



**TroubleNation 101 - Session One:
You've registered your group, now what?**

What is TroubleNation?

- RWB's national grassroots organizing program that helps local groups across the country get started, grow and strengthen.
- Creates a national network of grassroots organizations that have their own landing pages and can be found on a searchable map on the RWB website.
- Enables groups to stay independent of Red Wine & Blue, while providing access to extensive content, training opportunities, and connection to other leaders of grassroots groups from across the country.

The TroubleNation Program

New Member Recruitment

Dedicated Landing Page

Exclusive Content and Opportunities



*BECAUSE PROTECTING DEMOCRACY
IS MORE FUN WITH FRIENDS!*

Connections with Other Leaders

1:1 RWB Support

Leadership and Advocacy Training

Today's Goals

- Plan your next steps after your group is approved
- Build out your group's landing page, grow your membership, and plan your first event.
- Walk through the features of TroubleNation so you can begin using the tools and resources to strengthen your group.

What We'll Cover Today

- 1. How to start a group**
2. TroubleNation platform tips & tricks
3. Slack communications channel
4. TroubleNation resources page
5. TroubleNation group services
6. Future training plans

How to Start a New Group



- 1. Plan**
- 2. Organize**
- 3. Build momentum**
- 4. Keep your members engaged**

Step 1: Plan

- **Why do you want to start a group? What issues are most important to you?**
- **Think of a name and purpose**
 - Be creative and fun!
 - Dames for Democracy, Give a Sh*t
 - Name can't include "RWB" or "TroubleNation"
 - Recommend avoiding the word "Democrat"
- **Update your group description on your landing page**



Step 2: Organize

- **Scour your networks**
 - Friend group, Facebook contacts, book club, school/gym
- **Post on social media**
 - Reach out to anyone who comments on or likes your posts
- **RWB can help you reach members in your community**
 - [Complete this form](#) to request that we send an email to RWB members in your area about your group
- **Invite those who engage to join your group**
 - TroubleNation has an easy invitation link

Step 3: Build Momentum

Hold your first meeting and make it fun!

- Everyone brings a friend (or 10!)
- Have a (brief) educational component and allow attendees to share their personal stories/what's most important to them
- Bond, raise a glass! – you've found your people
- Have an easy, localized Call to Action
 - Call elected officials, attend a school board meeting, complete a training



Step 4: Keep Your Members Engaged (1)

- **Don't lose momentum:**
 - Schedule next meeting to take place in 4-6 weeks. Share schedule for the first 6 months
- **Always provide fresh content**
 - What does your group want to accomplish and how can RWB give you the tools you need to be successful?
 - [TroubleNation Resources Page link](#)
- **Identify concrete ways your group can collectively take action**

Step 4: Keep Your Members Engaged (2)

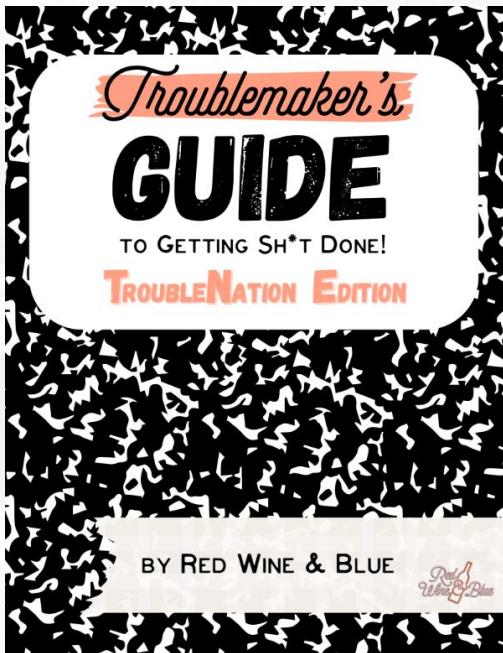
- **Personal interaction with members, foster environment in which members are comfortable sharing their “whys”**
- **Share leadership responsibility so it doesn’t all fall on one person**
 - Identify 2-4 highly-engaged members who would like to become more involved
- **Everyone has strengths and talents – you will likely find these new leaders can help in areas where you may need help**

Best Practices for Successful Meetings

- **Agenda combines at least 2 of the following 3:**
 - Educational component
 - Community service component
 - Accessible call to action
- **Always leave time for socializing and sharing of personal stories**



Want More?



