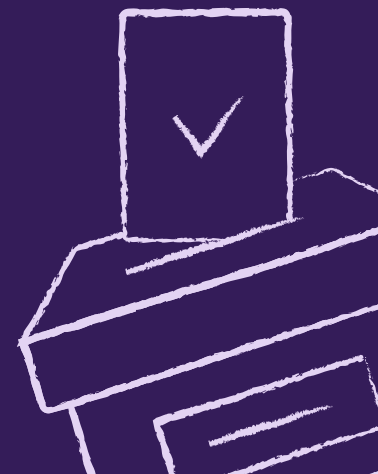




FROM PROTESTS TO THE ✨POLLSPHOTOGRAPHY



WHEN THEY GO LOW, WE GO LOCAL!

- **The most effective way to combat federal threats is by electing responsible LOCAL leaders:** Strongest protections for vulnerable communities come from mayors, city council, school board
- Local races are **less polarizing, easier to start the conversation**
- **There are over 50,000 open seats on the ballot THIS November**



You and your friends could determine the outcome!



Local elections have **low voter turnout**

Only **5 to 10 percent** turn out for school board elections

MOST EFFECTIVE THING WE CAN DO: *FRIEND TO FRIEND ORGANIZING*

The simple, proven concept
that **talking to our circle of
influence** is more effective
than talking to strangers



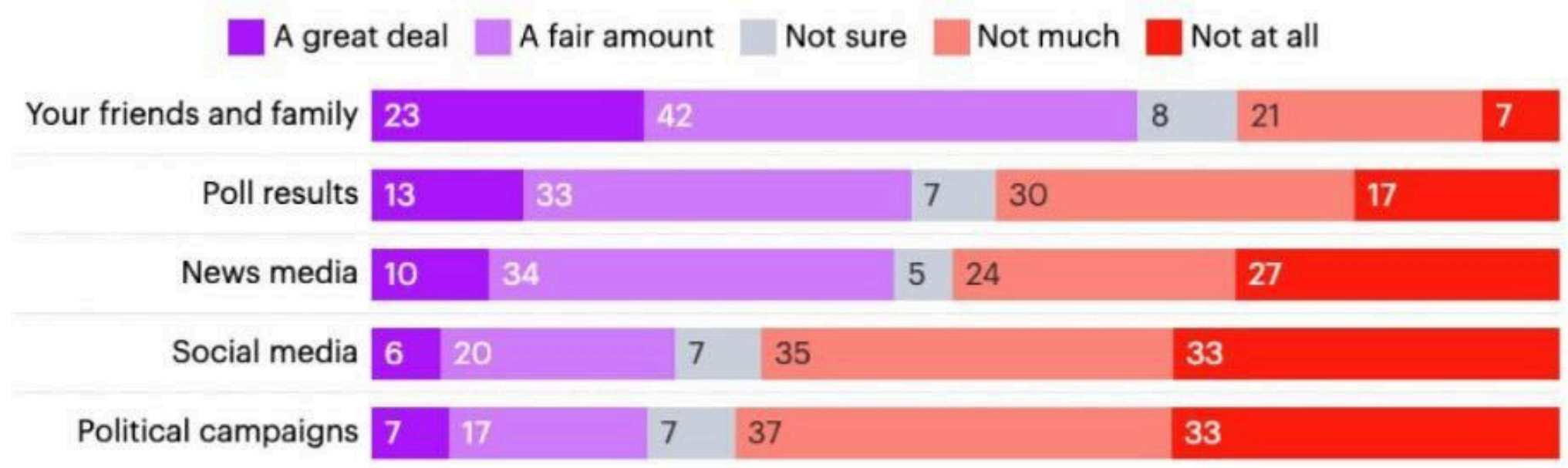
THE MESSENGER MATTERS!

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)





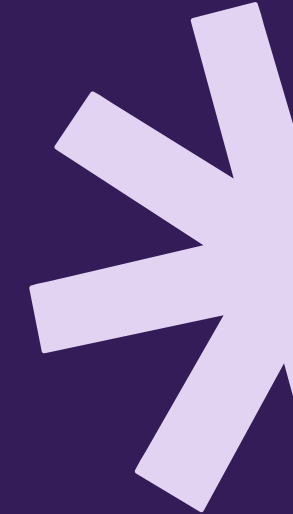
BRAG ALERT

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.



"They not only didn't tell me to piss off, instead--
people usually wanted more info from me!"



