

# HOW TO TALK ABOUT POLITICS

The purpose of this toolkit is to break down barriers and help you engage in effective political conversation. We know that you are the best messenger when it comes to sharing information about Katherine and the issues Team Clark works for, and we want to make sure you have all the tools you need to be successful.

Having a political conversation can feel scary or intimidating. This is because we're often brought up being told to avoid casual political conversations. Here we'll outline how to start, give you the vocabulary and confidence to engage, and show how you can keep the conversation from getting too divisive.



## DEVELOP YOUR STORY OF SELF

**What are your core values?** Values are your internal motivations like justice, equality, freedom, and compassion. It's important to not confuse values with policies. Policies allow us to bring our values to life through advocacy on a specific topic which can sometimes be polarizing.

Examples of values: Belonging, Truth, Compassion, Open-mindedness, Service to others, Passion, Patriotism, Courage, Respect, Optimism, etc.

Examples of policies: Health care, Child care, Immigration, Education, Climate Change, Military, Economy, etc.

**List some of your core values here:** What moments in your life drew you to care about these specific values?

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**How did you learn these values?**

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## CONNECT YOUR STORY OF SELF WITH OTHERS THROUGH THE CREATION OF AN EMPATHETIC BRIDGE

**Ask Questions:** What values do you share with the person you are talking to? Ask them to share where they see the urgency and look for opportunities to create a bond through shared values.



## CREATE A STORY OF US AND NOW

**Connect this value to today.** What is currently happening in the news that shows your shared values taking form with policies?

Important to remember: The stakes are high. A lot of people see that. Share the urgency of the moment but also your hopefulness in the future.

## BONUS! NAVIGATING A CHALLENGING POLITICAL CONVERSATION

Talking about politics with folks who disagree with you can feel intimidating and frustrating, but when done thoughtfully it can strengthen our relationships and communities. So how do we get started?

### What are your core values?

Start by listing three of your own personal values

1. Compassion
2. Freedom
3. Safety

Next see if you can connect those three values to three policies that you care about .

1. Compassion = helping others through funding social services
2. Freedom = reproductive freedom
3. Safety = protections for LGBTQIA folks

Persuasion conversations can be frustrating ,but when they are centered around shared values they can be very effective!

### Finding Common Ground

In order to have an effective conversation with someone whose policy views differ from yours, try finding common ground through shared values.

- Ex. A. What would you like to see from your leaders?  
B. I would like them to be tough on crime!
- A. It sounds like you really value safety I also really value safety I believe everyone should have the opportunity to grow up without fear  
B. Yes safety is really important to me
- A. My candidate also really cares about safety which is why she has a plan to invest in violence interruption programs That way crime is stopped before it even happens I appreciate that she cares about safety like you and I do

For practice ,try connecting each of these Republican policy views to a shared value.

1. Fund the police (safety)
2. Trickle down economics (dignity, job security)
3. Guns personal freedom (safety)

### Persuasion Conversations

Not every persuasion conversation you have will result in a YES vote for your candidate, but it will plant a seed. In this era of disinformation, creating a real human connection with a fellow voter to talk about values can be an impactful moment on their personal journey of unlearning GOP brainwashing .

**Make a list of five people in your life who you could have a conversation about shared values**

- 1 \_\_\_\_\_ 3 \_\_\_\_\_ 5 \_\_\_\_\_  
2 \_\_\_\_\_ 4 \_\_\_\_\_