

# PROJECT 2025 RESOURCE HUB by



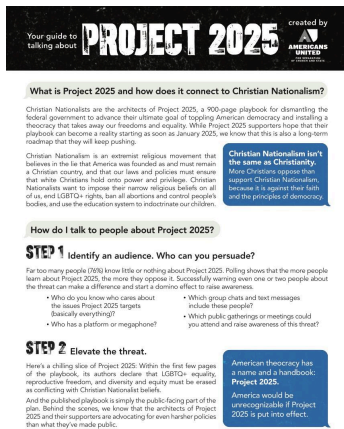
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## Website

- <https://www.au.org/Project2025> or [www.au.org/P25](http://www.au.org/P25)

## Documents



[How to Talk About Project 2025](#)

### Talk to School Board, Legislative and Other Local Candidates About Religious Freedom

Elevate the Issue of Church-State Separation Locally in this Important Election Year

You have a critical role to play in your community. Use this guide to make a meaningful difference.

**The Importance of Your Voice**

With hundreds of candidates running for office in 2024, now is the time for you to let candidates know you care about church-state issues.

You can be certain candidates have already heard loudly from powerful networks of religious extremists. So don't be afraid to be equally vocal about what is important to you, especially this year. Here are some helpful tips to get started.

- Where to Engage:**
- Visit the websites of state and local candidates and sign up for emails and texts. Include candidates you support and oppose.
  - Connect with their social media channels.
  - Register with state and local party committees, political bloggers, and online bulletin boards, too.
  - Keep looking for notices about town halls, community forums, and talk radio appearances, and make plans to attend or participate.

- How to Prepare:**
- Arrive or call in early.
  - Bring a friend for moral support.
  - Ask when and how questions will be taken.
  - Prepare your questions and follow-ups in advance.

- How to Engage:**
- **When you speak, remember you are there as a private individual constituent and should identify yourself as such—you're not there as a representative of AU. And that's a good thing! Candidates are usually much more attentive and responsive to their voters than to organizations.**
  - Commit to being non-confrontational and genuinely interested in a candidate's response, pro or con, and know everyone else may be as nervous as you are. End on a constructive note: offer to send them or their staff more information or have an AU fact sheet with you.

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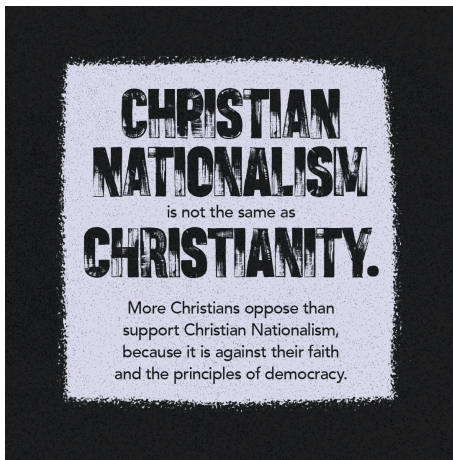
[Talk to Local Candidates About Religious Freedom](#)

## Blog Posts

Anyone is free to repost or reshare these blog posts from AU's social media accounts or link to the original articles from your website. If you wish to republish the article in part or in whole on your own platforms, please email Bruce Gourelly ([gourelly@au.org](mailto:gourelly@au.org)) for permissions.

- [Project 2025 isn't going anywhere](#)
  - repost from [Twitter/X](#) or [Facebook](#)
- [Project 2025 is a Christian Nationalist Playbook](#)
- [Project 2025 says some marriages are better than others](#)
  - repost from [Twitter/X](#) or [Facebook](#)
- [Project 2025 is coming for America's libraries](#)
  - repost from [Twitter/X](#) or [Facebook](#)
- [Christian Nationalists and Project 2025 have a radical scheme to remake your weekends](#)
  - repost from [Twitter/X](#) or [Facebook](#)

**Graphics, Social & Text Messages** (check Americans United social media for current hashtags to include)



Sample Text: Christianity is NOT the same as Christian Nationalism

[Download Graphic](#)



Sample Text: Do you care about immigrants' rights? Project 2025 puts their future in jeopardy.

