

Our Metanarrative: *Everyone Counts*

Introduction

Below you will find a metanarrative developed by the Everyone Counts Project for any organizations and individuals to use to expand participation in the election, reinforce voters' belief that the election isn't over or valid until every vote is counted, and to build public will to demand every vote is counted. We designed the following messages with a specific architecture and language pulled from the latest research and body of work conducted by [Race Class Narrative Action](#) and informed by the recent polling and findings by GQR and Avalanche Insights.

"Everyone counts" connects a powerful shared value with our demands for ensuring every vote is counted. It is an effective rejection of division, cynicism, and confusion, while claiming the moral high ground. It creates a large "us," citing our near and far past of counting on one another, isolates a small "them" by elevating people's agency and complicity, and points toward an aspirational future that we will deliver.

Elements of this metanarrative can be adapted and deepened (ie. vision) for different audiences, but we emphasize following the specific architecture and understanding the deliberate use of certain words and phrases. For more information on the reasons behind these chosen elements and words to embrace and replace, see this [memo](#) written by ASO Communications.

A Full Message

Start with the shared value, name the problem second naming the opposition strategy of racial scapegoating, emphasize who we are and what we are for, and then deliver your call to action citing racial solidarity as critical to achieving our desired outcome.

Start with a Shared Value for this Moment: Most of us believe everyone counts no matter our race, accent, or zip code. This year has tested us like no other — our health, our livelihoods, and our humanity. Through it all, we've counted on one another to care for our loved ones, make ends meet, and make a better future. Now, we count on us to be voters and raise our voices to swear in a new government elected by and for us.

Identify the Problem and Culprits: After abusing the office of the presidency for nearly four years to enrich himself and his friends at our expense, Trump is trying to bully and cheat his way through an election he knows he's losing. He and his enablers hope that by sowing doubt,

amplifying cynicism, and dividing us based on what we look like or where we come from, they can stop us from coming together as voters.

Emphasize Us and Our Choice: But, they've got another thing coming. From big cities to suburbs to small towns, we are Americans from all walks of life uniting across our differences to deliver our voices and votes for an America where everyone counts. Just as generations past came together to demand women's suffrage and civil rights, we count on us to make the future.

Close With Our Vision: We are building a country where our leaders act in our interest and where we have harmony and understanding in and between our communities. By turning out in record numbers across race and place today to demand local and state officials count every vote, we will deliver a future where we count on each other and where everyone counts, no exceptions.

Sample Standalone Talking Points

- Whether we are Black, white, or brown, Native or newcomer, Asian or Latino, most of us believe that everyone counts.
- Each of us has a voice and each of us contributes to the fabric of our communities and our country.
- Trump is losing the election and so he's stoking fears against Black people, new immigrants, and protesters marching for liberty and justice, hoping we'll look the other way while he tries to scam the election.
- Trump is weak and afraid of losing.
- Trump knows he is losing so he wants to pick and choose who can vote and which votes will be counted.
- He and his enablers want to divide us based on what we look like, where we worship, and where we come from so that we shame, blame, and fear one another rather than come together to swear in new leaders who will serve the will of the people.
- Trump and the greedy few who choose to enable him are trying to steal the election by stoking fears against Black people, new immigrants, and protesters marching for liberty and justice and by distracting us with lies about voting by mail and isolated acts of violence.
- Trump and his enablers will sow doubt and confusion by spreading disinformation and amplifying cynicism to keep us from voting at all.
- As we saw in Portland and Kenosha, Trump will deploy federal forces into our communities and incite armed vigilantes to divide and scare us into silence.
- For too long, we've allowed Trump and his enablers to divide and distract us from making the future we want.
- We want to tell our grandchildren that we did everything we could (by insert call to action) to secure a future where every person matters and everyone counts.

- We choose to continue the legacy of people who demanded that our lives, our voices, and our votes count.
- Throughout our history, generations of Americans have come together to make a future where our voices are heard and rights are respected, no matter our color, income, or zip code.
- We choose us because we count on us.
- We count on us to keep each other healthy and safe, to show up for one another, and to be voters in this election.
- We must turn out in record numbers to show that everyone counts and to demand that our local and state officials count every vote.
- By joining together, Black, white and brown, we will deliver our voices and our votes for an America where everyone counts.
- We count on us to keep each other healthy and safe, to show up for one another, and to be voters in this election.
- We will deliver a future where we count on each other and where everyone counts, no exceptions.

Hashtags

#EveryoneCounts #EveryVoteCounts #CountOnUs #CountEveryVote #CountOurVotes

The Complete Metanarrative

Start with a Shared Value for this Moment: Whether we are Black, white, or brown, Native or newcomer, Asian or Latino, most of us believe that everyone counts. Each of us has a voice and each of us contributes to the fabric of our communities and our country. This year has tested us like no other — our health, our livelihoods, and our humanity. Through it all, we've counted on one another to care for our loved ones, make ends meet, and make a better future. In this election, though it may take time because of Covid-19 to ensure every vote is counted, we know we can count on us to cast our ballots by mail, to be early voters, to work at the polls, and to raise our voices to swear in a new government elected by and for us.

