

General Guidance

Movable voters want to know more about what a Kamala Harris presidency looks like, To help boost her messaging, we can amplify some of the many popular policies she's laid out, including:

- taking on corporate price gouging
- strengthening healthcare and lowering costs
- protecting Social Security and Medicare
- protecting reproductive freedoms
- delivering tax cuts for the middle class.

Top Line Talking Points

- We deserve a country where our freedoms are protected and our families have the opportunity to succeed. To realize that future, we have to choose a president who will fight for all our families and who understands the struggles and dreams of families like ours.
- MAGA Republicans are using lies and racist attacks to deceive and distract voters from Project 2025, their radical scheme for seizing power and banning abortion, cutting Social Security, and taking away the Affordable Care Act.
- The baton has been passed to a new generation of leadership. As a district attorney and Attorney General in California, and as a senator and as vice-president in Washington, Harris has always only ever had one client – the people. As president, she'll fight for lower costs and rising wages, so middle class families have the tools and opportunities needed for a good life. She will stop abortion bans, strengthen Social Security and Medicare, and cut prescription drug costs. While Trump looks back bitterly on 2020 and plots attacks on our freedoms and democracy, Harris is ready to unite our country and protect our families.
- Harris has always been a strong defender of reproductive rights and will protect our freedom to decide if and when to have kids. Trump and his Project 2025 scheme want to drag us backwards with extremist bans on abortion and IVF, tight restrictions on birth control. Harris trusts Americans to make our own decisions about our bodies without MAGA politicians telling us what to do.
- Harris is standing up against special interests to give middle class families the tools and opportunities they need to succeed. She supports strong unions and a \$6000 tax cut for new parents. She wants to protect overtime pay. She's fighting against price gouging by big corporations. She's fighting to expand opportunities for home ownership and a college education. Harris wants to make sure that the wealthy and big corporations pay what they owe in taxes. She'll stand up against greedy corporations and fight economic corruption wherever she finds it. Trump and the billionaires who back him want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. They joke about firing workers who fight for fair wages.
- Harris has fought long and effectively to ensure LGBTQ+ people have full access to America's promise, with workplace protections, access to medical care and adoption rights. The MAGA Republicans who drafted Trump's Project 2025 scheme want to legalize discrimination, give employers the right to fire LGBTQ+ employees and deny LGBTQ+ people needed medical care.

Economy/Inflation

- The most important test of an economy is whether it works for working people and gives every family the opportunity to get ahead.
- MAGA Republicans talk about inflation rates from two years ago because they're afraid to talk about Trump's Project 2025 scheme to raise taxes and household expenses on the middle class and cut taxes for large corporations and wealthy individuals.
- Kamala Harris grew up middle class and she understands the economic challenges our families face. That's why she's standing up against special interests to give middle class families the tools and opportunities they need to succeed. She supports strong unions and a \$6000 tax cut for new parents. She wants to protect overtime pay. She's fighting against price gouging by big corporations. She's fighting to expand opportunities for home ownership and a college education. The Biden-Harris administration led America out of the Donald Trump COVID crisis and their administration saw the two highest years of job creation in American history -- more than 15 million jobs have been created since Kamala Harris was sworn in as Vice President. Small business creation is at record level.
- Donald Trump has no idea what life is like for working Americans. Trump and the billionaires and special interests who back him want to gut worker protections, end overtime pay, and give big corporations more tax giveaways. Trump wants to impose a sales tax that would cost families \$4000 each year and his Project 2025 scheme calls for \$5 trillion in tax cuts for his rich friends and special interest supporters.

