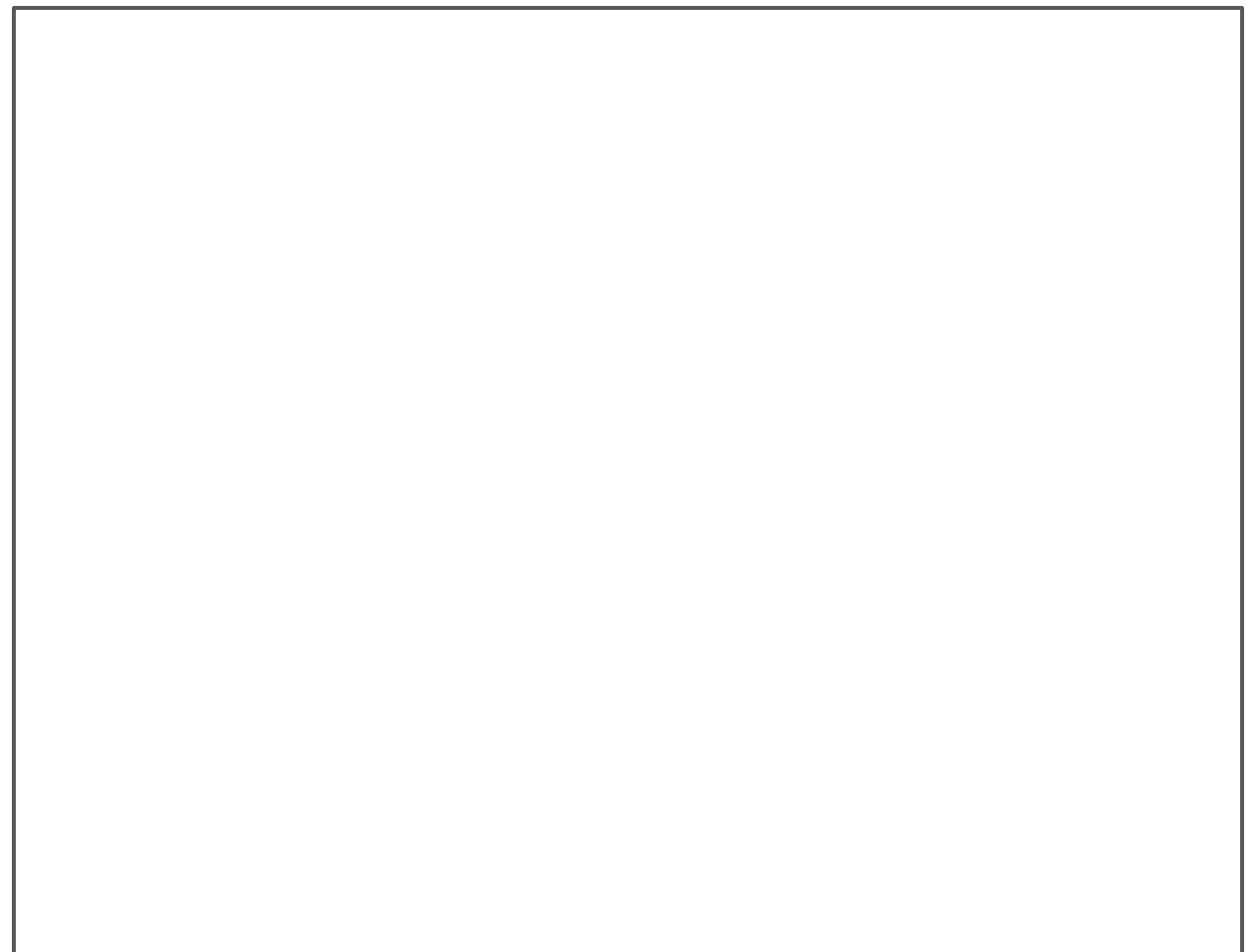


Local Action, Local Freedom

Present local residents as dedicated **problem-solvers**, working hard to find solutions that meet **local needs** and serve **everyone**.

