



CAMPAIGN AND ACTIVIST FIELD GUIDE

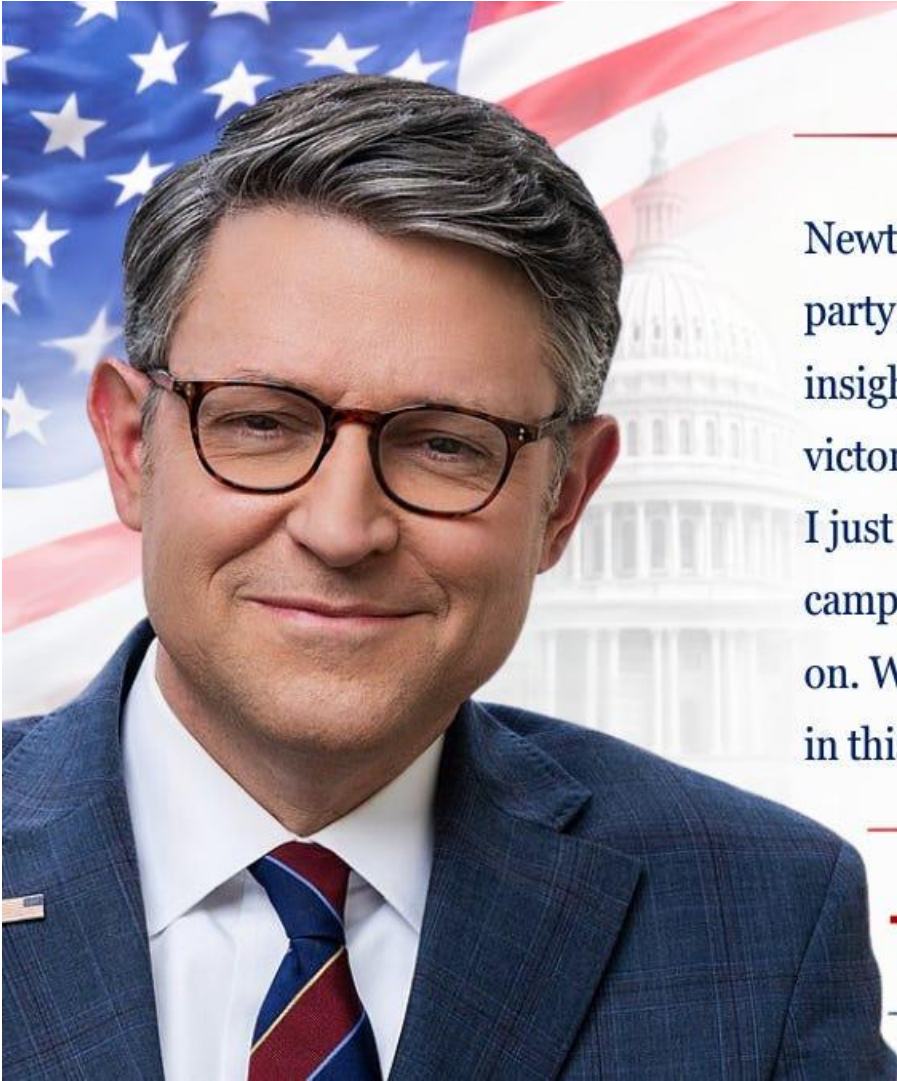
The argument, the language, and the evidence to win 2026

A quick-reference guide based on Newt Gingrich's five-part strategy series.



BASED ON THE FIVE-PART NEWT'S WORLD PODCAST SERIES





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Newt Gingrich remains one of the great strategic minds in our party, and he’s once again using his experience and unique insight to help us chart the course to an historic midterm victory. I’m always grateful for his friendship and advice, and I just listened to the first episode of his new series while I’m campaigning across the country. As usual, I think he’s spot on. When we stay disciplined and highlight the stark contrast in this election, **we WILL win.**



