

TALKING POINTS Published March 27, 2025 • 3 minute read

On Offense: How to Protect Clean Energy Projects in Your State



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As the Department of Government Efficiency (DOGE) rolls out cuts in communities across the country, Third Way has pulled together this short messaging guide—grounded in recent polling—to help you quickly and clearly explain what's at stake.

Scroll down for a social media toolkit and design templates.

Best Practices:

1. Focus on People

Public opinion research shows that people respond more strongly to messaging that foregrounds what real people lose from indiscriminate cuts. People don't respond well to messages that focus on how

cuts hurt agencies or how DOGE shirks due process. If you are talking about government workers, focus on what they specifically *do*, not who they work for.

Acronyms like DOE, OCED, or even DOGE—most people don't know or even care what they mean.

DO NOT: “DOGE is cutting programs at the Department of Energy that will employ local workers.”

DO: “Trump and Elon are getting rid of good-paying jobs in our community.”

2. Call Out Their Motives—Not Complex Details

Americans tune out messages that are too procedural (“*Congress controls the purse strings, not Elon Musk*”), feel fringe or conspiratorial (“*Elon is the real president and Trump is a puppet*”), or veer into the personal (“*Elon is an irresponsible father*”).

Instead, focus on a clear, straightforward narrative: Trump and Musk are coming for programs that strengthen our economy and keep the lights on in our communities. Hardworking people will lose their jobs because of Elon’s indiscriminate actions.

DO NOT: “Elon doesn’t have the authority to cut energy projects; Congress does.”

DO: “Elon is taking away good-paying jobs in our community to protect the wealthy and the powerful.”

3. Speak to Americans’ Actual Energy Priorities

Research shows Americans prioritize pocketbook issues over environmental concerns. When talking about cuts to energy, make sure to emphasize the impact on jobs, energy costs, reliability, and America’s energy independence.

DO NOT: “Elon and Trump are slashing clean energy and rolling back climate progress.”

DO: “Elon and Trump are cutting programs that keep our energy secure and lower household costs.”

4. Don’t Dismiss Concerns About Government Spending

Americans are worried that our government is wasting money and struggle to understand why the national deficit continues to increase. They’re right to be concerned, and we shouldn’t dismiss them. Make it clear why *these* cuts aren’t okay.

