

TO: Ron Klain  
FROM: Jen O'Malley Dillon, Anita Dunn  
RE: Building a Better America Strategy and Plan

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For many administrations, August can be a momentum *killer*. For this team, August is going to be a momentum *builder* as we come out of last week – which featured a string of bill signings, gas prices back under \$4, Sweden and Finland's ascension to NATO, the House passage of the Inflation Reduction Act, and more – that underscored President Biden's leadership. In August and through the fall, the Administration and our allies will launch an aggressive effort to promote the benefits of the President's accomplishments and the Inflation Reduction Act to the American people and highlight the contrast with Congressional Republicans' vision.

We know that the Inflation Reduction Act is overwhelmingly popular with the American people. Our internal polling shows that messages touting the cost-lowering features of the Inflation Reduction Act – lowering health care costs, prescription drug costs, and utility bills – are among the highest testing messages ever. And, our polling shows that messages that highlight that the President and Congressional Democrats defeated special interests tests well.

### **Building a Better America Tour**

We will make clear that the President and Congressional Democrats beat the special interests and delivered what was best for the American people. Every step of the way, Congressional Republicans sided with the special interests — pushing an extreme MAGA agenda that costs families. The Building a Better America campaign will use all of the tools of the White House to bring these messages to the American people.

President Biden, Vice President Harris, the Cabinet, our Hill allies, governors, mayors, and allied groups will take this message directly to the American people.

In the coming weeks, the President will host a Cabinet meeting, host an Inflation Reduction Act celebration event at the White House on September 6<sup>th</sup>, and will travel across the country to highlight how the Inflation Reduction Act will save money on prescription drugs, cut health care premiums, and cut energy costs. Other upcoming events will illustrate how President Biden worked to get things done, including passing a historic gun safety law and making smart investments to keep our competitive edge and rebuild American manufacturing through the CHIPS and Science Act and the Bipartisan Infrastructure Law. President Biden will attend a groundbreaking at Intel in Ohio, address his "Safer America Plan" that helps fight crime and make communities safer while in Pennsylvania, and highlight the American Rescue Plan along the way.

On August 7, Vice President Kamala Harris cast the tie-breaking vote in the Senate to pass the Inflation Reduction Act and promptly hit the road to champion this transformational legislation across America. During her convening of college and university presidents at the White House, with union leaders and state legislators in

Nevada, and science and national security experts in California, Vice President Harris touted how the Biden-Harris Administration delivered lower prescription drug prices, lower health care costs, and lower energy costs while ensuring the wealthy and big corporations pay their fair share. The Vice President will continue to share this historic message in her travel throughout the country, and in media interviews, alongside Cabinet officials and Members of Congress.

Between Sunday and the end of August, Cabinet members will travel to 23 states on over 35 trips touting the Inflation Reduction Act and the administration's accomplishments. Some examples of Inflation Reduction Act-related travel include:

- On August 17, Secretary Vilsack will participate in a roundtable discussion with agricultural stakeholders on the Inflation Reduction Act in Grand Junction, CO with Sen. Bennet (D-CO).
- On August 17, Secretary Becerra will travel to Southern New Mexico for an event with Sen. Ben Ray Lujan (D-NM) and Sen. Heinrich (D-NM) that will highlight how the Inflation Reduction Act will lower prescription drug costs for Americans.
- On August 17, Secretary Haaland will be in Central California to meet with federal, state and local leaders, visit with farmers and water users, and hold a media availability to highlight Bipartisan Infrastructure Law and Inflation Reduction Act investments in drought resilience. Rep. Costa (D-CA) will join.
- Secretary Walsh will give remarks at a variety of Labor conferences in August, including ones in New Jersey, and Michigan, and Illinois. While there, he will highlight the millions of clean energy jobs that will be created with prevailing and registered apprenticeship requirements via the IRA's clean energy tax credits.

### **Digital Strategy**

The goal of our digital strategy is to communicate directly with the American people through the White House digital channels during this tour. Working with allies, examples of digital tactics include:

- Publishing a new, interactive website on climate incentives including information for families, homeowners, small businesses, and more on access to tax credits.
- Releasing explainer videos and graphics highlighting the importance of the IRA to everyday Americans, including introducing policy expert voices from the White House as trusted messengers.
- Holding influencer briefings to educate and activate prominent content creators to amplify our message on their own online social media channels.

### **Congressional Outreach**

The White House will continue to work closely with Members of Congress to highlight this historic Congressional session:

- In collaboration with Senate and House Democratic Policy and Communications Committee, hosting hundreds of town halls and roundtables.

- Amplifying House Democrats' Days of Action on key messaging priorities, including health care, clean energy and jobs, and environmental justice and climate.
- Focusing on digital strategy and regional press, including pairing up a select group of Members of Congress to do regional interviews with senior White House officials.

### **Public, Intergovernmental, and Stakeholder Outreach**

President Biden and Vice President Harris know that they need to arm allied group organizations and stakeholders to help them distribute our message to their networks, and we must reach far and wide as possible across traditional and innovative channels. It will be imperative to ensure elected officials, allied groups, and stakeholders have our messaging, so they can uplift the impacts of the Inflation Reduction Act for Americans across the country, and outreach tactics include:

- Working with external partners to plug in Administration officials as speakers at their events and ensure that Inflation Reduction Act event they hold for members are successful.
- Hosting in-person at the White House and virtual stakeholder briefings, including state-based, coalition, constituency issue-specific events.
  - This includes calls with mayors, governors, county elected officials, state legislators, and intergovernmental associations.
  - Specific briefings on key provisions of the IRA focused on climate, healthcare, and prescription drugs, and how this Administration is working for working families.
- Distributing essential collateral, including talking points, graphics, and state-by-state and constituency-specific fact sheets to Office of Public Engagement, Intergovernmental Affairs and Office of Political Strategy stakeholders, including 50,000 state, local, Tribal, and territorial leaders.

We know that our allied group partners, ranging from labor to prescription drug advocacy groups to climate partners, plan to create a surround sound environment to drive this message home through member-to-member engagement, paid media and grassroots thank you events featuring Cabinet officials.

### **Closing**

Along with President Biden and Vice President Harris, the Cabinet, elected officials and allied group partners are more united than ever and moving in unison to show how Congressional Democrats beat the special interests and delivered for the American people. Our goal for the next few weeks is simple: Take our message – one that we know resonates with key groups – and reach the American people where they are.

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