



RALLY

TOGETHER



WHEN THEY GO LOW, WE GO LOCAL!

- **The most effective way to combat federal threats**
 - Protections for vulnerable communities comes from local government
- **All your power is local**
 - Your outreach/advocacy makes an impact
- **Oppportunity rich environment**
 - 100k local seats on ballot in 2025
 - Opens new on-ramp to political involvement
- **Builds year round local infrastructure**
 - The opposition has been doing this for years
- **Reduces polarization**
 - Local is less polarizing and easier to find common ground



Every Vote Matters!



- Local elections have low voter turnout rates
- The National School Boards Association estimates that voter turnout for local school board elections is generally only **5 to 10 percent**.

READY TO WIN YOUR LOCAL ELECTIONS?



RELATIONAL ORGANIZING FRIEND TO FRIEND ORGANIZING

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



THE MESSENGER MATTERS!

WHO DO YOU TRUST?



Which sources do Americans trust for accurate information about elections?

How much do you trust the following to report accurate information about elections? (% of U.S. adult citizens)



YouGov

The Economist/YouGov | December 9 - 12, 2023



BRAG ALERT

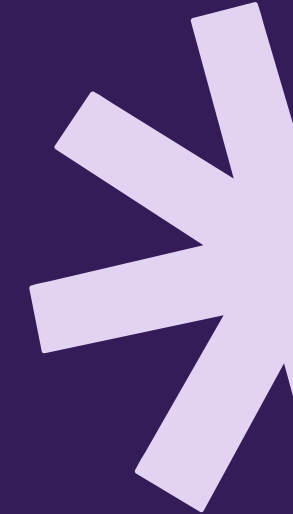


RWB Members Excel at **Friend to
Friend Organizing**

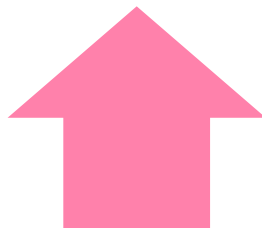


RED WINE & BLUE'S

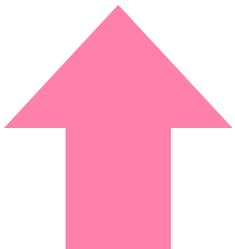
IMPACT 2023



INCREASED VOTER TURNOUT

 **10.1%**

Among volunteers' contacts

 **7.3%**

Among volunteers themselves

CUT THROUGH PARTISAN LINES

20%

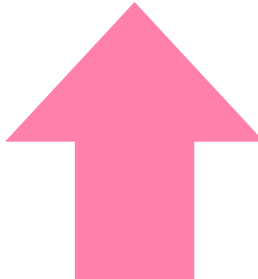
Share of voter contacts
Republican & unaffiliated

RED WINE & BLUE'S

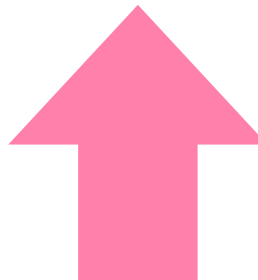
IMPACT 2024



INCREASED VOTER TURNOUT EVEN
DURING A PRESIDENTIAL ELECTION YEAR

 **5.4-6.1%**

Among volunteers' contacts

 **3-3.8%**

Among volunteers themselves

WHO ARE WE TRYING TO REACH?

- **Like-minded friends** - Yes, you need to talk to them! They know who to vote for President or Governor, but they still need info about local races!
- **Moderate/non-political friends** - These are the friends who don't pay a lot of attention to politics but will vote and take your advice on candidates. This may include people that you need to persuade on the issues and educate about why voting is important.
- **Right-wing believers** - We are not spending our time trying to convince this group.

RALLY TOGETHER MEANS MEN TOO

Despite national trends, RWB members actually increased voter turnout rates with men!

↑ **1-3%** greater increase among male contacts

Every Vote Counts! Don't forget that you have influence over husbands, sons, grandsons, nephews, male co-workers and friends



READY TO GO?