Immigration

- Border security plays an important role in keeping communities safe and our economy strong. Rather than singling out and stigmatizing hard-working people who share those goals divides us and makes it harder to build a prosperous and inclusive nation, we need a President who can work with Congress to deliver a fair, orderly and humane immigration system.
- MAGA Republicans are whipping up anti-immigrant hysteria and rejecting bipartisan border solutions to distract us from their Project 2025 scheme that would raise taxes and destroy jobs for middle class families, while showering tax breaks on billionaires and big corporations.
- Harris worked closely with Republican lawmakers on a comprehensive, bipartisan bill that would have permanently improved our immigration system, secured our border, and stopped illegal drugs. Despite input and support from senior Republicans, Donald Trump single-handedly killed immigration reform because he thinks border concerns help his campaign.
- Harris has spent decades fighting violent crime. As a border state prosecutor, she took on drug cartels and jailed gang members for smuggling weapons and drugs across the border. As president, she will hire thousands more border agents and crack down on fentanyl and human trafficking. And she is fighting for common sense gun laws that keep our communities safe, while Donald Trump kowtows to the gun lobby, opposes common sense reforms that would help keep guns out of the hands of criminals and the emotionally disturbed.
- As Vice President, Kamala Harris fought to strengthen every family and all of our communities by raising wages and creating 15 million new jobs. As president, she will work to give middle class families the tools and opportunities they need to succeed. She will give new parents a \$6,000 tax cut, protect overtime pay, and lower housing costs. Donald Trump, on the other hand, will do nothing to help working families while he gives the wealthy and big corporations more tax breaks.

Anti-trans attacks

- Decisions concerning a child's health care should be made by their family and their doctor – the people who know the child best and care most.
- We need real solutions to the problems we're facing, not politicians stirring up divisions for their own political gain. Americans are looking for policies that will help them pay their bills, stay healthy and keep their communities safe. Trump's MAGA supporters are trying to incite trans hysteria in order to distract Americans from Trump's plans to raise families' health care costs, stoke inflation with a huge tax on consumer goods and shower the wealthy and large corporations with special tax favors.
- So while other politicians are focused on creating a big panic around transgender kids, Harris wants to ensure that every American, especially vulnerable teens and their families, have the freedom to access the health care and mental health services they need to stay well. Trump wants to take personal decisions away from families, end the Affordable Care Act that 47 million Americans rely on to stay healthy, raise the cost of prescription medication, slash Medicare and give government control over reproductive health decisions.

Reproductive Freedom

- There is no more personal decision than if and when to have kids, and that decision should be made by parents and physicians.
- Republicans are spreading hysterical lies about Harris because they know that women are paying a brutal price for MAGA Republican reproductive health policies that most Americans reject.
- Harris has spent her career fighting for the right of women to choose an abortion and the right of doctors to take life-saving actions. She supported the Right to IVF Act that JD Vance and Senate republicans killed. And she will protect access to birth control, now threatened across the country by MAGA legislators and radical judges.
- Donald Trump tries to play it both ways, telling different stories to different crowds. But he brags about appointing the justices that struck down Roe v. Wade and pledged to vote against a bill that would protect abortion rights in his home state of Florida.

Abortion Bans

- Now we know that at least two women — and those are only the stories we know here in the state of Georgia — died because of a Trump abortion ban.
- Not only is the right to abortion at stake, but access to birth control and IVF are threatened. Trump's abortion agenda is part of a larger agenda to deny Americans personal freedom and choice. Trump's history of bending knee to the most vocal elements of the anti-abortion movement reveals his willingness to continue doing so going forward, including embracing the radical anti-choice agenda outlined in Project 2025.
- Every person should have the freedom to choose if, when and how to have a family. Healthcare decisions should be made by patients, their loved ones and their physicians, not not by politicians.
- Abortions late in pregnancy are VERY rare - but Trump's allies love to tell emotional, hypothetical stories to distract from the very real stories of abortion restrictions harming families. One-size-fits-all laws, including laws that ban abortion later in pregnancy, prevent doctors from providing women with the health care they need, including women who experience serious complications later in pregnancy.

- Harris has an unbroken record of fighting for the right of women to make their own medical decisions and the right of doctors to take life-saving actions. She believes women should have the freedom to choose when and how to start a family and that extremist MAGA politicians should not be able to interfere in these intensely personal decisions.
- Donald Trump's Supreme Court has allowed blanket abortion bans that are putting women's lives in jeopardy by preventing doctors from providing women with the health care they need – including women who experience late-pregnancy complications that put their lives in danger or threaten their ability to have another child. Trump's MAGA Project 2025 scheme would go even further—criminalizing abortion, allowing hospitals to deny life-saving care and establishing a nationwide surveillance system to monitor women's reproductive health decisions.
- Trump-supported abortion restrictions fall hardest on people who already face obstacles to health care: people of color, people with disabilities, people in rural areas, young people, immigrants, and those having a tough time making ends meet. Harris believes that every American should have the ability to make personal and intimate choices about their families and their lives.
- MAGA Republicans say one thing and they do another. Whenever challenged, Trump does exactly what anti-choice extremists demand.

