



HATTAWAY
COMMUNICATIONS

American Heart Association



Messaging Workshop

November 2024



Agenda

Introducing the Formula

Introducing the Tailored
Guidance

Breakouts

Feedback



The Formula



Conservative Core Values and Motivators

- Enabling freedom and parental/family rights
- Limiting government
- Helping everyone
- Serving people over corporate interests
- Producing positive outcomes

Conservative Decision-maker Formula



Local Action, Local Freedom

Present local residents as dedicated **problem-solvers**, working hard to find solutions that serve **everyone**. Emphasize that local decisions empower **individuals** and **families** to exercise their **freedoms**.



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**, in contrast to community-driven action.



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.



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.



Church & Country



Economic Influenced



Legacy Republican



Populist Aligned

Church & Country



Core Values

- Faith
- Caring, contribution, and service
- Tradition, adherence to conservative ideals
- Helping families

Trusted Messengers and Sources

- Faith leaders
- Local doctors
- Local small business leaders



Local Action, Local Freedom

Tailored Guidance:

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

True **freedom** comes from local decision-making, not top-down mandates.

Local leaders know best how to find solutions that reflect our values and care for all of our **families**, as our **faith** calls us to do.



Communities Over Corporations and Party

Tailored Guidance:

*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 leaders know best how to serve their neighbors and represent their **faith**-based values, not big corporations or political parties.

Overruling decisions supported by local **faith** leaders to push corporate interests and party agendas does not serve our **families** well.



Local Knowledge, Better Outcomes

Tailored Guidance:

*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.*

Locally made decisions **work best** to protect our **families**, because they're grounded in our **local realities** and **shared values**—and they're crafted by people who **care** about **all** of our families.

A top-down, one-size-fits-all approach rarely serves all of our **families** well.



Shared Values in Action

Tailored Guidance:

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

Locally-led decision-making is about **family, faith, and service**. Overruling our decisions makes it harder to protect our **families** and reflect our values.

Our local policies reflect our priorities: We want every family to have opportunity, health, and safety. We show **caring, compassion, and respect** for everyone.

One Minute Message–Paid Leave

State officials plan to overturn paid leave policies supported by **local faith leaders** and **parents**.

Local leaders are working hard to solve **challenges facing families**. They should have the **freedom** to enact paid leave as a way to **honor families**, as their **faith calls them to do**.

Paid leave **meets the needs** of our **families** and respects our **faith-based** values.

Our local leaders know what our **families** need, and they need paid leave. **Local solutions serve families better than top-down mandates, because they reflect our values**—and they're crafted by people who **care** about **all** of our families.

Paid leave reflects our values and priorities: We want every family to have **opportunity, health, and safety**. Hardworking people contribute to our community, and we believe they should be able to take time to **care for their families** in times of need.



**Local Action,
Local Freedom**



**Communities Over
Corporations and Party**



**Local Knowledge,
Better Outcomes**



**Shared Values
in Action**

Economic Influenced



Core Values

- Freedom and autonomy
- Innovation and efficiency
- Economic strength and security
- Small government
- Helping people become self-sufficient

Trusted Messengers and Sources

- Free market advocates
- Select economic-focused mainstream media, such as *The Wall Street Journal* or *Financial Times*
- Data that make the economic case for a particular action



Local Action, Local Freedom

Tailored Guidance:

*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**.*

Local business and government leaders work together to make smart decisions for our local economies. When the state interferes in local decisions, **we lose our voice**.

Local leaders should be able to make decisions—**free** from state interference and unnecessary red tape—to create **innovative, cost-effective solutions** that meet **local needs**.



Communities Over Corporations and Party

Tailored Guidance:

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

Responsible decision-making puts people before party and communities before corporations.

When decisions are made close to home, we can make **fair, fiscally responsible choices** that put our neighbors first, not political parties and corporate profits.



Local Knowledge, Better Outcomes

Tailored Guidance:

*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.*

One-size-fits-all policies from the state can do **more harm than good** for our **local economy**.

Local policies, rooted in **local knowledge**, work better to attract **business**, build the **workforce**, and drive **real growth** to build a **stronger economy** that benefits all of our families.



Shared Values in Action

Tailored Guidance:

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

Local decision-making honors our shared commitment to **smaller government**.

Let's keep local leaders in the driver's seat to make decisions that reflect our neighbors' values and needs, so we can **grow our economy** and **govern efficiently**.

One Minute Message–Paid Leave

State lawmakers are considering a bill to **overturn** local policies that provide paid leave to **hardworking** people in our community.

Local business and government leaders in our area support paid leave, because it's an **innovative** and **cost-effective policy**.

We know it will attract business and workers to **drive real growth** in our area, for a **stronger economy** that benefits **all** of our families.

It helps **hardworking families** achieve **financial security**, so they're better prepared to weather any storm.

We are committed to putting **families first**, not **corporate** priorities or **party** agendas. When the state interferes in local decisions, **we lose our voice**.

