

Your guide to  
talking about

# PROJECT 2025

created by  
  
**AMERICANS  
UNITED**  
FOR SEPARATION  
OF CHURCH AND STATE

## What is Project 2025 and how does it connect to Christian Nationalism?

Christian Nationalists are the architects of Project 2025, a 900-page playbook for dismantling the federal government to advance their ultimate goal of toppling American democracy and installing a theocracy that takes away our freedoms and equality. While Project 2025 supporters hope that their playbook can become a reality starting as soon as January 2025, we know that this is also a long-term roadmap that they will keep pushing.

Christian Nationalism is an extremist religious movement that believes in the lie that America was founded as and must remain a Christian country, and that our laws and policies must ensure that white Christians hold onto power and privilege. Christian Nationalists want to impose their narrow religious beliefs on all of us, end LGBTQ+ rights, ban all abortions and control people's bodies, and use the education system to indoctrinate our children.

**Christian Nationalism isn't the same as Christianity.**

More Christians oppose than support Christian Nationalism, because it is against their faith and the principles of democracy.

## How do I talk to people about Project 2025?

### **STEP 1** Identify an audience. Who can you persuade?

Far too many people (76%) know little or nothing about Project 2025. Polling shows that the more people learn about Project 2025, the more they oppose it. Successfully warning even one or two people about the threat can make a difference and start a domino effect to raise awareness.

- Who do you know who cares about the issues Project 2025 targets (basically everything)?
- Which group chats and text messages include these people?
- Who has a platform or megaphone?
- Which public gatherings or meetings could you attend and raise awareness of this threat?

### **STEP 2** Elevate the threat.

Here's a chilling slice of Project 2025: Within the first few pages of the playbook, its authors declare that LGBTQ+ equality, reproductive freedom, and diversity and equity must be erased as conflicting with Christian Nationalist beliefs.

And the published playbook is simply the public-facing part of the plan. Behind the scenes, we know that the architects of Project 2025 and their supporters are advocating for even harsher policies than what they've made public.

American theocracy has a name and a handbook: **Project 2025.**

America would be unrecognizable if Project 2025 is put into effect.

## **STEP 3** Connect the threat to your audience — this *will* impact them.

Project 2025 is coming for you, your family, your friends, your neighbors. Talk about the Project 2025 attacks that will most resonate with your audience. Tell a story about how people you love will be impacted if Project 2025 became reality. Of the options below, what do they care about most?

### **> PUBLIC SCHOOLS**

**In the Project 2025 future,** fewer public schools will be welcoming communities where all children can learn, think for themselves, and thrive. There will be no Department of Education to ensure quality education, equal access, and protection of students who are LGBTQ+, Black, Brown or disabled. Private school vouchers will increasingly funnel resources that public schools desperately need into religious schools that would be free to indoctrinate and discriminate.

### **> REPRODUCTIVE FREEDOM**

**In the Project 2025 future,** the federal government will make policy based on the narrow religious belief that life begins at conception and that abortion is not medical care, regardless of scientific or medical opinion. The government will end medication abortion, the most accessible form of abortion for most Americans that has been used safely in the United States for more than 20 years. It will take away the guarantee of access to emergency abortion care under the Emergency Medical Treatment and Active Labor Act. It will ramp up “abortion surveillance” to intimidate pregnant people who need abortion care.

### **> LGBTQ+ PEOPLE AND THEIR FAMILIES**

**In the Project 2025 future,** what Project 2025 calls “transgender ideology” will be outlawed, so that transgender and gender non-conforming people will not be able to live as their true selves. The federal government will no longer enforce laws that protect LGBTQ+ people from discrimination in education, workplaces, healthcare, and social services. The government will funnel taxpayer funds to organizations that promote the Christian Nationalists’ view of “biblically based” family structures and exclude LGBTQ+ families from the definition of family.

### **> RACIAL JUSTICE**

**In the Project 2025 future,** the federal government will, perversely, turn anti-discrimination laws against people who seek to fight systemic racism and advance diversity, equity, inclusion, and accessibility. The government will deny that American history has ever been racist, in an echo of the times that Christian Nationalists used the Bible to justify slavery.

### **> IMMIGRANT RIGHTS**

**In the Project 2025 future,** a hundred thousand immigrants will be incarcerated. Immigrants will find it harder to get work authorization and contribute to the American economy. America will abandon families fleeing persecution and other threats to their lives, and the federal government will restrict immigration of people that it dislikes. The United States will be a white Christian nation trapped in its borders.

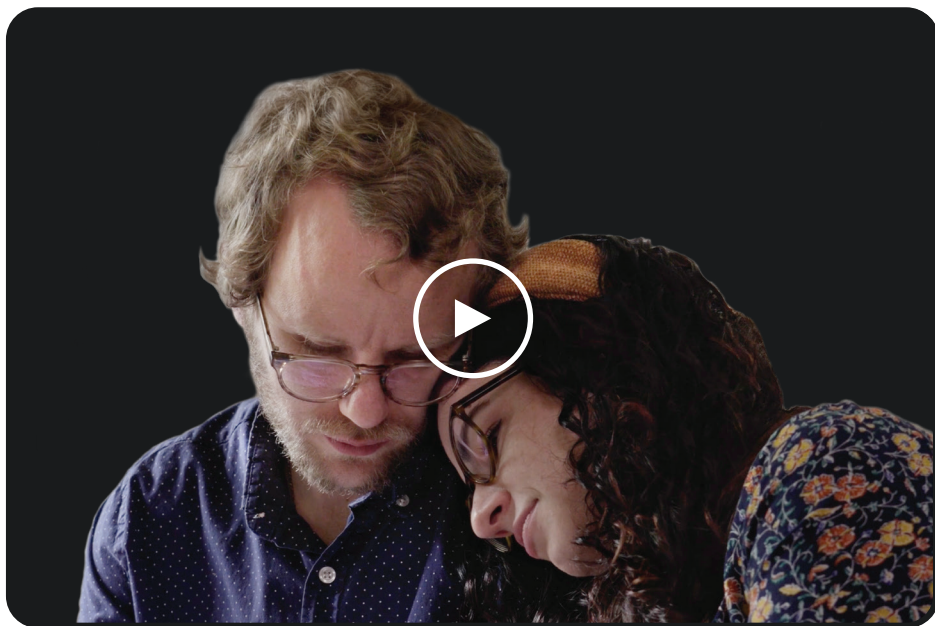


I don't feel confident starting the conversation yet.

We've got you covered.

Share and show the three-minute video story of Liz and Gabe Rutan-Ram on [au.org/project2025](https://au.org/project2025). They wanted to adopt a child, but a taxpayer-funded Christian agency refused to work with them because they are Jewish. The Rutan-Rams are suing, but Project 2025 endorses the discrimination they experienced and targets lawsuits like theirs. As they said,

**“IF PROJECT 2025 CAN COME FOR US,  
IT CAN COME FOR ANYONE.”**



Scan or visit  
[au.org/project2025](https://au.org/project2025)  
to watch.

What's next?

Go to [au.org/project2025](https://au.org/project2025) for more. Sign up for **email updates**. Follow us on **social media**. We will keep giving you the news and the tools you need to fight Project 2025.

**Americans United for Separation of Church and State** has been fighting Christian Nationalism — under various names and guises — since our founding in 1947 by reinforcing the wall of church-state separation enshrined in the First Amendment. Robust church-state separation will stop Christian Nationalists from imposing their extremist religious views — and **Project 2025** — on the rest of us.



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