

# FRIEND TO FRIEND ORGANIZING

RED WINE  
& BLUE NETWORK

FOR RWB NETWORK GROUPS



Friend-to-Friend organizing is exactly what it sounds like: talking to the people you already know about what matters and why it matters. **Because here's the thing: people don't want to be lectured by strangers—they want to hear from someone they trust.**

## WHY THIS WORKS

When you speak, people listen differently.

- 15x more impactful than knocking on a stranger's door
- 22x more effective than robo texts
- 200x more effective than TV ads

## WHO SHOULD YOU TALK TO?

- Friends, neighbors, family members
- Co-workers or classmates
- People you are in a group with
- People you see regularly
- Your holiday card list
- Comments on your social posts
- Politically engaged friends

## \* PRO TIPS

- Lead with your story, not stats
- Keep it short and natural—this isn't a speech
- Follow up! It may take multiple conversations
- Keep track of who you've talked to
- Note what matters to them
- Use conversation starters when you're stuck

## THE REAL WORLD IMPACT

The data supports this approach.

### RED WINE & BLUE'S IMPACT

#### INCREASED VOTER TURNOUT



#### CUT THROUGH PARTISAN LINES



## HOW TO HAVE THOSE CONVERSATIONS?

If you can connect, you can organize:

- Text a friend
- Chat over coffee
- Host a casual get-together
- DM someone you haven't talked to in a while

## WHAT TO SAY

Keep it human

- Start with what you care about
- Ask questions
- Listen and affirm
- Find common ground
- Share values, not just facts
- Help make a plan (when/where/how to vote)

RWB  
App



Circle of  
Influence



Conversations  
Guide



House Party  
Toolkit

