



TALKING POINTS

CORE MESSAGE

The average household is now paying an estimated \$3,500 more as families face higher costs for health care, food, energy, clothing, and other basic needs. Republicans in Congress gave massive tax breaks to billionaires and large corporations, and working families got stuck with the bill.

- Thanks to Republicans in Congress, billionaires got massive tax breaks while working families got stuck with the bill.
- While families are being forced to pay thousands more on every day necessities, Republicans in Congress keep giving handouts to billionaires and big corporations.
- **With their members of Congress back home for August recess, communities across the country are speaking out and urging their representatives to lower costs. Now.**

TALKING POINTS

- Higher costs
 - Republicans in Congress have driven up costs for working families, forcing Americans to pay at least \$3,500 more out of pocket because of their votes in Washington.
 - *If you're a local partner or organizer, highlight your state-specific number if it's higher than the \$3,500 national average.*
 - *For example, "Families across the country are paying \$3,500 more on average, with New Yorkers paying \$4,000 more thanks to Washington Republican policies."*
 - Instead of lowering costs, Republicans voted for policies that raise health insurance premiums, take away food assistance and health care from millions, support costly tariffs, and increase the financial burden on families.
 - Working families are already stretched thin, yet Republicans continue to make everyday necessities more expensive while giving tax breaks to billionaires.
 - Families shouldn't have to choose between paying for groceries or keeping up with rising health care bills because of decisions made by Republicans in Washington.
- Republicans chose billionaires over working families
 - Republicans in Congress voted to give tax breaks to billionaires while forcing working families to absorb higher costs.
 - While wealthy corporations and billionaires profit, families are paying more for necessities like food, health care, and everyday household expenses.



TALKING POINTS

- Republicans continue asking working families to shoulder higher costs while protecting tax breaks for those at the very top.
- Instead of making life more affordable, Republicans have shifted more of the financial burden onto everyday Americans.
- Families are paying the price
 - Working families are paying more because Republicans voted to take away health care and food assistance, raise health insurance premiums, and support tariffs.
 - These decisions don't just increase prices – they make it harder for families to afford basic necessities and plan for the future.
 - At a time when families need relief and support, Republicans continue advancing policies that increase costs instead of lowering them.
 - Americans need lower costs, not policies that make everyday life even more expensive.

DO'S & DON'Ts

DO:	DON'T:
● Keep messages simple and repeatable ● Lead with costs and impact ● Use real examples and stories from people in your community who are impacted by these policies ● Tie everything back to policy decisions by Republicans in Congress ● Stay consistent	● Get overly technical or policy-heavy ● Lead with process instead of impact ● Speculate beyond known facts ● Drift away from the core message