- U.S. HOUSE SPEAKER MIKE JOHNSON





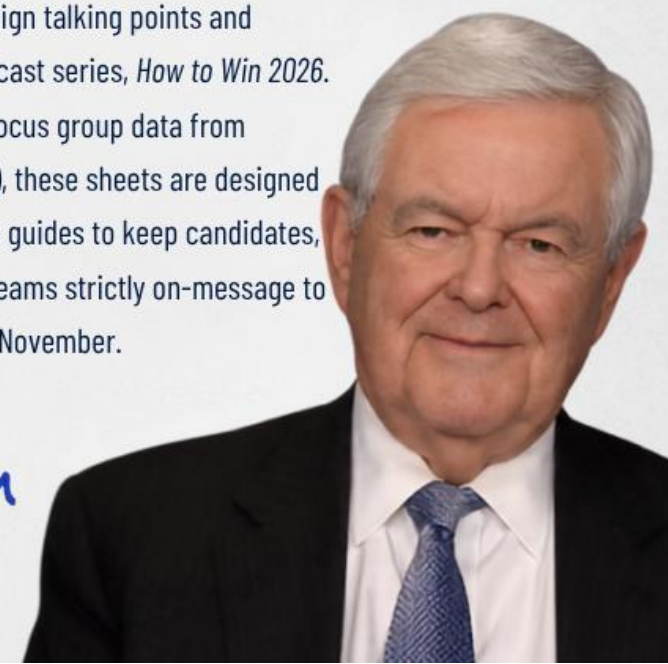
HOW TO WIN

★= 2026 =★

A 5-PART PODCAST SERIES BY
NEWT GINGRICH

Elections are rarely won by the side with the better slogan. They are won by the side that understands what is actually happening beneath the surface noise — and has the discipline to make the same true argument, over and over, until it sticks. This briefing document compiles actionable campaign talking points and strategic insights from my 5-part podcast series, *How to Win 2026*. Backed by eight years of polling and focus group data from America's New Majority Project (ANMP), these sheets are designed as easy-to-use, single-page reference guides to keep candidates, communications directors, and field teams strictly on-message to secure a historic political victory this November.

Your friend,



Make 2026 a choice between two teams and two futures

A referendum asks whether life is good enough right now. A choice election asks which team and which future will make life better.

The wrong campaign—and the winning discipline

Do not let the daily news cycle write the campaign.

THE WRONG CAMPAIGN

- Referendum on today's frustrations
- 435 House campaigns and 33 Senate campaigns saying different things
- Personalities and daily controversies
- A new message every Tuesday

THE WINNING CAMPAIGN

- Choice between two futures
- One Republican team and national argument
- True, factual contrasts
- Learn the facts, understand what they mean, & repeat, repeat, repeat.

Winning campaigns find the true contrast—and stay with it

1984. 1988. 1994. MAGA. The common thread was not one clever ad. It was a provable argument made repeatedly, without flinching or changing the subject.

Four building blocks create one national argument

Each answers a different question voters will ask.

1

Define the Democratic team

Use candidates' words, elected officials' votes, and the consequences of **big government socialism** and no accountability.

2

Show Republican progress

Acknowledge affordability challenges honestly; explain what has improved and what comes next.

3

Stand with the American majority

Build the platform around specific issues supported by 70 percent or more of Americans.

4

Offer a better healthcare future

Contrast a person-centered system—lower costs, more choice, and protected Medicare and Medicaid—with the left's government- and insurance-centered model.



BUILDING BLOCK 1

Define the Democratic team: *Big Government Socialism*

Use their words, their votes, and the consequences—then let voters reach the conclusion.

BIG GOVERNMENT SOCIALISM



The local candidate joins a national team

The question is not whether every Democrat believes every radical idea.

THE LOCAL PRESENTATION

A Democratic candidate may sound moderate, be personally likable, and avoid the national party's most unpopular positions.

THE NATIONAL CONSEQUENCE

That candidate still votes to empower a big-government socialist team in Washington—its leadership, committees, agenda, spending, regulations, and institutional priorities.

Let Democrats make the case in their own words

Use short, sourced examples—not a catalogue of every offensive statement.

Border and enforcement

Calls to abolish ICE, dismantle the agency, or treat enforcement itself as illegitimate.

Public safety and institutions

Calls to defund or abolish police—and even to abolish the United States Senate.

Blaming America

Hostility to the flag, American traditions, and the basic legitimacy or goodness of the United States.

Big-government socialism

Explicit defenses of big-government socialism and claims that free-market capitalism is theft or profit at any cost.

The votes reveal the national team—and move voters

Factual descriptions of congressional votes are more believable and effective than attack-only rhetoric.

