



# GO LOCAL.



## WIN EVERYWHERE.

### TOP 5 REASONS GOING LOCAL IS HOW WE WIN EVERYWHERE

1

#### LOCAL WINS NATIONAL.

If you're motivated to talk about federal races, go for it. But if you want to *win* them, we need more people voting. The races and issues that hit closest to home are how we bring the most new people in. And once they're voting down ballot, they're far more likely to vote up. It doesn't reliably work the other way around.

2

#### LOCAL IS OUR BEST DEFENSE.

Even if Congress changes hands, executive power will be used against us. Local power is our greatest leverage to fight back. School boards decide whether our kids learn accurate history. State legislatures set public school funding and access to health care. County commissioners decide whether a local jail becomes an ICE detention center or a data center gets built.

3

#### LOCAL IS THE ONRAMP FOR THE MILLIONS WHO AGREE WITH US BUT HAVE OPTED OUT.

Millions of people who share our values want nothing to do with capital-P Politics. But "hey, heard who's running for school board?" is a conversation people will actually have, because it feels personal. Once they're engaged, they can reach even more people the traditional party system has ignored.

4

#### LOCAL IS THE OFFRAMP FOR DISILLUSIONED REPUBLICANS.

Voters, especially suburban women, are abandoning the GOP faster than we've ever seen. But that doesn't mean they'll automatically start organizing for Democrats in DC. Focusing locally is an easier way to start talking about how their values are no longer aligned with today's GOP.

5

#### LOCAL BUILDS YEAR-ROUND INFRASTRUCTURE.

The Right spent decades building local power through megachurches, the NRA, and social clubs. That's how they keep winning seats even while losing the culture. RWB is one of the only organizations doing that year-round, local work. You're part of one of the *most important* solutions in this country.

