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# IT'S NOT TOO LATE

Bringing MAGA Voters Home

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# Presented by



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# AGENDA

- **It's not too late**
- **Deradicalization process**
- **The project**
- **Next steps**
- **BONUS: Angry Uncle Bot**



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**It's not too late**



# How do we know people can change?

## Because...

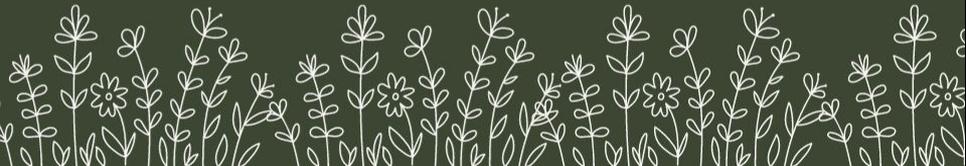
- That's how brains work
- There are plenty of famous people who have changed their minds
- We have changed our minds
- MAGA voters have changed their minds in the past



**Most of the time we  
don't notice change  
when it happens**

## **Consistency Bias**

**We assume people  
(including ourselves)  
remain consistent over  
time.**



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# One dramatic case

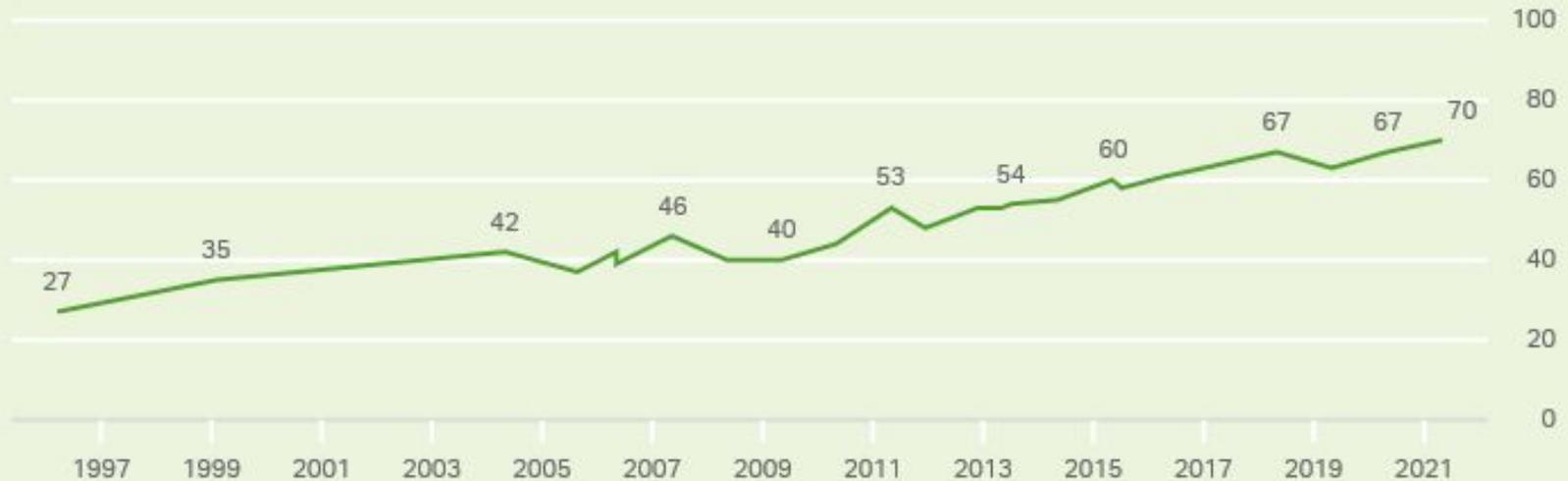


# Marriage Equality

## U.S. Support for Same-Sex Marriage, 1996-2021

Do you think marriages between same-sex couples should or should not be recognized by the law as valid, with the same rights as traditional marriages?