[Download Graphic 1](#) and [Graphic 2](#)



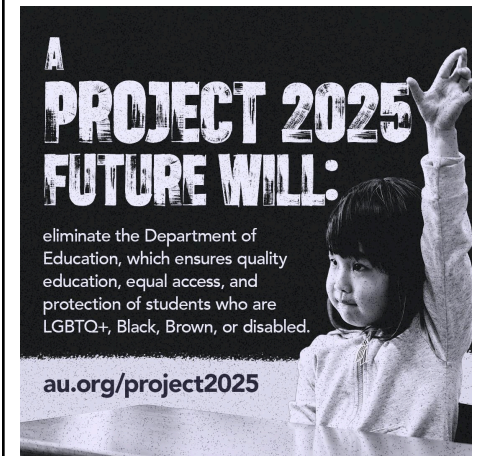
Sample Text: Do you care about LGBTQ+ people & families? Project 2025 puts their future in jeopardy.

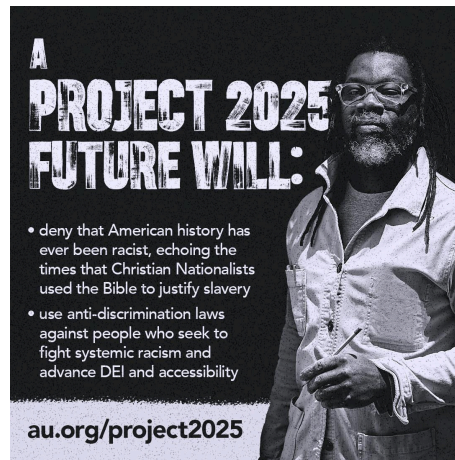
[Download Graphic 1](#) and [Graphic 2](#)



Sample Text: Do you care about public schools? Project 2025 puts their future in jeopardy.

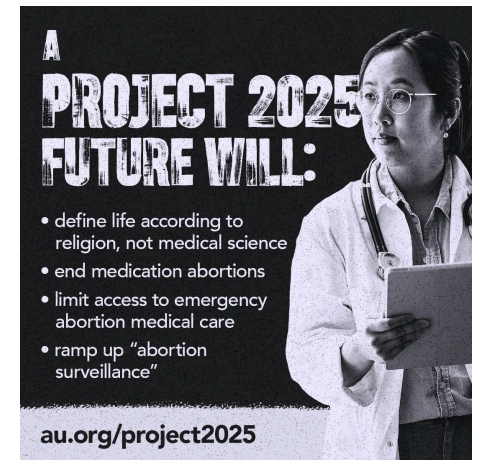
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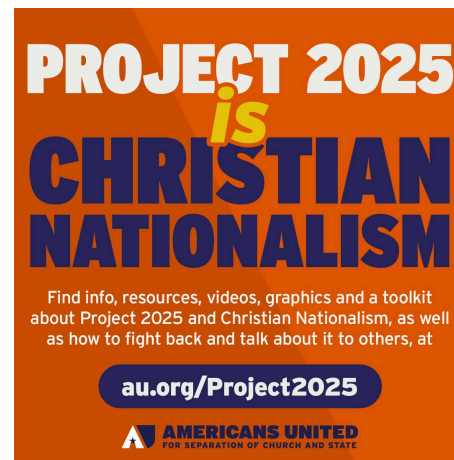
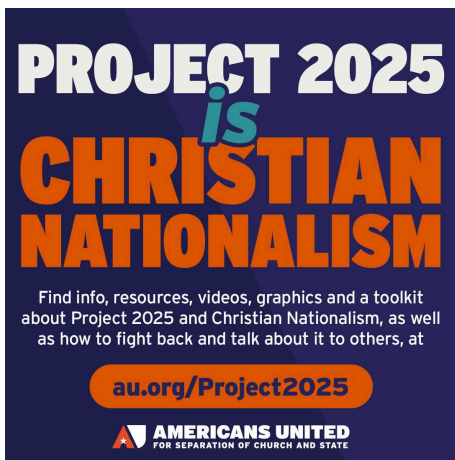
Sample Text: Do you care about racial justice? Project 2025 puts its future in jeopardy.

