

Trouble **NATION**

New Group Orientation

Updated September 5, 2024



What We'll Cover Today

- What is TroubleNation?
- Getting Started – Step by Step
- Things to Know
- Actions You Can Take NOW



WHAT IS TROUBLENATION?

RWB's national grassroots organizing program

We help new local groups across the country get started and existing groups grow and strengthen.

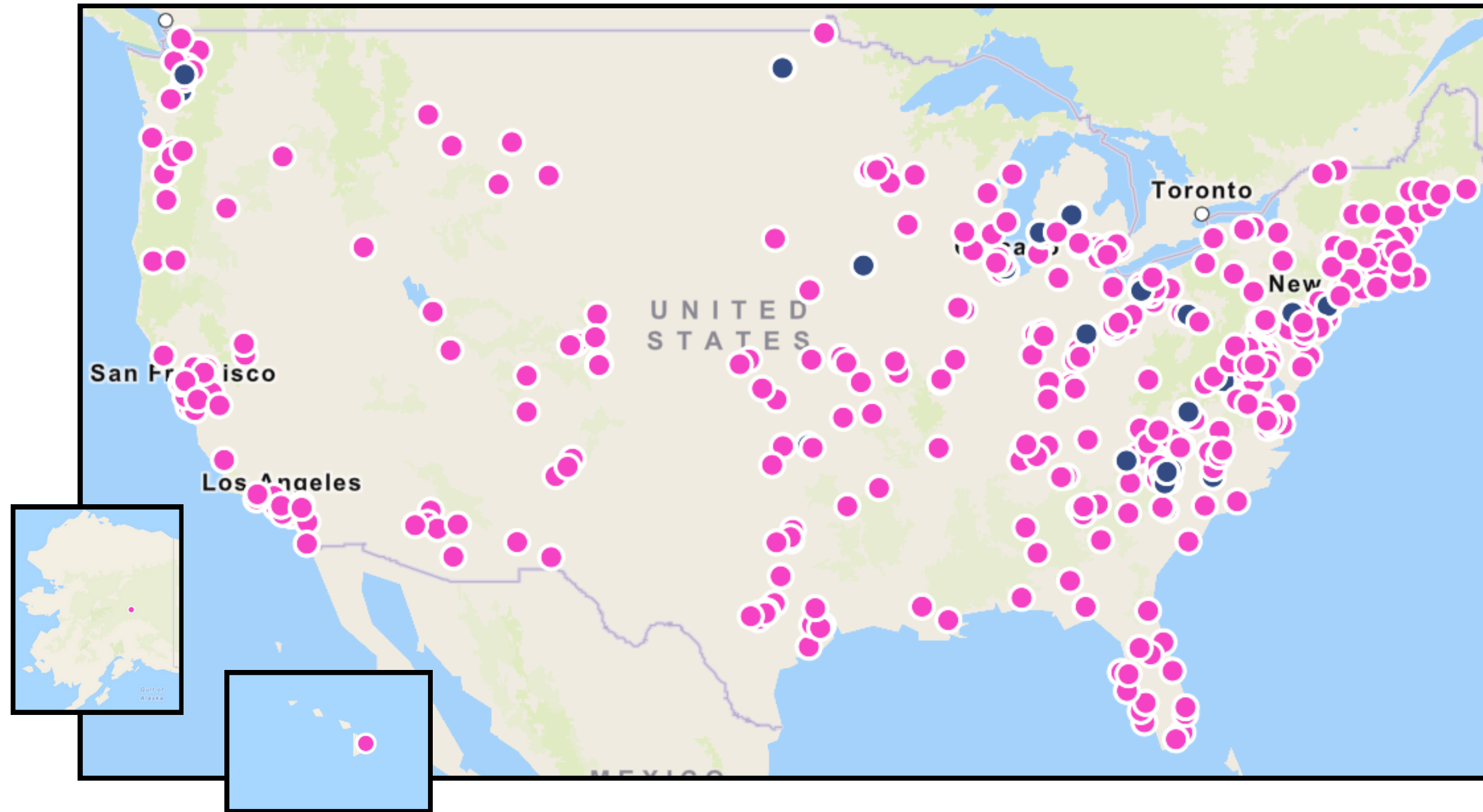
Groups stay independent of Red Wine & Blue, while gaining access to extensive content, training & event opportunities, and connection to other leaders of grassroots groups from across the country.