Identify the Problem and Culprits: After abusing the office of the presidency for nearly four years to enrich himself and his friends at the expense of the rest of us, Trump is trying to bully and cheat his way through an election he knows he's losing. He knows he can't win this election fair and square and so Trump must use every trick in the book - sowing doubt and disinformation, amplifying cynicism, pointing the finger at China and new immigrants, inciting armed vigilantes - to try to intimidate and keep us from coming together as voters. He wants to

divide us based on what we look like or where we come from to distract us from his corruption and his failure to ensure we have the care and support we need during this pandemic.

Trump gives tax breaks to his friends while denying relief to working people. He has everyone around him tested for Covid-19 while forcing thousands of our loved ones to die. He wants to discourage us from casting our ballots cast by mail and he'll try to declare victory before all of our votes are counted. He and his enablers think they can dupe us into believing our voices and our votes don't count. They're following a playbook and come from a long line of con men who divide people against each other and who try to lie, bully, and cheat their way to grabbing and holding onto power. But, they have another thing coming.

Emphasize Us and Our Choice: From the Great Lakes to the Gulf Coast, from big cities to suburbs to small towns, we are Americans from all walks of life uniting across our differences to deliver our voices and our votes for an America where everyone counts. This year, we delivered meals, we delivered masks, we delivered protests to defend Black lives and demand liberty and justice for all. We count on us to keep each other healthy and safe, to show up for one another, and to be voters in this election.

Throughout our history, generations of Americans have come together to make a future where our voices are heard and rights are respected, no matter our color, income, or zip code. We've made progress and now, as a greedy few attempt to cheat in our election and move us backward, it's up to us to honor the legacy of those who put their life on the line to expand the vote and ensure our freedoms. For too long, we've allowed Trump and his enablers to divide and distract us from making the future we want. In this election, we can either take their bait and fall into the cynicism and division that will enable them to hold onto power or we can follow in the brave footsteps of those who demanded women's suffrage and civil rights to ensure future generations have the freedom to swear in those who govern in our name. We choose to continue the legacy of people who demanded that our lives, our voices, and our votes count. We choose to tell our grandchildren that we did everything we could to secure a future where everyone counts. We choose us because we count on us. (OR We count on us by insert call to action.)

Close With Our Vision: Together, we make the future. We are building a country where our leaders act in our interest, where we have harmony and understanding in and between our communities, where we look back at an election and know the will of the people is represented in the outcome. By coming together across race and place today to swear in a government elected by the people (OR to demand local and state officials count every vote), we will deliver a future where we count on each other and where everyone counts, no exceptions.

Sample Adapted Messages

Sample message for Black-led racial justice orgs:

This summer we took to the streets to demand justice and declare Black lives matter everywhere.

After sending in federal troops to suppress our righteous protest, now Trump is doing everything he can to silence our voices/deny our rights in this election. He's trying to confuse us into believing we can't vote by mail, [mobilize police to the polls](#) to dissuade our communities from voting, and is weaponizing the voices of [our leaders to suppress the vote of others in our community and advance his political agenda](#).

We won't be fooled or allow ourselves to be used to advance Trump's blatantly white-supremacist presidency. We will make sure our elections are run by our people not police and the voices of our community are heard. We'll work at the polls to ensure equal access, turn out our community in record numbers and take action to ensure our voices are heard. Together, we will rewrite the rules to make America a place where justice is real for us all - no exceptions.

Sample message for corporate campaigners

Tell Amazon: Stand with your customers of every race & place - stop financing propaganda & race baiting by pulling ads from Fox News.

Amazon brands itself as the "Earth's most customer-centric company" claiming to make the lives of its users better and easier. But as the US election nears, Trump is threatening the very voices and wellbeing of those consumers.

After four years of using the president's office to enrich himself and his friends at the expense of the rest of us, Trump is trying to bully and cheat his way through the election because he knows he's losing it. Donald Trump is using disinformation and voter suppression to scam the election and he's using Fox News-- Where Amazon is a top advertiser-- to do it. In an attempt to distract from Trump's mismanagement of the pandemic and self-serving policy. Trump and Fox are inflaming divisive rhetoric, seeding false narratives about Black Lives Matter protests to dupe voters into falling for racial dog whistles, and encouraging right-wing extremists to inflict violence on people exercising their right to peacefully assemble.

Tell Amazon to stand with consumers, Black, white, and brown. Stand against racist propaganda and right-wing extremism and drop your advertising from Fox News.