

Outstanding Messaging for Reaching Middle-Aged+ Women

Overview:

Older women have had it the worst under the Biden-Harris regime. They are being robbed of their futures and security. **Women don't like to talk about it.** They don't want to complain, and some are even embarrassed to face such hardship—even though it's no fault of their own.

These women have been **Unsung Heroes** for stepping up and continuing to do what they have to get by. They can't survive four more years of progressive rule.

The untapped issue with over 90% of women is their fear that they won't be able to afford to retire, or, if they lose their job after age 50, that they won't be able to find a comparable job ever again. Below is messaging to help you reach this critical audience—empathizing with their worries and offering solutions that solve them.

Challenge:

- Women (particularly 45+) don't connect their economic hardship with the Biden-Harris administration;
- Kamala Harris' "Joy" message is emotionally resonant and makes them feel good; they have been convinced that the GOP lacks empathy for them.

Solution:

- 1) **Connect** their **extreme financial anxiety** with the policies of Biden-Harris;
- 2) Shatter the gaslighting and heartless mirage of "joy" and instead highlight the very real hardship women have faced (see stories below);
- 3) **Give them the same feeling** they get from "joy" **by celebrating them as UNSUNG HEROES** for doing what it takes to get by in these tough times; make them feel valued, appreciated, and hopeful; and
- 4) Show that a brighter economic future is possible. Assure them that **better times are on the way.**

The 60-Second Women-Resonant Pivot:

- Most women who are struggling out there—especially women over the age of 45—aren't worried about (fill in the blank: climate change, abortion, equity, etc).
- They're worried about security and retirement. They're worried about the fact that nobody's hiring them. They have spent their whole lives in the service of others—raising their kids and taking care of their ailing parents—and now they have been left with nothing ... and there's no place for them in the Biden-Harris economy.
- What's more important to women is whether or not they can survive through their retirement and whether or not they'll continue to have an opportunity to work in the current economic disaster that the Biden-Harris administration created over the past

three-and-a-half years.

- They worry about putting food on the table and having a roof over their heads, about having security for their future and having a shot at the American Dream—after they sacrificed their entire life for everyone else.
- Women are taking extra jobs; they are coming out of retirement to support themselves. These women are America's Unsung Heroes and a national treasure. The Democrats' America-last economic policies over the past three-and-a-half years are literally ruining their lives.
- America's Unsung Heroes deserve better. They want to get back to work and help restore the financial security that they worked so hard for and that they deserve.

Additional Examples to use:

- *Having to leave retirement and go back to work at age 70 to meet rising heating and grocery bills isn't joy.*
- *Worrying that if you lose this job, you will never be hired again, or will have to take a drastic pay cut, isn't joy.*
- *Taking a second job just to keep up with rent and car payments isn't joy.*
- *Realizing that—even though you have been working harder than ever—you still have less savings and less financial security isn't joy.*
- *Watching your adult children struggling but being unable to help them—realizing that the dream of owning a house is unreachable today—isn't joy.*

Real-Life Examples:

Retirees Search for Jobs to Make Ends Meet: Joyce Fleming, a retired nurse, describes how the cost of living has forced her to look for cashier jobs to make ends meet in this [Fox News](#) segment. Her 75-year-old sister also can't retire because of rising costs.

Job Opportunities Drying Up for Older Workers: [A Forbes article](#) providing advice to those over 50 seeking a job highlights Ann, who called in seeking help: "I've held a VP role at two Fortune 500 companies, but my current job search is leading to a dead end," said Ann. "I am 58 years old and think I may have aged out. This last layoff has me stymied. I've done the usual networking, and I have had a couple of interviews, but they hired someone younger even though a colleague said I was more qualified for the job. I fear employers don't want to hire a mature worker. I am the sole support of my family. I have to work. So what do I do?"

Cutting Back to Make Ends Meet as Costs Soar: [The New York Times](#) highlighted the impact of the rising cost of living. For Theresa Clarke, a retiree in New Canaan, Conn., the rising cost of living means not buying Goldfish crackers for her disabled daughter because a carton costs \$11.99 at her local Stop & Shop. It means showering at the YMCA to save on her hot water bill. And it means watching her bank account dwindle to \$50 because, as someone on a fixed income who never made much money to start with, there aren't many other places she can trim her spending as prices rise.

Supporting Data and Background Information:

Many women are suffering due to our terrible economy; they are worried and living on the brink of financial ruin.

- **92%** of women worry they can't afford to retire and won't be able to find comparable work if they lose their current jobs (*Wick Insights, n1100, June 7-11 2024*).
- **74%** of women worry about an economic downturn; nearly half say they're unprepared if the U.S. does enter a recession ([Source](#)).
- "Roughly **one-third** of all women and **half** of low-income women say their retirement income or savings will not be enough to pay their monthly bills, which is an increase from 2023" ([Source](#)).
- Inflation has hit people on a fixed income (such as retirees) and those with low incomes the hardest. A [report](#) from Indeed Flex found that 30% of retirees are considering working a temporary job. More than 70% cited inflation as the reason that they are going back to work.

AMERICA CAN DO BETTER:

- Better policies can make America affordable and prosperous
- Bring down inflation
 - Unleash American energy
 - Roll back costly red tape
 - Preserve tax cuts for American families
 - End supply chain disruption
- Demand price transparency in health care
 - The Biden-Harris admin has been slow walking and undoing transparency efforts of the Trump administration executive order, even though, if implemented, it would cut healthcare costs by an estimated 40%.
 - Too many people fear getting needed medical care because they don't know what their out-of-pocket costs will be.
 - We need policies that ensure there will be upfront pricing, the ability to show and compare, and no surprise medical bills.
- Encourage hiring and job creation; preserve flexible work opportunities
 - The Biden-Harris administration is trying to destroy independent contracting. These are jobs that are most likely to appeal to older workers who don't want traditional schedules.
 - Fight against age discrimination—which is real, illegal, and under-reported.