<https://redwine.blue/troublenation>



TROUBLENATION TODAY



1 YEAR

**470+
GRASSROOTS
GROUPS**

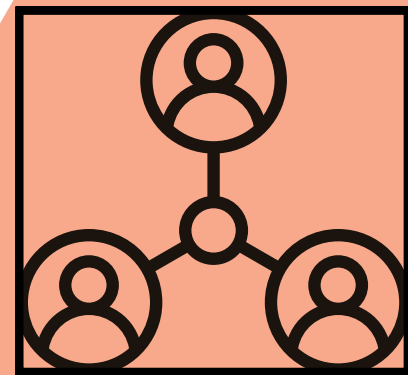
49 STATES

**80,000+
MEMBERS**

<https://redwine.blue/troublenation>



WHAT DO WE OFFER WITH TROUBLENATION?



NEW MEMBER
RECRUITMENT



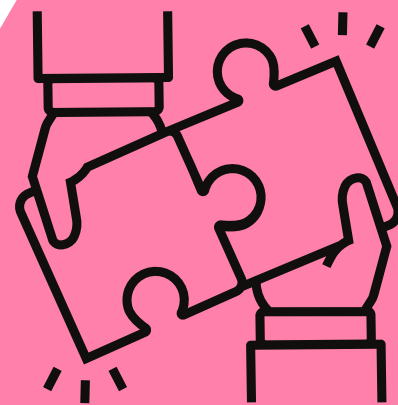
DEDICATED
LANDING PAGE



LEADERSHIP AND
ADVOCACY
TRAINING



EXCLUSIVE
CONTENT AND
OPPORTUNITIES



CONNECTIONS
WITH OTHER
LEADERS



RED WINE & BLUE
SUPPORT



Join TroubleNation today! <https://redwine.blue/troublenation>



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Step One: Give Your Page a Glow Up!

