



**Key branding statement:** *“Olympia has abandoned the middle. The polarization in the legislature has been unhealthy for our state. I am a true moderate with experience bringing diverse interests together toward common goals. I’ll come to the table with real solutions, not a personal or partisan agenda.”*

This statement encapsulates Ryika’s competitive advantage. In a solidly Democratic district like the 45<sup>th</sup> (at least in the Trump era) a classic conservative approach simply won’t win. It is crucial that Ryika’s brand be first, foremost and entirely “a moderate.”



**Maintain a moderate voice when defining the problem:**

*“I am running because we need common sense legislators to put our state back on the right track. Extreme policy decisions have had unintended consequences with escalating crime, surging gas prices, and a mental health and addiction crisis.”*

We’ll win Republicans. We’ll win a majority of independent voters. Those two groups are frustrated by the direction of things in Washington state and King County, and Ryika’s candidacy is automatically an answer to their anger. But in order to win, Ryika must pull Democratic votes. This group is mostly not unhappy with the direction of the state and region. A minority of Democrats feel the policy pendulum has swung too far in the wrong direction, but honestly they believe some “tweaks” will be sufficient to get back on the right track.

To win Democratic votes, Ryika’s messaging must be restrained. She must refrain from the hyperbole we often use in other swing districts where all the ills of the world are blamed on Democrats. Remember, this group voted those Democrats into office, and they largely agree with their objectives. Moderation in identifying the problem is key to winning the votes of lean Democrat voters.



## The Ryika Doctrine: inform and persuade.

Ryika has spent the past three weeks going through the community and speaking with lean Democrat voters in what has constituted an informal focus group. The overwhelming feedback has been that a) not many people are aware of Manka and her voting record, b) when informed briefly about some of Manka's more extreme policy proposals (free drug use, handcuffing police, etc.) they are turned off by it and are supportive of Ryika.



The approach we will use with this audience is what we'll call a "positive contrast."

- Ryika is a moderate, not a partisan
- *"My opponent's policies have had unintended consequences that leave us less safe and make life less affordable. An example of areas I disagree are..."* (It's crucial to give the benefit of the doubt as to Manka's intentions because lean Democrats SHARE those intentions.)
- *"I'll take a more moderate approach...if you agree, I'd appreciate your vote."*
- Educate and persuade. Educate the voter on Manka's extremist voting record; persuade the voter that supporting Ryika will set us back on the right track.