[Download Graphic 1](#) and [Graphic 2](#)



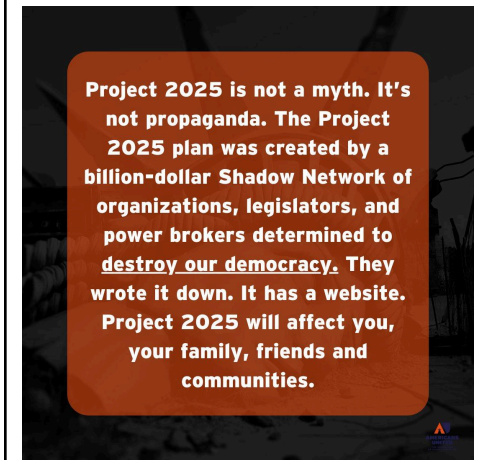
Sample Text: Do you care about reproductive freedom? Project 2025 puts its future in jeopardy.

[Download Graphic 1](#) and [Graphic 2](#)



Sample Text: Project 2025 is not a myth. It's not propaganda. They wrote it down. It has a website. And Project 2025 will affect you, your family, friends and communities. Check out this toolkit! <https://au.org/project2025/>

[Download Blue graphic](#) and [White graphic](#) and [Orange graphic](#)

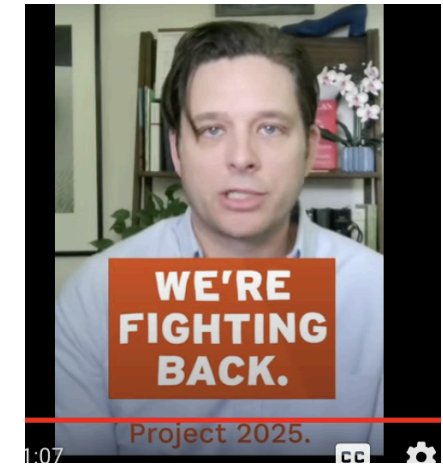
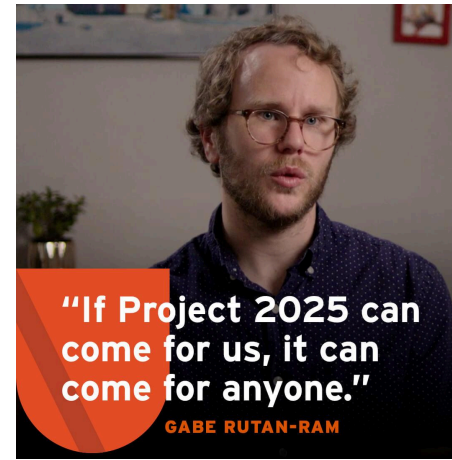


Sample Text: Project 2025 aims to enforce narrow Christian Nationalist beliefs by rolling back LGBTQ+ rights, erasing marriage equality, banning the most accessible forms of abortion and limiting reproductive health care, misusing religion to discriminate, and more.

Download Graphic 1 and Graphic 2 and Graphic 3 and Graphic 4

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## Videos

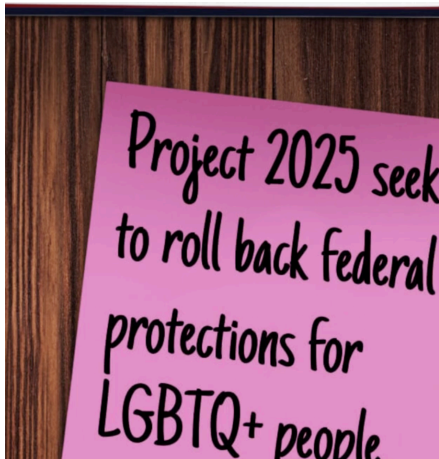


Sample text: "If Project 2025 can come for us, it can come for anyone." – Liz & Gabe Rutan-Ram, who were denied service by a publicly funded Christian foster because they were Jewish

Video: [View, share, download, embed](#) | Download [Graphic 1](#) and [Graphic 2](#) and [Graphic 3](#)

Sample Text: What will Project 2025 do?