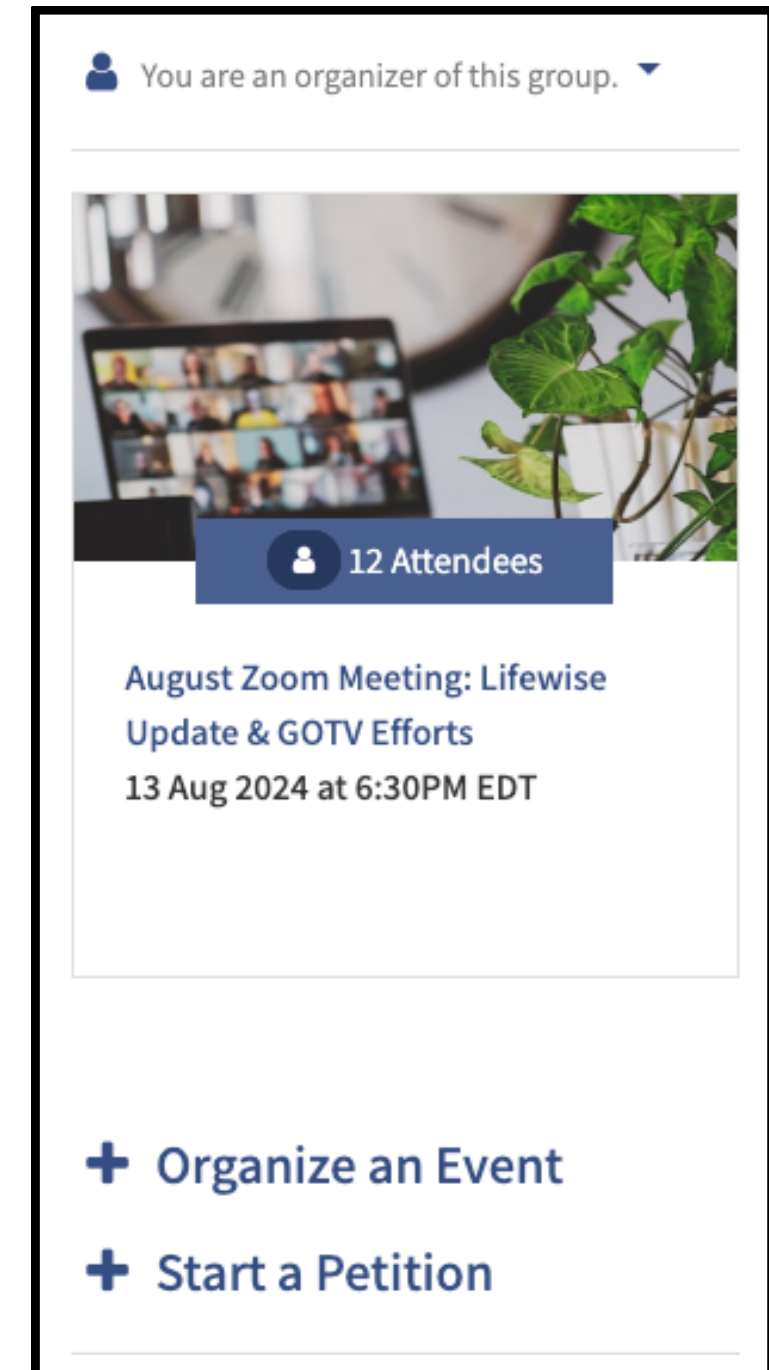
A screenshot of a Facebook group page for "Akron Area Women for Democracy". The page has a light green background with a map of Akron, Ohio, in the background. The title "Akron Area Women for Democracy" is at the top. Below it is a welcome message: "Welcome to our group of (mostly) women who are concerned 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." This is followed by a paragraph: "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." At the bottom, it says: "We encourage you to join our Facebook group: <https://www.facebook.com/groups/akronareawomenfordemocracy>". In the bottom center, there is a purple graphic with the text "PROTECTING DEMOCRACY WITH AKRON AREA WOMEN FOR DEMOCRACY" and the "Trouble NATION BY RED WINE & BLUE" logo.

- Enhance your group description
- Create events & petitions
- Add resources and photos
- Review members, approve organizers, access contact info
- Invite others to join

