

## Messaging Grid

### JOE & KAMALA'S VISION

- This is the **most consequential election of our lifetimes**. The character of our country is on the ballot – and lives and livelihoods are, too. People are crying out for leadership and for healing – and **Joe Biden has the experience, character, and heart to rebuild** a nation that works for *everyone*.
- Joe and Kamala will **rebuild the backbone of America – a stronger, more inclusive middle class** – and make sure this time, *everyone* comes along.
- They will **unite the country**. They know how to bring people together to get big things done; Joe's done it his whole life, as a champion for working families.
- Joe and Kamala will **restore the soul of our nation**. They'll call us to conscience to heal our divisions, put hope over fear, science over fiction, truth over lies.

### JOE'S PLAN FOR A JUST RECOVERY

- Today, we're facing an **unprecedented set of crises**: A deadly pandemic. An economic crisis. The wound of systemic racism, ripped open once again.
- It's clearer than ever that leadership matters. Joe knows we can't just return to the way things were – he'll make sure we **build back better**.
- Joe will **protect public health**. Get *everyone* free Covid testing, treatment, vaccines. Get workers PPE and sick leave. Ensure we're never so unprepared again.
- Joe will **lead a just and equitable, economic recovery** – getting relief out to the working families and small businesses that most need it.
- Joe will create millions of new, good-paying jobs investing record amounts in innovation and infrastructure.
- He'll **revitalize American manufacturing**, and **launch a caring workforce**, putting millions to work tending to the young, elderly, those with special needs.
- Joe will fight to end the **systemic racism** and **growing economic inequality** that have denied our nation's promise to too many, for too long.
- American history isn't a fairy tale; the battle for the soul of our nation has been a constant tug of war. But history shows in our darkest moments, we've often made our greatest progress. **We have a tremendous opportunity to turn our anguish into purpose**, and build back better.

### JOE'S RECORD OF ACCOMPLISHMENT

- Joe led this country out of the last great recession, administering the **Recovery Act**, then the biggest stimulus in our nation's history – sparking 75 straight months of job growth, boosting small businesses and state and local governments, and building one of the strongest economies in generations.
- Joe stood side-by-side with President Obama to pass the **Affordable Care Act**, expanding health care to 20 million people, and protecting 100 million more with pre-existing conditions, like diabetes, cancer, or asthma, so they can't be denied health insurance or charged higher premiums.
- Joe has fought throughout his career for **civil rights and voting rights**, and to end the scourge of systemic racism, including in credit, housing, education.
- Joe wrote the Senate's first-ever climate bill; Politifact called him a "**climate change pioneer**." Later, he led the largest clean-energy investment in history.
- Joe is one of a very few to ever **defeat the NRA – he did, twice** – passing a 10-year assault weapons ban and background checks to get guns off our streets.
- Joe wrote and passed the landmark **Violence Against Women Act**, transforming the way our country supports survivors of domestic and sexual violence.
- Joe was our first top elected official to publicly **support same-sex marriage**, and has fought throughout to **protect LGBTQ people from discrimination**.
- Joe has **led foreign policy** for decades, passing key arms control deals, working to expand NATO, helping to seal the Paris Accord and Iran nuclear deal.

### KAMALA'S RECORD OF ACCOMPLISHMENT

- Kamala has devoted her life to the words carved on the Supreme Court: **equal justice under law**. The daughter of immigrants, she was raised to believe in the promise of America, and to fight until it's real for all Americans. As a District Attorney, she stood up for crime victims and **against the abuse of power**.
- As California's first woman Attorney General, she **took on the big banks** for mortgage fraud, winning \$20 billion for homeowners who'd faced foreclosures.
- She faced down the **gun lobby**, fought **Big Oil** to protect the environment, helped win **marriage equality**, and stood as a champion for **working people**.

JOE & KAMALA'S VISION FOR AMERICA

<p><b>Health Care</b></p> <p>Joe will protect and <b>build on Obamacare</b> with a public option. He'll make health insurance more affordable – guaranteeing that no family spends more than 8.5% of their income on premiums – and lower prescription drug costs. He'll double funding for <b>community health centers</b>, on the frontlines of care. And, he'll transform our <b>public health</b> system, to end this virus and the deadly health inequities that have made its toll worse.</p>	<p><b>Climate Change</b></p> <p>Climate change is the existential threat of our time. Joe will invest record amounts in building a <b>100% clean- energy economy</b> – creating millions of <b>good-paying jobs</b>. He'll rejoin the <b>Paris Accord</b> on Day One, and push other nations to do more. He'll hold polluters accountable for the disproportionate harm they've done to communities of color, and put <b>environmental justice</b> at the core of all his work.</p>	<p><b>Education</b></p> <p>Any country that out-educates us will out-compete us. Joe will invest in our kids from birth: providing <b>universal Pre-K</b>, raising teachers' pay, and <b>tripling funding for Title I schools</b>, to close the gap between rich and poor districts. He'll provide four years of <b>free public college</b> for families making less than \$125K a year, forgive student loans for most public college graduates, and invest in new partnerships to help high school students earn work credentials.</p>
<p><b>Criminal Justice</b></p> <p>Joe knows it's past time to put the <i>justice</i> in our criminal justice system. He'll crack down on systemic police misconduct, boost community policing, and invest <b>\$20 billion to shift our focus from incarceration to prevention</b>. He'll end cash bail and divert drug offenders, so no one goes to jail for poverty or drug use alone. And he'll invest in mental health treatment, job training, reentry, and more.</p>	<p><b>Unions</b></p> <p>Strong unions built the great American middle class – and their members are carrying our nation in this pandemic. Joe has always championed labor – as president, he'll back measures that make it easier to <b>form and join unions</b>, and crack down on corporate efforts to thwart them. He'll fight for <b>workplace safety</b> and a fair wage – so workers get not just praise, but the <b>protection and pay</b> they so deserve.</p>	<p><b>Immigration</b></p> <p>It's past time to reform our broken immigration system. Joe knows we have a right to enforce our borders, but need rational, humane rules. That's why he'll provide a <b>path to citizenship</b> for 11 million undocumented people.</p>
<p><b>Gun Safety</b></p> <p>Gun violence is a public health epidemic. Thoughts and prayers won't end mass tragedies or daily shootings; action will. Joe is one of a very few people who've <b>defeated the NRA –and he has twice</b> – passing background checks and an assault weapons ban in the 1990s. Now, he'll do it again: renewing that ban, boosting background checks, and closing key gun sales loopholes. And he'll invest in healing the trauma that so often outlasts the shooting.</p>	<p><b>Foreign Policy</b></p> <p>Joe will strengthen the coalition of democracies that stand with us, and equip Americans to succeed in a global economy. And he'll renew American leadership to <b>mobilize the world to overcome</b> the threats of our time, from nuclear proliferation and terrorism to climate change and a deadly pandemic. He's a ready <b>Commander in Chief</b> on Day One.</p>	<p><b>LGBTQ Rights</b></p> <p>Joe will fight to <b>pass and sign the Equality Act</b> to protect LGBTQ individuals from discrimination under civil rights law – safeguarding access to housing, health care, work, school, credit, and public services, among other things. He'll reinstate key Obama-era provisions allowing transgender servicemembers to serve openly in the military; and ban conversion therapy, fight sexual assault, and make sure all Americans are treated with the dignity they deserve.</p>