Climate

- All our families deserve the freedom and stability that comes with being able to afford gas to get to work and electricity to heat and cool our homes. No parent should have to worry if the air their kids breathe or the water their kids drink could make them sick with contamination.
- Trump doesn't want Americans thinking about how he has no plans to slow the climate change fueling more and more extreme weather events, no vision for job creation in a growing economic sector, no energy strategy except for the one dictated by Big Oil in the Project 2025 scheme.
- As Vice President, Kamala Harris has created 16 million jobs, including hundreds of thousands of new, good-paying union jobs in clean energy as part of a strong and diversified energy policy. She knows we can create good jobs and lower energy prices while making sure our kids have safe water to drink and clean air to breathe.
- [Kamala Harris loves a good cheeseburger.](#)
- The Project 2025 scheme calls for gutting the Environmental Protection Agency and taking away rules that keep our air and water clean and safe. Trump has pledged to allow polluters to drill in pristine wilderness areas, spew power plant smoke into the atmosphere and our lungs and put our beaches and fisheries at risk with offshore drilling. Instead of fighting for consumers and jobs, Trump takes his energy policy marching orders from Big Oil, pushing policies that would fatten oil industry profits while accelerating global warming, crippling America's energy leadership, and leaving families vulnerable to other oil producing nations – including like Iran, Russia, Venezuela and Saudi Arabia –as they conspire to control supplies and raise process.

Election Integrity (False Claims about Non-Citizen Voting)

- We all care about election integrity and want our voting systems to be safe and secure.
- Instead of focusing on the real challenges that affect all working families, MAGA Republicans would rather rile us up about immigration to distract and divide us. This is just another version of the sort of lie that led to January 6.

- Most of us believe that voters should pick our leaders, our leaders should not pick their voters. But MAGA Republicans will do anything to seize power, and when they fear they'll lose, they lie and lash out.
- MAGA Republicans are spreading lies, silencing voters, and giving Trump-loyal officials the power to veto our votes in order to sow doubts about an election they know they're losing.
- Americans across races, places, and parties value our freedoms, so MAGA Republicans are panicking because voters have said we're not going back. They're attacking and silencing voters because they know it's the only way to enact their unpopular agenda to take away our freedoms and allow corporations to decide our futures for us.
- In America, we the people decide who will govern in our name — and we demand that election officials respect our freedom to cast our ballots, have them counted, and ensure the will of the people prevails.
- During the campaign, politicians have their say. And on election day, it's time for voters alone to have ours.
- Across races and places, Americans must come together to condemn MAGA Republicans' efforts to overthrow the will of the people, from threats against election workers to baseless claims used to deny the true winners from taking office and block our freedom to vote.
- We must condemn MAGA Republicans' efforts to intimidate or silence voters through legal maneuvers or violent acts. We must expose these lies and demand that every vote be counted and every validated result be certified to protect our freedoms.
- We will turn out in record numbers, demand that election officials count and certify every vote, and protect our freedom to have a say in the decisions that impact our lives.
- Harris recognizes that the real threat to our democracy comes from Donald Trump, who lied relentlessly about the 2020 election and even sent a violent mob to the Capitol to steal the election on January 6. Now, he is using lies about immigrants to claim the 2024 election will be stolen.
- As Vice President, Harris has been an unrelenting champion for our freedom to vote. She has traveled to 13 states to speak out for voting rights and against voter suppression laws. The MAGA Republican Project 2025 scheme would eliminate the Justice Department's Civil Rights Division, making it easier to restrict voting rights. Republicans want to silence voters they think oppose their agenda, and sow seeds of doubt that will make it easier for them to contest results if they lose

Housing

- Homeownership is a critical part of the American Dream that has been out of reach for too many young people.
- Republican attacks are just a distraction from the fact that their policies will make it harder than ever for young people to afford a home.
- Harris has always stood up for renters and homeowners — as Attorney General of California, she took on the big banks to deliver \$20 billion for middle-class families who faced foreclosure and helped pass a homeowner bill of rights. Harris is fighting for more affordable housing with concrete plans to build more houses and lower costs, including \$25,000 for new homebuyers and 3 million new homes that middle-class families can afford. Vice President Harris knows rent

is too high and will sign legislation to outlaw new forms of price fixing by corporate landlords.

