



**KNOW OUR
WORTH**

**SABEMOS CUÁNTO
VALEMOS**

**KNOW OUR WORTH: TEXAS RACE CLASS
NARRATIVE**

ABOUT

Despite the firm hold the right has over the state, Texans support our progressive vision — if and when they actually hear it.

Our opponents know voters largely share our values and favor our solutions, which is why they continue to deploy their decades-long divide-in-order-to-conquer strategy of stoking fears in our communities, manufacturing panic about our schools, and pointing the finger at scapegoats, from Black people to new immigrants to transgender youth. As the Texas GOP ramps up attacks on our freedoms and our families, we must break a signal through the noise with a consistent message we all echo across the state.

With this guide, advocates across all of our issues can make a proactive, compelling and mobilizing case for electing new leaders in Texas who will represent and govern for all of us, across our races, backgrounds and genders. In the guide, you'll find messaging principles, recommended narratives, and specific wording guidance that will help build cross-racial solidarity, blunt opposition efforts to divide our coalition, and win progressive change and elections — whether you're addressing your local school board, canvassing in your community, or developing content for social media.

LINKS TO MESSAGING GUIDES

- [C3 Sabemos cuánto valemos: Tejas para todos](#)
- [C3 Know Our Worth: Texas For All messaging guide](#)
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