Emphasize that local decisions empower **individuals** and **families** to exercise their **freedoms**.

** Highlight how local problem-solvers work together to find **innovative** and **efficient solutions**, tailored to **community needs**, that enhance everyone's lives and ensure personal **freedom**.*





Communities Over Corporations and Party

Emphasize that local decision-making embodies **smaller-government** principles—prioritizing **people over party** and returning **power to local communities**.

Highlight instances where **corporate or partisan agendas** go against **local values and needs**.

** Show how corporate interests and party agendas can **overturn fair** and/or **fiscally responsible** policies.*

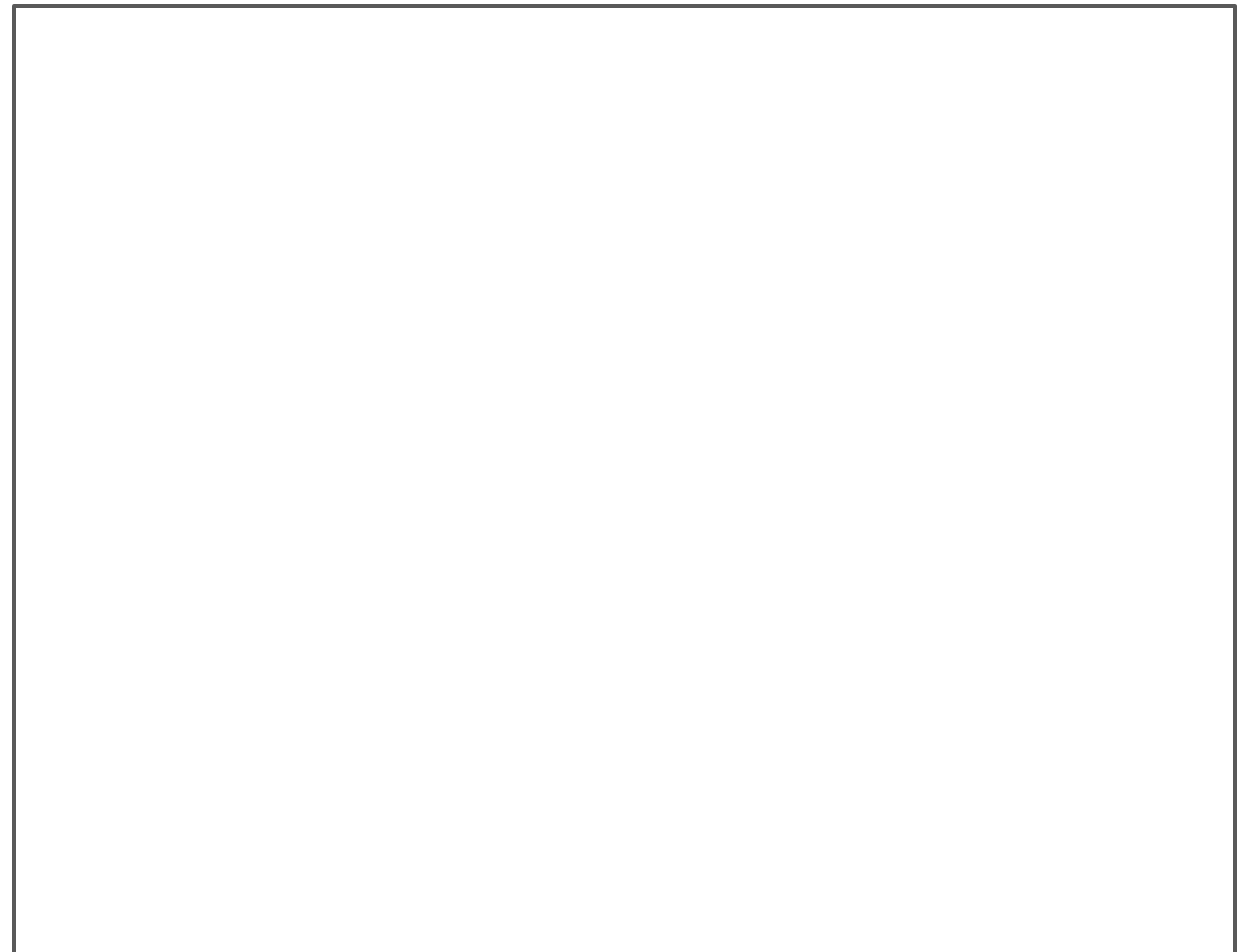


Local Knowledge, Better Outcomes

Show how **local knowledge** shapes policies that deliver **real results** that benefit everyone.

Contrast this with the consequences of **one-size-fits-all solutions** that don't work in the real world.

** Illustrate how local governance leads to policies and programs that work better in building **local economies**, because they're rooted in **knowledge** of **local assets** and **needs**. Contrast this with **economic consequences** that preemption can cause.*





Shared Values in Action

Showcase how local decision-making upholds **values** important to conservative leaders.

Be **specific** about values advanced by your issue that appeal to different conservative archetypes.

** Align the issue with values of **limited government, efficiency, economic security, community resilience and/or self-sufficiency.***

Legacy Republican

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Local Action, Local Freedom

Present local residents as dedicated **problem-solvers**, working hard to find solutions that meet **local needs** and serve **everyone**.

Emphasize that local decisions empower **individuals** and **families** to exercise their **freedoms**.

** Show how **local leaders** make decisions that respect community **rights**, **traditions**, and **expertise**, delivering **trusted**, **fair**, and **responsible** solutions that can benefit **everyone**.*

