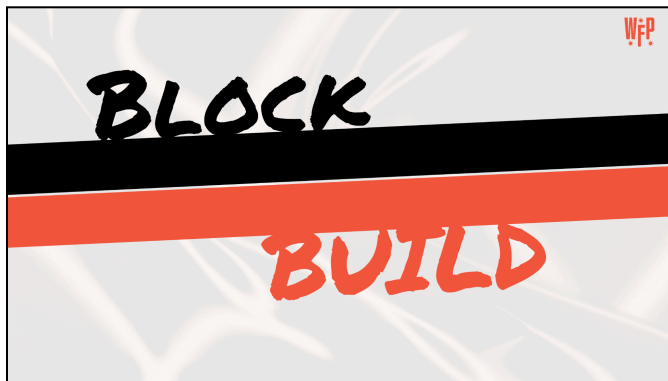


# WORKING FAMILIES PARTY **MASS CALLS**

## **Mass Call #6 - Political Education Script**



- This is now our 6th mass call, and we have covered a lot of ground in these political education sessions. We can't go back over all of it, but because we have new people joining this call, we should look at a few key concepts we have covered in the past.
- But here's some exciting news...if you have been on these calls before and you have liked what you have heard...or if you are here for the first time but this sparks your curiosity to dig into these political education sessions we have been doing more deeply...I have good news for you: we have released on our website all of the recordings of our past calls. And I have even more exciting news for you: if you want to use some of these materials to run your own political education sessions, we are also releasing the materials for you to use on the website.

- The materials are on the WFP website and you can get there directly by going to [workingfamilies.org/masscalls](https://workingfamilies.org/masscalls). We will drop that link in the zoom chat.

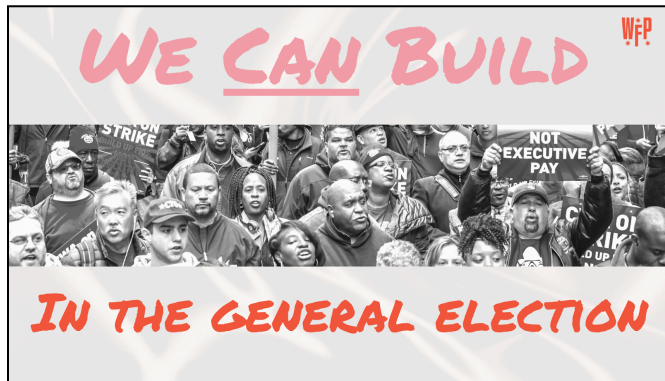


- In our earlier calls we have talked about the current political crisis in the United States.
- This crisis is defined by the fact that the Republican party has been completely taken over by a white supremacist, Christian nationalist and authoritarian faction.
- This crisis is defined by the fact that much of the Democratic Party has been captured by corporate forces and they are catering to the interests of affluent voters.
- This crisis is defined by the fact that working class voters – increasingly across race and region – are bleeding out of the Democratic Party.
- And mixed in with this, the two party system limits our room to maneuver.
- We think of all of this as interconnected phenomena.



- We also talked about the need to be careful when we talk about “Block and Build” to not block without building or build without blocking. We should not think of our job right now as just blocking so we can build later – because that hands power

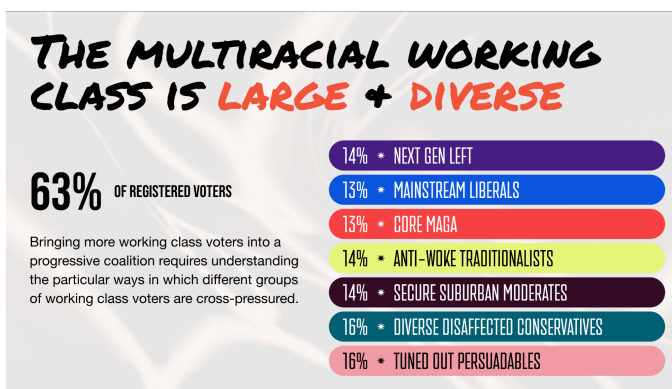
back to the Democratic Party. But we can also build in a way that loses sight that we have to actually win in order to block the MAGA movement.