Allie Kochert | Mama Bears 4 Democracy



“People were overwhelmingly grateful I reached out. Several said that they didn't have info on the upcoming election at all and weren't sure they would have voted if I hadn't reached out. These are well meaning professional folks. These are folks who give a crap about our kids and our future in this country. These are people who don't want extremists overrunning our government or courts or school districts. But they were probably going to let Nov 4 pass by!!”



Allie Kochert | Mama Bears 4 Democracy



Hope is Contagious.



Allie Kochert | Mama Bears 4 Democracy



SO, WHO IS YOUR **CIRCLE OF** *Influence?*



But do you know...

- If they're a regular voter, don't vote at all, or even registered?
- What's going on in their district?
- What to say to kick off the conversation?
- Their polling location and voting hours?





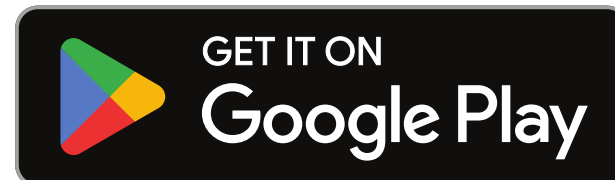
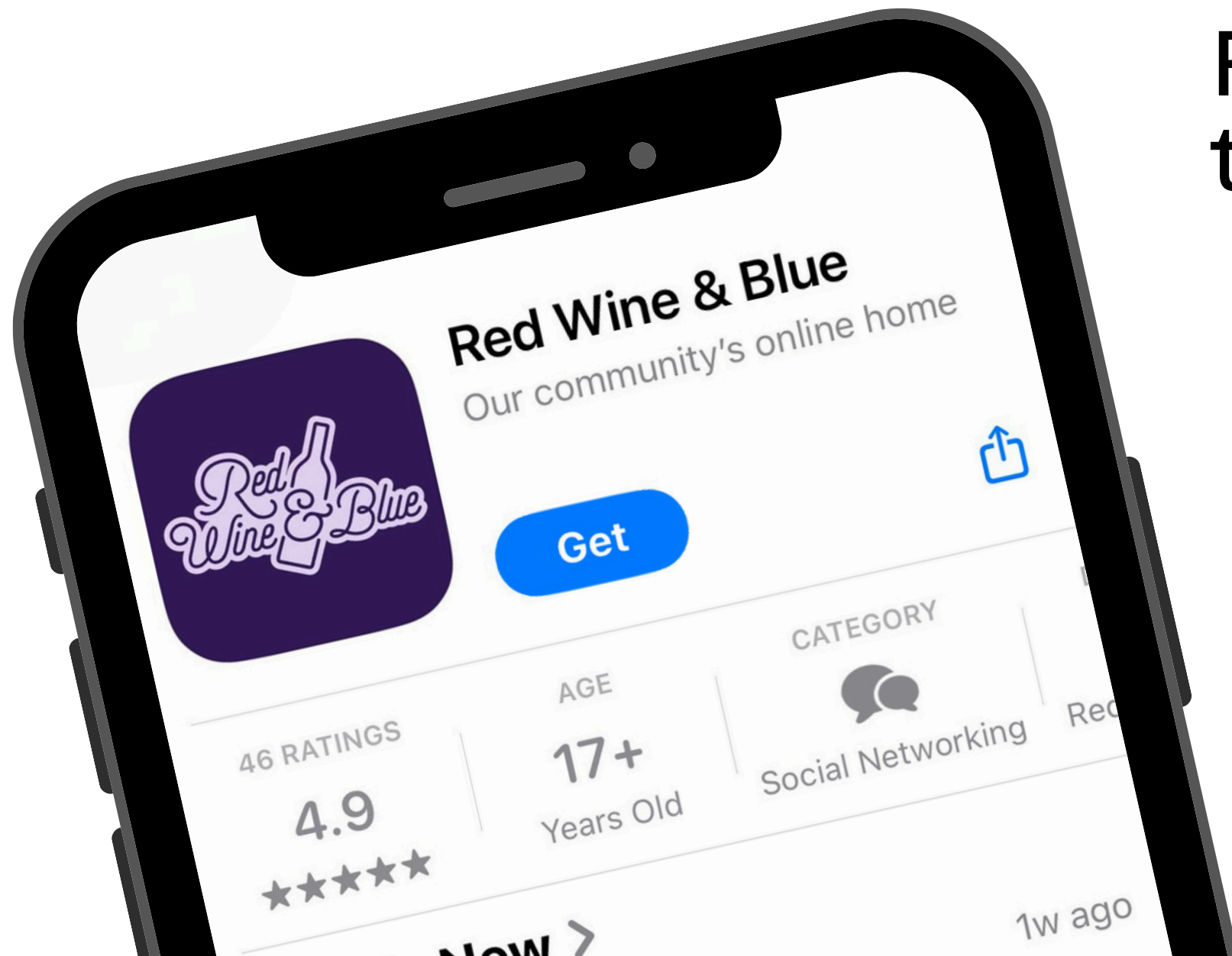
WANT TO MAKE IT

REALLY EASY?



