

BLOCK

BUILD

THE POLITICAL CRISIS IN AMERICA



1. Authoritarian white nationalist take-over of GOP.

2. Much of the Democratic Party controlled by corporate forces and affluent voters.

3. Democrats losing working class people (of all races).

4. Two party system limits our room to maneuver.

WFP is aligning **individuals** and **organizations** to construct winning, **long-term electoral majorities.**

Our North Star:
Governing Power



WHAT LANDSLIDE?

- One of the smallest margins of victory since the 19th century
- There are already fracture lines forming in Trump's preparations to govern



WHAT LANDSLIDE?



1.6%
**MARGIN OF
VICTORY**



8.5%
(SECOND TERM)



2.5%
(SECOND TERM)



3.9%
(SECOND TERM)



4.5%

WHAT LANDSLIDE?



24.3%



22.6%



23.2%

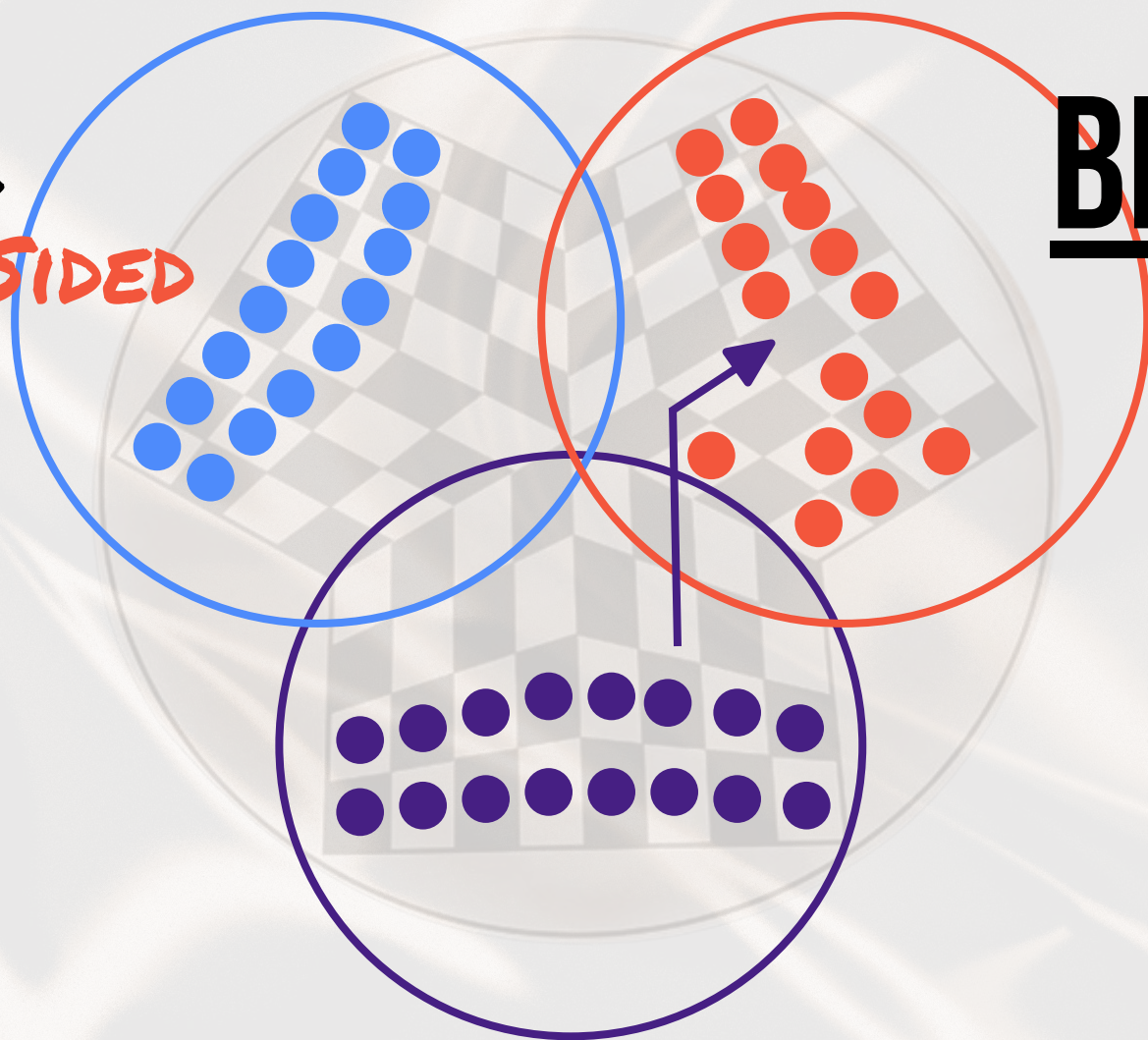


18.2%

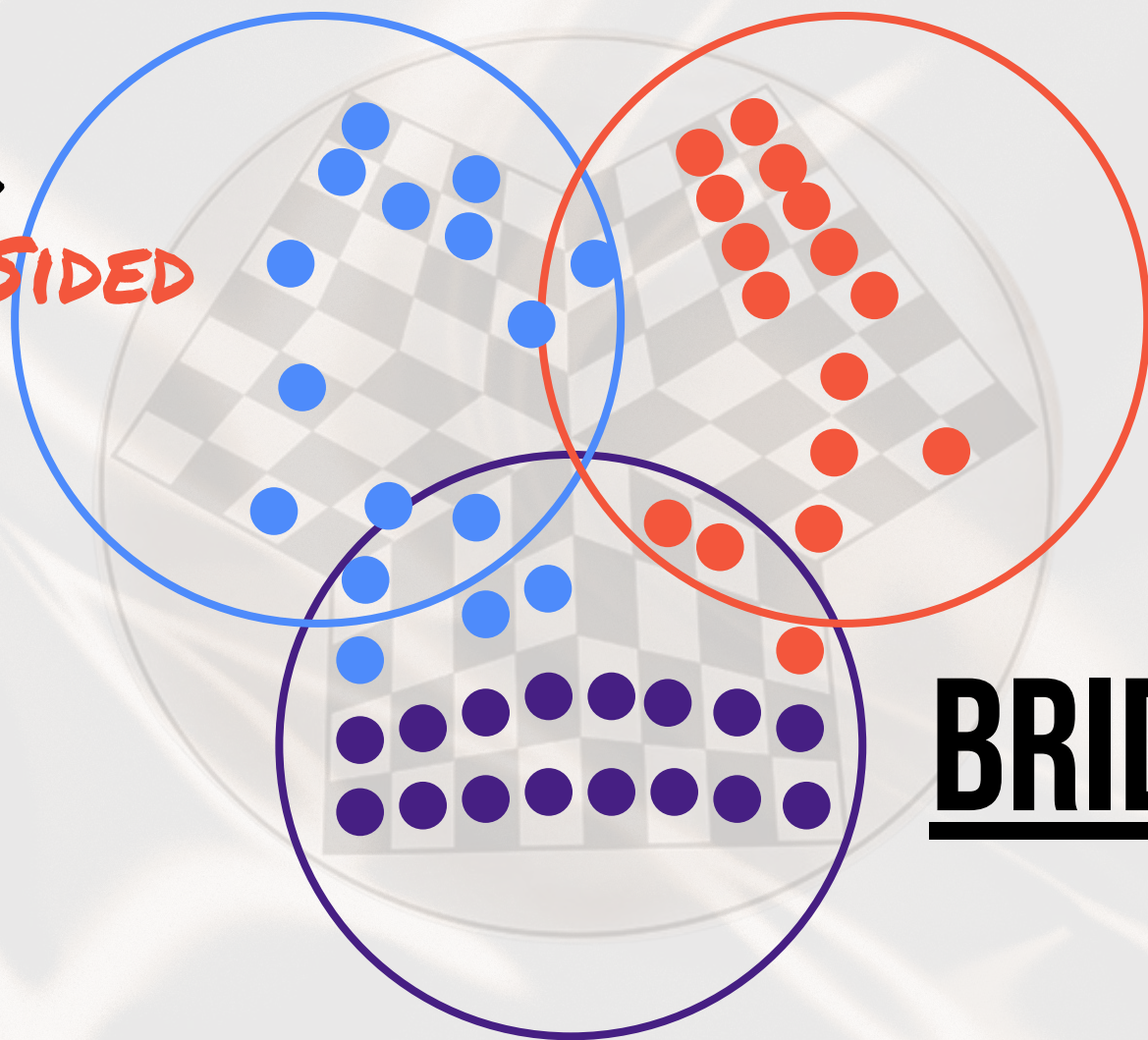
REAL LANDSLIDES!