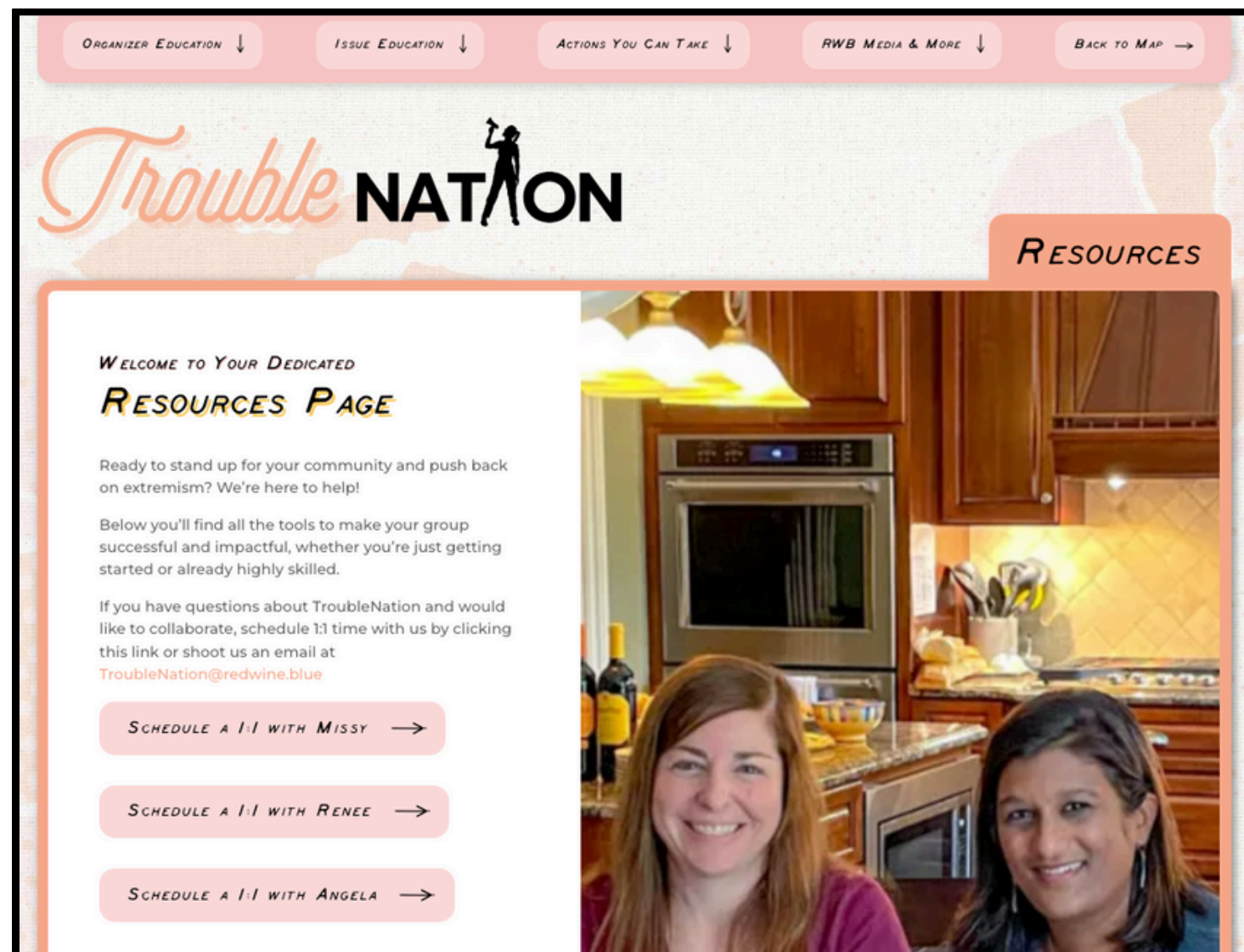
Step Two: Create Your First Event



- Dedicated event web link
- Access attendees' contact info
- Ask the TroubleNation team to help promote your event via email and/or Facebook



Step Three: Explore the TroubleNation Resources Page



- Group services, 1:1s, content, event recordings, tools for TroubleNation leaders – all in one place!
- Bookmark this page!
- Version 2.0 coming soon



<https://redwine.blue/troublenation/resources/>



Step Four: Consult the Troublemaker's Guide to Starting and Growing a Grassroots Group



TROUBLEMAKER'S GUIDE



[Click here to download!](#)

- Digital booklet with many ideas to help you get started
- Download on the TroubleNation Resources Page



<https://redwine.blue/troublenation/resources/>

Step Five: Join the Conversation



- Dedicated leader communication channel – Slack
- Invitation comes by email from Slack
 - General, announcement, and state-specific channels
- Slack will give you the best, most up-to-date info from the TroubleNation team & other leaders
- Communicate with other group leaders



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NAMING YOUR GROUP

INCLUDE YOUR LOCATION

SASSY/SUBTLE/CLEVER/ACTION ORIENTED

- Getting Sh*t Done In _____
- Concerned Citizens of _____
- Women Crushing It (a real group in wine country)
- _____ Defending Democracy

