



## MEMORANDUM

**TO:** Interested Parties

**FROM:** NRCC

**DATE:** May 22nd, 2025

**RE:** “Big, Beautiful” Messaging: How to Go on Offense & WIN

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### Overview

House Republicans passed the “One Big, Beautiful Bill” that is a big, beautiful opportunity to not only show how Republicans are delivering for the American people, but draw a sharp contrast with House Democrats. According to NRCC poll testing, the following messages from the legislation resonate across battleground districts:

- Preventing tax increases to put more money in every American’s pocket
- Protecting Medicaid by removing illegal immigrants and eliminating fraud
- Investing billions of dollars to build the wall and secure the border

House Democrats just gave Republicans a generational opportunity to go on offense. Their unanimous vote against the “One Big, Beautiful Bill”, a landmark package delivering tax relief, government efficiency, and border enforcement, handed us the clearest contrast in years. This legislation must be a key piece of Republicans’ 2026 strategy:

- Go on offense
- Keep the message simple
- Tie Democrats to tax hikes, handouts for illegal immigrants, and protecting fraud

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### Strategic Message Framework

#### **1. Republicans Are Strengthening Medicaid. Democrats Want Medicaid for Illegal Immigrants and No Work Requirements.**

**Narrative:** Republicans are defending Medicaid for EVERY American who NEEDS and DESERVES it the most. That means seniors, low-income families, pregnant women, and disabled Americans, not fraudsters, able-bodied adults who refuse to work, or illegal immigrants. FACT: Medicaid spending is going up year over year to support those in need.



- Republicans are cleaning up Medicaid so that working families and the most vulnerable can count on it.
- We must ensure Medicaid serves those who need it, not fraudsters or illegals.

#### **Contrast:**

- Democrats voted to keep [1.4 million](#) illegal immigrants on Medicaid, funded by the American taxpayer. (Source: [House Committee on Energy & Commerce](#))
- Democrats believe asking able-bodied recipients to work or volunteer just 80 hours a month, the equivalent of 20 hours a week, is too much to ask.
- Democrats oppose cleaning up Medicaid fraud, railing against removing 1.2 million ineligible recipients from the system. (Source: [House Committee on Energy & Commerce](#))

#### **Polling Support:** (Source: [Breitbart](#))

- 86% support removing deceased/ineligible recipients
- 82% support citizenship verification
- 72% support work requirements
- 71% believe there is widespread fraud in Medicaid

#### **Attack Line:**

- “Democrats voted to protect illegal immigrants and fraud. Republicans voted to protect working families.”

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## **2. Republicans Are Cutting Taxes for Every American Family. Democrats Want to Raise Them.**

**Narrative:** Democrats just endorsed a tax increase on over [210 million Americans](#). Republicans gave them the chance to cut taxes, boost take-home pay, and help working families, yet they still voted no. (Source: [House Committee on Ways & Means](#))

- Republicans are making it easier for working families to make ends meet: lowering taxes, expanding the child tax credit, and protecting the paycheck.
- Every dollar we save working families is a step toward a stronger middle class.

#### **What Democrats Voted Against:** (Source: [House Committee on Ways & Means](#))

- Saving families \$1,700/year
- Raising wages by \$2,100–\$3,300 per worker



- Eliminating taxes on tips, overtime, and car loans
- Expanding the Child Tax Credit to \$2,500
- Preserving the doubled Guaranteed Deduction
- Giving \$4,000–\$5,000 in extra take-home pay for median families with kids
- Relief for hourly, tipped, and rural workers

**What Democrats Voted For:** (Source: [House Committee on Ways & Means](#))

- 22% tax increase for the average taxpayer
- Child Tax Credit cut in half for 40 million families
- 43.4% tax rate on 26 million small businesses
- Return of the death tax for 2 million family farms
- Higher taxes on rural families, tipped workers, and hourly employees

**Polling Support:**

According to NRCC battleground polling, voters are much less likely to support a Democrat who voted against this tax cut.

*“Are you much more likely, somewhat more likely, somewhat less likely, or much less likely to support a Democrat who voted for the largest tax increase in American history, that raises taxes by over \$3,000 per year on the average American household?”*

- **82%** Less Likely (Including **61%** Much Less Likely)
- **15%** More Likely

**Attack Line:**

- “Democrats voted for the largest tax increase in American history to give handouts to illegal immigrants. Republicans voted to put more money in the pockets of working families.”

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**3. Republicans Are Securing the Border. Democrats Are Funding the Chaos.**

**Narrative:** Our bill invests \$90 billion in real border security, not meaningless talking points. Democrats chose criminal illegal aliens over working Americans.



- Protecting our border means protecting jobs, wages, and safety for Americans.
- Republicans will stop the chaos and protect opportunity for families.

