

SVR

Stop Voting Republican

The Ambassador's Conversation Guide

Everything you need to talk to anyone about any issue.

svr.com

WHAT IS SVR?

The idea behind the movement

SVR stands for **Stop Voting Republican**. It is not a party. It is not a candidate. It is a single, unified call to action built on one observation: whatever issue you care about most — school shootings, healthcare costs, the climate crisis, money in politics, economic inequality, voting rights — Republican votes have made it worse and blocked every serious attempt to fix it.

SVR is a **conversation movement**. The idea is simple: when enough people stop voting Republican across all offices and all elections, we prove that voters can act together to demand change. No single candidate. No single party platform. Just one answer to every concern.

HOW TO USE THIS GUIDE

Your ambassador toolkit

- 1 Start with their concern**
Never lead with SVR. Ask what they worry about. Let them tell you their issue first.
- 2 Meet them where they are**
Use the issue cheat sheets in this guide to connect their concern to Republican votes.
- 3 Let SVR be the answer**
After the facts land, introduce SVR. Not as an attack — as a solution.
- 4 Handle pushback calmly**
Use the ready responses in this guide. Stay factual. Never get angry.
- 5 End with a simple ask**
Don't ask them to become a Democrat. Just ask them to stop voting Republican.

Key principle

You are not trying to win an argument. You are trying to plant a seed. A good SVR conversation ends with the other person thinking — not defending. If they're still talking, you're winning.

THE OPENING

How to start any SVR conversation

The best SVR conversations start with a question, not a statement. You are not telling people what to think. You are asking them what they already feel.

THE STARTER QUESTION

"What's your biggest concern right now — for your family, your community, the country?"

Then listen. Whatever they say — guns, healthcare, jobs, inflation, the border — you have an answer. Use the issue cheat sheets on the following pages.

IF THEY SAY THEY'RE NOT WORRIED ABOUT ANYTHING

THEY SAY:

"I don't really follow politics. Things seem fine to me."

YOU SAY:

That's actually the goal of SVR — to reach people who aren't political. Let me ask you this: do you have kids in school? Do you worry about the cost of a hospital visit? Do you feel like you're getting ahead, or just keeping up? Most people have a concern. They just don't always connect it to who they vote for.

THE SVR REVEAL

After they share their concern

Once they've told you what they care about, walk through the facts for that issue (use the cheat sheets). Then bring it home:

"Here's the thing — whatever you're worried about, there's one answer. SVR. Stop Voting Republican. Not because Republicans are evil people. But because their votes have made your concern worse, every single time."

ISSUE 01

GUN VIOLENCE CHEAT SHEET

Your kid shouldn't have to practice dying.

330

School shootings in 2024

#1

Guns: leading cause of death for kids

92%

Americans support background checks

0

Republican votes for background checks

WHAT REPUBLICANS DID

202 House Republicans voted against background checks. 201 voted against red flag laws. 34 Senate Republicans blocked gun safety legislation two days after Uvalde. In 2025, they introduced 26 bills to loosen gun laws.

YOUR STRONGEST LINE

"90% of Americans — including Republicans — support background checks. It has been blocked every single time. The only thing standing between that law and your kid is Republican votes."

HANDLING PUSHBACK

THEY SAY:

"It's a mental health problem, not a gun problem."

YOU SAY:

Agreed — mental health matters. But we have mental illness in every country. We're the only one with this many shootings. And Republicans voted against \$2.35 billion in school mental health funding that was in the gun safety bill.

THEY SAY:

"Gun laws don't stop criminals."

YOU SAY:

Most school shooters aren't career criminals. They're troubled young people who got access to a gun. Background checks and red flag laws catch people before they become criminals. 92% of Americans think that's worth trying.

ISSUE 02

HEALTHCARE CHEAT SHEET

You shouldn't go bankrupt because you got sick.