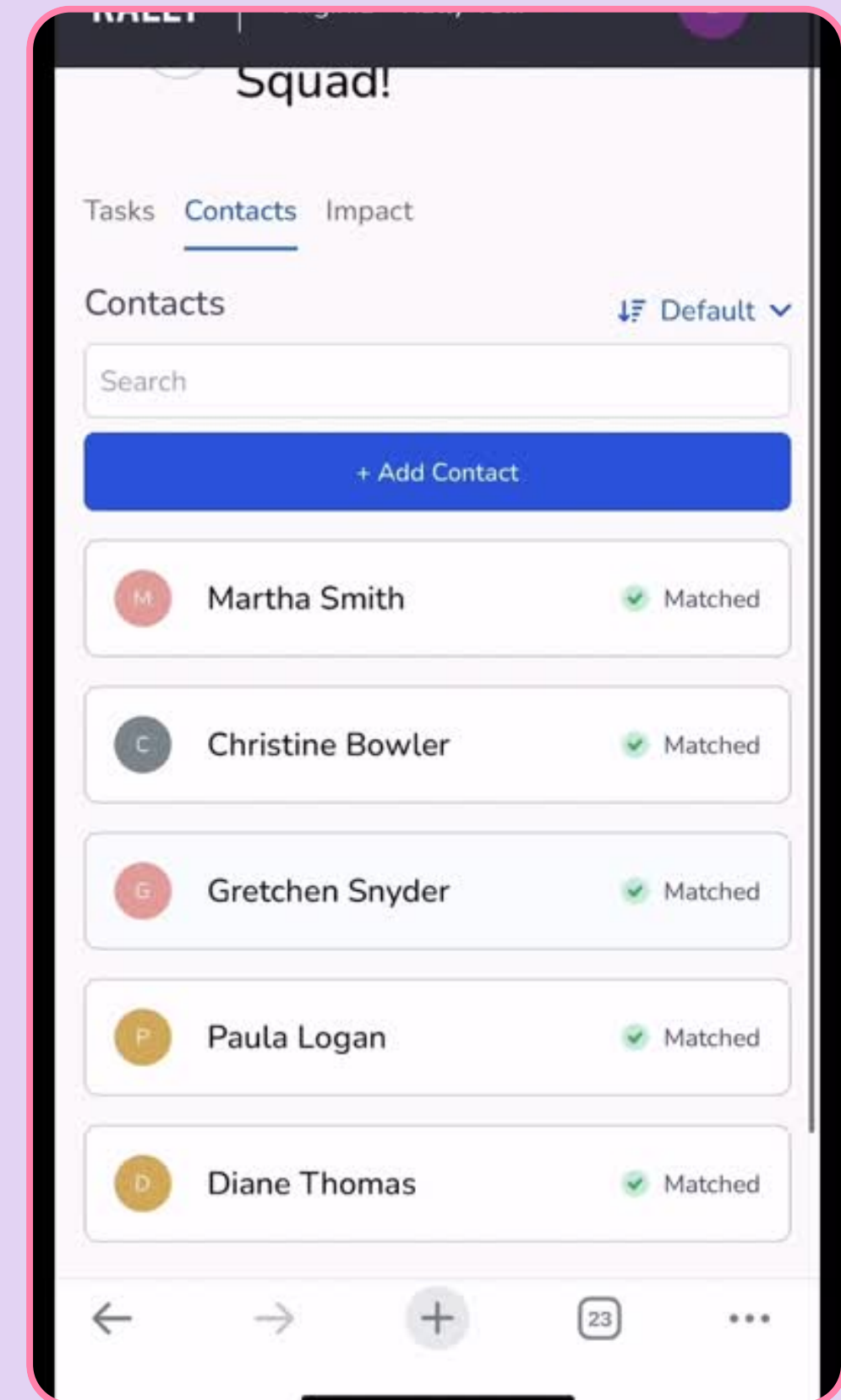
*Red
Wine & Blue*

INFORMATION YOU NEED TO HELP YOUR FRIENDS

USE VOTING INFORMATION TO PRIORITIZE YOUR CONVERSATIONS

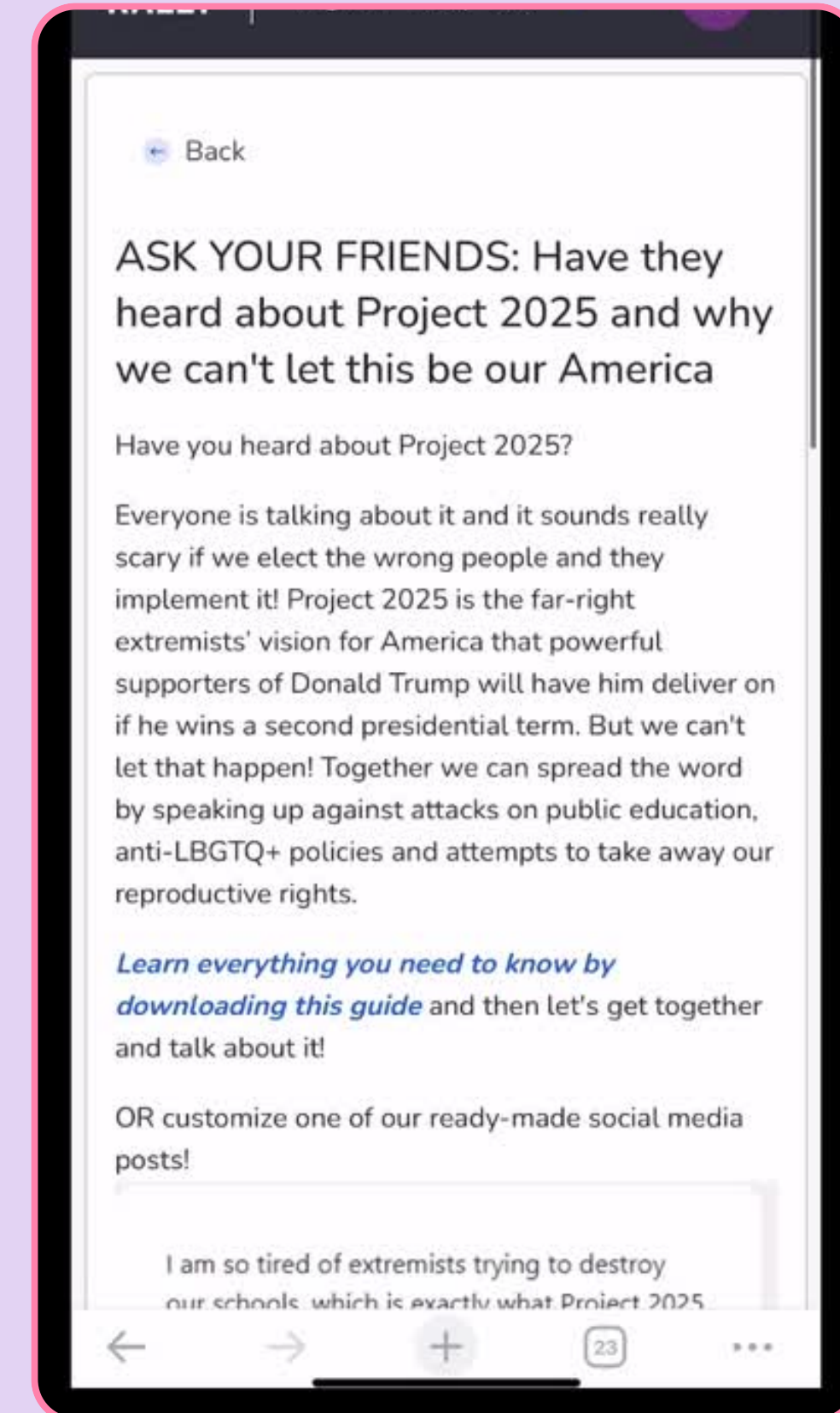
- WHO DOESN'T ALWAYS VOTE
- OTHER VOTING INFO