1. Download the RWB App!

Find the “**Red Wine & Blue**” App in the App Store on your phone





WANT TO MAKE IT

REALLY EASY?



2. Set Up Your Account!

Be sure to use the **same email** address that you use to sign up for anything else at RWB.

Set your username as your **real name** so that friends know it's you!





WANT TO MAKE IT **REALLY EASY?**

3. Tap on “Rally Together”

The “Rally Together” square is on the **home screen** of the RWB App.

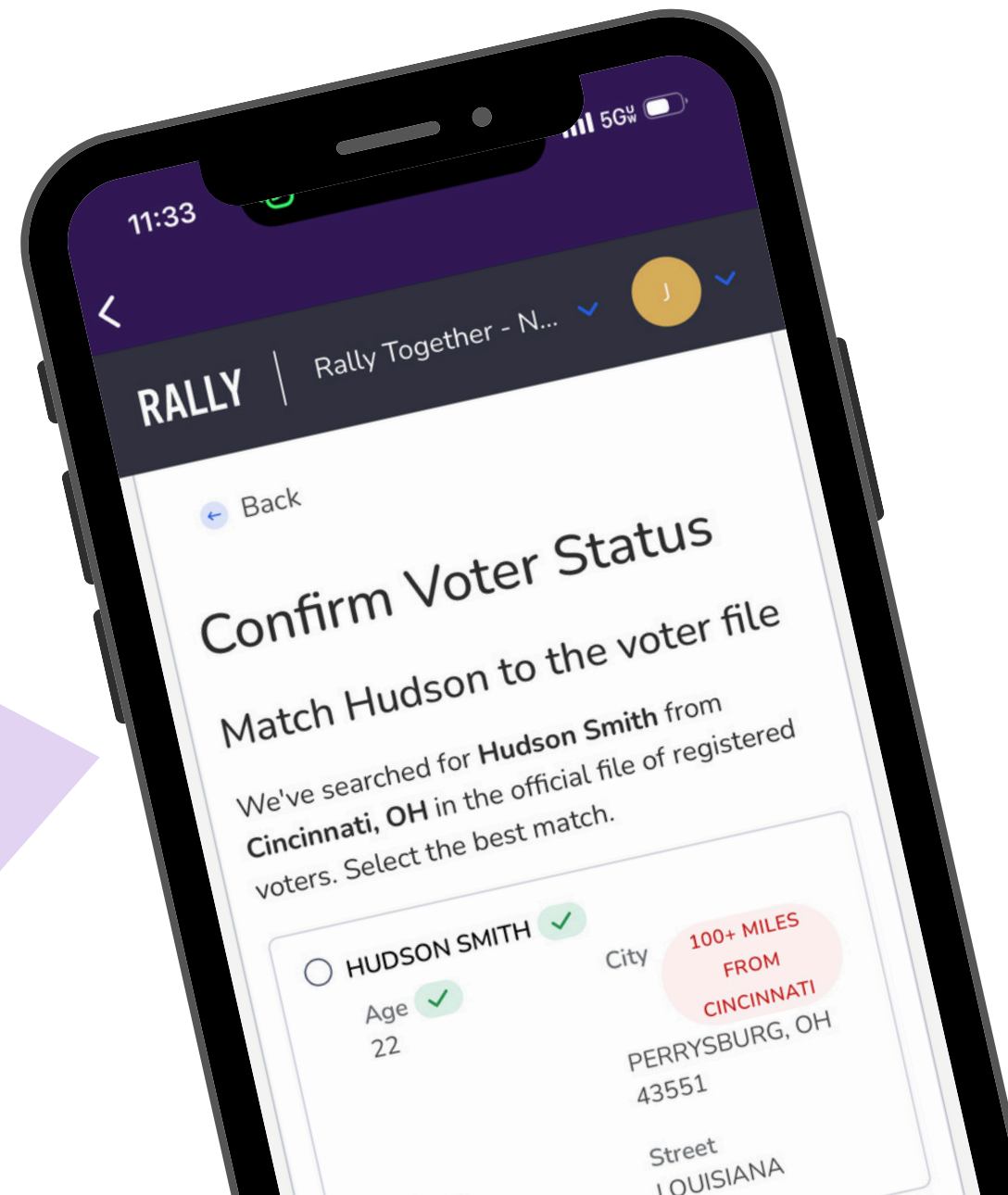
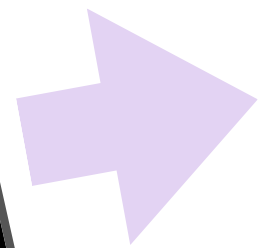
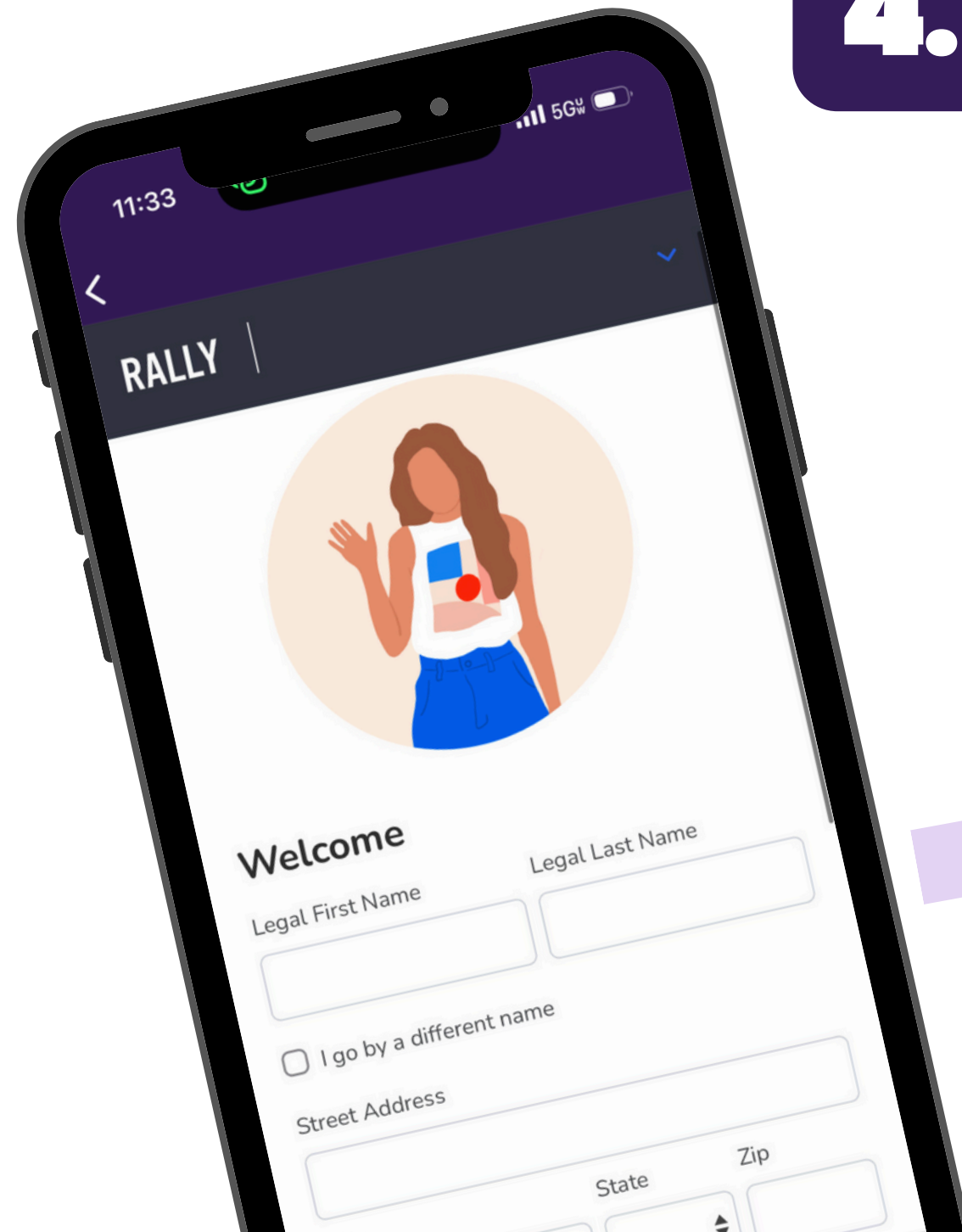
*Don't see your state? Click on the “TroubleNation” square and scroll to the bottom to find **“Rally Together.”***





WANT TO MAKE IT REALLY EASY?