66.5%

Bankruptcies caused
by medical bills

530K

Families bankrupt from
healthcare/year

\$220B

Medical debt owed by
Americans

0

Republican votes for
the ACA

WHAT REPUBLICANS DID

Zero Republicans voted for the ACA. Republicans tried to repeal it over 60 times. They voted to allow insurers to deny coverage for pre-existing conditions. In 2025, they are cutting Medicaid for an estimated 20 million people.

YOUR STRONGEST LINE

"530,000 American families go bankrupt every year because of medical bills. That number is zero in France, Germany, Canada, and Australia. This isn't a law of nature. It's a policy choice — and Republicans keep making it."

HANDLING PUSHBACK

THEY SAY:

"We can't afford universal healthcare."

YOU SAY:

We already pay more per person than any country with universal care. The difference is we pay it in premiums, deductibles, and bankruptcies instead of taxes. Most analyses show we'd spend less overall by cutting out insurance company middlemen.

THEY SAY:

"I don't want the government controlling my healthcare."

YOU SAY:

Right now your healthcare is controlled by a corporation whose job is to make money by denying your claims. At least the government answers to voters. And in countries with universal care, you still choose your own doctor.

ISSUE 03

CLIMATE CRISIS CHEAT SHEET

The floods and fires aren't bad luck.

27

Billion-dollar disasters
in 2024

\$182B

Total US disaster cost
in 2024

\$149B

Average annual cost
2020-2024

2x

Trump withdrew from
Paris Accord

WHAT REPUBLICANS DID

Trump withdrew from the Paris Agreement twice — with encouragement from 22 Republican senators. 194 of 197 House Republicans voted against staying in Paris. In 2025, they shut down NOAA's disaster tracking database and gutted the Inflation Reduction Act's 406,000 clean energy jobs.

YOUR STRONGEST LINE

"Disaster costs have quadrupled since the 1980s. Insurance companies are pulling out of entire states. This is hitting people's wallets right now. And Republicans' answer is to withdraw from international climate agreements and eliminate the database that tracks the damage."

HANDLING PUSHBACK

THEY SAY:

"Climate has always changed. This is natural."

YOU SAY:

Natural climate change happens over thousands of years. What's happening now is happening over decades — 100 times faster. Insurance companies aren't pulling out of Florida because they think it's a hoax. They're following the data.

THEY SAY:

"Why should we sacrifice our economy when China isn't doing anything?"

YOU SAY:

China is the world's largest investor in clean energy. The IRA created 406,000 American jobs — Republicans moved to kill it. Staying out of climate agreements doesn't protect American jobs. It surrenders them to China.

ISSUE 04

MONEY IN POLITICS CHEAT SHEET

You have one vote. A billionaire has a billion dollars.

\$2.7B

Super PAC spending
in 2024 — record

\$2B

Dark money in 2024
election

21

Billionaire families
out-spent millions

0

Republicans who
voted for DISCLOSE

WHAT REPUBLICANS DID

Citizens United was decided by 5 Republican-appointed justices. Senate Republicans have blocked the DISCLOSE Act every single time since 2010 — not one Republican has ever crossed the aisle. They also blocked the For the People Act, which would have reformed campaign finance.

YOUR STRONGEST LINE

"The DISCLOSE Act wouldn't ban anything. It would just require groups spending \$10,000 on elections to say who they are. Senate Republicans have blocked it repeatedly. The only reason to hide is if the donors wouldn't survive the light."

HANDLING PUSHBACK

THEY SAY:

"Democrats have dark money too."

YOU SAY:

You're right — both parties use it. But there's a key difference: Democrats vote every single time to require disclosure and reform the system. Republicans vote every single time to protect it. If you're against dark money, one party is fighting to end it.

THEY SAY:

"Spending money on politics is free speech."

YOU SAY:

Disclosure isn't a ban — it's transparency. The Supreme Court itself said in Citizens United that disclosure requirements are constitutional. If your speech is worth hearing, you shouldn't need to hide behind a shell company to say it.

ISSUE 05

ECONOMIC INEQUALITY CHEAT SHEET

Joe works harder every year and has less to show for it.