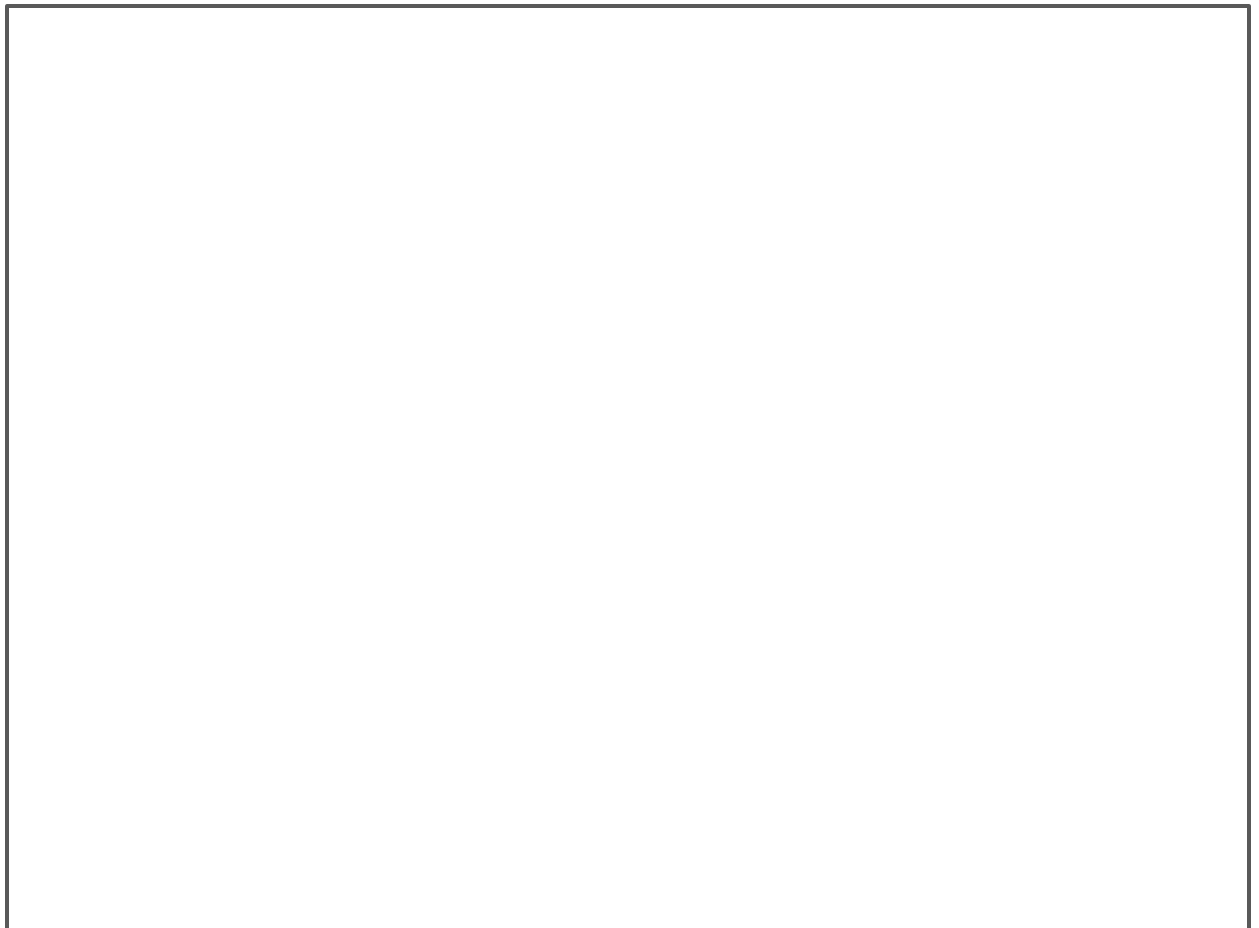


Communities Over Corporations and Party

Emphasize that local decision-making embodies **smaller-government** principles—prioritizing **people over party** and returning **power to local communities**.

Highlight instances where **corporate or partisan agendas** go against **local values and needs**.

** Emphasize that local decision-making is a **bipartisan** approach that puts power into the hands of people who **care** for and **serve** one another, rather than political parties or corporate interests.*