- *The Troublemaker's Guide to Getting Sh*t Done: TroubleNation Edition*
- Available on the [TroubleNation Resources Page](#)

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Start Here

Red Wine & Blue's TroubleNation landing page
<https://redwine.blue/troublenation/>



The image shows a screenshot of the TroubleNation landing page. The page has a light beige background with a subtle texture. At the top left, there is a small, faint image of a woman's face. In the center, the text "WELCOME TO RED WINE & BLUE'S" is written in a small, black, sans-serif font. To the right of this text is a large, stylized logo. The word "Trouble" is written in a flowing, orange-red cursive script. Next to it, the word "NATION" is written in a bold, black, sans-serif font. A silhouette of a woman standing and holding a megaphone is positioned to the right of the "NATION" text. Above the logo, there is a black rectangular button with a thin white border. Inside the button, the text "ALREADY JOINED? LOGIN HERE." is written in a small, black, sans-serif font. At the bottom left of the page, there is a large, orange, rounded rectangular button. Inside this button, the text "DO YOU WANT TO:" is written in a white, sans-serif font. To the right of this text, there is a list of three items, each preceded by a blue diamond-shaped icon. The items are: "Make a **local impact** on your community?", "Connect with **badass women** in your area who can get \$hit done?", and "Take your grassroots organization to the **next level**?" At the bottom right of the page, there is a small, orange, stylized logo for "Red Wine & Blue". The logo features the words "Red Wine & Blue" in a script font, with a small orange flame icon above the "i" in "Red".

WELCOME TO RED WINE & BLUE'S

ALREADY JOINED? LOGIN HERE.

Trouble NATION

TroubleNation **puts the power** in your hands. We give you the tools, trainings, and techniques you need to lead the charge in organizing women in your local community. Focus on the issues you care about. Join TroubleNation to start your own local advocacy group or help strengthen your existing grassroots organization.

DO YOU
WANT TO:

- Make a **local impact** on your community?
- Connect with **badass women** in your area who can get \$hit done?
- Take your grassroots organization to the **next level**?