ISSUE AND RECORD	ANMP PUBLIC BASELINE	MORE LIKELY GOP	MORE LIKELY DEMOCRAT	GOP ADVANTAGE (PTS.)
Women's sports Only 2 House Democrats voted for the Protection of Women in Sports Act	74% say women's sports should be limited to women born female.	50.0%	27.3%	+22.7
Stopping the tax increase Zero House Democratic votes for H.R. 1, the Working Families Tax Cut	79% say allowing the \$1,700 tax increase would have been crazy.	46.8%	27.8%	+19.0
Work and eligibility checks H.R. 1 included the reforms; zero Democratic votes	69% prefer work requirements and stronger eligibility verification for public assistance programs.	47.7%	30.5%	+17.2
Border security and deporting criminal illegal aliens 156 Democrats voted against the Laken Riley Act	83% of voters support requiring local law enforcement to check the immigration status of people arrested for crimes and detain those here illegally for deportation.	47.4%	31.8%	+15.5

THE LESSON

Connect the local candidate to the national voting record. Say *“Don’t take my word for it, look up the vote yourself.”*

Big government socialism fails

The case is not theoretical. Show what happens when institutions spend other people's money without consequences.

Government-run enterprise

Kansas City's municipal grocery experiment consumed millions in public money and still closed. Bureaucracies do not become retailers because politicians call them innovative.

Improper payments

Federal agencies reported \$186 billion in improper payments in fiscal 2025—and roughly \$3 trillion since tracking began in 2003.

Fraud that officials failed to stop

Minnesota's Feeding Our Future case showed how warnings, weak oversight, and political incentives can allow a scheme to grow.

The governing question

Why give big government more control over your money before they prove they can protect the money they already have?

Make the case precisely enough to survive scrutiny

Strong language becomes stronger when the receipts are visible.

SAY THIS

- “The Democratic team is increasingly defined by these positions.”
- “Here are the candidates, quotes, dates, votes, and dollar figures.”
- “A local Democrat votes to empower a national team.”
- “Big-government socialism” and “Free market capitalism”

NOT THAT

- “Every Democratic voter believes all of this.”
- Unsupported labels or edited quotations without context
- A claim so broad that one counterexample defeats it
- “Socialism” or “Democratic socialism” and “Capitalism”



BUILDING BLOCK 2

Confront the hardest problems honestly

Voters judge the governing party by what they feel in their pocketbooks—and by whether the country is secure.

AFFORDABILITY, JOBS, AND IRAN



THE CREDIBLE POSITION

Progress—not victory

Acknowledge the problem. Explain what was inherited. Show what has changed. Describe what remains. Pretending the job is finished costs more credibility than honesty ever could.

The Republican affordability formula

Connect many policies through one understandable economic approach.

Let people keep more

Prevent the largest tax increase in American history and reduce taxes on the earnings, savings, and purchases that matter to working families.

Produce more of what families need

Expand housing, energy, factories, infrastructure, medicines, and skilled labor so supply can catch up with demand.

Cut unnecessary government costs

Remove regulations that add expense without delivering commensurate safety or value.

Help families build assets

Portable savings, homeownership, investment accounts, training, and business formation create independence—not dependence.

Put the affordability agenda in family terms

Lead with benefits people can picture—not bill names and committee jurisdictions.

\$1,700

tax increase stopped

The Working Families Tax Cuts prevented a looming tax increase on most families as the 2017 provisions were set to expire. Delivered no tax on tips (8M workers) and no tax on overtime (29M workers).

80-90% savings

On prescription drugs

Diabetes and weight-loss medicines that once cost more than \$1,000 a month now start at \$149 through TrumpRX. Insulin and cholesterol drugs cut by 50-90%.

+\$333

larger average refund

The average federal refund increased 11.3 percent—from \$2,942 to \$3,275.

Some relief arrives now; greater supply takes time

Do not promise that every reform changes a family's budget on the same schedule.

IMMEDIATE OR NEAR-TERM

- Tax deductions and refunds
- Lower cash prices on selected medicines
- Savings from regulatory changes
- Greater flexibility for families and businesses

BUILT OVER TIME

- More homes
- More energy and grid capacity
- New factories and equipment
- A larger skilled workforce
- Stronger competition

Republicans must win three economic arguments

The goal is not to recite accomplishments. It is to establish which governing philosophy will work.

**Respect voters
enough to explain the
choice—not merely
advertise a benefit.**

- 01 Which party's policies are more likely to improve your life and strengthen the country?
- 02 Which state policies cause people and businesses to move in—and which cause them to leave?
- 03 Do you want to be a customer with choices or a client dependent on politicians and bureaucracies?

