Reaching Out

How to talk to your friends and family
in the MAGA community

By Rich Logis

LEAVING MAGA

Reaching Out

A brief how-to guide on talking to family and friends in MAGA

We believe most MAGA followers are good and decent people who have been led astray and lost their way. We have learned through our work that even intelligent, educated people can be manipulated and exploited. When this happens, it often leaves family and friends sputtering in frustration. Soon, brothers and sisters aren't talking to each other, parents aren't talking to their children, etc.

We have heard from many people in that situation who want to reopen the lines of communication, to start a dialogue in the hopes not only of effecting a reconciliation but of helping their loved one or friend recognize that Donald Trump and the MAGA movement are doing the opposite of making America great again.

That's where our Reaching Out guide comes in, with practical tips on how to navigate the fraught process of trying to help your loved ones leave the movement. The list below of "dos and don'ts" is an indispensable tool for this work.

Remember, how we interact is key; acknowledging another's beliefs does not mean concurrence or acceptance. The purpose isn't to polemicize; it's to dialogue.

For example, you'll get nowhere if you refer to MAGA as a cult, even if you believe it fits the definition of the word. People will shut down.

Do:

Search for relatability — personally, and perhaps politically. Seek common ground. If you're able to have a long-enough conversation with someone in MAGA, you will find there is some agreement on important issues.

Try to understand why they believe what they do. Ask what their values and beliefs were prior to Trump. If the person in MAGA cites inaccurate information, ask: Where did you hear that? Wait for the answer, and be courteous.

Open up a respectful back-and-forth by asking something such as: "I understand some of the reasons why you want another Trump presidency. Do you understand some of the reasons why others didn't want another Trump presidency?"

Ask permission to introduce the possibility of reconciliation. Ask them to think about their lives and their relationships before Trump and MAGA. After you feel you've made some progress (this will likely take

a lot more than a single conversation), ask for their consent to introduce the work and stories of Leaving MAGA.

Don't:

Lean heavily on biography, credentials or expertise.

Attack, question the other person's intelligence or impugn their integrity.

Criticize other MAGA Americans; critiques will be taken personally.

Debate facts and policy.

Try to change the other person's mind or bait them into an argument.

Here's my video that discusses this further.

For those who want to do a deeper dive into this topic, here are some other terrific resources: Smart Politics and Zach Elwood's Defusing American Anger and How Contempt Destroys Democracy.

You can make a tax-deductible gift to Leaving MAGA here.