SEE YOUR IMPACT!



TARGETED CONTENT

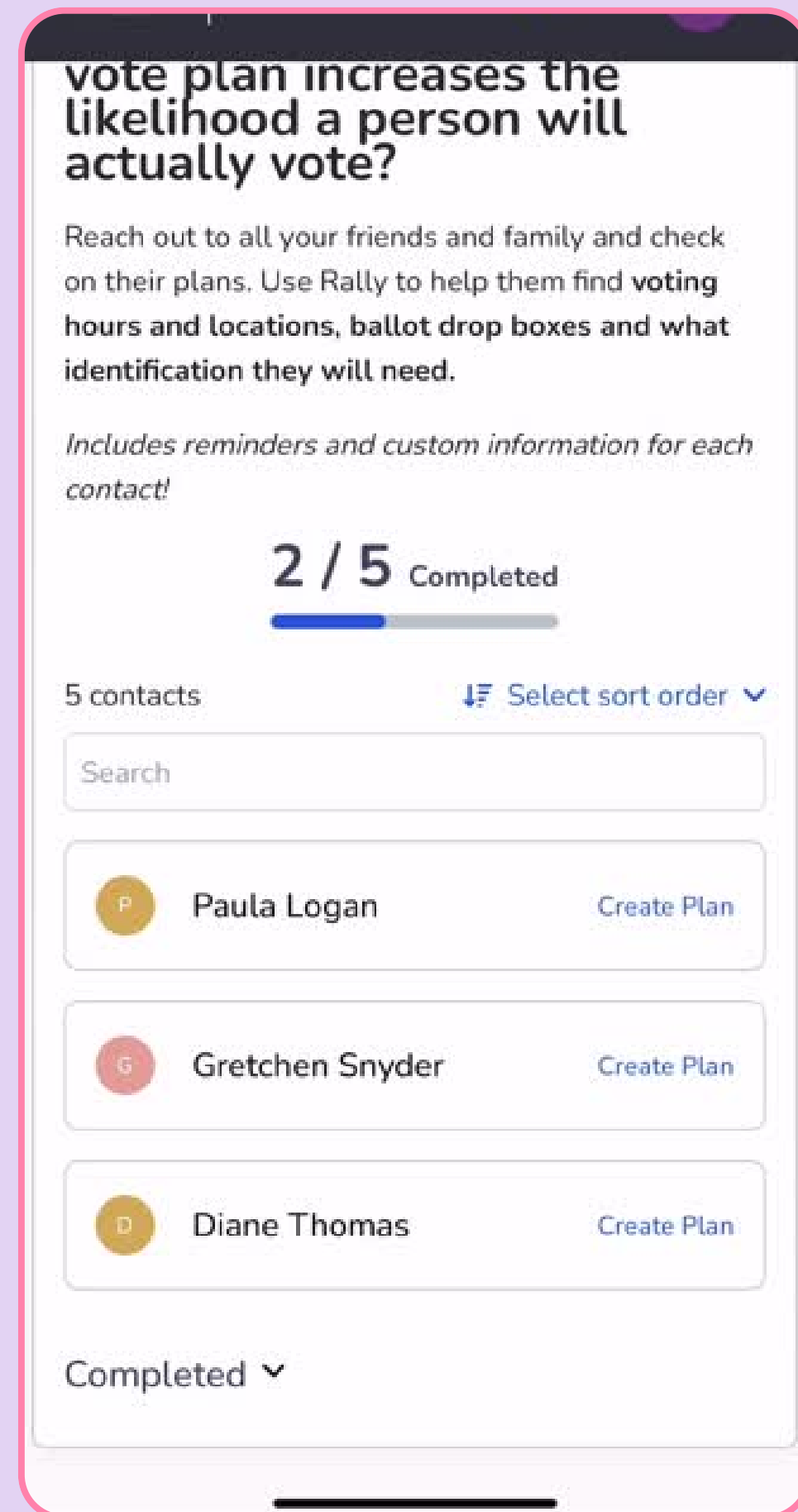
- **Share easy to understand information about elections and issues facing your community. Real talk, not political jargon.**
- **Copy & paste our message (or write your own) to get the word out to your friends**