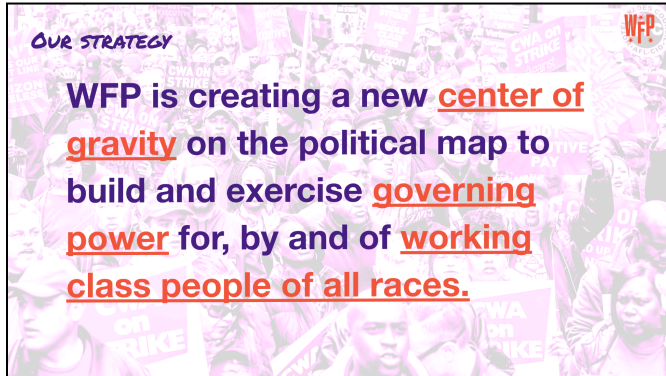
- We talked about the idea that we CAN also build in the general election. We can build working class power by reaching out to and organizing the working class voter coalition we need right now.



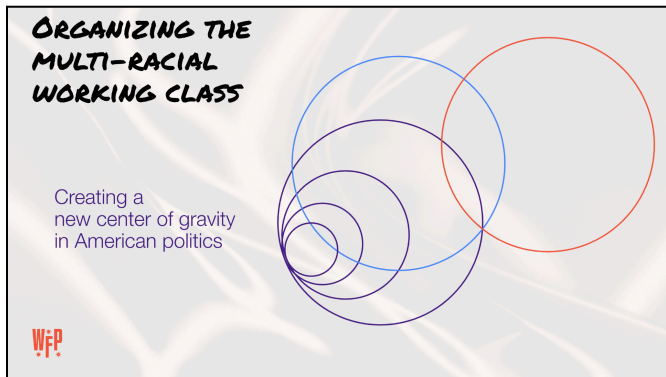
- On past calls we talked about how politics is a vehicle to help us construct new majorities of voters. This is what the MAGA movement has been doing so successfully, and it is what makes them hard to stop.



- We discussed how – longer term – we need to build our own bloc of voters. It needs to be made up of working class people of all races.
- We looked at a year-long polling and research project the WFP has been leading to understand just exactly what we mean when we say “working class” – because amazingly no one in the multi-million dollar polling industry has ever looked into this!



- We talked about how all of this fits into a strategy of building a new center of gravity on the political map – a cross-racial, working class center of gravity which does not exist right now. We talked about how this is our path to governing in this country.

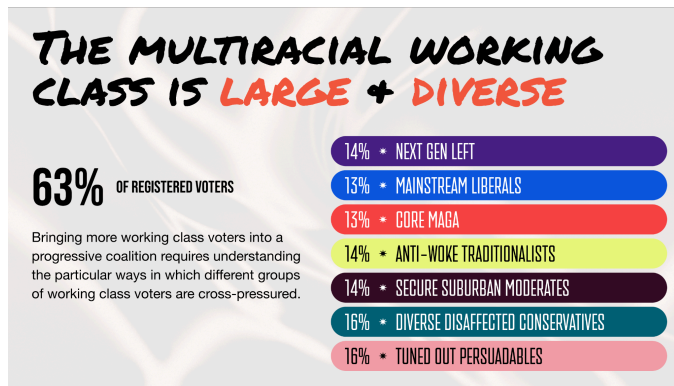


- This is what that strategy looks like as a simple picture.
- Most people think of politics in the US as having a “red team” and a “blue team” but we are trying to draw a new circle on this map
- It is an organizing challenge. As you can see on this picture we have to make sure our core is solid. And then we need to reach out beyond our core. We can’t just preach to the choir.
- And if we are doing our work right, the new center of gravity we are creating will start to pull in and fuse together working class people from the voter coalitions of



the two other parties on the map.

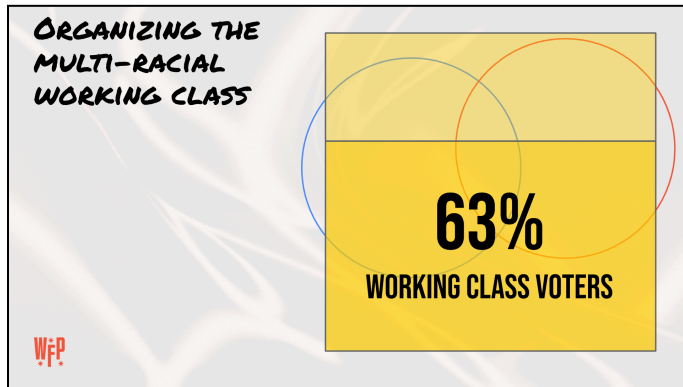
- And all the while we are shifting the overall political debate in our favor.
- This is not fantasy...in our history voters have moved around significantly on this map. They are moving right now. The question is whether they will move on our terms or the terms that the MAGA movement is trying to set?



