The Tested Message:

In America, we value our freedom. Working people deserve the same freedom corporate CEOs have: the freedom to negotiate a fair return on our work so we can provide for our families. But billionaires and corporate CEOs pay politicians to do their bidding, chipping away at the freedoms people in unions have won for all of us. Real freedom is about more than making a living; it's also about having time to take a loved one to the doctor, attend a parent-teacher conference and retire in dignity. We need the power in numbers of unions to protect things our families need like Social Security, health benefits, and paid time off to care for our loved ones. We are a nation of people that fight for our rights. We must protect our freedom to join together in union so we have the power in numbers to rewrite the rules for our families. Standing together, we can fight for our freedom to prosper.