Iran requires an honest, patient strategy

Acknowledge voters concerns, remind them of the long-term strategic reality.

WHAT REPUBLICANS SHOULD ACKNOWLEDGE

- The war has been harder than expected.
- Iran's dictatorship is ruthless and willing to endure pressure.
- Americans do not want an open-ended ground war.
- A durable strategy may take time.

THE CHOICE TO EXPLAIN

Prevent a regime that chants “Death to America” from obtaining the nuclear weapons and missiles to act on that threat—or return to approaches that have repeatedly failed.

Affordability language must begin with credibility

The right framing connects empathy, progress, and a governing philosophy.

SAY THIS

- “Costs still hurt. The work is underway, but it is not finished.”
- “The tax law stopped a looming \$1,700 family tax increase.”
- “Increase supply so families can afford more.”

NOT THAT

- “The affordability problem has been solved.”
- “We extended the 2017 tax cuts.”
- A list of programs without explaining what changes for a family



BUILDING BLOCK 3

Stand with the American majority

Build the platform around specific issues supported by 70 percent or more of Americans.

THE AMERICAN PARTY



Accountability, affordability, and border security can unite the country

Specific policies build larger majorities than abstract ideological labels.

83%

term limits

Support limiting how long members of Congress can serve; similar results appear across multiple cited polls.

86%

stock-trading ban

Support a ban on members of Congress trading individual stocks while in office.

87%

middle-class tax cuts

Agree that taxes should be cut for middle- and working-class Americans to grow the economy.

87%

cut out drug middlemen

Support for reducing prescription costs by removing middlemen from the supply chain.

84%

upfront healthcare prices

Support for clear prices before patients receive care.

83%

check status after arrest

Support for checking immigration status and detaining illegal immigrants arrested for another crime.

Family, character, and country also unite Americans

The deepest consensus is often about national character rather than a particular issue.

91% Character over skin color

Agree with Martin Luther King Jr.'s standard that character matters more than race.

80%+ Family

Across the cited research, family remains the most important value for Americans across demographic groups.

80% Religious freedom

Broad agreement that religious freedom is important to American identity.

85% Proud to be American

American pride and gratitude are enduring sentiments.

The gap is often between Democratic voters and officials

The most persuasive contrast is measured, not cartoonish.

WHAT MANY DEMOCRATIC VOTERS SUPPORT

- Voter identification
- Congressional term limits
- Government accountability
- Practical work requirements
- Healthcare prices and patient power

WHAT WASHINGTON OFTEN DELIVERS

Party-line opposition, procedural blockage, or silence—driven by primary pressure, organized interest groups, and the incentives of incumbency.



BUILDING BLOCK 4

Offer a positive healthcare future

Lower costs, long-term health, more choice, greater value, protected programs—and a system organized around the person.

A HEALTHIER AMERICA



Healthcare costs too much—and Republicans have a clear answer

A family premium can cost as much as a new small car every year—before deductibles and copays.

1 Coverage that fits your needs

Not a single Washington-designed product that forces different people into the same package.

2 You choose the doctor

The value of insurance should not disappear because the doctor is outside a corporate network.

3 Lower out-of-pocket costs

Make coverage useful before families spend thousands meeting a deductible—and let savings reach the patient.

4 Protect Medicare and Medicaid

Stop fraud so limited resources remain available for seniors, people with disabilities, children, and legitimate patients.

The choice is personal power—not institutional power

Republicans should not defend every private healthcare institution simply because it is private.

THE INSTITUTION-CENTERED MODEL

Government designs the product. Insurers control networks. Hospitals hide prices and add fees. Middlemen keep savings. Records remain fragmented. The person has the least information and power.

THE PERSON-CENTERED MODEL

The person controls the record and decisions. Providers compete with clear prices. Insurance provides transparent financial protection. Institutions—public and private—are accountable to the individual.

The Republican healthcare agenda is already underway

The **Great Healthcare Plan** provides common national language; complementary reforms complete the architecture.

Coverage and choice

More flexible coverage, non-network options, portable savings, and direct primary care.

Real prices and usable data

Patients Deserve Price Tags, Prices on the Wall, employer claims access, and plain-English insurance information.

Savings that reach people

TrumpRx, cash-price credit toward deductibles, PBM accountability, and lower routine out-of-pocket costs.