— % Should be valid

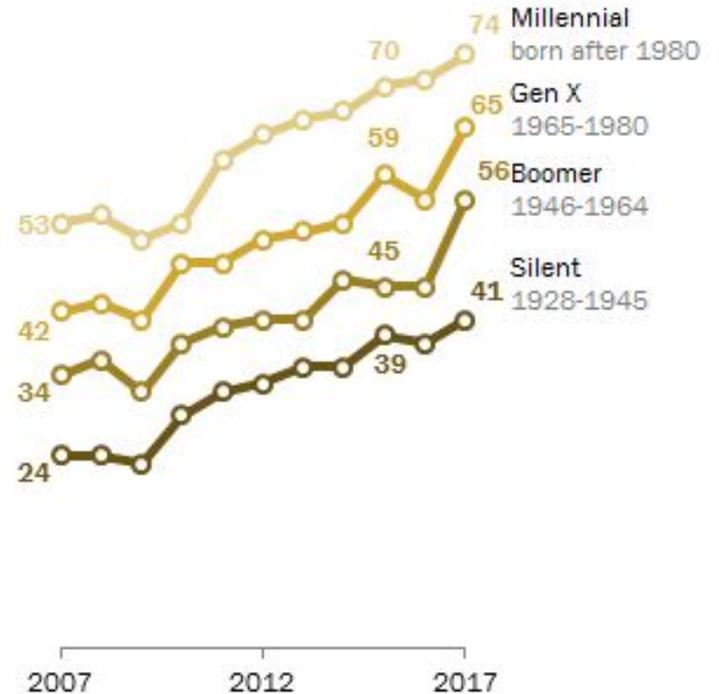


GALLUP

# Change by Generation

## Majorities of Millennials, Gen X and Boomers now favor same-sex marriage

*% who favor allowing gays and lesbians to marry legally*



Note: Data for 2007-2015 based on yearly averages.  
Source: Survey conducted June 8-18, 2017.