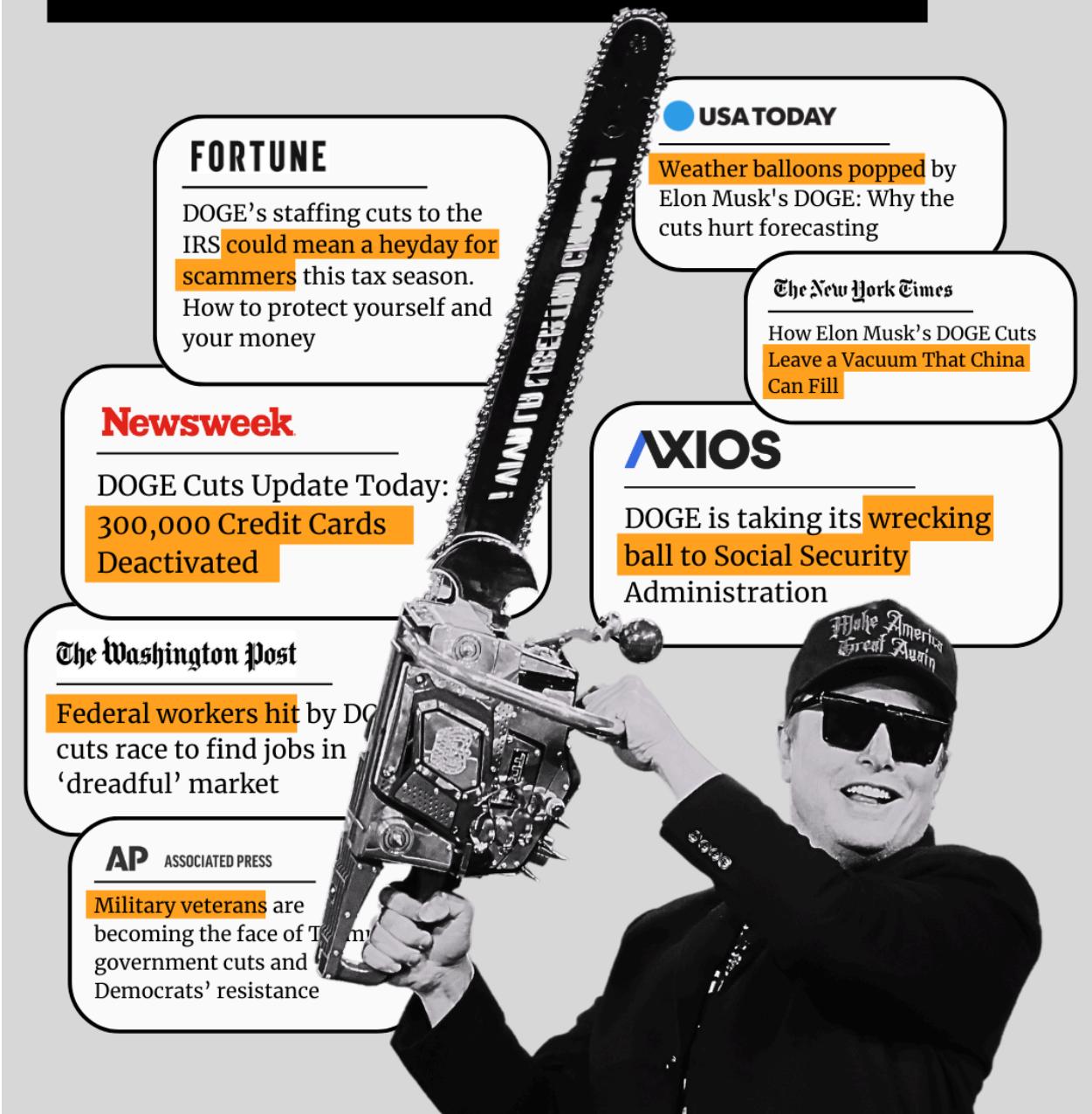
DO NOT: “Congress works hard to spend thoughtfully—Elon’s wrong about government waste.”

DO: “The Trump Administration is getting rid of important programs that solve problems in our communities—they should be focused on cutting real waste instead.”

Social Media Toolkit

For template copies of all four posts below, please [use this link](#). This is designed to be plug-and-play. Please customize with news stories, constituent perspectives, and relevant information from your state.

Elon Musk is taking a chainsaw to programs you count on.



Sample Copy 1: Eliminating clean energy projects means eliminating good-paying jobs that [insert specific benefit] right here in [insert state]. I won't stand for it.

Sample Copy 2: I believe in cutting waste. Elon believes in cutting good-paying jobs.

Sample Copy 3: Our state is creating the technologies of the future. DOGE wants to destroy them.

Sample Copy 4: We've been building the clean energy future right here in [state]. DOGE wants it made in China.

Bonus: Sample Copy for Sharing Constituent Audio via [Audiotogram](#)

Listen to [constituent name] from [town] – indiscriminate DOGE cuts hurt our communities.

Helpful Resources on Climate and Energy Cuts

- A [breakdown of the key actions](#) Trump has taken since his first day in office that are hiking energy prices, along with their impact on everyday Americans' wallets.
- A [map of Congressional districts](#) that shows how federal workers will be impacted by DOGE cuts.
- Helpful [public opinion research on DOGE](#) and [messaging guidance on funding cuts](#).
- Insights on [effective clean energy communication](#).
- A [map](#) tracking clean energy projects and how investments are creating jobs, reviving local economies, and sharpening America's competitive edge in global energy markets.
- A [memo](#) that outlines how funding freezes, tariff threats, and proposed tax credit repeals are putting billions of clean energy investments at risk.

TOPICS

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