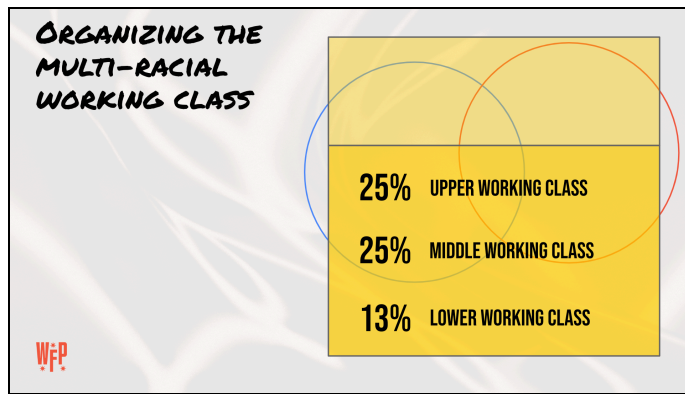
- So let's come back to this slide now and dig in more deeply here.
- When we talk about the “working class” and creating a new working class center of gravity on the map, what do we mean? It is certainly a good soundbite, but how can we actually turn it into a workable strategy? And how can we design tactics that allow us to make the jump from a nice sounding strategy on paper to something that can actually be made real in the field?
- Well, at the WFP we have been working hard for a long time to figure this out. It started through our work with the Grassroots Power Project to get internally clear on the importance of centering our work on the working class.
- Then, to put the weight of more research behind it, last summer we did a poll of 5000 voters across the country. The poll was in English and Spanish and we talked to a statistically representative cross-section of the entire country.
- Our goal was to figure out just who the working class is in the United States. To do that we had to develop an entirely new way of determining class using some of the most cutting edge research there is on the topic.
- To be clear...the reason we had to do this is because NO ONE in

the massive polling industry in this country had ever stopped to figure this out. Instead, the polling industry uses only a crude measure to capture one's class position – whether or not you have a college degree.

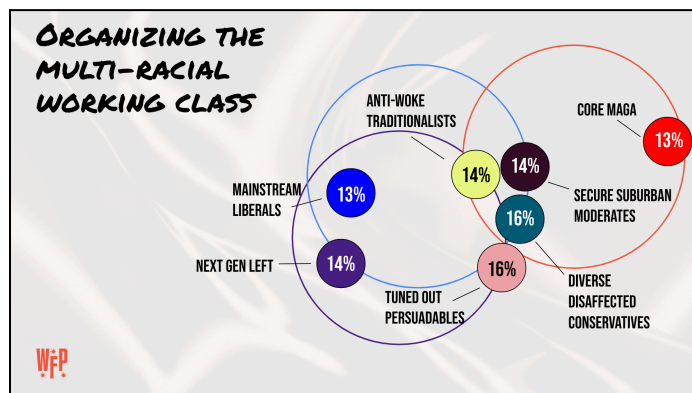
- But we knew that did not tell the whole story, so we created a reproducible method that takes into account the level of education, income, and the relative status of one's job to determine someone's class position.



- When we approached it this way, the first thing we found is that the working class is big! It makes up 63% of the electorate.
- It is also not consolidated in any one political party.
- What do I mean by that? See here in this picture how part of that big yellow box is in the red circle and part of it is in the blue circle? The base of both the Republican and the Democratic parties are made up of a cross-class coalition of working, middle, and upper middle class people.
- The working class is split between the two major parties. And in both the major parties the working class is NOT in charge.



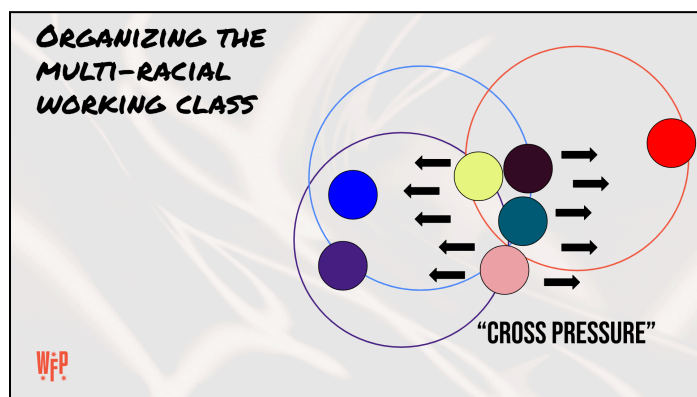
- Our research allowed us to get even more granular than that. We were able to see the different strata that exist even within the working class.
- Of course, it makes intuitive sense that there are different levels within the working class. But again, when your only measure is whether someone has a college degree or not, this level of detail is hard to see.