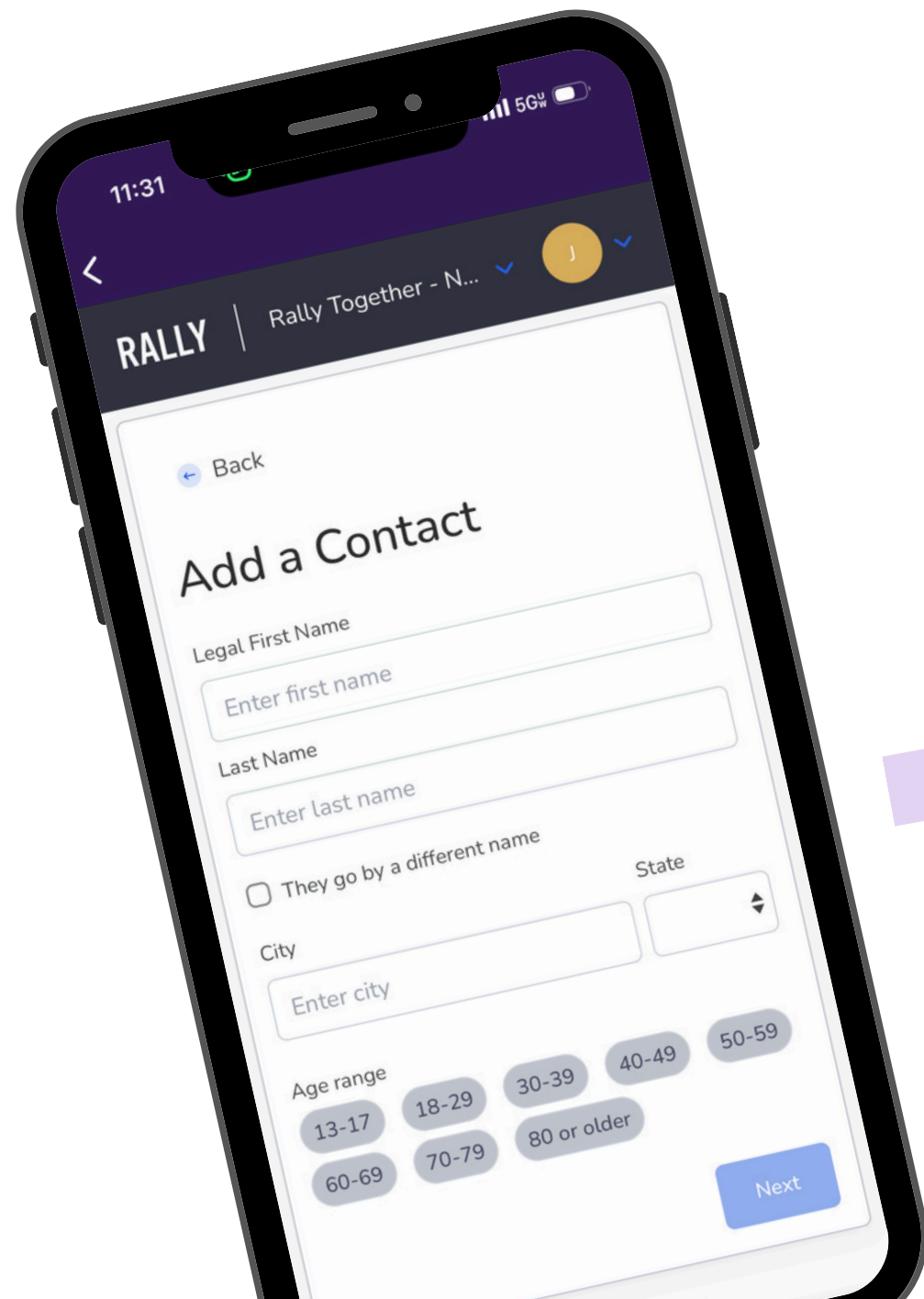
4. Tap “Join Campaign”



And match yourself to the voter file!

It's okay if you can't find a match. Select “none of these” at the bottom and match yourself later.

LET'S LEARN ABOUT YOUR CIRCLE OF *Influence*



11:31

RALLY | Rally Together - N...

