

OCTOBER 2026 INVENTING WHAT AMERICA NEEDS CAMPAIGN

PARTNER TOOLKIT

Campaign Overview

The American public uses technology and innovation that came from federal research every day, usually without knowing it. This month, we're working to strengthen the public's understanding of how government-led research and innovation shaped the origin and advancement of everyday tools like GPS, the internet and even memory foam.

As agencies navigate steep personnel and funding cuts, federal scientific and technical capacity and research continues to shrink. Join us in advocating for the public servants and programs behind these systems, who:

- Lay the foundation for groundbreaking technologies and everyday innovations.
- Protect us from cyberattacks, hackers and other bad actors.
- Help American businesses grow, expand online and connect with customers coast to coast.
- Turn ideas into innovation that connects us, improves our lives and protects our communities.

This toolkit will help you share stories, statistics and public servant profiles to show your audience how public servants power our country.

How to use this toolkit:

- **Newsletter blurb** – Use our sample language to introduce your audience to research originated in government that now fuels the technology they use every day.
- **Email blast** – Use our email language to mobilize your audience to support the idea that public investment in science protects their safety, wallets and daily lives.
- **Social media posts** – Use our social media graphics and captions to spread the word and encourage people to learn more about how the Trump administration's personnel and funding cuts are affecting experts' ability to meet the needs of the communities they serve.

Top-Line Messages

GOVERNMENT RESEARCH LAYS THE FOUNDATION FOR GROUNDBREAKING TECHNOLOGIES

like the internet and GPS, along with innovations that enrich our lives like memory foam mattresses, scratch-resistant lenses and even aerosol bug spray .

OUR GOVERNMENT'S JOB IS TO PROTECT US. Federal cyber experts keep our families, communities and economy safe from hackers and other bad actors.

GOVERNMENT RESEARCH HELPED PAVE THE WAY FOR TECHNOLOGY AND SYSTEMS,

like the internet and our national postal tracking system, that help American businesses grow, expand online and connect with customers coast to coast.

PUBLIC SERVANTS POWER OUR COUNTRY, turning ideas into innovation that connects us, like the internet and our national postal tracking system, that help American businesses grow, expand online and connect with customers coast to coast.

Newsletter Blurb

Did you know GPS was originally built as a Cold War tool to track submarines?

The U.S. military built it in the 1960s, and the research scientists who developed it gave us a tool that now guides your commute, powers your delivery apps and keeps first responders and power grids running on the same clock.

GPS isn't the only everyday technology that came from government research. The internet, digital cameras and even some medications began with expert federal scientists solving hard problems and giving American businesses the head start they needed to grow, expand and connect with customers across the world.

But from September 2024 to February 2026, the federal workforce working in scientific discovery and technological innovation decreased by 23.4%. If that pipeline from federal research to private sector innovation continues to shrink from disinvestment, it will threaten our ability to keep inventing what America needs and to protect what's already been built.

The Partnership for Public Service's "The Cost of Cutting American Science" is an interactive tool that helps you explore how the Trump administration's federal workforce and funding cuts are threatening this work, and why continued investment in science and public health workers is more important than ever.

[Learn more](#)

Email Blast

Subject Line

Are we moving backwards in American research and innovation?

Preview Text

Federal science research is the origin of many tools we rely on today, and it's shrinking fast.

Hi [Name],

Every day, the American public uses technology that originated from government research. Did you know GPS was built by the U.S. military in the 1960s to track submarines? The internet traces back to ARPANET, a Defense Department project that laid the foundation for modern computers. NASA scientists invented specialized CMOS image sensors to make smaller cameras for spacecraft, the same technology now inside every smartphone camera.

These inventions were not by happenstance. They're the product of decades of public investment in science and the experts entrusted to lead the way.

But federal scientific and technical capacity is shrinking fast. The workforce actively driving the next generation of research and technology has dropped more than 23% since September 2024. Fewer scientists and engineers means slower innovation, weaker cybersecurity and higher costs for American families and small businesses already dealing with rising energy prices.

The Partnership for Public Service's ["The Cost of Cutting American Science"](#) is an interactive tool that helps you explore how the Trump administration's federal workforce and funding cuts are threatening this work, and why continued investment in science and scientists is more important than ever.

Help us share the facts and support our experts by amplifying the importance of investing in American science.

[LEARN MORE](#)

Social Media Content

Use our social media graphics and captions to spread the word and share your thoughts on how the government helps lay the foundation for American innovation. Below are ready-to-post captions covering the campaign's core message. You can also insert a localized story from your state to make the issue feel more immediate to your audience.

Post 1

The internet, GPS and even memory foam mattresses all started with federal research. Other daily necessities you may not have expected did too!

The microwave oven was discovered by a military radar engineer who noticed a candy bar melting in his pocket. Aviator sunglasses were designed for Army Air Corps pilots battling high-altitude glare.

Government scientists and engineers have spent decades solving hard problems and inventing technology that keeps us connected, helps grow businesses and protects us from bad actors.

But between September 2024 and February 2026, the federal workforce in scientific discovery and technological innovation decreased by 23.4%.

If the pipeline from federal research to private sector innovation continues to shrink, it will threaten our ability to keep inventing what America needs and protect what's already been built.

Explore the [Cost to Cutting American Science](#) to learn more about what's at risk.

Share this post with your networks

Post 2

If you've ever used GPS apps like Waze, Apple Maps or Google Maps, you should know about mathematician Dr. Gladys West. Dr. West's research laid the foundation for the mapping systems we all use every day.