277x

Richest 0.1% tax cut vs teachers in 2017

\$90K

Millionaire tax cut vs \$300 for workers

\$0

Federal taxes paid by Amazon in 2024

\$7.25

Min wage unchanged since 2009

WHAT REPUBLICANS DID

The 2017 TCJA gave the richest 1% an average \$50,000 cut versus \$645 for bottom 80%. Zero Democratic votes. Corporations used windfalls for stock buybacks, not raises. The 2025 megabill gives millionaires \$114B while cutting food assistance and Medicaid for millions. Minimum wage has been stuck at \$7.25 for 15+ years.

YOUR STRONGEST LINE

"Every time Republicans write a tax law, the rich end up with more and Joe ends up with less. Then they point to the deficit they created as the reason to cut your healthcare and food assistance. It's the same play every time."

HANDLING PUSHBACK

THEY SAY:

"Tax cuts grow the economy and create jobs."

YOU SAY:

That was the promise in 2017. Corporations used their windfall for stock buybacks — not raises. The nonpartisan Congressional Research Service found no connection between top tax cuts and economic growth. The data doesn't support the theory.

THEY SAY:

"Rich people earned their money. Why should they pay more?"

YOU SAY:

A billionaire pays a lower effective tax rate on investment income than a nurse pays on her salary. Amazon made \$2.3 billion in profit and paid zero federal taxes. That's not success — that's a rigged system. Joe isn't asking for handouts. He's asking for the same rules.

ISSUE 06

VOTING RIGHTS CHEAT SHEET

If your vote didn't matter, they wouldn't work so hard to take it.

425+

Voter restriction bills
after 2020

26

Republican states
targeting voters of
color

21M

Americans without
qualifying photo ID

0

Republicans who
voted for Freedom to
Vote Act

WHAT REPUBLICANS DID

5 Republican-appointed justices gutted the Voting Rights Act in 2013. 26 Republican states passed voter restriction laws after 2020. Senate Republicans blocked the For the People Act, Freedom to Vote Act, and John Lewis Voting Rights Act — every time. Georgia made it illegal to give food or water to voters waiting in line.

YOUR STRONGEST LINE

"A Republican state rep said on the record he wanted to end same-day registration because young people who use it are 'not on our side of the aisle.' That's not election integrity. That's telling you exactly what this is."

HANDLING PUSHBACK

THEY SAY:

"Voter ID is just common sense."

YOU SAY:

21 million Americans don't have qualifying ID — disproportionately poor, Black, and elderly. Texas allowed concealed carry permits as voter ID but not university IDs. That's not security — that's targeting. If ID were really the goal, they'd make it free and easy to get. They don't.

THEY SAY:

"We need these laws to prevent voter fraud."

YOU SAY:

Voter fraud is vanishingly rare. The Heritage Foundation — which supports voter ID laws — documented about 1,300 proven cases over several decades across billions of votes cast. The fraud justification was invented after 2020 to give legal cover to laws designed to reduce turnout.

CLOSING THE CONVERSATION

How to end strong

You don't need to convert anyone in one conversation. You need to plant a seed. The best close leaves them with something to think about — not something to argue with.

The simple ask

"I'm not asking you to become a Democrat. I'm asking you to stop voting Republican until they start actually solving the problems you care about. That's it. That's SVR."

The website close

"Go to svr.com. Read the page on the issue you care about. It's written in plain English — no jargon, no spin. Just the votes and the facts."

The merch close

"You've seen people wearing SVR. Now you know what it means. The shirt doesn't explain it — that's the point. Let people ask you."

The share close

"Share one of the SVR ads on your social. Pick the one about your issue. You don't have to say anything. Just share it. Let others wonder."

REMEMBER

- Stay calm. The facts are on your side. You don't need to get angry.
- Listen more than you talk. The best ambassadors ask questions.
- Meet people at their concern. Never lead with party politics.
- One conversation at a time. You're not fixing America today. You're moving one person.
- The goal is not agreement. The goal is doubt. Doubt is enough.

SVR

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