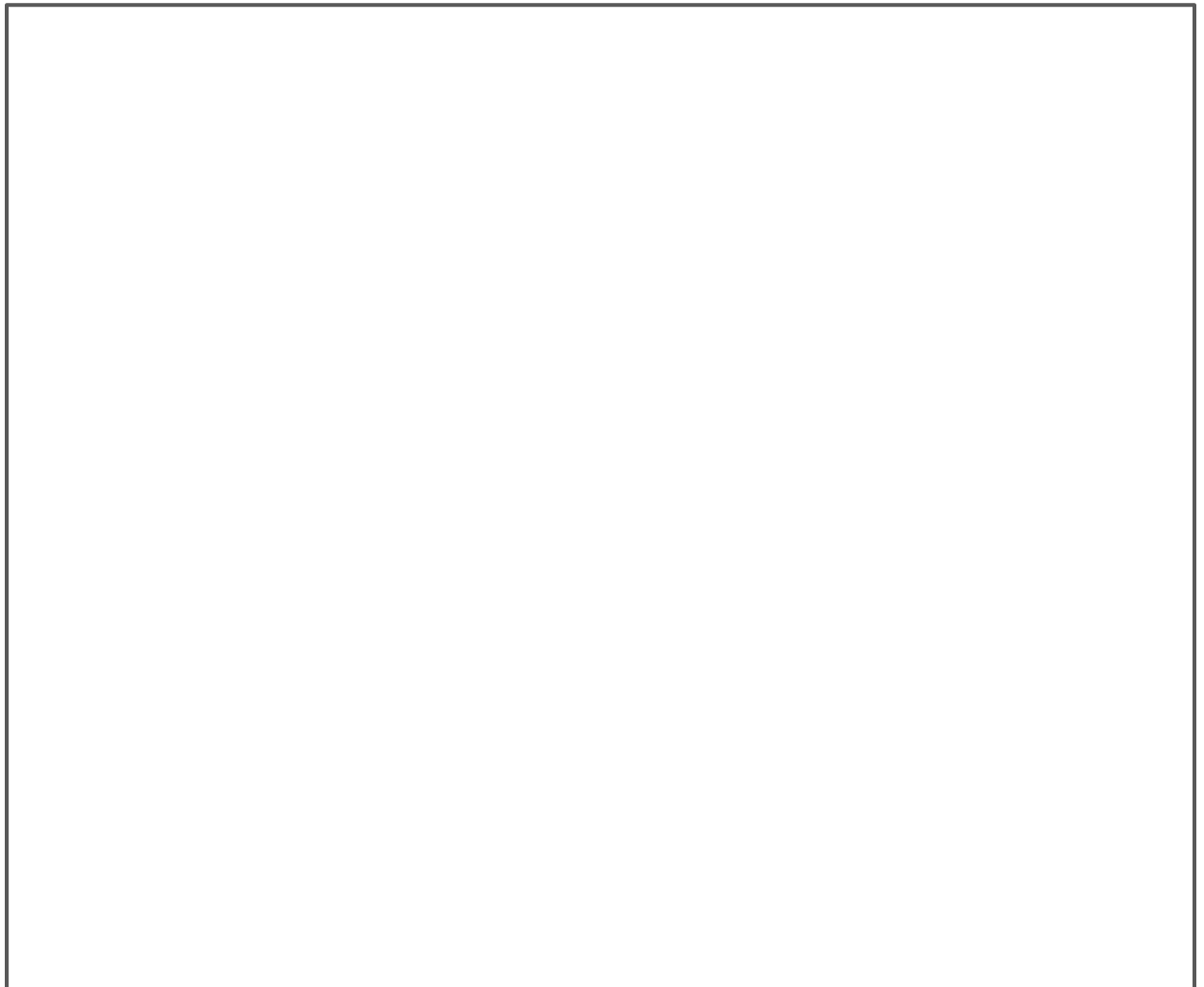


Local Knowledge, Better Outcomes

Show how **local knowledge** shapes policies that deliver **real results** that benefit everyone.

Contrast this with the consequences of **one-size-fits-all solutions** that don't work in the real world.

** Demonstrate how local decision-making leads to **practical, lasting solutions** that reflect community values and benefit everyone.*





Shared Values in Action

Showcase how local decision-making upholds **values** important to conservative leaders.

Be **specific** about values advanced by your issue that appeal to different conservative archetypes.

** Connect the issue to values of **integrity, responsibility, care, service, and respect for tradition** that guide leaders to do what's right for everyone they serve.*

Populist Aligned

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Local Action, Local Freedom

Present local residents as dedicated **problem-solvers**, working hard to find solutions that meet **local needs** and serve **everyone**.

Emphasize that local decisions empower **individuals** and **families** to exercise their **freedoms**.

** Emphasize that local people are working to create **real change** in their communities as an expression of constitutional principles like **freedom, independence, and responsibility**.*



Communities Over Corporations and Party

Emphasize that local decision-making embodies **smaller-government** principles—prioritizing **people over party** and returning **power to local communities**.

Highlight instances where **corporate or partisan agendas** go against **local values and needs**.

** Show how corporate interests and party agendas can undermine **smaller-government principles**, take away **local freedom** and erode **local independence**.*



Local Knowledge, Better Outcomes

Show how **local knowledge** shapes policies that deliver **real results** that benefit everyone.

Contrast this with the consequences of **one-size-fits-all solutions** that don't work in the real world.

** Describe how **local know-how** leads to **practical solutions** more **effectively** than **top-down** policies—and undesirable outcomes of **one-size-fits-all mandates**, like **less local independence** and **impractical regulations**.*



Shared Values in Action

Showcase how local decision-making upholds **values** important to conservative leaders.

Be **specific** about values advanced by your issue that appeal to different conservative archetypes.

** Frame local decision-making as an expression of **traditional American values**, embodying values like **hard work**, **independence**, and **freedom**.*