In the 1950s, Dr. West was one of a small number of Black women at NASA performing complex computing for the U.S. Navy during the early Cold War. She played a pivotal role in charting satellite orbits and developing precise models of the Earth's shape, work that later became core to the modern Global Positioning System.

Dr. West's research helped usher in a new era of technological innovation. The federal government's continued investment in scientific research today is what will bring about tomorrow's life-changing invention.

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Post 3

Federal cyber experts keep our communities and economy safe by protecting our communication and energy systems.

In 2025 alone, the Cybersecurity and Infrastructure Security Agency stopped 2.62 billion malicious connections on federal networks, defeated 371 million attempts aimed at power grids and emergency response systems, and triaged more than 30,000 cybersecurity incidents.

Yet the federal workforce responsible for this scientific and technical work shrunk by more than 23% between September 2024 and February 2026. When we lose these experts, our power grids and emergency response networks become more vulnerable to hackers and bad actors, leaving communities exposed to longer outages and slower emergency response when it matters most.

Explore the [Cost to Cutting American Science](#) to learn more about what's at risk.

[Share this post with your networks](#)

Post 4

Public science has helped solve some of America's greatest challenges and usher in new generations of technology that we depend on every day.

Here are a few ways investments in science have made our lives more convenient.

💡 In the 1950s, USDA chemists were looking for a way to temper potato overproduction and create a market shift towards a more convenient mealtime option. Their three-step dehydration process created instant mashed potato flakes that we still use today.

💡 Because of decades of atomic timekeeping research by the National Institute of Standards and Technology, your phone always knows the exact time. This keeps your cell phone and computer clocks in sync.

💡 Diaper development came from research at the Department of Energy's Los Alamos National Laboratory. Scientists applied fluid dynamics, originally developed for nuclear programs, to help engineer a leak-resistant disposable diaper.

Today, scientists are working on technology to keep our energy bills down, help rural hospitals treat patients faster and keep our bridges and roads from cracking. Cutting investments in federal science doesn't save money. It shifts the cost onto you.

[Share this post with your networks](#)

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Post 5

Public science has paved the way for transformative technology, from the internet to renewable energy systems, helping businesses grow, expanding our online reach and keeping us connected across the world.

That progress is now unwinding, creating negative economic consequences. Since May 2025, the Department of Energy has terminated 345 clean energy awards that have already cost the U.S. economy an estimated 468,000 jobs.

Young people preparing to enter the energy workforce stand to lose the most, as scaled-back investment cancels career paths in fields like engineering and systems analysis.

When an energy project disappears from a community, the loss ripples outward, hitting local economies that depend on it.

Federal investment in public science doesn't just fund research, it builds the American economy.

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Post 6

Most of the country's 3 million miles of natural gas pipelines are around 60 years old, making them prone to corrosion and leaks that can lead to explosions. Power outages alone cost the U.S. economy \$150 billion a year, with a single hour of downtime potentially costing a large manufacturer as much as \$5 million.

Ruishu Wright, a research physical scientist, is working to catch those failures before they happen. At the Department of Energy's National Energy Technology Laboratory, she leads a team that developed sensor technology to detect cracks and corrosion in pipelines, power grids, bridges and other critical infrastructure, that then feeds data into an AI system flagging at-risk sites before they fail.

Federal scientists like Ruishu power our country, turning ideas into innovations that keep us prepared for catastrophes.

[Read full story](#) at servicetoamericamedal.org

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Social Media Content

Use our social media graphics and captions to spread the word and share your thoughts on how the government helps lay the foundation for American innovation. Below are ready-to-post captions covering the campaign's core message. You can also insert a localized story from your state to make the issue feel more immediate to your audience.

Post 7

Firefighters rely on gloves to shield against extreme heat, but standard gloves typically offer less than 20 seconds of protection before second-degree burns set in. These injuries can cut a rescue short.

Susan Xu, an engineer at the National Institute for Occupational Safety and Health, changed that by using 3D modeling to create new firefighter gloves that provide up to twice the amount of heat protection. This discovery now benefits more than 1 million firefighters nationwide. Susan also established safer weight limits for the breathing apparatuses firefighters wear in smoke-filled conditions and built new protective equipment guidelines for health care workers.

Federal scientists like Susan power our country, turning ideas into innovation that protects our protectors.

[Read full story](#) at servicetoamericamedals.org

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Post 8

The Cybersecurity and Infrastructure Security Agency was created to serve as the nation's primary defense against cyberattacks on hospitals, power grids and water systems.

But between January 2025 and January 2026, this agency built to protect our networks has lost about a third of its career staff.

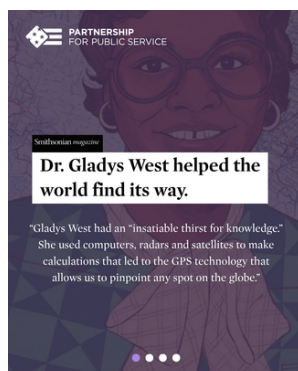
Congress created CISA because of cyberattacks like the Universal Health Services hospital crash. Now, we're moving backward instead of building on those advances. Have we already forgotten the lesson?

[Read the full story](#) in the Cost of Cutting American Science.

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Graphics

Facts



[Click here to download these images and share the facts with your networks](#)

RESOURCES

- ★ The Cost of Cutting American Science
- ★ Save Our Science - Partnership for Public Service
- ★ Honoree Archive • Service to America Medals