

Mobilizing Americans to Fight Big Money in Politics

Aspirational messages and a focus on **making our democracy work for all** are key elements to effectively messaging big money in politics

Focusing conversation on negative elements such as **corruption** and **"bought" politicians** increases cynicism and makes the problem seem **insurmountable**

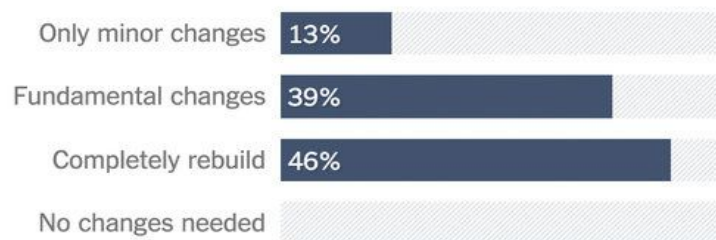
The growing movement to reclaim American democracy from wealthy special interests scored Election Day victories when voters in Maine and Seattle overwhelmingly approved measures to amplify the voices of everyday citizens and clean up elections.

But more work is needed, and effective, solutions-based messaging is necessary.

Virtually all Americans--not just those in Maine and Seattle--recognize that our democracy is out of balance. Nearly every public poll on the matter has documented that we need better rules for elections and campaign funding in order to realize the promise of our democracy. However, messaging research from a number of sources--including [Lake Research Partners](#), [Purpose Institute](#) and [Topos Partnership](#)--indicates that **voters doubt our ability to get there, and negative messaging compounds this obstacle.**

Advocates and politicians have often failed to offer voters solutions, instead choosing to focus on identifying and quantifying the problem. This is no longer needed. Everyday Americans are very much aware of the problem. **They need to hear solutions to the problem in order to engage and mobilize them on the problem.**

Are changes needed to the way political campaigns are funded in the United States?



Messaging that will move Americans from apathy to action

Be positive, and be bold. Craft and promote a solutions-based policy agenda that encourages everyone's participation, and demands that every voice be heard and everyone held accountable. (The [Fight Big Money Agenda](#) contains key themes and solutions advanced by major reform groups.)

Be aspirational. Endeavor to build a government of, by, and for the people and to a democracy that works for everyone now, and for future generations. Big money acts as a barrier to representation, keeping everyday people from running for office, winning, and representing the interests of average Americans.

Be strategic. Connect the issue of money in politics directly to immediate issues affecting voters' everyday lives (e.g., environment; women's health; voting rights.) When wealthy special interests dominate the system, we all pay the price with weak environmental standards, attacks on women's health and assaults on voting rights.