RACE-FORWARD MESSAGING PROJECT

Resources

Thank you for attending our AAPF pre-election events. Please find follow-up materials to drive your final voter education and motivation efforts in support of a multiracial democracy.

Race-Forward Messaging Project Overview: This 2-page document introduces our collaborative multi-phase research initiative and explains its premise and key findings.

Race-Forward Messaging Project Messaging Guide: This 5-page document explains how best to apply our study to inform voters about the racial threats posed by Project 2025 and to develop the most effective messages to motivate Black registered voters, including within particular sub-groups and in certain swing states.

Race-Forward Messaging Project Annotated Slides: We have slides! To access key slides shared during our Oct. 30th presentation from our RFMP study, use this document that also contains narrative context for each one to facilitate public presentations.

Race-Forward Messaging Project Slides Only: Use this link for a pdf of slides only, without annotation.

Race-Forward Messaging Project FAQs: Find answers in this document to questions asked during our Oct. 30th briefing and in other presentations.