



# Progress Iowa

Communications infrastructure for  
Iowa's progressive community

# What are we doing here today?

1. What is Progress Iowa?
2. What is a message?
3. What can you do to help?

Text FFBC to (515) 303-8591 to join!



# Introductions!

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**(515) 423-0133**



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**PROGRESS**  
**IOWA** 

An iceberg floating in the ocean, with a small portion above the water and a much larger, more complex structure below the surface. The sky is blue with light clouds, and the water is a deep blue. The text is overlaid on the image in white and black boxes.

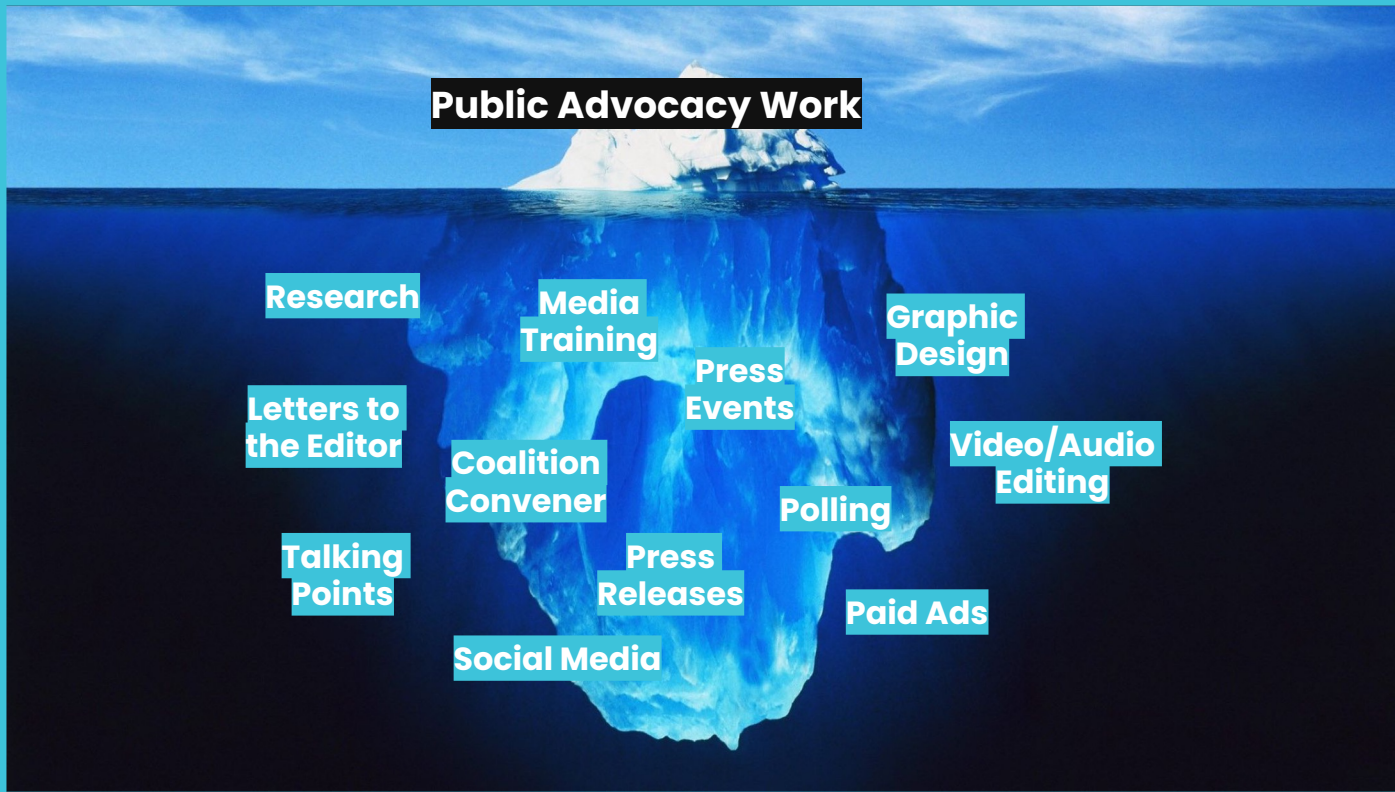
**Public Advocacy Work**

**Communications Hub &  
Progressive Infrastructure**

**Communications Expertise for  
the Progressive Community**

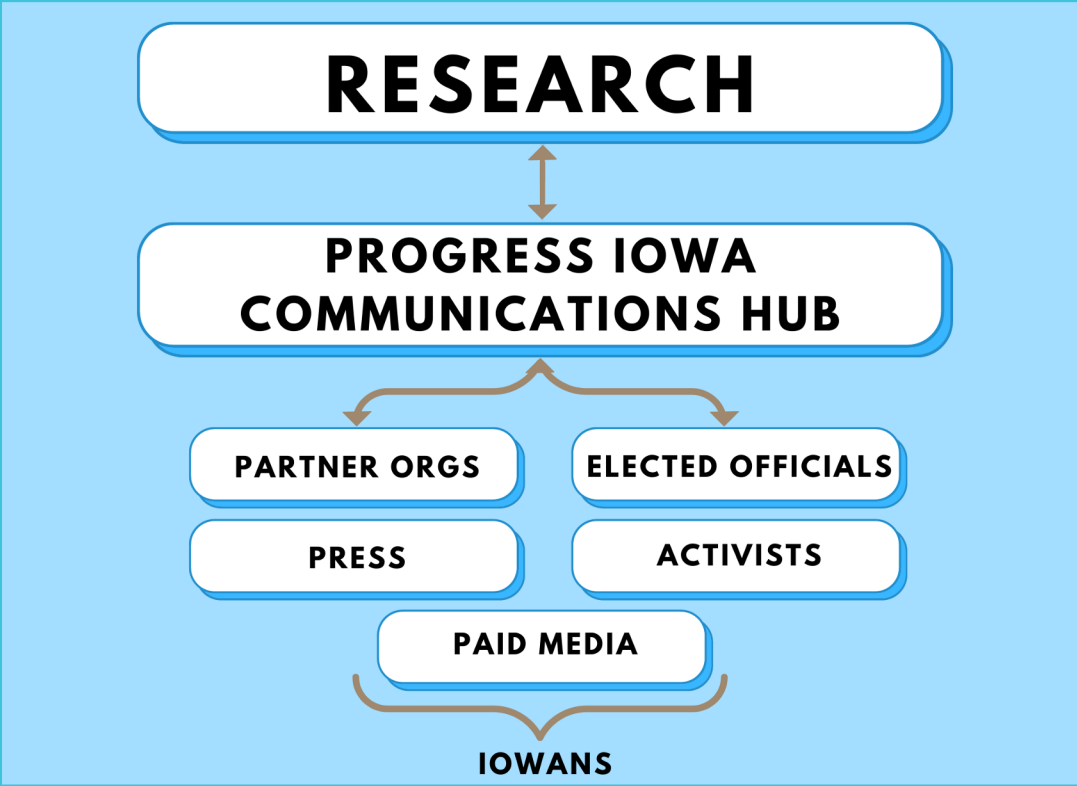
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**PROGRESS  
IOWA** 



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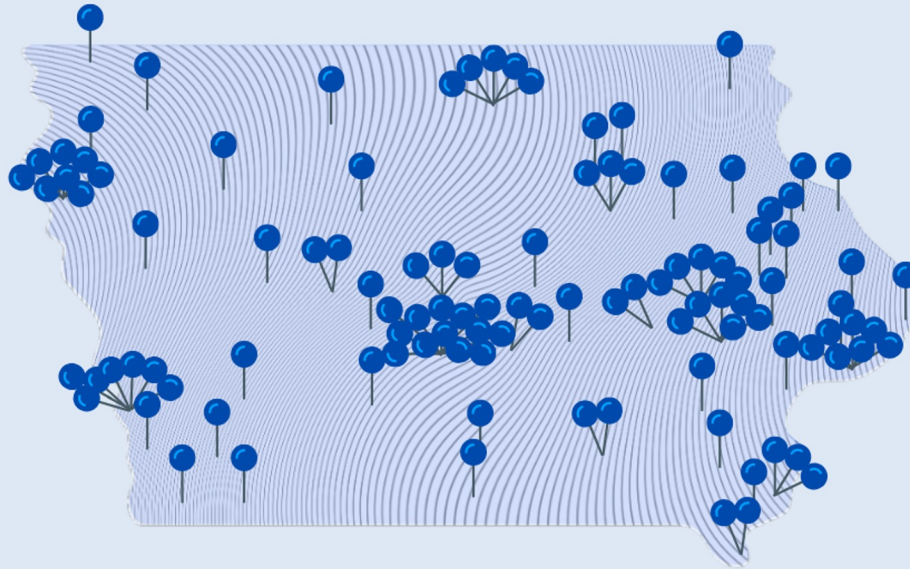


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# COVERAGE GAINED ACROSS IOWA

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**PROGRESS**  
**IOWA** 

# What is a message? What does it do?

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# What is a message? What does it do?

## A message is:

- Engage/inspire your base.
- Convinces persuadables.
- Reveal/Deflate the opposition.

## A message is not:

- A list of facts.
- A fact-check of the opposition.
- A retort to the opposition.

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# How to deliver your message

- **Lead with a shared value.** (*hard work, independence, history in Iowa/local community, ability to listen, get things done*)
- **Define the opposition.**
- **Encourage action from your audience.**

**“Sell the brownie, not the recipe.”**  
**- Anat Shenker-Osorio**

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# How can you help?

- Tell your story.
- Need help? Stories aren't always at the top of mind.
- Join Progress Iowa. Text right now. FFBC at (515) 303-8591
- Write a letter.
- Attend a training.
- Ask us to speak or conduct a training.
- Join our letter writers, digital organizing team, weekly briefings
- Never ever give up!

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# Thank you!

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**Homework!**  
**VRBO Commercial**  
**Aesop: Please All,**  
**Please None**  
**Podcast: Words to Win By**

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