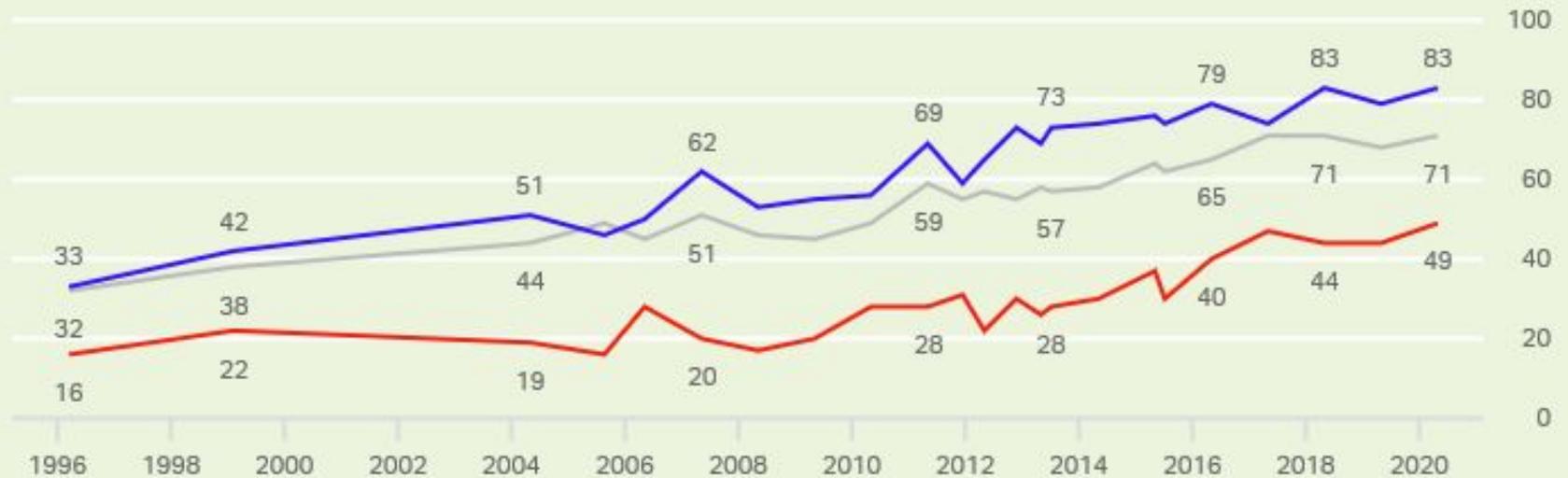
PEW RESEARCH CENTER

# Change by Partisanship

## Support for Gay Marriage, by Political Party -- 1996-2020

% Saying same-sex marriages should be recognized by the law as valid

■ Republicans ■ Independents ■ Democrats

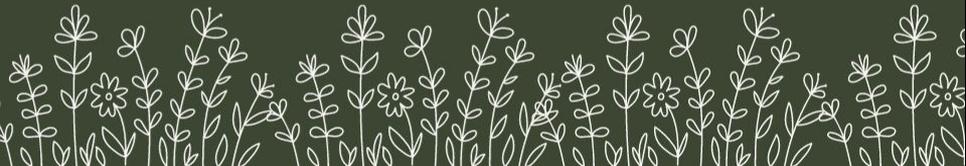


GALLUP

**“I’ve tried. If they  
were going to change  
they would have  
already.”**

**Here’s the painful  
truth:**

**You probably  
haven’t been  
approaching  
them in the most  
effective way.**



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# Deradicalization Process



## Steven Hassan, PhD



## Cult influence expert

- Former cult member
- Psychologist
- Author
  - Cult of Trump
  - Freedom of Mind
- Strategic Intervention Approach (SIA)
- “Giving up is a dysfunctional coping mechanism.”

**Why are we talking  
about cults?**

**Because MAGA and  
Trumpism resemble  
a cult of personality**

**But it doesn't matter  
what we call it. The way  
to bring loved ones back  
is the same.**



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1

**CONNECT**



# CONNECT

You are their  
lifeline back from  
MAGA

## How

- Re-establish contact
- Heal relationship
- Build rapport



# Trust Pyramid



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2

**GATHER**



# GATHER INFORMATION

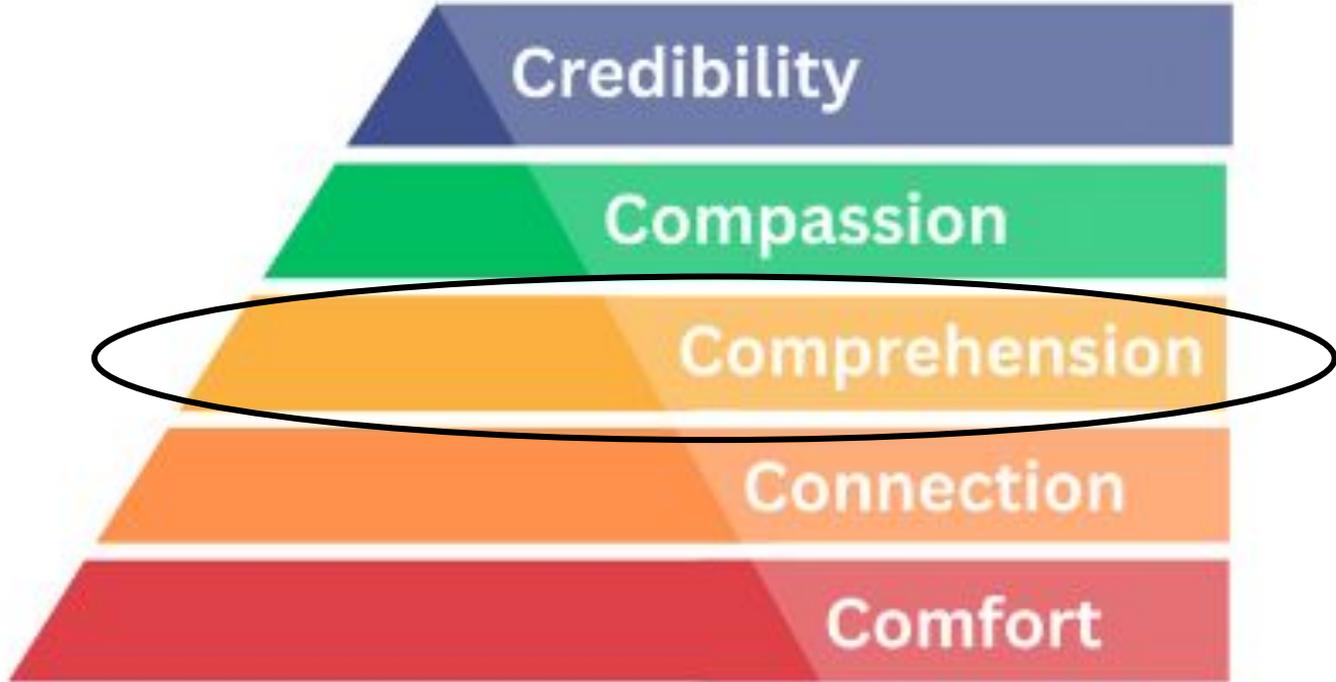
To earn trust and  
communicate  
effectively