PLAYING THREE-SIDED CHESS

BREAK

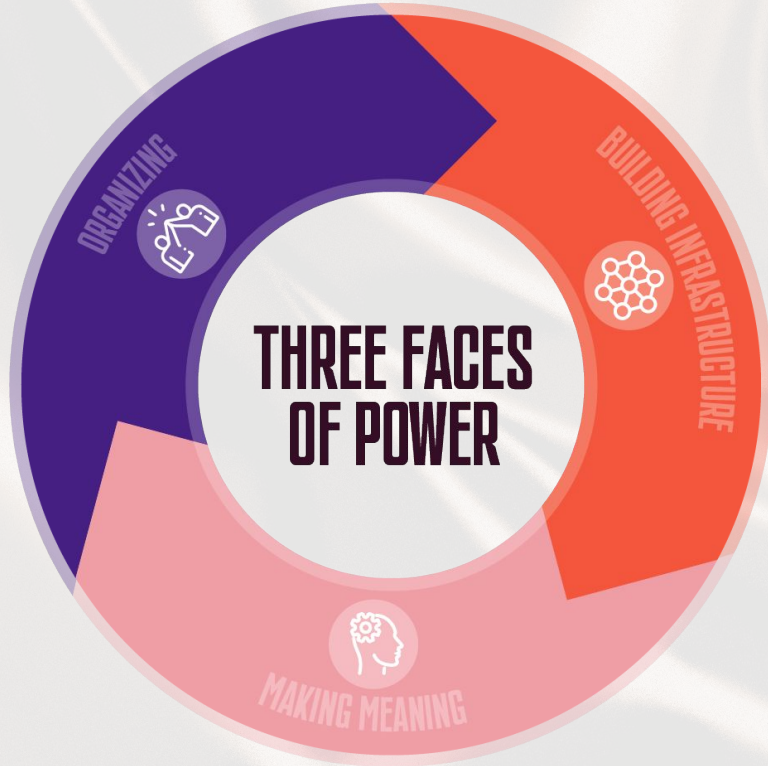


PLAYING
THREE-SIDED
CHESS



BRIDGE

THREE FACES OF POWER



ORGANIZING

PEOPLE AND RESOURCES
FOR DIRECT POLITICAL ACTION



BUILDING INFRASTRUCTURE
AND SHAPING THE POLITICAL AGENDA

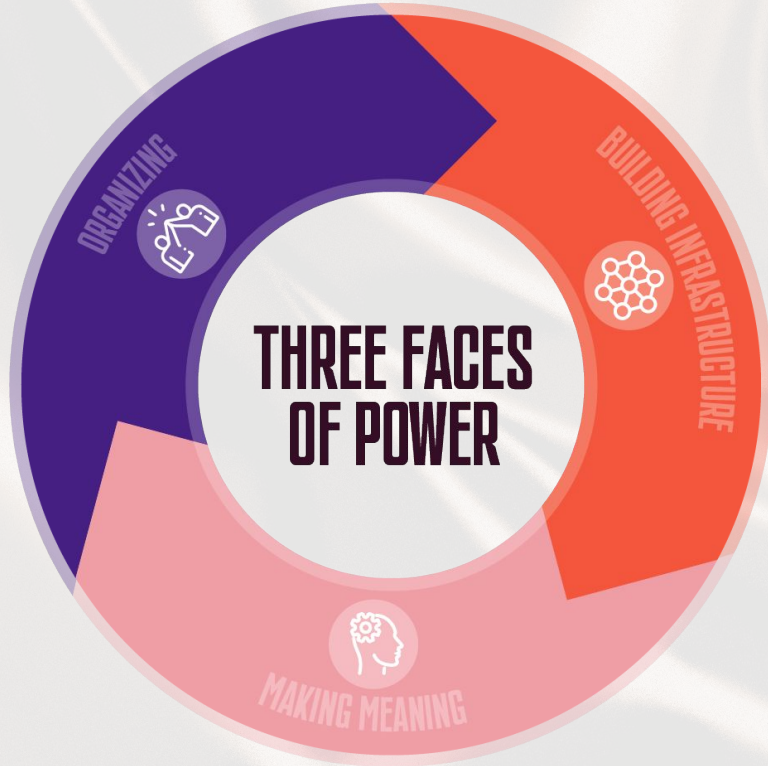


MAKING MEANING
ON THE TERRAIN OF IDEOLOGY AND
WORLDVIEW



GRASSROOTS
POWER PROJECT

THREE FACES OF POWER



MAKING MEANING

ON THE TERRAIN OF IDEOLOGY AND
WORLDVIEW

“The Battle of Big Ideas.”
Promoting a new ideology that
is opposed to the dominant
neoliberal ideology, using
narrative strategies.