### **Republicans Delivered:**

- Funding for 1 million deportations annually
- 8,000 new border and customs officers
- Expansion of ICE detention capacity
- \$46.5 billion to build and modernize the wall
- \$77 billion in immigration fees, so illegal immigration costs taxpayers nothing

### **Democrats Opposed All of It:**

- Instead, they're asking constituents to foot the Medicaid bill for criminal aliens, all while opposing basic enforcement.

### **Attack Line:**

- “Republicans secured the border. Democrats want to keep it wide open.”
- “Democrats want to keep Biden’s border policies in place.”

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## **4. How to Execute This Strategy.**

### **Key Messages**

- Every Republican, from safe seats to frontline races, can draw from the same core messages:
  - “We’re strengthening Medicaid.”
  - “Protect American families, not illegal immigrants.”
  - “Tax relief, not tax hikes.”
  - “Secure the border, not subsidize chaos.”
  - “We’re protecting taxpayers. They’re protecting fraud.”
  - “We’re cutting costs and boosting paychecks for working families.”
  - “Democrats are breaking the American Dream, we’re rebuilding it.”

### **Hold Vulnerable Democrats Accountable in Their Communities**

- Democrats voted for historic tax hikes and fraud and against border security.
- We will name them and [localize the cost](#) for their constituents.



- This chart shows the percentage and dollar tax hike an average family of four would face if the Tax Cuts and Jobs Act expires: (Source: [House Committee on Ways & Means](#))

DISTRICT	MEMBER	% TAX HIKE	AVG. TAX HIKE
<a href="#">CA-09</a>	Josh Harder	+21%	+\$1,897
<a href="#">CA-13</a>	Adam Gray	+27%	+\$1,243
<a href="#">CA-27</a>	George Whitesides	+19%	+\$2,404
<a href="#">CA-45</a>	Derek Tran	+19%	+\$2,346
<a href="#">CA-47</a>	Dave Min	+18%	+\$2,563
<a href="#">FL-09</a>	Darren Soto	+23%	+\$1,615
<a href="#">FL-23</a>	Jared Mostkowitz	+22%	+\$1,779
<a href="#">IN-01</a>	Frank Mrvan	+25%	+\$1,376
<a href="#">ME-02</a>	Jared Golden	+24%	+\$1,144
<a href="#">MI-08</a>	Kristen McDonald Rivet	+24%	+\$1,163
<a href="#">NC-01</a>	Don Davis	+24%	+\$1,271
<a href="#">NJ-09</a>	Nellie Pou	+21%	+\$1,858
<a href="#">NM-02</a>	Gabe Vasquez	+24%	+\$1,257
<a href="#">NV-01</a>	Dina Titus	+26%	+\$919
<a href="#">NV-03</a>	Susie Lee	+22%	+\$1,775
<a href="#">NV-04</a>	Steven Horsford	+24%	+\$1,446
<a href="#">NY-03</a>	Tom Suozzi	+16%	+\$4,104
<a href="#">NY-04</a>	Laura Gillen	+16%	+\$4,035
<a href="#">NY-19</a>	Josh Riley	+27%	+\$1,256
<a href="#">OH-09</a>	Marcy Kaptur	+25%	+1,178
<a href="#">OH-13</a>	Emilia Sykes	+25%	+\$1,178
<a href="#">TX-28</a>	Henry Cuellar	+25%	+\$1,180
<a href="#">TX-34</a>	Vicente Gonzalez	+24%	+\$1,280
<a href="#">VA-07</a>	Eugene Vindman	+19%	+\$2,557
<a href="#">WA-03</a>	Marie Gluesenkamp Perez	+21%	+\$1,993



## Deploy Real Numbers

Supporting [numbers](#) help win the argument. (Source: [House Committee on Ways & Means](#))

- **\$1,700** is the average tax increase for a family without this bill
- **1.4 million** illegal immigrants on Medicaid
- **86%** of Americans support ending fraud
- **26 million** small businesses hit with higher taxes without this bill
- **\$90 billion** GOP investment in border security
- **\$4,000–\$5,000** in real take-home pay boost for middle-class families with kids
- **40 million** families denied child tax relief without this bill
- **100%** of House Democrats voted against this relief
- **ZERO** Democrat solutions

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## Conclusion: Go On Offense.

The One Big, Beautiful Bill is more than a messaging opportunity; it's a midterm roadmap. Republicans must drive this contrast, simplify our message, and target Democrats every day.

- This is about fraud vs families.
- This is about taxes vs take-home pay.
- This is about securing the border vs subsidizing chaos.
- This is about putting working families first, not last.

This vote is a political pink slip for vulnerable House Democrats, cementing their image as out of touch radicals who prioritize partisan games over working families.

Republicans have the upper hand on issues. House Democrats just provided us a Midterm sledgehammer. Now we need to execute the playbook and WIN.

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