Care closer to home

Rural transformation, telehealth, hospital care at home, prevention, and local accountability.

Explain what changes for the patient

Organize the agenda around what patients experience: lower prices, lower out-of-pocket costs, more choices, and greater control.

Choosing coverage

Plain-English premiums, deductibles, exclusions, doctor restrictions, prior authorization rules, and maximum out-of-pocket exposure.

Scheduling care

See the real price and patient responsibility, compare providers, and choose better value—so competition can drive prices down.

Finding a doctor

No more narrow provider networks. Keep the value of coverage and apply it to the qualified doctor or hospital you choose.

When buying medicine

Count lower cash prices toward deductibles and make negotiated PBM savings reach patients at the pharmacy counter.

Stopping fraud is not cutting care; It is protecting care

Every dollar sent to a criminal, fake provider, deceased enrollee, duplicate account, or ineligible recipient is a dollar unavailable for legitimate patients and the programs they depend on.

Build the person-centered system

Today's reforms pave the way for a simpler, redesigned health system focused on long-term health.

Complete lifelong record

The person securely controls a record that follows across providers, plans, jobs, and stages of life.

Earlier action

With permission, daily information and new diagnostics help people and trusted clinicians spot problems sooner.

Faster innovation

Modern trials, real-world evidence, and better matching help useful science reach people closer to home.

A genuinely simpler system

Clear prices, fewer repeated forms, simpler claims, less prior authorization, and less time serving bureaucracy.

Local accountability

Community-based organizations coordinate and answer for access and results without controlling personal choices.

Healthier lives as the measure

Ask whether disease is controlled, problems are caught earlier, independence is preserved, and life is better.

Put the person in control—and make that the message

The system exists to serve the person; the person does not exist to serve the system.

SAY THIS

- “Coverage that fits your needs.”
- “You choose the doctor not your insurance company.”
- “Protect Medicare and Medicaid by stopping fraud.”
- “Hold institutions accountable so people have power.”

NOT THAT

- “Repeal Obamacare”
- “Cut Medicaid spending”
- Defend insurers, hospitals, or middlemen reflexively



CLOSING

A choice between two futures

Big government socialism – or a free-market American future built on affordability, freedom, and opportunity.



The election is a choice between two futures

Every issue should reinforce this common contrast.

THE DEMOCRATIC FUTURE

Big government socialism and dependence

Fewer choices and higher costs

More power for bureaucracies and institutions

Washington controls more of your life and decisions

Weird values and priorities rejected by 70-80% of Americans

THE REPUBLICAN FUTURE

Work, patriotism, and free-market capitalism

Lower costs and greater choice

Accountable institutions

Personal power, innovation, and healthier lives

A government that reflects the common-sense of the American people

Turn every local campaign into a national choice

Use local facts and lived experience to prove the contrast between the two teams and two futures.

Identify the local Democratic record

A quote, vote, endorsement, or governing consequence that connects the candidate to the national team.

Find the lived affordability example

What is a family paying—and which Republican action changes that cost or expands supply?

Find 70% plus issues

Opponents will either be forced to agree with you or alienate their left-wing base.

Make the healthcare choice clear

Contrast a person-centered system—lower prices, more choice, accountable institutions, and protected Medicare and Medicaid—with the left's government- and insurance-centered model.

Stay on the same sheet of music

Adapt the examples. Preserve the argument. Repeat it until voters can repeat it back.

**Republicans are
better for you, your
family, and your
country.**

- 01 State the choice between two teams and two futures.
- 02 Acknowledge real problems before describing progress.
- 03 Use the four building blocks as the national framework.
- 04 Support claims with quotes, votes, polling, and measurable consequences.
- 05 Keep making the same true argument—without flinching or changing the subject.

Five episodes—one campaign framework

Listen for the argument; use the full transcripts for evidence and context.

Episode	Subject	Campaign function
1	Strategy for a Historic Republican Midterm Victory	Choice election, team campaign, discipline, four building blocks
2	The Case Against Big Government Socialism	Their words, votes, economic philosophy, fraud, and accountability
3	The Republican Answer on Affordability and Iran	Honest acknowledgement, concrete progress, governing philosophy, national security
4	The American Party	70–90 percent issues, polling discipline, voters versus officeholders
5	A Healthier America	Immediate Republican commitments and the person-centered system