

# PROJECT 2025



## THE FIGHT AGAINST PROJECT 2025

Project 2025 is a policy proposal that seeks to undermine our progress, dismantle democracy, and take us back to a time when we did not have a vote or a voice. The overarching goal of the project is to “gut the administrative state from within,” and is incredibly harmful to the Black community.

The proposed overhaul of public policy was created for the next conservative president and published by the Heritage Foundation, an extremist, far-right, Washington D.C.-based think tank that promotes policies of hate and discrimination that **run counter to equity and equality for the Black community.**

Project 2025 consists of four sections:

**Policy Agenda:** Provide detailed conservative policy recommendations for every major issue, aiming to guide the next administration in reshaping federal policies in a direction hostile to the interests of equity, equality and Black progress.

**Personnel Database:** Build a network of far right extremists to fill positions within the next conservative administration, ensuring that their operatives are in place to enact harmful government policies.

**Presidential Administration Academy:** Train future political appointees, equipping them with the skills needed to weaponize government roles against the American people.

**180-day Playbook:** Outline actions to be taken in the first 180 days of the new administration to ensure swift policy implementation and governmental restructuring.

If enacted, **Project 2025 sets back decades of civil rights progress for Black America.**

- Project 2025 threatens **civil rights** gains with plans to dismantle affirmative action, weaken anti-discrimination laws, and reduce the enforcement powers of the Equal Employment Opportunity Commission (EEOC), threatening to reverse gains made in employment equity and equal opportunity.
- When it comes to **healthcare**, Project 2025 proposes to repeal the Affordable Care Act, reduce Medicaid funding, and eliminate programs aimed at addressing health disparities, which would lead to reduced access to healthcare services and worsening health outcomes for Black Americans.
- When it comes to **education**, Project 2025 seeks to defund public education in favor of private and charter schools, eliminate diversity and inclusion programs, and rollback protections for students of color, undermining educational opportunities and exacerbating racial disparities in academic achievement.
- Project 2025 includes measures to increase **policing and incarceration**, reduce funding for community-based alternatives, and eliminate initiatives aimed at addressing systemic racism in the justice system, which would lead to higher incarceration rates and further entrench racial inequalities.
- The **environmental impacts** of Project 2025 would include the rollback of key environmental protections, reduction of enforcement of environmental regulations, and prioritization of industrial and corporate interests over community health, disproportionately affecting low-income and minority communities that are already burdened with environmental hazards and pollution

Instead of these regressive policies, we put forward Our 2025, a collection of policies aimed to benefit Black Americans and the entire nation. Our 2025 is marked by:

- Higher wages
- Investments in our schools
- Pathways to progress within our criminal justice system

In Our 2025, **women’s bodies are protected from uninformed legislation, Black communities are protected from gun and police violence, and Black history and diversity is protected and not banned.** The only way to keep Project 2025 from becoming our future is to educate and mobilize Black voters so we’re ready to cast our ballots in local, state, and federal elections this fall.

# PROJECT 2025

**OUR**



## Amplify

We're asking people to volunteer with the NAACP to support Our 2025 and to vote on November 5. We must ensure Project 2025 does not become our future. Use the sample social media messages below to educate and mobilize your community.

## Sample Media Posts:

We will not let Project 2025 become our future. To keep these dangerous policies from becoming our reality, we will VOTE and VOLUNTEER. Join us. [#Our2025](#) [www.naacp.org/project2025](http://www.naacp.org/project2025)

Project 2025 aims to undermine our progress and revert back to a time where we did not have a vote, or a voice. We will use both this election to protect the Black community. Learn how you can help: [www.naacp.org/project2025](http://www.naacp.org/project2025) [#Our2025](#)

Our 2025 is marked by higher wages, investments in our schools, pathways to progress within our criminal justice system, and so much more. Not the dangerous policies in Project 2025. Learn more about our vision and sign up to make [#Our2025](#) a reality: [www.naacp.org/project2025](http://www.naacp.org/project2025)

## SHARE THE MESSAGE:



1. Feel free to develop your own customized posts to add stories, data, and quotes using the sample social media posts.
2. Add the [#Our2025](#) hashtag to your social media posts.
3. Follow [@NAACP](#) on X, Instagram, Facebook, YouTube and LinkedIn and share our content via your personal or organizational accounts.

## GRAPHICS:

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