Gently ask questions to  
discover...

- What they believed and valued before MAGA/Trumpism
- What they believe and value under the influence of MAGA/Trumpism
- Their authentic self: Core identity, genuine personality, and real feelings beyond influence of MAGA/Trumpism



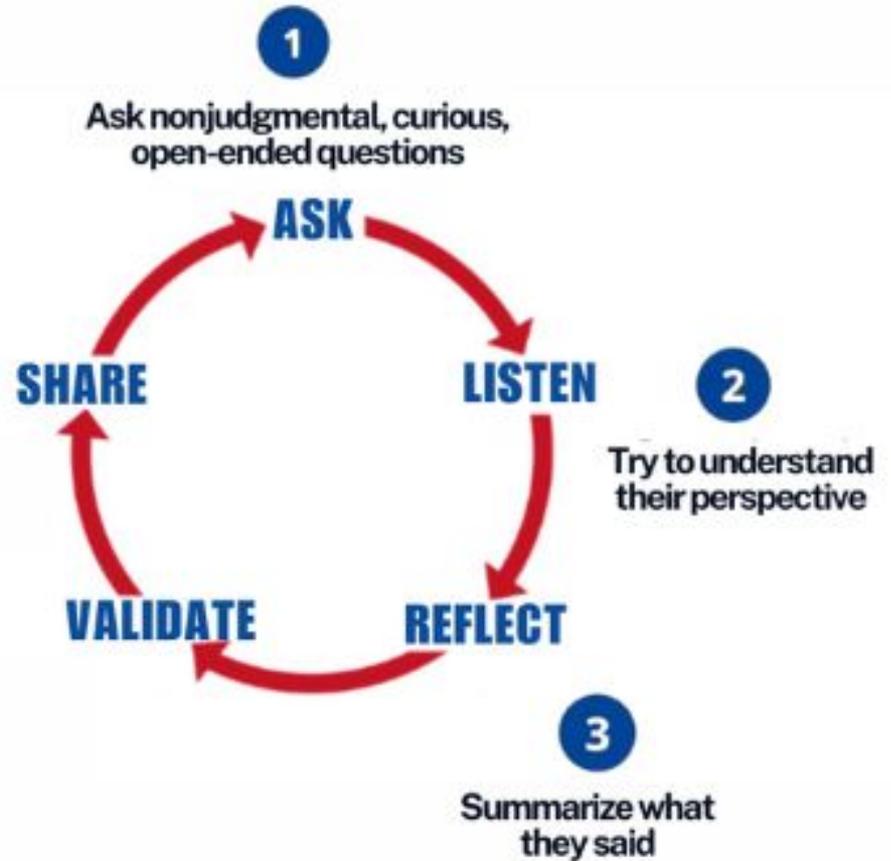
# Trust Pyramid



# Persuasion Conversation Cycle

Most important for  
gathering information:

