

The background of the entire page is a solid blue color. Overlaid on this background is a complex, abstract graphic consisting of numerous thin, white, wavy lines. These lines originate from the left side of the page and curve towards the right, creating a sense of movement and depth. The lines are closely spaced in some areas and more spread out in others, forming a series of overlapping, wave-like patterns that sweep across the page.

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Policy Memo

**STRATEGIC ADJUSTMENT TO LANGUAGE AND PROJECT FRAMING IN RESPONSE TO
ADMINISTRATION SHIFT FROM BIDEN TO TRUMP**

April 2025

BACKGROUND

With the transition from the Biden to the Trump administration in 2025, there has been a significant shift in federal policy priorities and compliance expectations. Certain terminologies and project themes previously embraced under the Biden administration are now considered potential triggers for review, cancellation, or amendment of federal grants. To navigate this landscape effectively, state and local governments, as well as nonprofit organizations, must proactively adjust their language and project framing.

Recommended Website and Documentation Adjustments

Organizations should immediately undertake comprehensive reviews and adjustments of their websites, documents, proposals, and grant materials to remove or replace identified trigger words to ensure alignment with the new administration’s policies.

Trigger Words and Recommended Replacements	
Trigger Words	Suggested Replacement Terms
activism, advocacy, advocate, activists	social engagement, support efforts, supporter, change agents
barrier, barriers	hindrance, impediments
biased, bias	inclined, inclination
BIPOC, minorities, minority groups	Americans, smaller demographics, specific demographics
Black and Latinx	African and Latin American individuals
community diversity, community equity	variety in groups, fairness in communities
cultural differences	distinct customs

Trigger Words and Recommended Replacements, cont....

Trigger Words	Suggested Replacement Terms
cultural heritage	legacy
culturally responsive	context-aware
disabilities	impairments
discrimination, discriminatory	unfavorable treatment, unjust
backgrounds	personal histories
groups	collectives
diversified, diversify	varied, broaden
enhancing, increase	improving, augment
equal opportunity, equality, equitable	fair access to resources, uniformity, balanced
ethnicity, race, racial	cultural background, ethnic group
excluded	omitted
female, women	adults, child-bearing adults
gender, sexual preferences	sex, sexual orientations
hate speech	derogatory language

Trigger Words and Recommended Replacements, cont....

Trigger Words	Suggested Replacement Terms
Hispanic minority	Latino community
historically	traditionally
implicit bias	unconscious preferences
inclusion, inclusive	integration, all-encompassing
indigenous community	native population
inequalities, inequities	discrepancies, imbalances
institutional, systemic	organizational, foundational
LGBTQ	sexual orientations
marginalize	diminish
multicultural	multiple cultural backgrounds
polarization	separation
political	governmental
prejudice	preconceived notions
privileges	benefits

Trigger Words and Recommended Replacements, cont....	
Trigger Words	Suggested Replacement Terms
promoting, fostering	supporting, nurturing
justice, social justice	fairness, fair treatment in society
sense of belonging	feeling of connection
sociocultural, socioeconomic status	social and cultural context, financial conditions
stereotypes	generalizations
trauma	emotional injury
underappreciated, undervalued	inadequately recognized
underrepresented, underserved	inadequately depicted, insufficiently catered to
victim	affected person



Project Themes Under Biden Administration and Retooling Recommendations

Original Theme: Environmental Justice Initiatives

- Revised Framing: Community-Led Environmental Stewardship
- Example Adjustment: Reframe projects from addressing "environmental inequities" to enhancing "local stewardship efforts," emphasizing community responsibility and economic sustainability.

Original Theme: Socioeconomic Equality Programs

- Revised Framing: Economic Growth and Community Development
- Example Adjustment: Shift language from "addressing socioeconomic disparities" to "strengthening community economies," highlighting workforce training, infrastructure development, and local economic resilience.

Original Theme: Diversity, Equity, and Inclusion (DEI) Initiatives

- Revised Framing: Talent Development and Merit-Based Programs
- Example Adjustment: Transition from DEI-driven programs to merit-based talent initiatives, emphasizing skill development, career advancement, and measurable performance outcomes.

Original Theme: Healthcare Access for Marginalized Populations

- Revised Framing: Strengthening Community Health and Wellness
- Example Adjustment: Adjust language to reflect "improving community-wide health outcomes" through broad wellness initiatives rather than focusing solely on marginalized groups.

Strategic Recommendations

- Immediate Website Audit: Conduct a comprehensive audit to identify and replace trigger words.
- Document Review: Update all active and upcoming grant proposals and communications to align with new language guidelines.
- Training and Communications: Provide internal training for staff on updated terminology to ensure consistency across all platforms and proposals.
- Engage Policy Experts: Continuously monitor administration policy shifts and adapt communication and funding strategies accordingly.

Conclusion

Organizations must proactively adjust their language and project framing to successfully secure and retain federal funding under the current Trump administration. Levitate Legal & Consulting is available to support your teams through these strategic adaptations and compliance efforts.