Red Wine & Blue



Zip code or city Q

EVENTS LOCAL GROUPS

Hide advanced filters

Include virtual events

Include in-person events

Date ~

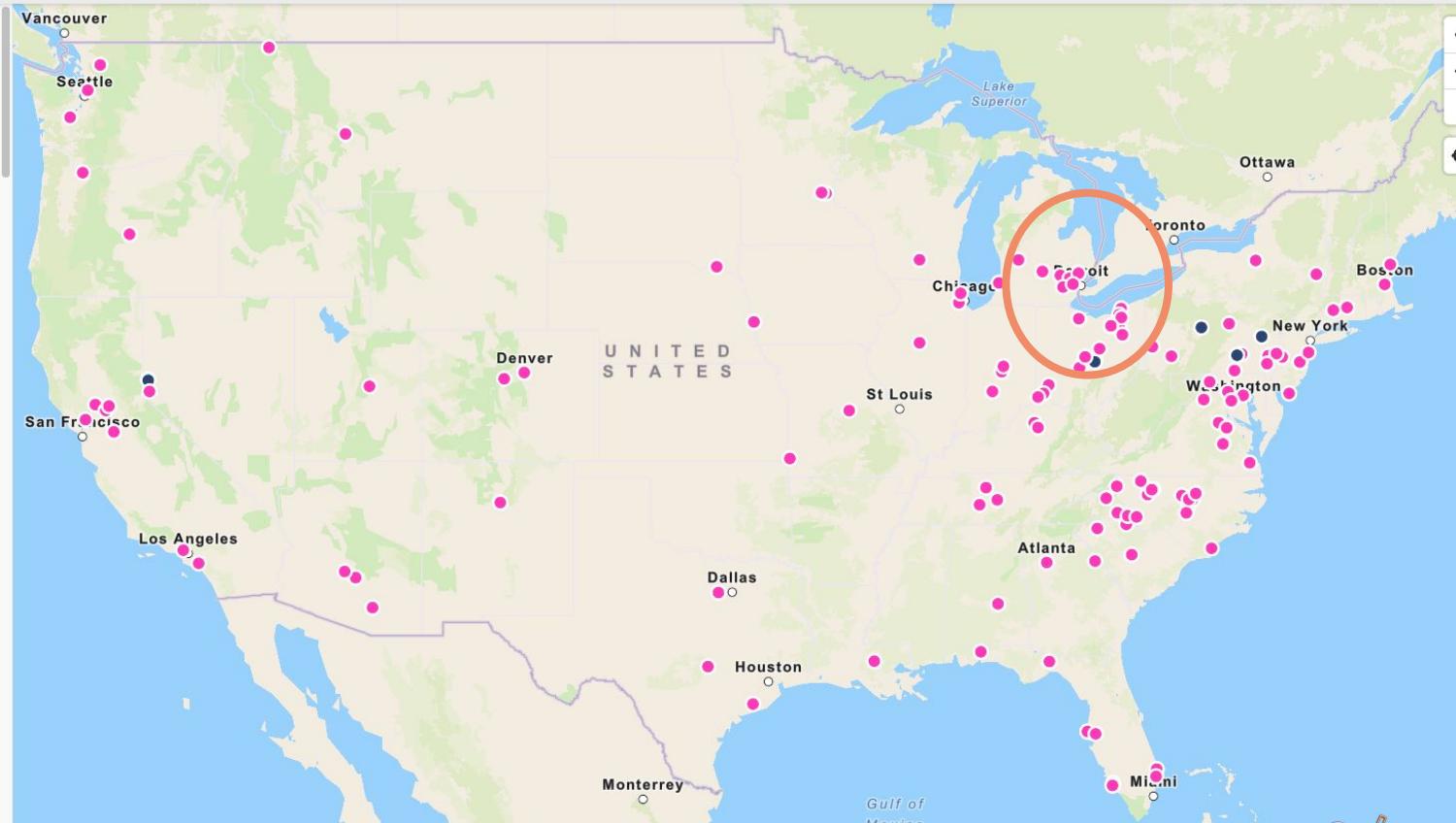
Regions ADD

Mar 4, 2024 7:00 pm – 8:00 pm EST

Commonwealth Insight 2024:
Navigating Progress and
Shapin...

Virtual
PA

RSVP NOW



[Go to TroubleNation Site](#)

Your Group's Landing Page

- **Update/enhance your group description**
 - Include links to your Facebook group & website, if applicable
- **Review your members, approve additional organizers**
 - Organizers can remove members if they have concerns
- **Invite others to join your group**
- **Add Resources**

Akron Area Women for Democracy

Welcome to our group of (mostly) women who are concerned about the future of democracy in Ohio and our country. We are not content to stand by and watch our beloved nation spiral away from a democracy toward authoritarianism.

Join us to effect change on local, state and national levels! We support respect for one another, fact-based decision making in lieu of ideologies, and policies to enhance ALL of our citizenry rather than select groups.

We encourage you to join our Facebook group: <https://www.facebook.com/groups/akronareawomenfordemocracy>

Administrative Tools

 **MANAGE**  **ADMIN**

 You are an organizer of this group. ▾

Discussion

All Conversations | Topics

NEW POST

02-09-2024	Kelly G.	Venue Change!	0 messages
02-03-2024	Kelly G.	February Meeting	2 messages
11-14-2023	Missy M.	2024 meetings - mark your calendars!	2 messages
11-13-2023	Missy M.	December 5th celebration!	0 messages

MORE MESSAGES

 **Start a Petition**

Organizers



Missy McGinnes
Contact



DL
Contact



CY
Contact

Update Group Description

Akron Area Women for Democracy

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We encourage you to join our Facebook group:

<https://www.facebook.com/groups/akronareawomenfordemocracy>

Customize your group description

Link to Facebook group or website

Edit Group Details

Akron Area Women for Democracy

VIEW

Edit

Members

Organizers

Group Name *

Akron Area Women for Democracy

Group Description

Welcome to our group of (mostly) women who are concerned about the future of democracy in Ohio and our country. We are not content to stand by and watch our beloved nation spiral away from a democracy toward authoritarianism.

Join us to effect change on local, state and national levels! We support respect for one another, fact-based decision making in lieu of ideologies, and policies to enhance ALL of our citizenry rather than select groups.