CUSTOMIZED VOTE PLANS

Create & share a voting plan with each of your friends with instant information that includes:

- Their closest ballot drop box
- Early voting locations & dates
- Polling locations for Election Day
- What identification they need to bring

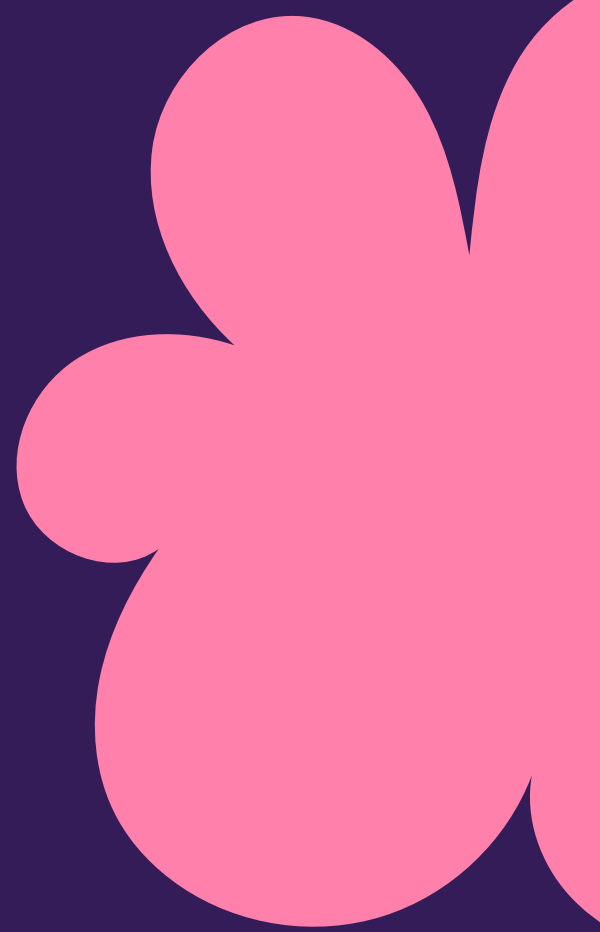




READY

TO

RALLY



Download the RWB App



1. Grab your phone.
2. Search for “Red Wine & Blue” in the app store on your phone or scan the QR codes.
3. Click the button to install the app.



Create Your Account

1. Once you have finished installing the app, click on 'Open.'
2. On the log-in screen, select "Create Account"
3. Don't select "log in" – you need to create an account on the app first.

*If you're already on Rally, use the same email address you use for Rally (You will still need to create a new password).

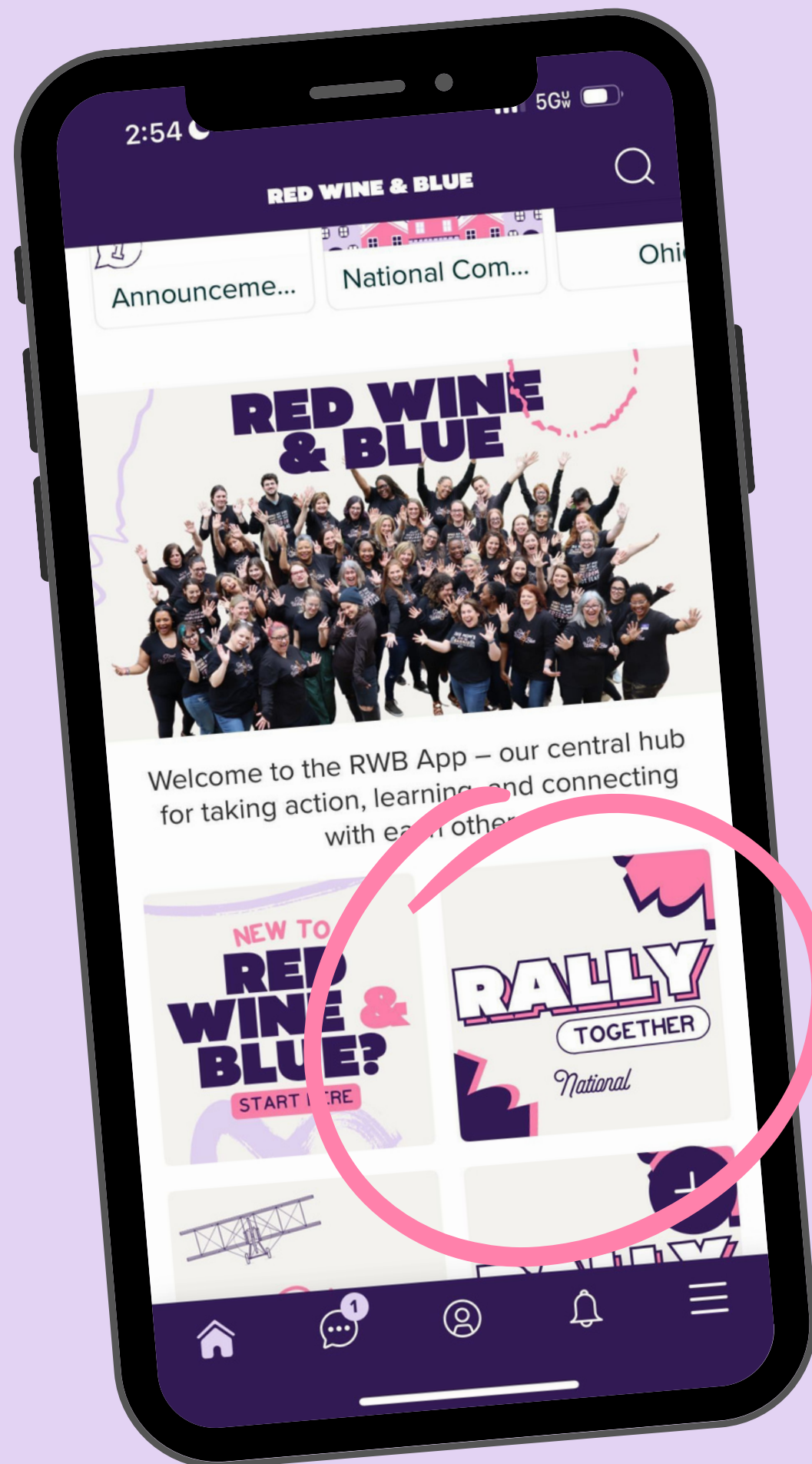
The image displays two smartphone screens side-by-side, illustrating the account creation process for the 'Red Wine and Blue' app. The left screen, titled 'Log in to Red Wine and Blue', shows a login form with fields for 'Email*' (containing 'you@example.com') and 'Password*' (containing 'Your password'). Below these fields are links for 'Forgot password?' and 'Log in'. The 'Create an account' button is highlighted with a red rectangle. The right screen, titled 'The Red Wine & Blue App', shows the account creation form. It includes a welcome message, a 'read more' link, and fields for 'Email*' (containing 'you@example.com'), 'Password*' (containing 'Your password' with a 'Minimum 10 characters' requirement), and 'Confirm password*' (containing 'Your password' with a 'Minimum 10 characters' requirement). A checkbox for 'I agree to the terms and conditions and privacy policy' is present. The 'Create an account' button at the bottom is also highlighted with a red rectangle.

