HOW TO START A NEW GROUP

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

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STEP 1: PLAN

WHY DO YOU WANT TO START A GROUP?

- What are the issues most important to you?

THINK OF A NAME AND PURPOSE

- Name can't include "Red Wine & Blue" or "SWEEP"
- Recommend avoiding the word 'Democrat'

JOIN TROUBLENATION!

- Start at redwine.blue/troublenation
- Write a few sentences describing your group
- Schedule your first event for a few weeks later

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STEP 2: ORGANIZE

SCOUR YOUR NETWORK - FRIENDS, FACEBOOK CONTACTS, SCHOOL/GYM

POST ON SOCIAL MEDIA

- Reach out to anyone who comments on or likes your post.

INVITE THOSE WHO ENGAGE TO JOIN!

- TroubleNation has an easy invitation link.

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STEP 3: BUILD MOMENTUM

HOLD YOUR FIRST MEETUP 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 such as: calling elected officials, attending a school board meeting, or completing a training

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STEP 4: KEEP ENGAGED

SCHEDULE NEXT MEETING

- 4-6 weeks later to keep momentum going
- Share 6 months schedule

ALWAYS PROVIDE FRESH CONTENT

- What does your group want to accomplish? How can Red Wine & Blue give you the tools you need to be successful?
- Use the TroubleNation Resources section of our site for inspiration.

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IDENTIFY WAYS YOUR GROUP CAN TAKE ACTION

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

ASSESS YOUR STRENGTHS AND DEFICITS AND RECRUIT THOSE WHOSE SKILL SETS FILL NEEDS

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BEST PRACTICES FOR SUCCESSFUL MEETINGS

- An agenda that includes at least 2 of these:
  - Educational component
  - Community service component
  - Accessible Call to Action
- Always leave time for socializing and sharing of personal stories

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THANK YOU!

Contact us with any questions

E-MAIL

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Trouble **NATION**
BY RED WINE & BLUE

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