We encourage you to join our Facebook group: <https://www.facebook.com/groups/akronareawomenfordemocracy>

This text will appear at the top of the group page.

Override welcome email content

{}{}

```
<p>Welcome to Akron Area Women for Democracy!</p>
<p>We're so glad you've found us and we are looking forward to making a difference this year in Ohio.</p>
<p>Our group meets monthly, with a different agenda each time. Follow this link to find our group homepage: https://redwineblue.controlshift.app/groups/akron-area-women-for-democracy. </p>
<p>We encourage you to bookmark this link and check back for updates. Also, please opt-in for emails from our group to make sure you have the latest info!</p>
<p>Looking forward to meeting you soon.</p>
<p>Best,</p>
<p>Kelly, Abby, Dawn, Heather, Claire and Missy</p>
<p>AAWfD Leadership Team</p>
```

Welcome email is automatically sent to new group members. If not overridden, default text will be used.

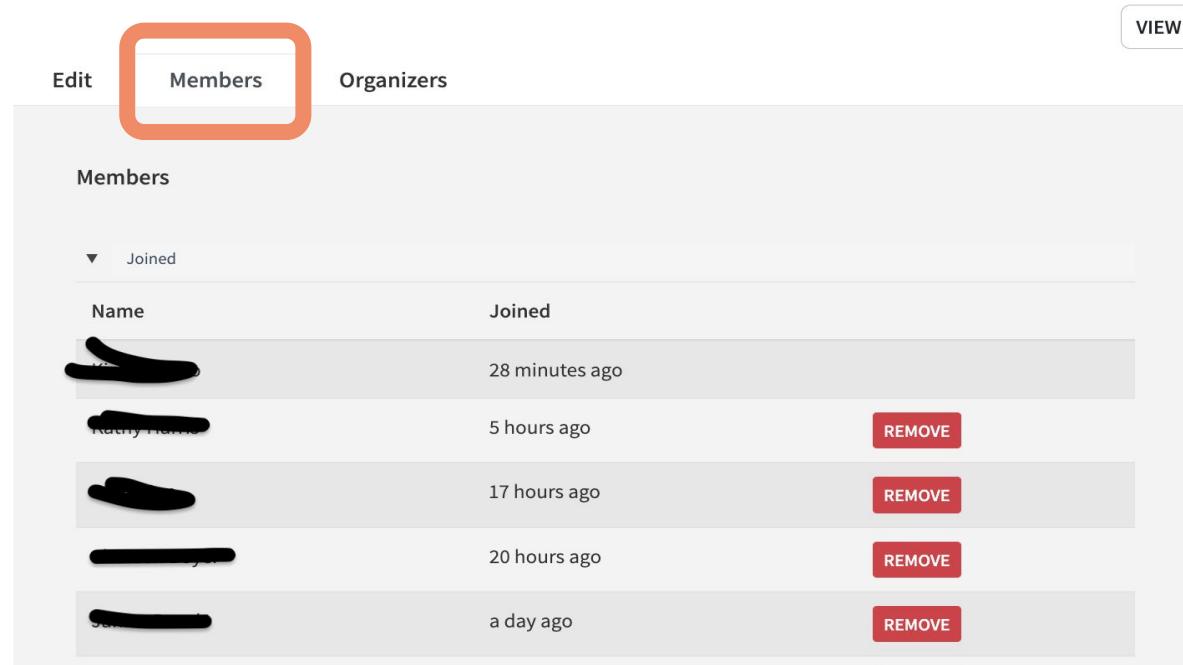
Unlisted group

An unlisted group is not included in public listings or search results, but anyone with the link can still see and



View Members, Option to Remove

Akron Area Women for Democracy



VIEW

Edit Members Organizers

Members

Joined

Name	Joined	
[REDACTED]	28 minutes ago	
Kathy Hall	5 hours ago	REMOVE
[REDACTED]	17 hours ago	REMOVE
[REDACTED]	20 hours ago	REMOVE
[REDACTED]	a day ago	REMOVE

Check your page regularly for new members

Approve Organizers

Akron Area Women for Democracy

Organizers

Pending Organizer Requests

Name	Email	Phone Number	User introduction	Requested	
Kim Barbaro	[REDACTED]		View	2 minutes ago	<input checked="" type="checkbox"/> APPROVE <input type="checkbox"/> DENY

