

READY TO RALLY YOUR SQUAD?

We know **extremists want to implement their agenda at every level of government** but we can defeat them and win these critical elections. How? By making sure our friends and family know what is at stake and turning them out to vote for each and every race on their ballot. Together we will protect our freedoms and our democracy!

Red Wine & Blue is here to support you in this important work. This **toolkit** has all the information you need to join our **Rally Your Squad crew** as well as helpful tips on how to talk to family and friends. And we promise to have fun together as well! Look for opportunities throughout the year to join virtual events for Rally Your Squad members, receive messaging on important issues and get the training you need to have effective conversations. Let's do this!

Table of Contents

[How to Join Rally](#)

[Adding Contacts and Taking Action](#)

[The Data Behind Friend to Friend Organizing](#)

[Resources](#)

[Your Action Plan](#)

[Contact Us](#)



HOW TO JOIN RALLY

Link to Join: [Redwine.blue/rallyyoursquad](https://redwine.blue/rallyyoursquad)

Step by step guide: How to Join Rally

Create a **Shortcut or Bookmark** so you can easily get back onto Rally:

- Create bookmarks on:
 - [MAC](#)
 - [PC](#)
- Want Rally on your phone homescreen like an app? Create a shortcut!
 - [Shortcut](#) instructions for iPhone and Androids

START REACHING OUT TO FRIENDS AND FAMILY – GO GET YOUR VOTERS!

Learn how to use Rally with our [Train in 10 video](#)

Step-by-step guides

- [Add Voters You Will Contact](#)
- [Take Action, Track & Report in Rally](#)

Want help **brainstorming** who to contact about elections? Use our guide!

- [Map Your Contacts](#)

THE DATA BEHIND FRIEND TO FRIEND ORGANIZING - YOU WILL MAKE AN IMPACT!

RWB data:

- Presidential campaigns spend millions of dollars hoping to move voter turnout by as little as 1%.
- Check out what we did with relational organizing: [RWB 2023 Data Analysis](#)

You Can Be The Difference Maker in **State and Local Races**

- People don't vote down ballot - we can influence voters to do so and win elections!
- [Sister District analysis](#) of ballot roll off in state legislative races.

The Power of Persuasion

- [Why the Messenger Matters](#)



RESOURCES

Check out our training deck on relational organizing and Rally

- [Rally Your Squad Training Slides](#)

How to Have Conversations with Friends

- [RWB Conversations Starter & Rally Guide](#) (PDF)
- [Handling Tough Topics Like a Pro](#) (video)
- [Handling Tough Topics Like a Pro](#) (slide deck)

Messaging and Information on Issues

- [Countering Parents' Rights Messaging](#) (video)
- [Countering the Parents' Rights Narrative: Effective Messaging](#) (PDF)
- [Save IVF & Birth Control](#) (RWB website)
- [Project 2025 Explained](#) (RWB website)
- [Project 2025](#) (short video explainer)
- [Freedom to Parent](#) (RWB website)
- [The More You Roe](#) (RWB website)
- [HRC Transgender Acceptance Messaging Guidance](#) (PDF)
- Gender Affirming Care
 - [What Is Gender Affirming Care](#) (slide deck)
 - [Mental Health and Gender Affirming Care](#) (slide deck)
- [What Is Christian Nationalism](#) (video)
- [Sex Ed in Elementary School: Facts vs Myth](#) (video)



YOUR ACTION PLAN

- **Sign Up for Rally and enter 10-12 (or more) voters that you will contact this election cycle**
 - Need help w/ who to add? Use the Rally brainstorm tool or our [Map Your Contacts](#) guide
 - If you only have a few, start there. Add more later as you think of more names
- **Check out available actions in Rally** and start sharing information with your friends
- **IMPORTANT: Report any outreach/actions taken in Rally.** This is how we show our impact ([RWB 2023 Data Analysis](#)). It's a win-win! You help defeat extremist candidates, support RWB's work and help us show our impact all at the same time!
- **Keep adding friends to your list of contacts throughout the cycle**
 - Someone likes or comments on your political social media post. Add them!
 - Talked to a friend at the grocery store - add them and report the outreach in Rally.
 - Meet a new friend or have friends asking political questions? Add them!
- **Check back regularly** (suggested is weekly) to see what new actions have been added and then go and engage your Rally friends
- **Get in the habit of Rallying Your Squad.** When can you do that outreach?
 - Take 5 minutes to canvas from your couch while watching TV.
 - Each time the news makes you mad or you feel overwhelmed - take an action. Don't doom scroll – turn out voters instead!
 - Waiting in that school/grocery/drive through line - time to Rally!
 - Join one of our special Rally events to hang w/ other RWBers and reach out to friends.
- **Watch for emails from your RWB state team** to keep updated on new actions, events, special invitations and progress to goals in Rally.

Have Questions or Need Help? Contact Us

- Ohio: ohio@redwine.blue
- North Carolina: northcarolina@redwine.blue
- Pennsylvania: pennsylvania@redwine.blue
- Michigan: michigan@redwine.blue
- Virginia: virginia@redwine.blue
- RWB Team: volunteer@redwine.blue

