

COMMUNICATING FOR JUSTICE

Colleen Ross, Communications Director

Don Clemmer, Content and Editorial Manager



NETWORK Advocates Training

Overview

- ☀ Why (talk about) communications?
- ☀ NETWORK Guidelines
- ☀ Build Anew Agenda
- ☀ Multi-Issue Voter Messaging
- ☀ *Discuss*
- ☀ Practice using the messaging

Our goal =

CONSISTENT MESSAGING

Words can > justice

or < justice

NETWORK Messaging Guidelines

- ☀ Use person-centered language; avoid “the poor” or “the homeless”
- ☀ Be specific when talking about race (don’t assume white as your audience’s default)
- ☀ Use gender-neutral pronouns
- ☀ Be specific with bill or Member of Congress

NETWORK Messaging Guidelines

- ☀️ Avoid ableist or presuming language like “stand in solidarity,” “speak for/voice for voiceless,” “empower them” “least of these”
- ☀️ Avoid when possible: Sisters and Brothers
- ☀️ Avoid when possible: Welcome the stranger
- ☀️ Avoid excessive violent language

A note on tone

- ☀️ Confident and forward looking
 - ☀️ Cynicism or fear = shut down
- ☀️ Talk about what you're for, not what you're against
- ☀️ Don't use myth busting

Remember the Basics

- ☀️ Speak confidently!
- ☀️ Harness the power of your unique voice.
- ☀️ Share stories– they are powerful.
- ☀️ Answer the question you want to answer, not the question you're necessarily asked.
- ☀️ Keep it brief.

NETWORK FAQs

What is NETWORK?

NETWORK is a national organization of social justice advocates founded by Catholic Sisters 50 years ago to educate, organize, and lobby for social and economic transformation.

NETWORK FAQs

Why was NETWORK founded?

In the aftermath of the Second Vatican Council, Catholic Sisters reflected on how the people who they served in their ministries were being affected by federal policies. The name “NETWORK” reflects their vision of influencing legislation through a national network of participation.

NETWORK FAQs

Is NETWORK partisan?

NETWORK is a non-partisan organization that meets with Republican, Democratic, and Independent elected officials to advance issues central to our justice agenda.

NETWORK FAQs

What is Nuns on the Bus?

Nuns on the Bus is a campaign of NETWORK that was started in 2012. NETWORK has organized seven bus trips that traveled to 35 states focusing on different policy priorities.

Q. Do I have to be Catholic to be part of NETWORK?

Answer: No. NETWORK is open to all who share our passion for justice. We:

- Value women's leadership
- Accept and appreciate people from secular and religious backgrounds
- Welcome and affirm members of the LGBTQ+ community
- Engage in the ongoing work to become a multicultural, anti-racist organization.

Additional Considerations

- ☀️ Partisan political activity
- ☀️ State-level politics
- ☀️ Issues NETWORK doesn't work on

What issues does NETWORK work on?

NETWORK calls for federal policies that dismantle systemic racism, eliminate the wealth and income gap, improve the well-being of our communities, and allow all people to thrive in:

1. Our Economic Security
2. Our Health Care, Housing, and Food Policies
3. Our Immigration and Justice Systems
4. Our Taxes
5. Our Democracy

**When to
identify as
NETWORK ***

**When not to
identify as
NETWORK**

**Advocates Team*

How to Identify as NETWORK!

I'm [name] and I'm a member of NETWORK Lobby with the [Town] Advocates Team and I care about..."

Build Anew Messaging

Emerging from encounter, NETWORK's Build Anew Agenda is a pathway to realizing our vision of a just and inclusive society.

“The racism, sexism, classism, and white supremacy in the U.S. political system has been present since its founding, and there is no way to achieve justice without building a new foundation for a political system, economy, and society that intentionally includes everyone... We call for federal policies that dismantle systemic racism, eliminate the wealth and income gap, improve the well-being of our communities, and allow all people to thrive.”

networkadvocates.org/buildinganew

Catholic Social Justice Principles



Uphold the dignity of each person as an equally valuable member of the human family

Embrace our right and responsibility to participate with others in our shared public life



Be in solidarity with those experiencing poverty in the struggle against structures of injustice

Bridge divisions, rising above individual interest for the good of the whole community



Unite with workers to build an economy that puts people, not profit, at the center

Nurture the earth, recognizing that we are interdependent with the rest of God's creation



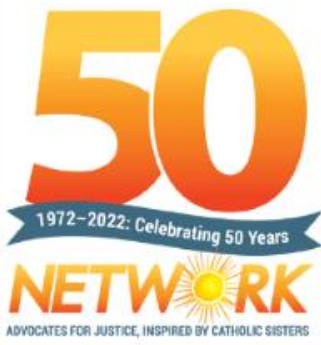
Multi-Issue Voter Messaging

- ☀️ I am a multi-issue voter who ...
- ☀️ We need moral leadership from candidates who will pass policies that advance racial equity and economic justice.
- ☀️ Pope Francis urges us not to ignore injustice or act as though one issue is more important than others. Instead, Pope Francis calls us to prioritize the sins of racism, economic inequality, xenophobia, and more.
- ☀️ I encourage fellow people of faith to listen to their conscience and elect candidates who bring us closer to a truly representative, inclusive, multi-racial democracy that works for all of us.

Where do you see political conversations happening today?

Where do you see political conversations happening today?

And what do you need from NETWORK?



Questions?

Thank you!

