

Talking to conservative voters about the Wyoming Freedom Caucus



Introduction:

Values-based messaging is always important. Talking about our shared Wyoming values (see “Values Pillars” below) reveals how out-of-state groups like the Freedom Caucus don’t want what’s best for our communities.

This narrative was born out of focus-group conversations with real Wyoming voters.

“FC politics divides towns and weakens the conservative values that built this state: honesty, decency, and pulling together when times are tough.”

“Real Wyoming conservatives solve problems — they don’t create them.”

A note on “villains”:

Good narratives often rely on presenting someone as the “villain”, and the clear villains in this situation are extremist out-of-state groups. Describe villains with caution, however:

- Avoid name-calling or highly emotionally charged language, as this will only delegitimize your narrative.
- Name individual lawmakers where appropriate, and always link them to the group they belong to.
- Never rely on the “bad guys” or political jargon as a shorthand for *explaining why* something is bad. For example, don’t simply state that the Freedom Caucus trying to cut mental health programs is obviously bad; instead, quickly explain why these cuts are against our values, who is responsible for them, and how/why these politicians are using this maneuver to hurt our state.

VALUE PILLARS

Honesty

- The Freedom Caucus is dishonest about its goals: it’s grabbing power rather than doing what’s right for Wyoming.
- The Freedom Caucus doesn’t care about conservative values - many lawmakers in The Freedom Caucus just have personal agendas, or are following marching orders from national groups.
- Freedom Caucus members get marching orders on how to vote and act, rather than representing their communities.
- The Freedom Caucus hides irrelevant, out-of-state agendas behind traditional conservative values.
- Wyoming doesn’t want politicians who turn their back on/ignore the folks who voted them in.

Community

- Our communities need diversified, stable economies. The Freedom Caucus’s policies only make our economy worse and the boom and bust cycle more likely to persist.
- The Freedom Caucus wants to defund vital community programs that we all depend on.
- The Freedom Caucus’s us-versus-them approach to politics is splitting our communities.

(Community value pillar, cont.)

- We want lawmakers who understand and care for our communities. Many Freedom Caucus lawmakers just moved in from out of state, and aren't the kind of community leaders we usually elect.
- Wyoming wants lawmakers who are thoughtful about how policies will impact our communities, not who only want to score political points.

Hard work

- The Freedom Caucus is fixated on social issues and national arguments, rather than working to address actual Wyoming problems.
- True Wyoming conservatives work hard for their communities. They listen to their neighbors' needs, not an out-of-state agenda.

Pride in the Land

- The Freedom Caucus aren't good stewards of our lands. Many vote to sell off public lands and allow development that will harm our wildlife.
- The Freedom Caucus isn't rooted in Wyoming. They don't appreciate the land that is our heritage, like everyday Wyomingites do.

Freedom

- The Freedom Caucus will just keep taking away Wyomingites' freedoms and liberties.
- The Freedom Caucus is more concerned with interfering with individual rights than with fixing real problems.

MINDSET

Emotions at play

- Wyoming conservatives have a long and proud history. They know who they are. The Freedom Caucus is trying to tell them who's allowed to be conservative and who isn't.
- The Freedom Caucus has no real plans except building their own political power. Many Wyomingites are worried about their future and their children's future, and want real solutions to the problems they face.

Aspirations

- Wyomingites want to be free from the overreach of powerful out-of-state groups like The Freedom Caucus.
- Wyoming is proud of how we educate our young people. The Freedom Caucus is trying to dismantle that system, hurting our children and their future.
- Wyoming needs more good-paying jobs. The Freedom Caucus's anti-business stances against economic diversification and the Wyoming Business Council prevent job creation.
- We want Wyoming solutions to Wyoming problems.

Pain Points

- Wyomingites are tired of extreme partisanship, which is all the Freedom Caucus focuses on. We want lawmakers who will get things done for our communities.
- The Freedom Caucus's policies just maintain our boom-and-bust economic cycle. This isn't what's right for Wyoming's children and our future.
- By preventing a diverse economy, the Freedom Caucus is forcing our children and families to leave the state.