



What is Relational Organizing?

RELATIONAL ORGANIZING...

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

WHY DOES RELATIONAL ORGANIZING WORK?



Data shows that relational organizing is the most effective way to spread a message, to persuade someone, and to get people to show up to vote.

- 15x more impactful than knocking a stranger's door
- 22x more effective than robo text messages
- 200x more effective than a tv ad

**WHO IS IN MY
NETWORK?**



MAP YOUR CONTACTS

- Friends, neighbors, family members
- Co-workers or classmates
- People you are in a group with
- People you see regularly, i.e., your hair dresser
- Who would be on your holiday card list? Invited to a family wedding?
- Who comments on your social posts?
- People who likely agree with you but aren't politically engaged



MAP YOUR Contacts
Who can you talk to about issues, candidates and voting? Keep building your list and increasing your impact!

Family Members to Contact

1. _____
2. _____
3. _____
4. _____
5. _____

List Your Friends (besties, neighbors, your group chat and work buddies)

1. _____
2. _____
3. _____
4. _____
5. _____

Who is on your holiday card list/Who would you invite to a milestone celebration

1. _____
2. _____
3. _____
4. _____
5. _____

Community Groups (mom groups, book clubs, faith institutions, kids' activities, PTA/PTO)

1. _____
2. _____
3. _____
4. _____
5. _____

Who are the last 10 people you texted/called? Who are the last 20 people who engaged on your social media?

1. _____
2. _____
3. _____
4. _____
5. _____

People who likely agree with you but don't talk politics or are tuned out

1. _____
2. _____
3. _____
4. _____
5. _____

Think About Where You Go Often:

Any recurring appointment

Grocery store

RWB

Troublemaker Resources

Rally Your Squad

redwine.blue/resources

redwine.blue/rallyyoursquad

TEAMWORK GETS IT DONE

Inform and influence friends



Get out the vote

