Helen Jones

For President (2028)

CAMPAIGN OVERVIEW

from Traverse City, Michiagn

votehelenjones.com

FAMILY DRIVEN

This campaign exists to restore faith in the government by delivering results people can see in their paychecks, schools, and communities.

Helen Jones is a family-centered, values-driven Democrat focused on building security for working families. Her campaign is grounded in three everyday concerns:

- Education
- Immigration
- Health care

She presents herself as a candidate who understands that **economic stability begins at the kitchen table.**

“If you work hard, your family should be able to live well.”

CAMPAIGN GOALS

1

Increase Engagement
Make voters feel emotionally connected by tying policies to family success

2

Drive Participation
Encourage students, parents, healthcare and workers to attend rallies, Volunteer, and Register to vote

3

Raise Awareness
Make voters feel emotionally connected by tying policies to family success

TARGET AUDIENCE

Demographics: Families w/ Children, Middle and working class, Women, Young adults, and first and second generations

Psychographics: Voters who value -
Justice, Stability, Opportunity and Accountability

Geographic focus: Midwest, Suburban Swing states, and Urbam working-class communites

POLICY POSITIONS

Helen Jones' campaign is about making sure every family has a fair chance. She supports strong schools, a modern and humane immigration system, and affordable health care that puts people first. These policies help Americans **earn more, save money, and feel more secure**, creating an economy that truly supports working families.

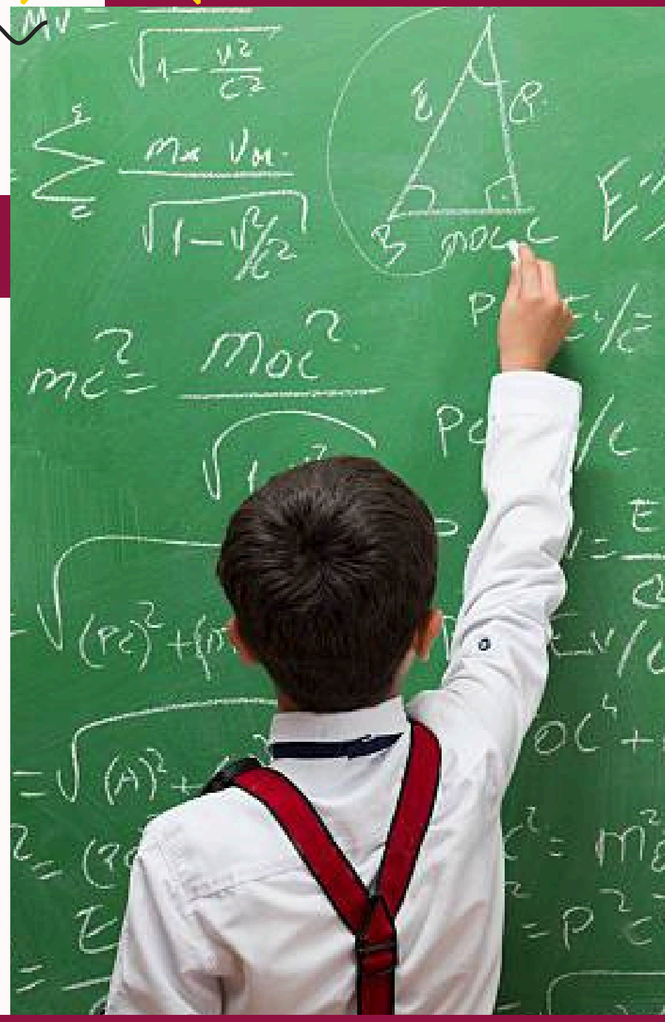
A Strong Start for Every Child

A Modern Humane Immigration System

Healthcare that works for Everyone

POSTION #1

“A STRONG START FOR EVERY CHILD”



Education remains one of the top-three issues in every national election cycle

Strong schools lead directly to:

- Higher earnings
- Lower crime rates
- Economic competitiveness

“Educational inequality limits social mobility.”

Why will this Work?

Every $1 invested in early education returns $7–$13 to society

Tatics to Convience Voters

Ethos: “I stand with parents and teachers.”
Pathos: “No child should be trapped by their zip code.”
Logos: “Early education is an investment that pays back in full.”

POSITION #2

“A Modern Humane immigration system”

Employers report labor shortages.

Immigrants fill essential roles in:

- Healthcare
- Agriculture
- Construction

Smart reform:

- Grows the workforce
- Protects border security
- Grows tax revenue
- Stabilizes key industries

Tatics to Convience Voters

Contrast Framing:

- “Our system is broken — not our values.”

Identity Appeal:

- “We are a nation built by people who chose America.”

Unity Strategy:

- Secure borders AND fair treatment.

POSITION #3

“HEALTH CARE THAT WORKS FOR EVERYONE”

Health care affordability is the #1 fear among working families

- Americans pay more than any other country.
- Millions face medical debt.
- Rural communities lack access.

Why will this Work?

A public option introduces:

- Real competition
- Lower premiums
- Price pressure on insurance companies

Tatics to Convience Voters

Fear Appeal (Ethical):

- “You shouldn’t lose your savings because you got sick.”

Populist Frame:

- “Patients first, profits second.”

CAMPAIGN STRATEGY

- Hospital and Clinc Tours
- Community Outreach

- School visits and Parent Forums
- College Campus Appearances
- Attend Youth Programs

- Immigration Listening Tours
- Town Halls (In-Person)

Helen Jones in real spaces with real people

ANTICIPATED IMPACT

Direct Results:

- HIgher Youth Engagement
- Improved Trust amoung Families
- Stronger Support amoung women voters
- Increased Crossover Approval
- More first-time voters

Conclusion - Helen Jones offers...

- Fairness through education
- Strength through smart immigration
- Security through healthcare

“Opportunity should not be inherited — it should be guaranteed.”

Helen Jones

THANK YOU

votehelenjones.com

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AI Discloure: Used Grammarly Pro and Generated a few Images