- Harris has a comprehensive plan to build three million more rental units and affordable homes. Harris has always stood up for renters and homeowners. As Attorney General of California, she took on the big banks to deliver \$20 billion for middle-class families facing foreclosure and helped pass a homeowner bill of rights.
- Trump, a shady landlord himself, would worsen the housing shortage with his Project 2025 scheme, which would change mortgage policies to make it harder for middle-class Americans to purchase homes. He'll also stand with corporate landlords to raise rents for working families.

Gun Violence

- Every community, school, and family should be free from the fear of gun violence.
- Trump is lying to disguise the fact that he gets his gun policies from extremist gun lobbying organizations, and he's more interested in their campaign contributions than our children's safety.
- Both Vice President Harris and Governor Walz are gun owners, and Walz is a passionate hunter and outdoorsman. But they have seen the damage guns are doing to our communities and our schools. Harris has called for increased gun safety measures to keep guns out of the hands of criminals and dangerous people, including red flag laws, universal background checks, and an assault weapons ban.
- As Vice President, Harris helped pass the Bipartisan Safer Communities Act, the most significant gun safety law in nearly 30 years, and created the National Extreme Risk Protection Order Resource Center, which supports the effective implementation of state red flag laws.
- Trump takes his marching orders from the gun lobby, protecting the easy availability of guns and opposing gun regulations designed to keep firearms out of the hands of domestic abusers and the mentally ill. Trump's Project 2025 scheme calls for overriding state laws on carrying concealed weapons and defunding "red flag" laws that allow law enforcement officials to remove guns from someone who is a risk to themselves or others.

Health Care

- Every American should have access to the best healthcare system in the world without worrying if the bill will bankrupt their family.
- Trump and his MAGA allies are using scare words to hide their plans to raise prescription drug costs, increase healthcare prices, and take away the Affordable Care Act that provides healthcare to 47 million Americans.
- Harris fought for families by fighting to protect common-sense programs, including the Affordable Care Act, which 47 million Americans rely on, and will continue the Biden Administration's efforts to increase access to insurance through the ACA. Trump and his Project

2025 scheme will kill the ACA and limit access to Medicaid. The Biden-Harris administration lowered prescription costs for seniors and capped the price of insulin at \$35 a month for retirees. Harris will work to eliminate the medical debt that helps push a half-million Americans into bankruptcy every year.

- Trump would cave to special interests – letting insurance companies refuse coverage for pre-existing conditions or raise coverage costs through the roof, letting drug companies raise prices without restraint, letting the gun lobby write our gun safety laws, and letting MAGA extremists write our abortion laws. Trump and his MAGA Republican allies have a scheme to cut Social Security and Medicare, ban abortion, limit birth control access, and take away healthcare coverage from children. Project 2025 reduces access to affordable health care and medication, includes significant restrictions in coverage for reproductive health, and limits coverage.

Israel/Palestine

- Ending the cycle of suffering and violence and setting the stage for long-term peace and stability should be the anchors of American Middle East policy.
- Trump's dangerous rhetoric and unfounded accusations are just a distraction from the fact that he has no vision for a peace agreement that will protect Palestinian and Israeli lives.
- Harris has called for a ceasefire that will protect Palestinian lives and is working hard for the safe return of the hostages. She recognizes Israel's right to exist and believes that a two-state solution is the only way to guarantee long-term peace. She is working with President Biden towards a peace where "the hostages are released, the suffering in Gaza ends, and the Palestinian people can realize their right to dignity, security, freedom, and self-determination."
- And Harris is a strong supporter of the right to organize and demonstrate the values you support, while Trump has threatened to use the military to suppress progressive protests. She shares demonstrators' concerns for the people and future of Gaza and believes we should always keep in mind the cost of human suffering of any military action an ally takes.
- Trump has never expressed concern for the plight of the Palestinian people while anti-Arab and Islamophobic rhetoric and policies were a hallmark of his presidency.