Framing the Message

Frame the Debate

Illustrate the cost of inaction

Tap into deeply held values

* Senators from both sides of the aisle came together to support...
  * Conservatives and Progressives can agree that energy efficiency saves us all $$

Billions will be spent on disaster relief:
  * Hurts our economy
  * Puts our security at risk
  * Puts our families’ health in danger

Put America back in control of our own Energy situation:
  * Cut foreign oil spending in half
  * Invest in energy that’s made in America and creates jobs for Americans
  * Local control over energy production
  * Will create a better future for our children—health of our families