

Project 2027 Candidate Strategy

How to Run on the Emergency Repair Agenda

Project 2027 is the crisis brand for democracy. In 2025 we watched court orders defied, masked agents detain civilians, civil servants face loyalty purges, and critics punished for speaking up. Candidates who support Project 2027 promise voters immediate, measurable repairs: the Five Guarantees and seven priority bills in the first 100 days of the next Congress.

Core Campaign Hook

- Say it plainly: "I am a Project 2027 candidate. Elect me and we will pass the Five Guarantees in our first 100 days."
- Pocket slogan: No Kings. No Strongmen. Just Laws.
- Spotlight the top three repairs everywhere: Emergency Rule of Law Restoration Act, DOJ & Civil Service Integrity Act, and Federal Officer Accountability & Due Process Act.

How to Deploy the Framework

- Pledge format: "I will co-sponsor and vote for the Project 2027 priority package — seven emergency bills that restore the Five Guarantees."
- Visuals: Use the supporter badge on websites, social headers, mail, and field materials.
- Events: Open every town hall with the Five Guarantees, then connect them to local stakes (trusted elections, safe streets, protected whistleblowers).

Message Discipline

- Urgency line: "Authoritarian tactics are spreading right now. We cannot wait another term to restore the rule of law."
- Contrast line: "My opponent offers rhetoric. Project 2027 offers seven bills, filed on day one, that voters can track in real time."
- Kitchen-table translation: "This means your vote counts equally, public servants keep their jobs on merit, and no president can ignore a subpoena."

Grassroots & Media Tactics

- Equip volunteers with the flyer, pocket card, and talking points so every canvasser asks, "Will you back the Five Guarantees?"
- Drive hashtags #Project2027 and #NoKingsJustLaws; pair them with countdown graphics to the 100-day deadline.
- Pitch local media on covering Project 2027 as a pledge they can scorecard in debates and endorsements.

Movement Building

- Even if the full package stalls, the pledge becomes a litmus test: candidates who refuse it side with authoritarian impunity.
- Keep pressure on by publishing a public ledger of who signs the pledge, who files the bills, and who blocks them.