Let's keep local leaders in the driver's seat to make decisions that reflect our neighbors' **values** and needs.



**Local Action,
Local Freedom**



**Communities Over
Corporations and Party**



**Local Knowledge,
Better Outcomes**



**Shared Values
in Action**

Legacy Republican



Core Values

- Care, service, helping people
- Contribution, integrity, respect
- Hard work, self-sufficiency
- Knowledge, expertise, problem-solving
- Open to other points of view

Trusted Messengers and Sources

- Experts and leading organizations (i.e., American Medical Association or American Heart Association)
- Business groups
- Some mainstream media (e.g., *The Wall Street Journal*, *Financial Times*)



Local Action, Local Freedom

Tailored Guidance:

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

Empowering **trusted, local leaders** to make decisions respects our community's **right** to self-government. Local decision-making brings **fair, responsible** solutions that reflect our **traditions** and **know-how**.



Communities Over Corporations and Party

Tailored Guidance:

*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.*

We choose local leaders who **care** about **serving** us, not stirring up political division. They are willing to work **across the aisle** to make sure policies reflect our values and protect our families and small businesses.

Let's back local leaders who **care** about people, not the ones who force policies on us that serve big corporations and political parties.



Local Knowledge, Better Outcomes

Tailored Guidance:

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

Local decision-making creates **practical solutions** that work for the **long term**, not one-size-fits-all policies handed down by the state.

Support **local solutions** that deliver real results. Advocate for leaders who put our **community's needs** first.



Shared Values in Action

Tailored Guidance:

*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.*

Local decision-making honors values we share—**integrity, responsibility, and respect**. Honor local decisions that reflect our **traditions** and way of life, like providing for our families and **caring** for our neighbors.

One Minute Message–Paid Leave

State officials are ignoring the wishes of local communities and overturning paid leave policies supported by our local leaders.

Local leaders know the challenges facing our families. They represent our values. They should have the **freedom** to enact policies that honor our values.

Paid leave **respects** our tradition of **hard work and strong families**. It helps hardworking people provide for their families in times of need.

It's **a practical policy** that leads to **better long-term outcomes** for our families and our workforce. Local leaders support it, because they know it helps create a **stable community** and a **stronger economy**.

Let's back leaders who **support** paid leave for working people in our area, not those who let the big corporations call the shots.

We're all better off when we **support** leaders who really **care** about **hardworking** people and **serve** our interests, **not corporate interests**.



**Local Action,
Local Freedom**



**Communities Over
Corporations and Party**



**Local Knowledge,
Better Outcomes**



**Shared Values
in Action**

Populist Aligned



Core Values

- Loyalty to America and the Constitution
- Hard work, diligence
- Freedom, free will
- Directness, straightforwardness
- Efficiency, limited government
- Championing people's rights

Trusted Messengers and Sources

- Their own research
- Individuals in their local communities
- Their health care providers
- Family and friends
- Conservative media
- Distrust data, experts, institutions, and mainstream media



Local Action, Local Freedom

Tailored Guidance:

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

Real change starts at home, not from the top down. Local people are taking responsibility to solve problems in our communities, and we should be **free** to make our own decisions.

That honors the values of **freedom** and **independence** our country and **Constitution** stand for.



Communities Over Corporations and Party

Tailored Guidance:

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

True conservatives stand up for **everyday** people, not powerful interests. Top-down mandates serve big corporations and political parties, not the people here at home.

Let's declare our **independence** from **state interference** and **protect** our **freedom** to make decisions at the local level.



Local Knowledge, Better Outcomes

Tailored Guidance:

*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**.*

Local people **know best** how to **solve** local problems. Our decisions get **real results**, because we know what our communities actually need.

Home-grown, practical solutions get better results than **one-size-fits-all mandates** from above.



Shared Values in Action

Tailored Guidance:

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

Real conservative values—**hard work**, **freedom**, **independence**—are at the heart of local decision-making.

When we make decisions at the local level, we're not only solving problems, we're **upholding American** values.

One Minute Message–Paid Leave

Family means everything. When tough times hit, **hardworking** people deserve the **freedom** to stand by our loved ones—without risking our livelihoods.

Paid leave is a **practical solution** for helping us **provide for** our loved ones the **way we know best**—whether it's parenting a newborn baby, caring for a sick family member, or taking time to heal ourselves.

Letting local communities decide on family leave policies keeps the **freedom of choice** in **our** hands, not in the hands of big corporations or party agendas.

A fair leave policy respects the **hard work** and **loyalty** we give to our jobs and families. **Standing up** for local support of paid leave is not only protecting our families, it's **upholding values** that make our communities strong.



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**Shared Values
in Action**



Exercise

- 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 and up to 3 points that were difficult.

**SIGN UP FOR
OUR DIGITAL
COURSE**

**One-Minute
Message:
How to Create
the Ultimate
Elevator Pitch**





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