- ASK
- LISTEN
- REFLECT



3

**CULTIVATE  
DOUBT**



# CULTIVATE DOUBT

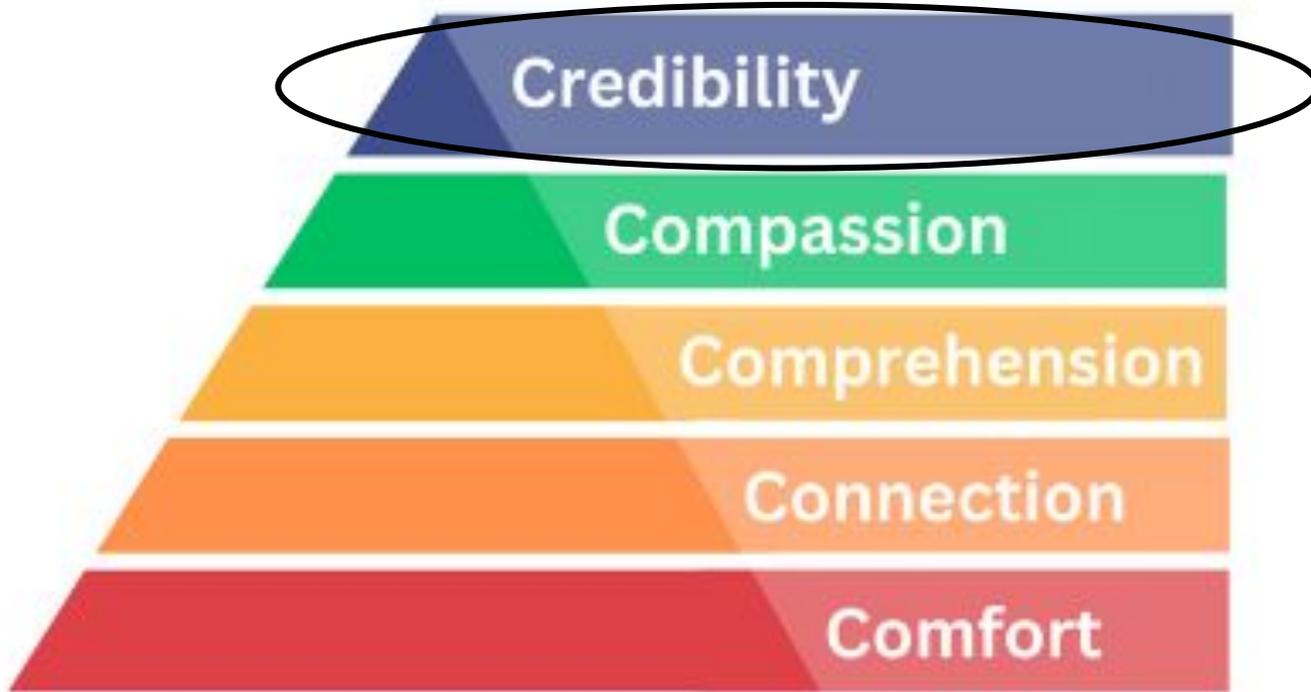
To help them think  
more freely and  
critically about  
MAGA and Trumpism

## How

- Highlight ambivalence
- Provide information
- Share your experiences and the experiences of others
- Contrast ideal with reality
- Ask what it would take to change their mind



