

Center for American Progress

(Washington, DC)

The Message Project

Total Award: \$100,000 over 6 months

Presidential Authority Grant

To support "The Message Project," an initiative of the Center for American Progress. This planning grant will cover the development of a set of value-based policy initiatives that translate the often reactive and oppositional policy program of the social-justice, health access and environmental movements into a forward looking program for America's future. The Message Project will develop an agenda and language in consultation with key constituencies, and will focus specifically on developing policies connected to an overarching approach that reaches people at the level of core values. The Project will not promote a shift in the policy debate through direct public engagement, but supply information and argument "wholesale" to existing organizations and networks that have capacity to move such an agenda. The Project will also focus on the development of long-term institutional structures to advance these new ideas and narratives. This initial stage of the project will focus on building relationships, conducting research and developing the most effective strategies to attract early-adopters to new and more effective approaches to the work of social change.

Program Contribution Breakdown:

\$50,000 Environment/Contemplative Practice: *Goal I, Objective I, Strategy 1*

\$25,000 Health Program: *Objective II, Strategy 2*

\$25,000 Interprogram Initiatives for Social and Economic Justice: *Objectives I & II*