



“Tools for advocates, cultural activists, and social justice communicators across the country.”

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FUTURE OVER FEAR: TOOLS TO BUILD A DIFFERENT STORY

Future Over Fear

In this section, we introduce three new **Future Narratives** based on a wealth of research into white supremacist narratives, democratic participation, and civic engagement, combined with our narrative approach and input from the field. We hope these Future Narratives provide replicable tools for advocates, cultural activists, and social justice communicators across the country.

Grounding Our Strategy: What the Research Tells Us

We recognize that fear-based narratives dominate today, promoted by a well-resourced narrative change campaign from our opposition. Yet we can overcome this by focusing on affirmative, values-based narratives that prioritize our future—a truly multiracial democracy where all people belong. This is the overarching story we want to take hold as our vision for the future. We hope these Future Narrative examples provide replicable tools for advocates, cultural activists, and social justice communicators across the country.

To achieve **equity** and justice, we must champion a future vision of a multiracial democracy where everyone has equitable access to what they need. This requires dismantling and replacing narratives of white supremacy that foster division and inequality and—in its most extremist forms—hatred and violence. To overcome these **Fear Narratives**, we have researched and designed narrative messaging strategies guided by our visionary hopes for the future.

A Quick Reminder Before You Dive In

What follows reflects narrative directions we've prioritized based on years of research, testing, and collaboration. But this isn't a one-size-fits-all roadmap. The language, examples, and frameworks offered here are meant to support your thinking—not to replace your insight. You bring the essential context: the communities you're accountable to, the goals driving your work, and the strategies that will reach and move your audiences. Adopt what's useful, tweak what needs adapting, and carry forward what strengthens your efforts.

We have used these guiding themes, combined with our narrative approach and input from the field, to develop the following Future Narratives—focused on Racial Justice, Multiracial Democracy, and Immigrant Opportunity—along with applicable messaging guidance, case study examples, and tips on how to implement these narratives into your campaigns.