[View, share, download, embed](#)



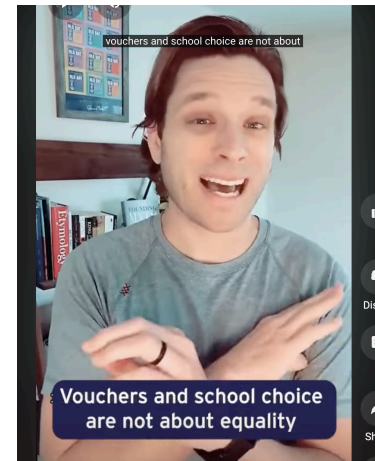
Sample text: Project 2025 attacks LGBTQ+ rights

[View, share, download, embed](#)



Sample text: Abortion bans violate religious freedom

[View, share, download, embed](#)



Sample text: Vouchers & school choice are part of Project 2025

[View, share, download, embed](#)



## Rally Posters

- 11" x 17"
- Recommend to print on cardstock or 100lb paper minimum
- [Download Front \(White\)](#) and [Back \(Orange\)](#)

## Postcards / Palm Cards (Option 1)

- 4.25" x 5.5" for individual printing at a printer (e.g. FedEx Office)
- Recommend to print on cardstock or 100lb paper minimum
- [Download Front](#) and [Back](#)

## Postcards / Palm Cards (Option 2)

- Four cards on 8.5" x 11"
- Recommend to print on cardstock or 100lb paper minimum
- Use perforated paper to make breaking apart into four postcards easier. Or if using regular paper, cut into fours
- [Download Front](#) and [Back](#)

## Build A Text Message or Email to Friends & Family

### TEXT #1:

I know you care about **immigrant rights** so found info on Project 2025's impact. It's from pg. 143 in their plan: "Congress should mandate and fund additional bed space for alien detainees. ICE should be funded for a significant increase in detention space, raising the daily available number of beds to 100,000."

### TEXT #2 (save photo(s) then send/attach)



#### Budget

- Congress should mandate and fund additional bed space for alien detainees. ICE should be funded for a significant increase in detention space, raising the daily available number of beds to 100,000.

Save [Graphic 1](#) and [Graphic 2](#)

### TEXT #3:

Found this and a lot more info at [www.au.org/P25](http://www.au.org/P25)

### TEXT #1:

I know you care about **LGBTQ+ rights** so found info on Project 2025's impact. It's from pg. 481 in their plan: "...prioritize policies that 'maintain a biblically based, social science-reinforced definition of marriage and family'" – also referred to as "heterosexual, intact marriage."

### TEXT #2 (save photo(s) then send/attach)



- Protect faith-based grant recipients from religious liberty violations and maintain a biblically based, social science-reinforced definition of marriage and family. Social science reports that assess the objective outcomes for children raised in homes aside from a heterosexual, intact marriage are clear. All other family forms involve higher levels of instability (the average length of same-sex marriages is half that of heterosexual marriages); financial stress or poverty; and poor behavioral, psychological, or educational outcomes.

For the sake of child well-being, programs should affirm that children require and deserve both the love and nurturing of a mother and the play and protection of a father. Despite recent congressional bills like the Respect for Marriage Act that redefine marriage to be the union between any two individuals, HMRE program grants should be available to faith-based recipients who affirm that marriage is between not just any two adults, but one man and one unrelated woman.

Save [Graphic 1](#) and [Graphic 2](#)

### TEXT #3:

Found this and a lot more info at [www.au.org/P25](http://www.au.org/P25)

### TEXT #1:

I know you care about **reproductive freedom** so found info on Project 2025's impact. First pg. 450: "Abortion and euthanasia are not health care." Also pg. 455: Ramp up "abortion surveillance," particularly in "liberal states [that] have now become sanctuaries for abortion tourism."