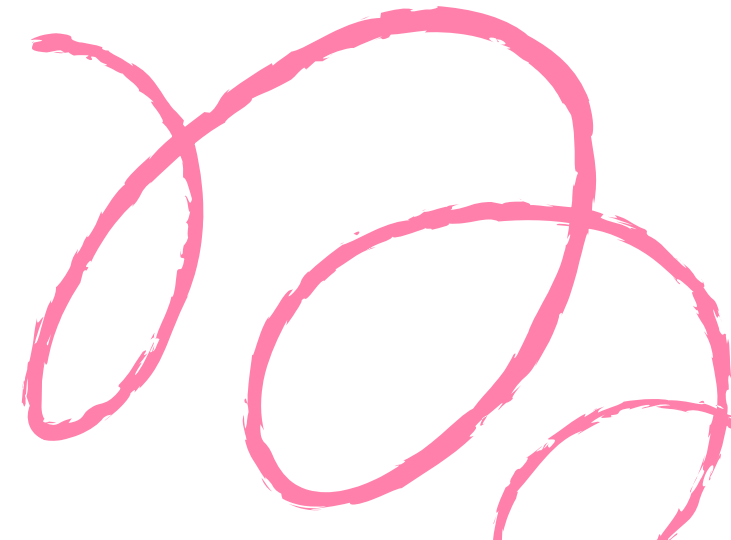
GENERAL TIPS

- No RWB, TroubleNation, or SWEEP (but variations of “Trouble” welcome!)
- Be intentional: You can change your group’s name on your TroubleNation home page as often as you’d like, but your group URL will never change.
- Keep it non-partisan: broadens your appeal



TroublemNation Naming Guide:
https://go.redwine.blue/TN_naming-guide

*Red
Wine & Blue*



CRITERIA

501(C)4 PROGRAM

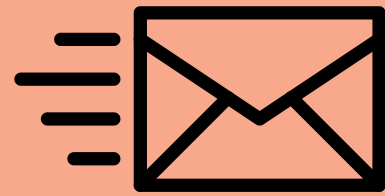
WE WANT TO SAY YES

- Missions aligned with Red Wine & Blue
- Independent groups whose primary purpose is to connect people in their communities to address local issues
- Incorporated non-profit organizations

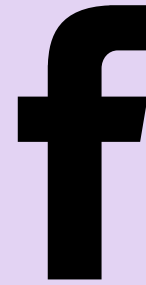
SOMETIMES WE HAVE TO SAY NO

- Independent groups whose primary purpose is to directly contribute to candidates
- Political organization under section 527 of the Internal Revenue Code
- Chapters of established national organizations

GROUP SERVICES



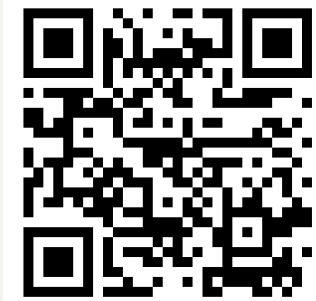
EMAILS TO
PROMOTE
GROUP OR
EVENT



FACEBOOK POST
TO PROMOTE
GROUP OR
EVENT



CUSTOMIZED
GROUP LOGO



Email, Facebook:

<https://go.redwine.blue/TNfmp>



Logo

<https://wkf.ms/3WqOJwB>

TRAININGS AND EVENTS



TroubleNation Training Series

101/301/501

TroubleCon



<https://go.redwine.blue/lm0>



July 11, 2024

Trouble NATION

TIDBITS

Hello Missy!

Welcome to the first of our two July issues of TroubleNation Tidbits – how are you holding up in the heat? 🌡️ It seems like most of the country has been subjected to this extreme heat wave. We hope that everyone will "stay cool" and use the time indoors to do some planning and organizing for their groups!

We have much to share in this issue.....so read on!

As always, our team is here to answer any questions.

~ Missy, Renee and Angela

🌟 JULY 15 - SPECIAL EVENT! 🌟



HEATHER COX
RICHARDSON
TALKS PROJECT 2025

MONDAY, JULY 15 | 7:00 PM ET | VIRTUAL EVENT

The banner features a photo of Heather Cox Richardson on the right, a stylized starburst graphic on the left, and the event title in bold red and yellow text. Below the title, it specifies the date, time, and format of the event.

Everyone is talking about it – and your group probably is too.

