

FRIEND TO FRIEND ORGANIZING

Guess what? You've got a superpower when it comes to winning elections.

It's your personal relationships! Seriously.

Let's be real. Most people don't trust politicians or what they see on TV. But you know who they do trust? Their friends, family members, coworkers, and neighbors. They trust YOU. And that trust is what cuts through the noise.

When you talk to your friends about elections, issues, or that awful piece of legislation that's affecting your family, it hits differently. Red Wine & Blue is here to help you become confident in having those conversations by helping you ask questions, communicate your values, and even deal with misinformation.

But the secret ingredient isn't any fact or talking point. **It's YOU talking to YOUR people.**

This is called friend-to-friend organizing (aka relational organizing) and it's hands-down more effective than door-knocking, phone banking, and postcard writing – by A LOT.

Think about it: Studies show that you get an answer more than 80% of the time when you reach out to the people you know — compare that to just 17% of the time when volunteers or paid canvassers knock on doors and just 3% of the time when they make phone calls.

The research also shows that friend-to-friend organizing is a more effective way of influencing voter behavior. In fact, voters are at least 2.5 times more likely to be swayed by a friend or family member than by a stranger.



We see voter turnout jump by around **10%** when Red Wine & Blue members use friend-to-friend organizing. For context: U.S. Senate, U.S. House, and presidential campaigns spend millions to boost turnout by 1%. So yeah, this is A BIG DEAL.

By having real conversations with your circle — especially those who don't always vote, are hearing disinformation, or just aren't paying attention — you become the difference-maker.

This is especially true when it comes to local elections. These races are often won by just a handful of votes—seriously, it's that close. Your conversations with friends could quite literally tip the scales for your candidate.