- So we went even further. Because within the working class there are different ideological camps.
- This is where it gets really interesting. Because the way we arrived at this level of detail is not what you may be thinking. We did not look for some economic or geographic or racial identifier first and then assign values to that group. For example, here is what we did NOT do: we didn't look for all the people who said they lived in a rural area and then try to figure out what values they have in common. No, we first looked for the **ideas** and **worldview** that people shared and grouped them that way.
- We asked all of the people in our poll a series of 127 values-based

questions designed to see what they really think. Those questions were purposely open-ended, and they purposely presented contradictory points of view on the same thing. We did not ask people their stance on “issues” because that is the kind of thing that people already take partisan cues on. They answer based on their pre-existing party affiliations or leanings if they have them.

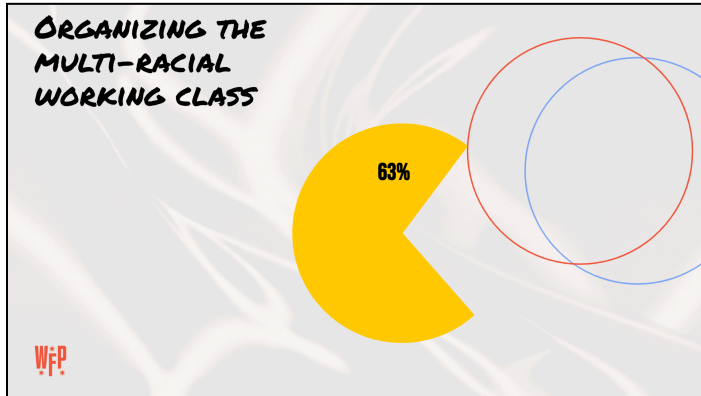
- When you do it the way we did it, a different picture starts to emerge. We found that there are seven more or less ideologically aligned groupings within the US’s working class. That is what you are seeing on this slide.
- These groupings are made up of people who share similar ideas, even if they are different in many other outwardly visible ways. So for example, just because one group is called the “Secure Suburban Moderates,” does not mean that ALL of the people in that group live in the suburbs. A majority of them do, but there are also people who live in cities and rural areas in that grouping because they share a similar worldview.
- Here’s another example of what I mean. See the group called “Anti-Woke Traditionalists”? Now you might think because that group framed around the idea of “anti-wokeness,” an idea that Republicans go on and on about, would be a group made up of only a bunch of white conservatives. You would be wrong. This grouping is made up of 40% voters of color. People in this group show strong support for progressive policies at the same time they are swayed by the idea that people just need to pull themselves up by their bootstraps. And they are similarly triggered by messages that evoke the idea that “woke extremists might take power.”



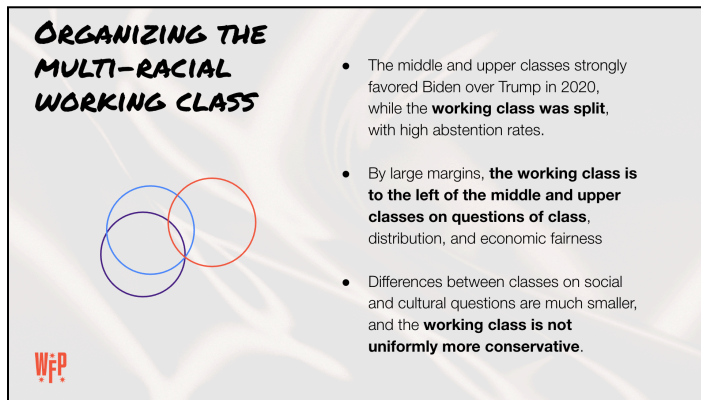
- People are complex! We all know someone with an uncle who is maybe a proud union member, but when you get them talking about

guns they say some really scary stuff. Or maybe you have a cousin who gets screwed at work and harrassed by the police but still blames “the immigrants” for their problems.