Create Your Profile

Enter the following information:

1. Username (please use your real name)
2. First & Last Name
3. Bio
4. State
5. Zip Code
6. Phone Number
7. Answer the question “How can we be most helpful to you right now?” (select all that apply)

A smartphone screen displaying a 'Set up your profile' form. The form includes a profile picture placeholder with an 'Upload profile picture' button, a 'Username (Please use your real name.)*' field, 'First name*' and 'Last name*' fields, a 'Tell us about you! (This is optional, and can be filled out anytime)' text area, a 'What state do you live in?*' dropdown menu, and a 'Zip Code*' field. The status bar at the top shows the time as 6:03 and a battery level of 40%.



**GET READY
TO RALLY!**

**FIND THE RALLY
TOGETHER TILE
AND TAP**

SET UP YOUR PROFILE

RALLY | 



Welcome

Legal First Name

Legal Last Name

☐ I go by a different name

Street Address

City

State

Zip

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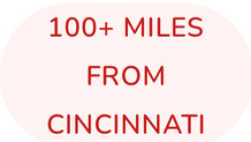
Confirm Voter Status

Match Hudson to the voter file

We've searched for **Hudson Smith** from **Cincinnati, OH** in the official file of registered voters. Select the best match.

☐ HUDSON SMITH 

Age 
22

City 
100+ MILES FROM CINCINNATI
PERRYSBURG, OH 43551

Party
UNK

Street
LOUISIANA

☐ HUDSON SMITH 

Age 
NEAR AGE

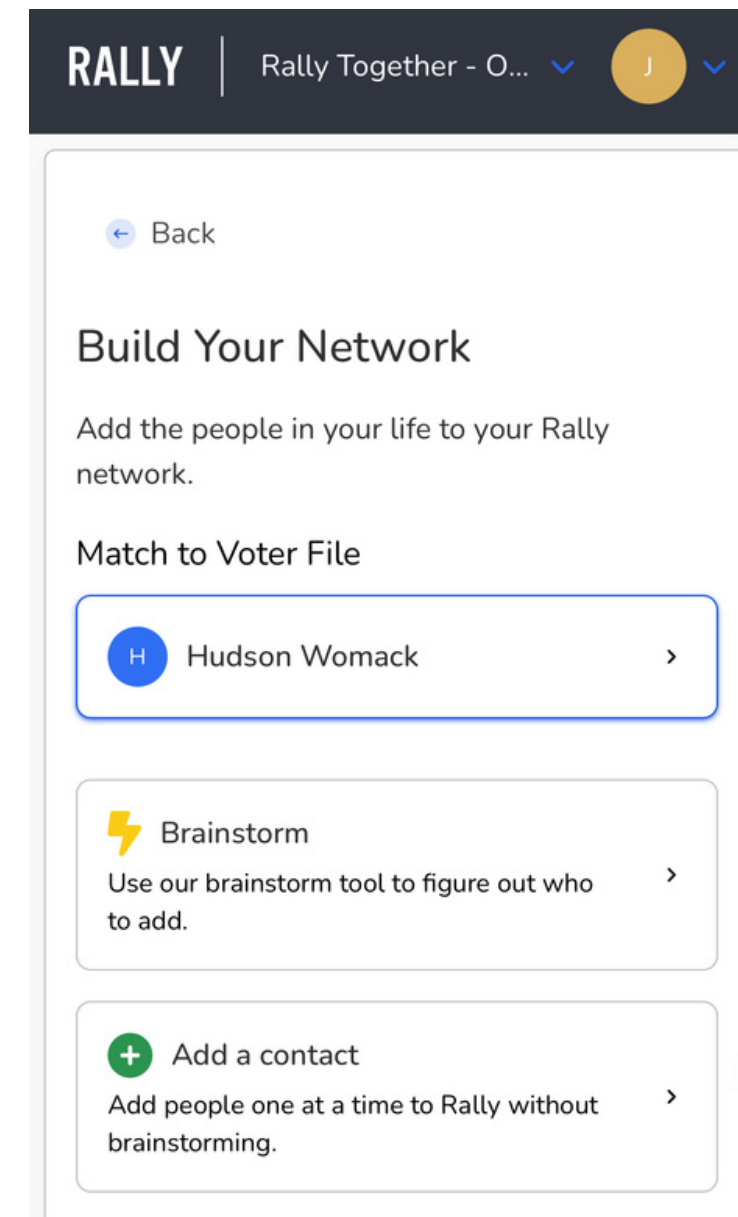
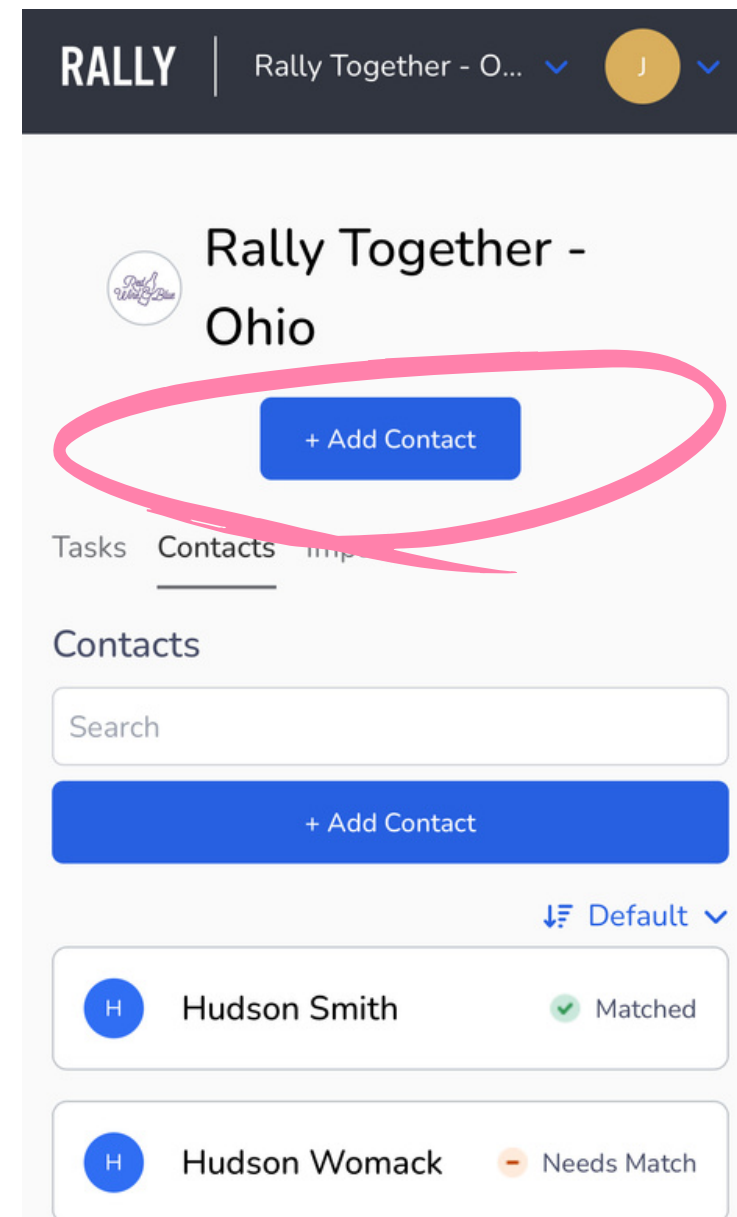
City 
100+ MILES

It's okay if you can't find a match! Select "none of these" at the bottom and you can find the match later

BUILD YOUR LIST!

Tap **Tasks or Contacts** to find the “Add Contact” button

Need to help building your list? Use the **brainstorm** function.



ADD YOUR CONTACTS!

Add the names of the people you will contact about voting and elections.

Make sure you match everyone to the voter file! If not match, click “None of these.”

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Add a Contact

Legal First Name

Last Name

☐ They go by a different name

City State

Age range

13-17

18-29

30-39

40-49

50-59

60-69

70-79

80 or older

RALLY

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Match Hudson to the voter file

We've searched for **Hudson Smith** from **Cincinnati, OH** in the official file of registered voters. Select the best match.

