The People’s Budget is supported by 4 key strategies:

1. People-centered, fact-based research and policy analysis;
2. A coalition of partners across race, class, and gender;
3. Deep community engagement with everyday Texans;
4. A narrative shift supported by digital advocacy efforts.

to establish a people-centered policy agenda for our state while engaging and mobilizing everyday Texans.
We're known for our fact-based research and policy analysis. To strengthen our work, we need to think TEXAS big and center people in our work.

**2 PARTNERS**

Our partners count on us for leadership, strategy, and analysis. We engage in diverse policy issues and bring folks together. It's time to think strategically about who is missing from the table across race, place, and background.

Our coalition work should include organizations and leaders that represent everyday Texans and the most affected communities. Their voices should direct our work in tandem with our data and policy analysis. **Together, we will be powerful, unified, and unshakeable.**

**3 ENGAGEMENT**

Our "why" has always been, "Texans." We lead with our policy and research expertise to make a real impact in Texas. While our work has been for Texans, but we haven't always worked partnership with Texans across our state.

Our work is more powerful when we center community. We are actively seeking new ways to authentically engage communities across race, space, and background. Everyday Texans should inform and partner on our work. **We are People First.**

**4 NARRATIVE**

Race Class Narrative (RCN) is an empirically-tested narrative on race and class that neutralizes the use of dog-whistle racism to win on the issues we care about.

In 2022 focus groups and a statewide online dial survey revealed what messages resonate with everyday Texans.

**RCN resonates more strongly than opposition messaging and traditional progressive messaging in testing. RCN changes Base and Persuadable voters' perception of what is possible in Texas. We'll talk different to win.**

We have fought for Texans. Now we fight alongside them.
We're power building in Texas, y'all!

**People Power**
leverages cross-constituency organizing, including base-building, identifying new partners, and leadership development.

**Relationship Power**
builds alliance among communities, particularly Black, brown, and immigrant organizations, unions, working Texans, and faith- and community-based groups.

**Narrative Power**
shapes public narrative and discourse that actually resonates with audiences that reflect the breadth of diversity in Texas.

**Governance Power**
influences people-first institutional decision-making as a legitimate and credible “force to be reckoned with”

**Financial Power**
fuels issue-based campaigns that support the policy priorities everyday Texans want and deserve.
YEAR 1
Laying the foundation for a people-centered proactive policy agenda.

YEAR 2
Proactive agenda for the 88th Legislative Session with partner and community buy-in and support.

YEAR 3
Deeper engagement across the state to more effectively and authentically center people, their voices, and experiences.

YEAR 4+
Work with community on a pro-active policy agenda that is supported by our partners, data + policy analysis, AND resonates with, engages, and mobilizes everyday Texans year round.

The People's Budget is a multiyear strategy.
1. **Internal Strategy**
   ET People’s Budget Leadership is defined and internal strategy sessions continue through June.

2. **PB Testing**
   ET hosted People’s Budget events in DC and Houston.

3. **Peer Outreach**
   ET interviews 5 peer organizations to learn about their proactive strategies to inform our own strategy.

4. **Draft Policy Agenda**
   ET starts working on a policy agenda to share with partners and community.

5. **Collective Learning**
   Every Texan staff collectively Read Merge Left.

6. **RCN Series**
   ET staff participated in an intensive RCN series with advocates from across Texas.

7. **TX4All**
   ET meets with TX4All leader to strategize opportunities for collaboration.

8. **Staff Workshop**
   Staff participated in a PB's Workshop to vision their work in the People's Budget.

9. **Staff Training**
   All ET staff participate in a RCN Training.

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**March 2022**

**April 2022**

**May 2022**
People's Budget Road Show
July 2022 - September 2022

JUNE 2022

1. Legislative Agenda Draft
2. People's Budget Policy Solutions

JULY 2022

1. Legislative Agenda Draft
2. Engagement + Outreach Strategy
   July 2022 - September 2022
   Coalition Outreach
   Community Feedback on Policy Solutions
   Statewide Community Engagement
   Every Texan Base Engagement

AUG 2022

People's Budget Launch at Legacy
People's Budget Legislative Agenda

OCT 2022

Engagement + Outreach Strategy
October 2022 - December 2022

SEPT 2022

People's Budget Launch at Legacy
People's Budget Legislative Agenda

NOV 2022

Engagement + Outreach Strategy
October 2022 - December 2022

DEC 2022

1. Coalition Activation
2. Activation on Policy Solutions
3. Statewide Community Engagement
4. Narrative Digital Campaign
5. Every Texan Base Engagement + Activation

2023

State of the People
February 2023

88th Legislative Session