- These examples – and there are MANY more of them – are examples of what we mean by “cross pressure.” On this political map there are three groupings that are relatively clearly aligned on one side of the map or the other, but the other four groupings are being cross-pressured – or pulled in different directions.




- So, now we have some idea of what we are dealing with when we say our goal is to organize working class people of all races towards governing power.
- We can think of this as the beginning of the road map we would need to actually build this new working class bloc of voters – this new force on the political map.
- But there are some other things that we need to know if we want to be successful in this political project.




- Let's get into it:

- First, in 2020 the upper and middle classes strongly supported Biden, but the working class was more evenly split. A lot of working class people just sat the election out. This speaks to the idea that there are some strong cross winds blowing among the working class.
- Second, the working class is actually to the LEFT of the middle and upper classes on issues of economic fairness.
- And despite the common narrative that surrounds the myth of Trump's working class base, the difference between the upper classes and the working class is smaller on social and cultural issues. The working class is definitely not uniformly to the right on these issues.

### ORGANIZING THE MULTI-RACIAL WORKING CLASS



- Across the working class, voters are open to hearing about the accomplishments of the Biden-Harris administration. **It is moving votes.**
- The most popular parts of VP Harris' bio are her **specific accomplishments and plans**, more than her identity and personality
- Messages that lean into **naming class conflict and naming a villain move all of the cross-pressured segments** of the working class in our direction.



- Here's something that should make us feel proud and hopeful after months and months of wondering why no one seemed to care about the truly historic nature of the accomplishments we made possible by pushing the Biden/Harris administration. Now that the candidate is Kamala Harris, voters are very open to hearing about those accomplishments – **and it is moving votes**. Which is why we need to be in the field right now telling this story!
- In fact, the thing that working class voters find most appealing about Kamala Harris is hearing about these accomplishments, and others over her career of public service. We can do this, and be open to the fair critiques and concerns that voters may raise in the process!
- And finally, here is the thing that should give us some real hope

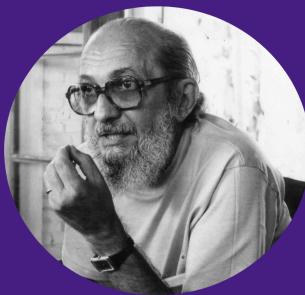


about what we can build. For all of those cross-pressured groups of working class voters stuck in the middle of the political map, the thing that our polling consistently showed that they find convincing is really simple: we need to lean into messages of class conflict. People are not dumb and they want to be told the truth about the fact that there are powerful interests that are screwing them. We need to be honest and specific about naming the bad guys who are doing the screwing and be ready to invite them into the work that concretely (not just ideologically) builds the alternative.

- And going back to the point that I just made...in this election our polling is clearly showing us that working class voters are responding very well to hearing about Kamala Harris' record of accomplishments – whether that is casting the tie-breaking vote to pass the Inflation Reduction Act, or allowing Medicare to negotiate drug prices and breaking the stranglehold that has allowed big Pharma to price-gouge us for years. They also are responding to the fact that during her time as Attorney General in California, she won a massive settlement against the big banks to provide relief to people who had been harmed in the mortgage crisis.
- Can more be done? Absolutely. And that is what our movement is fighting for. But these wins are already resonating with working class people and moving votes. We need to make sure people hear it, and we need to keep building on the victories we have already secured.

“What can we do now in order to be able to do tomorrow what we are unable to do today?”

- Paulo Freire



- So we talked a lot about what we are building today. But as we prepare to wind down today's political education session, we also won't forget that **blocking** MAGA is still on the ballot.
- I know there are still folks out there that are struggling to reconcile

themselves to supporting the Democratic candidate. If that describes you, then maybe getting to “block” is as far as you are going to get this year. I hope that translates into actually voting. And I hope it translates into supporting the only candidate with a chance to beat Donald Trump – Kamala Harris. And I hope you know that it is possible to join with WFP and this united front strategy in a way that does not require you to set your values to the side.

- As we have said before, all of this is about a long term process. It is not centered on any one candidate or any one election cycle. The work of building a new center of gravity on the political map is a generational project. We have research and tools to help us along the way. But we have to start now. We need to do things **today** to make more things possible **tomorrow**.
- And because we are less than two months out from election day, that means it is time for all of us to do our part to talk to working class voters about the stark choice that we face in this election! Let's get to it!