

Mistakes We Make

By George F Greene

We *all* do things that hurt our cause. Take one example:

“I support curbing emissions because 97% of scientists agree that climate change is real.”

We don't *really* care because 97% of scientists say global warming is real, we care because Liberals want people to lead happy and healthy lives now and into the future. Because we haven't bothered to put the issue in a moral context—a context of right and wrong— **we've missed an opportunity to tell voters *who we are***. In that void, all they hear are the lies Conservatives tell about us every day, year in and year out.

But wait; there's more!

- Our go-to's are facts and logic. By and large, the science shows that **facts are just not terribly persuasive**. They're OK if you have lots of time and a willing (and able) listener but a few minutes at the door or on the phone are not enough.
- **We use the other side's words**. Climate change was promoted by Conservative strategist Frank Luntz because global warming was working *really, really* well with voters. We all fell for it. Personally I prefer the more encompassing and motivating *climate crisis*.
- By arguing about the reality of the climate crisis **We stay in the conservative frame**. Conservative strategists sow doubt and confusion by questioning whether the climate crisis *is* real. In a double whammy, they intentionally bait us because they know we'll argue with facts, which they know are less effective. While we're arguing with them, **we never get around to our message**. In other words we have them right where they want us.

Don't take the bait.

Get out of their frame

Don't use their words

Lead with why the issues matter to you -*why you care*

Reinforce our core values in every message

Do this every day, year in and year out