Start a Discussion

Administrative Tools

Discussion

All Conversations | Topics

NEW POST

a few seconds ago Missy M. Contact Information 0 comments

3 hours ago Missy M. First meeting - save the date of October 18th! 3 comments

15 hours ago Nancy H. Hello! 2 comments

21 hours ago Missy M. Reinvigorated, rebranded group - NEW MEMBERS VERY WELCOME! 0 comments

MANAGE

ADMIN

You are an organizer of this group. ▾

+ Organize an Event

+ Start a Petition

Organizer



Missy McGinnes
Contact

Invite Members

redwineblue.controlshift.app/groups/akron-area-women-for-democracy

Copy and paste url to send to a group

Blue  Parents@WRA

5 hours ago Missy M. Contact Information 0 comments

8 hours ago Missy M. First meeting - save the date of October 18th! 3 comments

20 hours ago Nancy H. Hello! 2 comments

a day ago Missy M. Reinvigorated, rebranded group - NEW MEMBERS VERY WELCOME! 0 comments

MORE COMMENTS

[Start a Petition](#)

Organizers

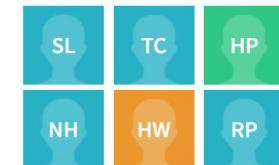


Missy McGinnes
Contact



Kim Barbaro
Contact

Members



See all members

[+ Invite a friend](#)

Individually invite members via email



Add Resources

Resources

Ohio Voting Guide

Red Wine & Blue's Ohio Website

Important Ohio Voting Resources

ADD



Add links, photos, agendas, etc., as Resources

Found on bottom right of your landing page

[Visit group landing page](#)



Considerations

- **Group name**
 - Name can't include "RWB" or "TroubleNation" (because your group is not a chapter)
 - Recommend avoiding the word "Democrat" – broadens your appeal (but if your group already has it in the name, you won't need to change it)
- **Groups may not use RWB/TroubleNation name or logo in group and event promotion**
 - Groups are welcome to develop their own logos

What We'll Cover Today

1. How to start a group
2. TroubleNation platform tips & tricks
3. Slack communications channel
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Dedicated Leader Communication Channel

- **All TroubleNation leaders have been invited to Slack**
 - Accept the invitation
 - Slack will give you the best, most up-to-date info from the TroubleNation team
 - Communicate with other leaders from across the country
- **Slack tips**
 - Opt-in for notifications
 - Change your name to include the name of your group and your state
 - Introduce yourself
 - Share questions, what's working, what's not => get input from others!

TroubleNation Channels

- #troublenation-general
 - All TroubleNation leaders
- #troublenation-help desk
 - Share tech questions here and we'll get you answers
 - You can join this channel
- Some state-specific channels - more to come as we grow!
 - #troublenation-ohio & #troublenation-virginia

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TroubleNation Resources Page

 PROTECTING DEMOCRACY IS MORE FUN WITH FRIENDS!

CREATE A LOCAL GROUP GROUPS NEAR YOU EVENTS NEAR YOU RESOURCES  MEGGY MCCINNIS

Zip code or city 

EVENTS **LOCAL GROUPS**

Hide advanced filters

Include virtual events

Include in-person events

Date ~

Regions [ADD](#)