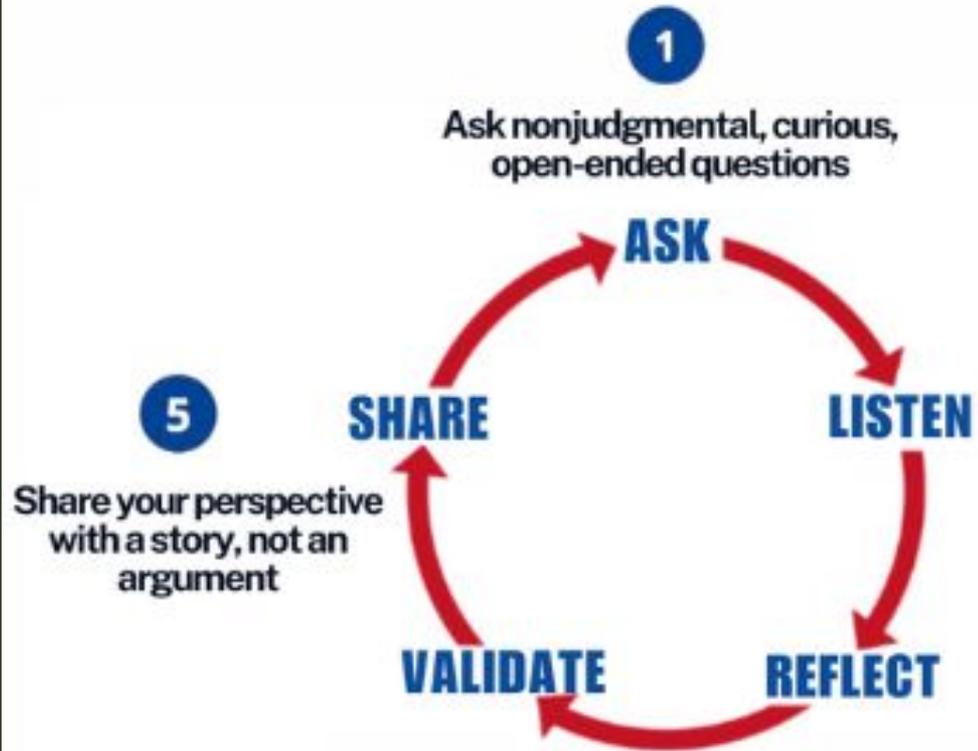
# Trust Pyramid



# Persuasion Conversation Cycle

Most important for  
cultivating doubt:

- SHARE
- ASK again



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**MOTIVATE**



# MOTIVATE CHANGE

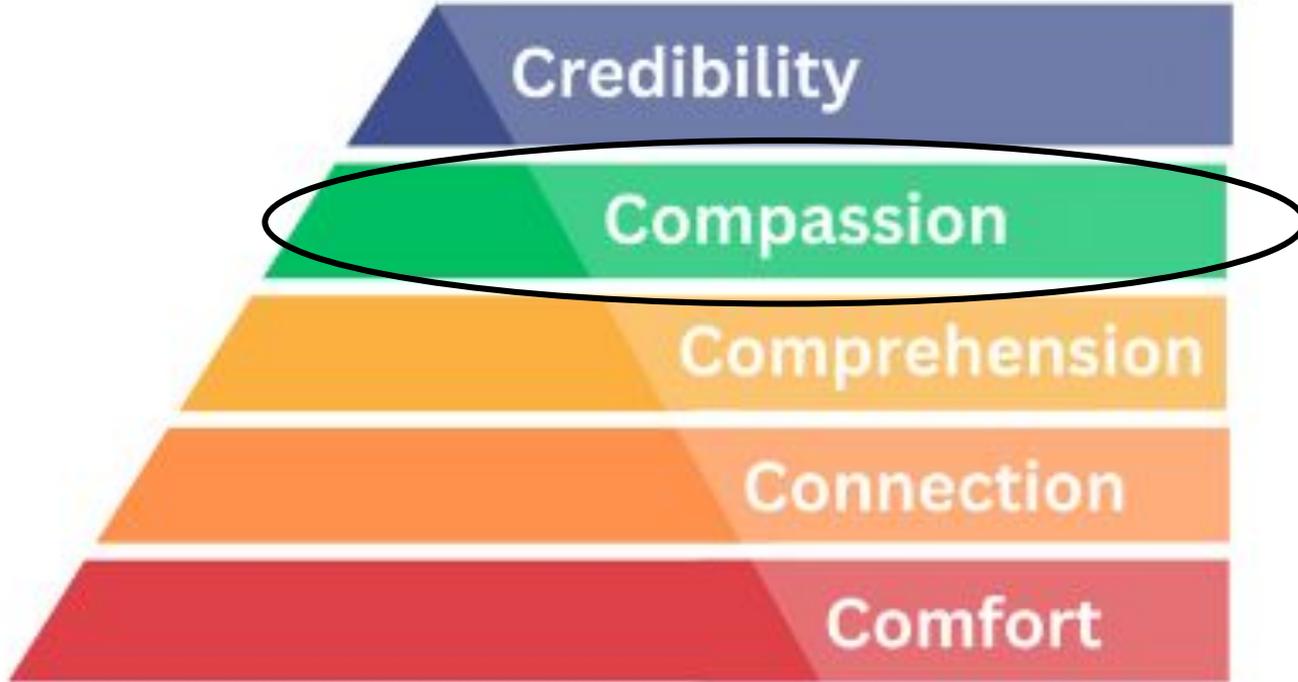
To inspire change  
even though change  
is hard

## How

- Foster new, healthy relationships
- Facilitate the development of new interests and activities
- Provide emotional support to overcome fear of change



# Trust Pyramid



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# The Project



**It's Not Too Late**

**Commit to reaching  
out to one MAGA  
voter this year**



**Learn how to bring  
MAGA voters back  
while supporting each  
other in the process**

- 1. Attend weekly  
Sunday night group**
- 2. You reach out to  
one MAGA voter**
- 3. Together we  
deradicalize 1000  
voters**



**Influencing one  
voter matters more  
than you think**

## Three Degrees of Influence

- Christakis and Fowler, 2007
- Everything we do influences the thinking and behavior of others out to three degrees
- Friends (1st degree), friends' friends (2nd degree), friends' friends' friends (3rd degree)
- ~8000/person
- ~8,000,000 for this project



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# Next Steps



**Ready to get  
started?**

**Visit our linktree!**



[linktr.ee/itsnottoolateproject](https://linktr.ee/itsnottoolateproject)



# Ready to get started?



[linktr.ee/itsnottoolateproject](https://linktr.ee/itsnottoolateproject)



A vertical screenshot of a social media profile page for @itsnottoolateproject. The profile picture shows a house with flowers. The bio reads "Bringing MAGA voters home". Below the bio are icons for a menu and Facebook. A button says "Click here to join!". The "Project Description" section states: "It's Not Too Late is dedicated to bringing MAGA voters back to reality through one on one conversations with friends and family. We are helping progressives across the country reconnect with one Republican over the course of 2024. Together we will deradicalize the electorate and restore th...". A "More" button is below the description. The "What's your story?" section has a "WEEKLY GROUP" card for "Sunday 8 PM ET" and a "WEBINARS" section with "It's Not Too Late!" and "Essential Skills" items.

# Ready to get started?



[linktr.ee/itsnottoolateproject](https://linktr.ee/itsnottoolateproject)



## TOOLS



Persuasion Conversation Cycle ...



Trust Pyramid ...



Angry Uncle Bot ...

## OTHER IMPORTANT STUFF



Project Overview ...



Smart Politics ...



Contact us here ...



Buy Locke a Coffee ...

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**BONUS**

**Angry Uncle Bot**

