

country a great deal and should be paying it back.

These are accurate views of taxes, but they are not yet enshrined in our brains. They need to be repeated over and over again, and refined until they take their rightful place in our synapses. But that takes time. It does not happen overnight. Start now.

It is not an accident that conservatives are winning where they have successfully framed the issues. They've got a forty- to fifty-year head start. And more than two billion dollars in think tank investments.

And they are still thinking ahead. Progressives are not. Progressives feel so assaulted by conservatives that they can only think about immediate defense. Democratic office holders are constantly under attack. Every day they have to respond to conservative initiatives. It is always, "What do we have to do to fight them off today?" This leads to politics that are reactive, not proactive.

And it is not just public officials. I have been talking to advocacy groups around the country, working with them and trying to help them with framing issues. I have worked with more than four hundred advocacy groups in this way. They have the same problems: They are under attack all the time, and they are trying to defend themselves against the next attack. Realistically, they do not have time to plan. They do not have time to think long-term. They do not have time to think beyond their particular issues.

They are all good people—intelligent, committed people. But they are constantly on the defensive. Why? It is not hard to explain it when we think about funding.

The right-wing think tanks get large block grants and endowments. Millions at a time. They are very well funded.

Furthermore, they know that they are going to get the money the next year, and the year after that. Remember, these are block grants—no strings attached. Do what you need. Hire intellectuals. Bring talent along. These institutions also build human capital for the future.

Progressive foundations spread the money around—thinly. They give twenty-five thousand dollars here, maybe fifty thousand, maybe even a hundred thousand. Sometimes it is a big grant. But recipients have to do