### TEXT #2 (save photo(s) then send/attach)



- Goal #1: Protecting Life, Conscience, and Bodily Integrity. The Secretary should pursue a robust agenda to protect the fundamental right to life, protect conscience rights, and uphold bodily integrity rooted in biological realities, not ideology. From the moment of conception, every human being possesses inherent dignity and worth, and our humanity does not depend on our age, stage of development, race, or abilities. The Secretary must ensure that all HHS programs and activities are rooted in a deep respect for innocent human life from day one until natural death. Abortion and euthanasia are not health care.

Save [Graphic 1](#) and [Graphic 2](#)

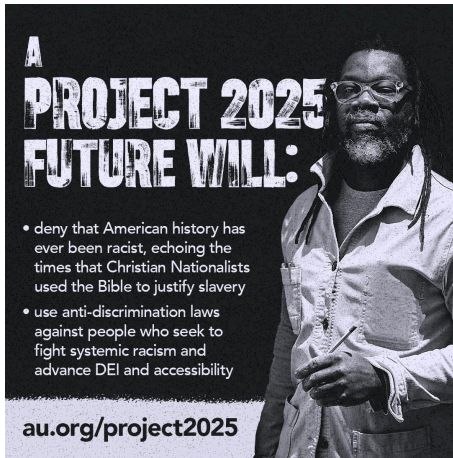
### TEXT #3:

Found this and a lot more info at [www.au.org/P25](http://www.au.org/P25)

TEXT #1:

I know you care about **racial justice** so found info on Project 2025's impact. It's from pg. 4: calls for "deleting the terms ... diversity, equity, and inclusion ("DEI") ... out of every federal rule, agency regulation, contract, grant, regulation, and piece of legislation that exists." Also pg. 342-3, which denies that American history has ever been racist.

TEXT #2 (save photo(s) then send/attach)



2025 Presidential Transition Project

assignments in which students must defend the false idea that America is systematically racist, the theory is actively disrupting the values that hold communities together such as equality under the law and colorblindness.

Save [Graphic 1](#) and [Graphic 2](#)

TEXT #3:

Found this and a lot more info at [www.au.org/P25](http://www.au.org/P25)

TEXT #1:

I know you care about **public schools** so found info on Project 2025's impact. It's from pg. 318: "Federal education policy should be limited and, ultimately, the federal Department of Education should be eliminated." Also pg. 319 expands "education options" and "school choice," code words for funneling taxpayer dollars to private, predominantly religious schools that can indoctrinate and discriminate.

TEXT #2 (save photo(s) then send/attach)



**MISSION**

Federal education policy should be limited and, ultimately, the federal Department of Education should be eliminated. When power is exercised, it should empower students and families, not government. In our pluralistic society, families and students should be free to choose from a diverse set of school options and learning environments that best fit their needs. Our postsecondary institutions should also reflect such diversity, with room for not only "traditional" liberal arts colleges and research universities but also faith-based institutions, career schools, military academies, and lifelong learning programs.

Save [Graphic 1](#) and [Graphic 2](#)

TEXT #3:

Found this and a lot more info at [www.au.org/P25](http://www.au.org/P25)

TEXT #1:

I know you care about **religious freedom** so found info on Project 2025's impact. It's from pg. 586: "...make it more explicit that those employers may make employment decisions based on religion regardless of nondiscrimination laws."

TEXT #2 (save photo(s) then send/attach)

• Clarify Title VII's religious organization exemptions. Congress should clarify Title VII's religious organization exemptions to make it more explicit that those employers may make employment decisions based on religion regardless of nondiscrimination laws.

Save Graphic 1 and Graphic 2

TEXT #3:



## News Articles for Sharing with Friends and Family

- [Inside Project 2025: How the expansive conservative playbook could impact religious liberty](#)
- [A Jewish couple were rejected as foster parents because of their religion. This is the future Project 2025 envisions](#)
- [Americans United launches toolkit to help anyone talk about dangers of Project 2025](#)