GRASSROOTS
POWER PROJECT

“

Politics does
not represent
majorities, it
constructs
them.

– Stuart Hall



IDEOLOGY

MENTAL FRAMEWORKS

LANGUAGES

CONCEPTS

CATEGORIES

IMAGERY OF THOUGHT

SYSTEMS OF REPRESENTATION



IDEOLOGY

“Middle class”

“MAKE AMERICA GREAT AGAIN”

“GARBAGE”

“GLOBALIST ELITE”

“NEOCON”

“WOKE”

“Neoliberal”

“JOY”

“WORKING CLASS”

A grayscale photograph of two Black women. The woman on the left is wearing glasses and a dark t-shirt with 'WORKING' visible. She is holding a pen and writing on a piece of paper. The woman on the right is wearing sunglasses, a leopard-print face mask, and a dark t-shirt with 'BLACK WOMEN MATTER.' visible. She is holding a smartphone. The background is blurred.

OUR CHALLENGE

**WE HAVE TO WIN WITH THE ELECTORATE WE HAVE
WHILE BUILDING THE ELECTORATE WE NEED.**

Politics
constructs
majorities

PEOPLE OCCUPY A PLACE IN THE
POLITICAL ECONOMY AND THEY
MAKE MEANING OF THAT.

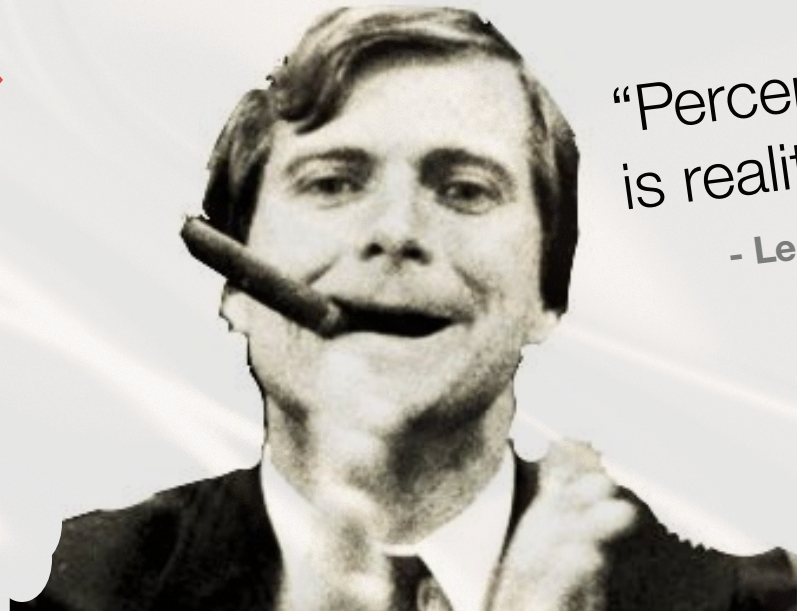
*“Are you better off
than you were
four years ago?”*

- Ronald Reagan



Politics
constructs
majorities

POLITICS IS ABOUT GOVERNING, AND
THE PERCEPTION OF HOW & FOR WHOM
YOU ARE GOVERNING.



“Perception
is reality.”

- Lee Atwater

Politics
constructs
majorities

THE LAWS WE PASS **CREATE**
THEIR OWN POLITICS.



“Housing is the start.
If you’re a man or
woman of property,
you’ve got
something. So every
man a capitalist, and
every man a man of
property.”

- Margaret
Thatcher



THE "PARTY IDEA"

- A party – and a collective party brand – is like **sending up a signal** for voters to see.
- Voters intuitively understand that **parties = “elections and platforms.”**
- Other kinds of organizations do not have this level of meaning **in the minds of voters.**

Watch the recordings and download the materials at:
www.workingfamilies.org/masscalls

MASS CALL #1: WHAT'S THE SCORE IN AMERICA

In this call we talk about the threat posed by the MAGA movement, and the need for a united front strategy to defeat it. We make clear that in the context of the ongoing political crisis in America, elections are a doorway, not a destination.

Download the Curriculum



(Sample slides from the curriculum)



END