☐ HUDSON SMITH ✓

Age ✓
22

City 100+ MILES FROM CINCINNATI
PERRYSBURG, OH 43551

Party UNK

Street LOUISIANA

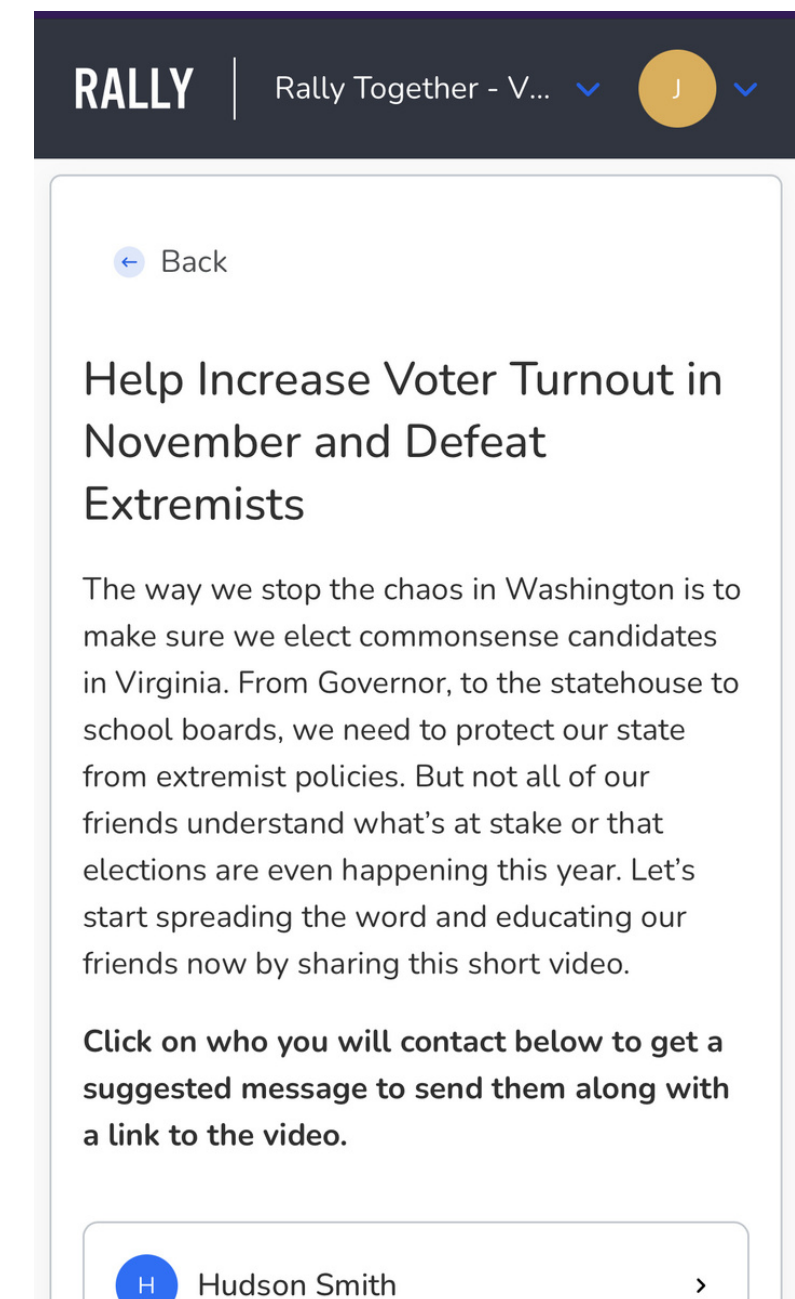
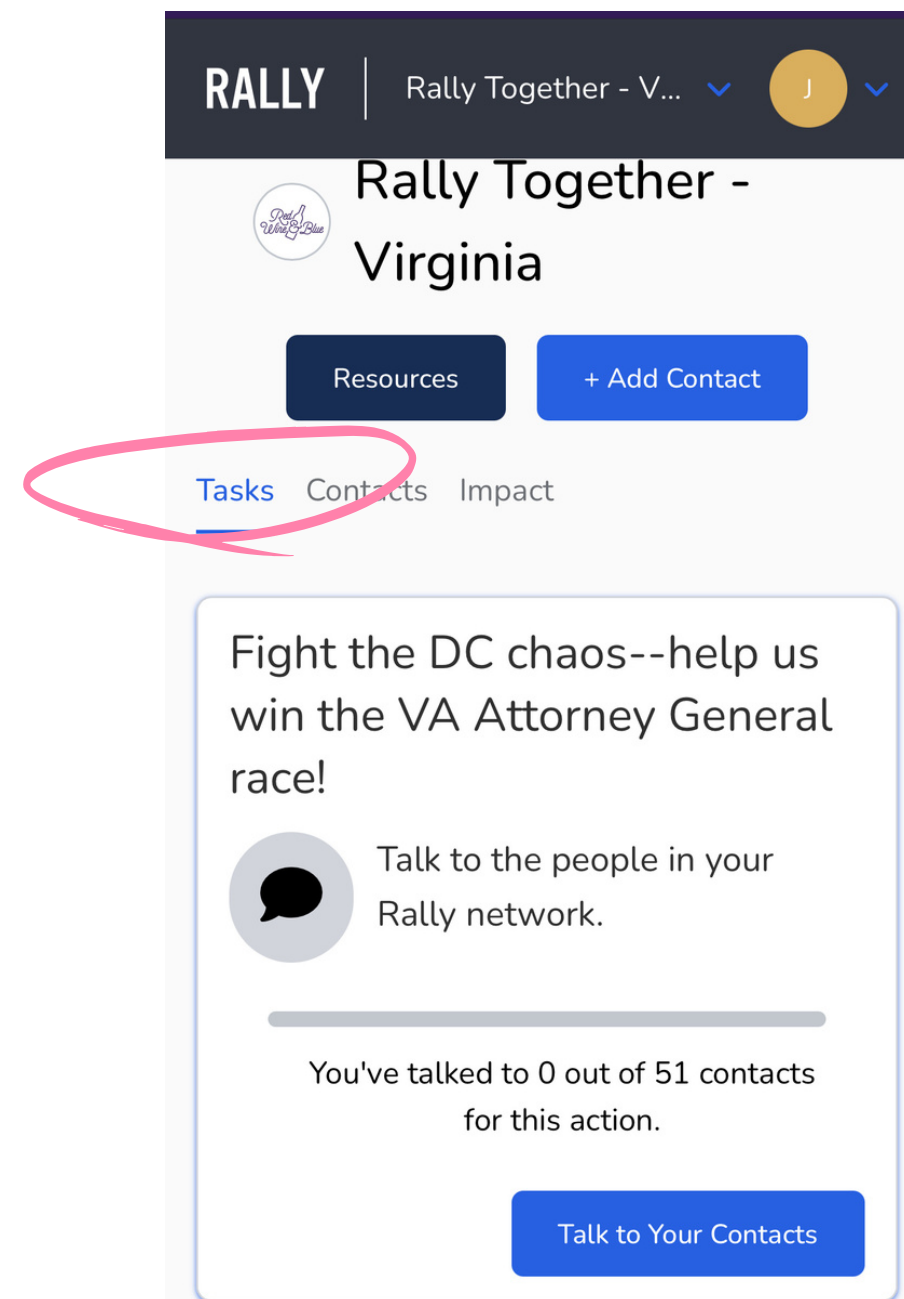
☐ HUDSON SMITH ✓