Oct 3, 2023 — Nov 7, 2023

Yard Sign & GOTV Kit Pickup - Red Wine & Blue

Jen's House
Cincinnati, OH, 45215

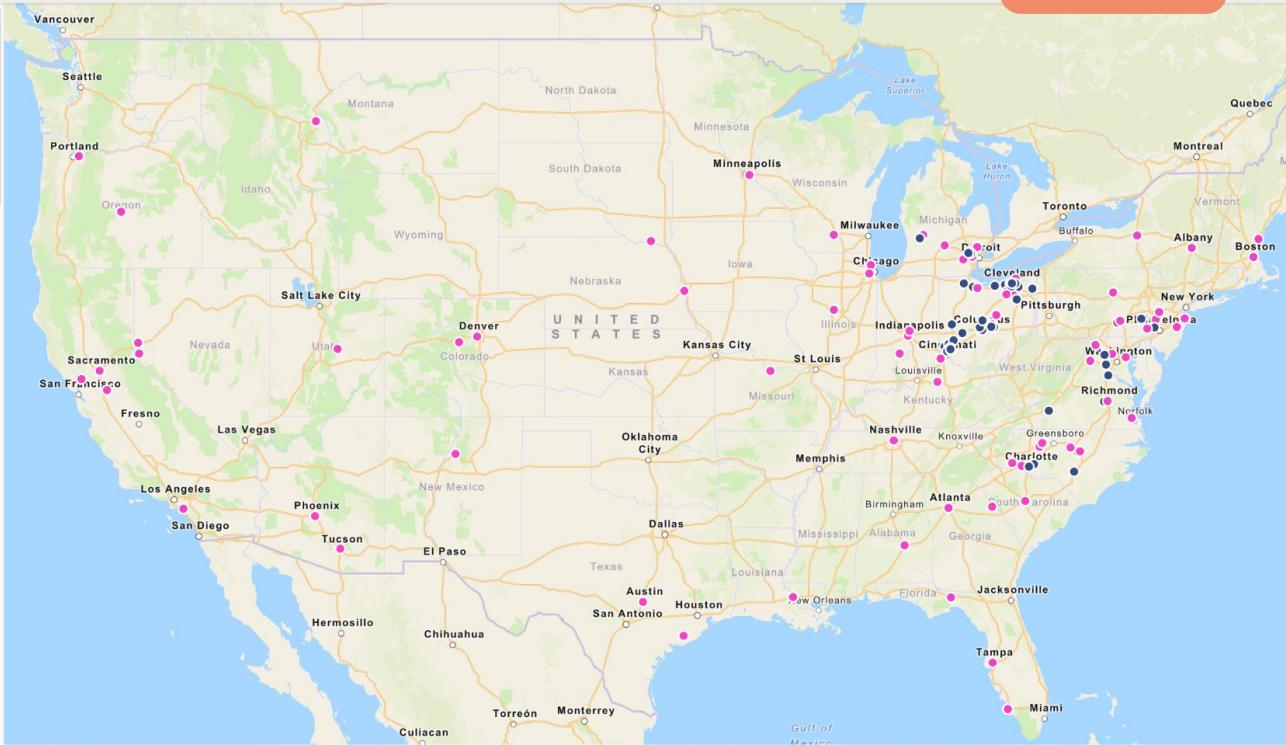
RSVP NOW

Oct 3, 2023 — Nov 7, 2023

Yard Sign & GOTV Kit Pickup - Red Wine & Blue

Jessica's House
Vermilion, OH, 44098

RSVP NOW



Red Wine & Blue

Resources Page



RESOURCES

WELCOME TO YOUR
DEDICATED
TROUBLE NATION
RESOURCES PAGE.

Ready to stand up for your community
and push back on extremism? We're
here to help!



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Group Services Offerings

- **Customized emails to RWB members in the group's area to promote groups and events**
 - Group leaders define geography parameters & message
 - Leaders approve email before sent out
 - *In target states: state team approves the request (option to view/approve email)
- **Request the contact information for those who've joined your group**
- **Ask us to promote your group in the RWB Facebook page for your state** (*if there is a group in your state)

[Link to form](#)



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TroubleNation 101

Session 1: You've registered your group - now what?

Session 2: Disinformation 101

Session 3: Finding your people & building your leadership team

Session 4: What is organizing?

Recordings available on the [TroubleNation Resources Page](#)

TroubleNation 301

Session 1: Harassment training: Dealing with trolls online and IRL

Session 2: Effective conversations & advocating to achieve goals

Session 3: Media 301: How to talk to the press

Session 4: Ready. Set. Go! Effective group actions

Recordings available on the [TroubleNation Resources Page](#)

TroubleNation 501

TroubleNation 501 - launching later this year

- Media 501: How to write op-eds that get published
- Facebook group moderation: How to outsmart Zuck
- How to join/be a good member of a coalition
- Avoid burnout: self-care for leadership
- **What would YOU like to see? Tell us at
TroubleNation@redwine.blue**

Thank you!

Trouble NATION



*BECAUSE PROTECTING DEMOCRACY
IS MORE FUN WITH FRIENDS!*

Contact us with any questions:
Missy McGinnes, Program Director
Kim Barbaro, Deputy Program Director
troublenation@redwine.blue