Project 2025 is on all of our minds: what is it, how will it impact us and most importantly, what can we DO about it. Red Wine and Blue has just the person to educate, equip and empower us to push back!

[Join us for a virtual event](#) with Heather Cox Richardson on Monday, July 15 at 7 pm. If you've participating in one of our many events with HCR before, you know this is one not to be missed!

Sign up for the Project 2025 event today!

TWICE-MONTHLY NEWSLETTER

Be sure to check your email every other Thursday for our information-packed newsletter, TroubleNation Tidbits!



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SAMPLE MEETING AGENDA

- **Social time/share your “why”**
- **Educational segment**
 - **Project 2025 threat**
 - **TroubleNation Menu (next page)**
- **Call to action: RALLY!!**

We can help you promote your event!

<https://redwine.blue/troublenation>



TROUBLENATION MENU

<p>Project 2025 Event Toolkit</p>	<p><i>Bad Faith</i> Screening with Author Discussion</p>	<p>Banned Book-Themed Events with Local Author</p>	<p>Host Rachel Vindman</p>
<p>Access our Project 2025 hub and schedule an educational event</p>	<p>Host a screening with an acclaimed author of this Christian Nationalism documentary</p>	<p>Pair up your group with a local author of a banned book for bingo, candidate scorecard and more</p>	<p>Invite Rachel Vindman, co-host of RWB's podcast, <i>The Suburban Women Problem</i>, to join your next event</p>
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BOOK BANNING

EVENT OPPORTUNITIES



Partner with independent bookseller



Local group plans events



Local author discusses book banning, serves as Bingo caller



Bingo game draws attendees



Distribute banned books

IT'S TIME TO RALLY YOUR SQUAD!

- Relational organizing is **proven** to be far more effective than talking to strangers.
- Red Wine & Blue used this free tool in 2022 and 2023 to help users organize and track their outreach to friends and family.
- Result: 10% increase in voter turnout among users' contacts, and a 7.3% increase among the users themselves!
- Organize your contacts, receive actions to take and get conversation ideas for doing your outreach with Rally.



<https://redwine.blue/rallyyoursquad/>



RELATIONAL ORGANIZING

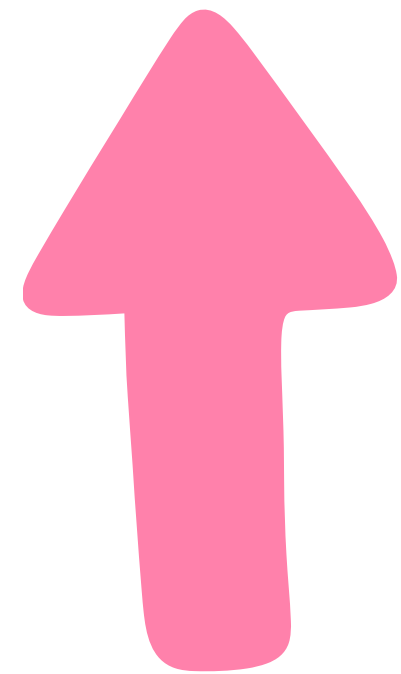
FRIEND TO FRIEND ORGANIZING

The simple, proven concept that
people talking to their friends and
family is more effective than strangers
talking to strangers



MAKING AN IMPACT

RWB members **increased voter turnout** with their friends and family as compared to a control group *



8.5% **IN 2022**

10.5% **IN 2023**

Relational organizing is at least 40X more effective than postcard writing! **

Voter Turnout Among YOUR Rally Contacts

Trouble





NATION

BY RED WINE & BLUE

BECAUSE PROTECTING DEMOCRACY IS MORE FUN WITH FRIENDS

redwine.blue/troublenation

LET'S CONNECT

-  **Missy McGinnes**
Program Director
-  **Renee Sekel**
Deputy Program Director
-  **Angela Levine**
Distributed Organizing Mgr.
-  **Shannon Gallagher**
Distributed Organizing Org.

 troublenation@redwine.blue