Age NEAR AGE RANGE

City 100+ MILES FROM

REACH OUT TO YOUR FRIENDS

- Tap the **Tasks tab**. You will see all the actions and information you can share with your friends.
- Click the action you want to take to get details and instructions. Then tap the name of the friend who you will message or contact.



REACH OUT TO YOUR FRIENDS

- Get instructions and suggested messages and links to share and then report back and click “I did it” once you engage with your friend.
- **Reporting back is VERY important**
 - it supports RWB by helping us track our goals and helps us show the impact that we are having together on the election!

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H Hudson Smith

Rally Your Contact

Copy and paste this message (or create your own) and send it to your contact.

Send the message via text, email, or however you normally communicate. Once you send it, click “I Did It.” Then click the Back arrow at the top to return to your contact list and click on the next friend to contact!

Sample Message:

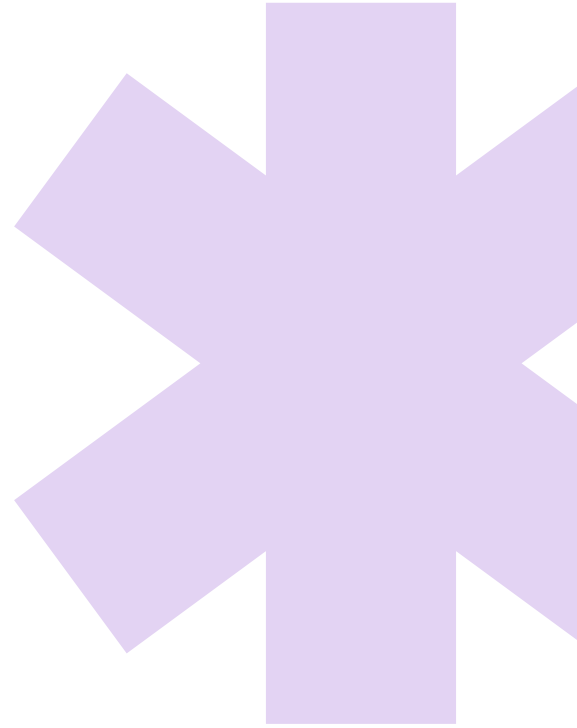
Hi - check out this super cute video about how important Virginia elections are going to be this year. We are one of the only states electing a Governor as well as our state legislature. We need to make sure the people we elect will fight against the chaos coming from DC. I am here to answer any questions. <https://www.youtube.com/watch?v=tckW5FYRsE0>

☐ I did it!

Submit

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THE GAME PLAN



- ✓ **MAKE YOUR LIST /WHO CAN YOU CONTACT?**
- ✓ **ADD THEM TO YOUR RALLY LIST**
- ✓ **CHECK OUT RALLY ACTIONS**
- ✓ **HAVE CONVERSATIONS & SHARE INFO W/ YOUR LIST**
- ✓ **REPORT BACK WHICH VOTERS YOU CONTACTED**