Back

Add a Contact

Legal First Name
Enter first name

Last Name
Enter last name

☐ They go by a different name

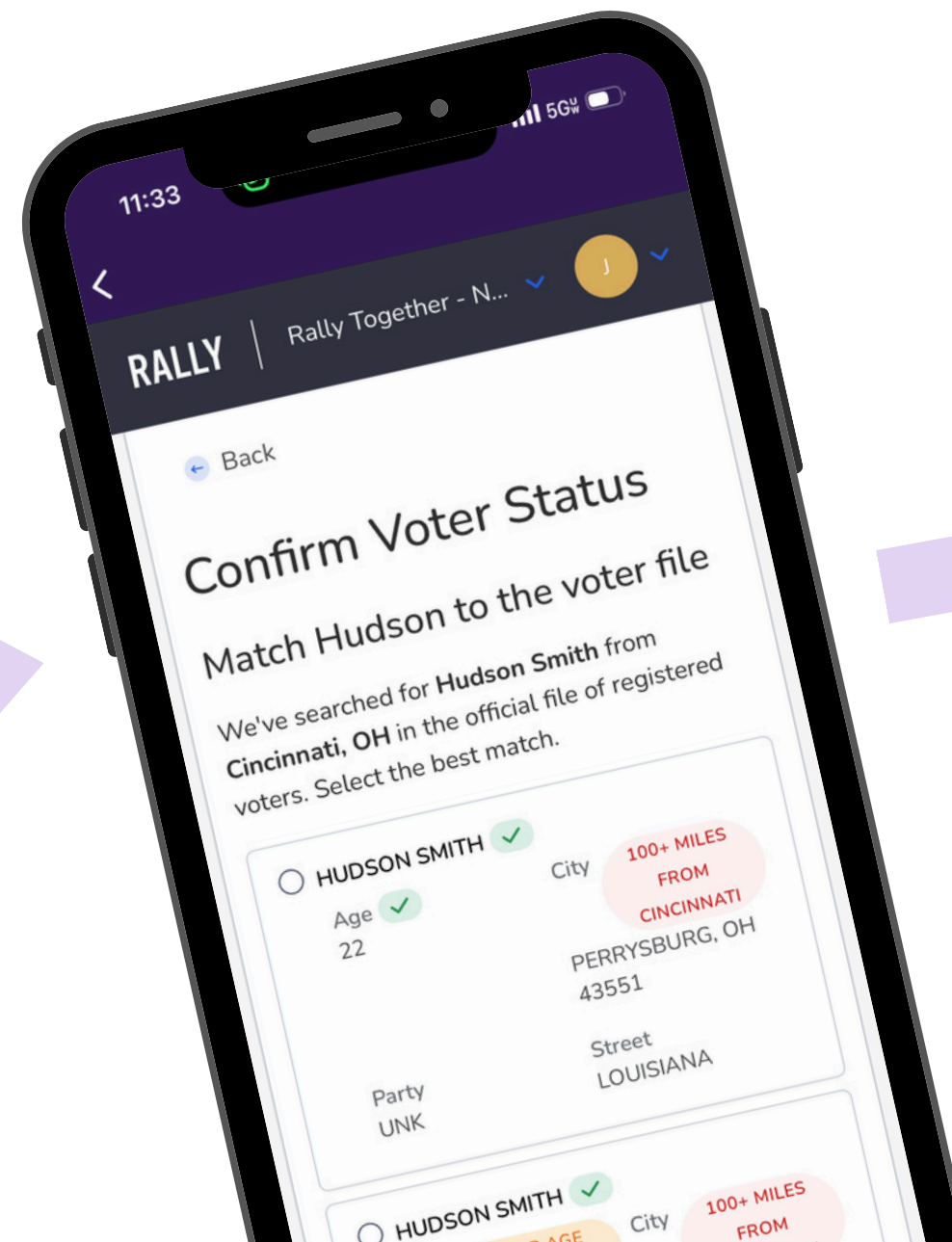
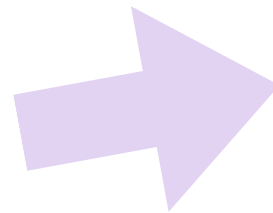
State

City
Enter city

Age range

13-17 18-29 30-39 40-49 50-59
60-69 70-79 80 or older

Next



11:33

RALLY | Rally Together - N...

Back

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

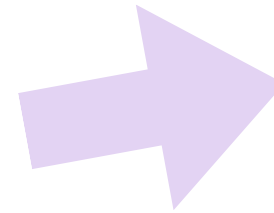
Street LOUISIANA

Party UNK

☐ HUDSON SMITH ✓

Age ✓

City 100+ MILES FROM



Vote History.

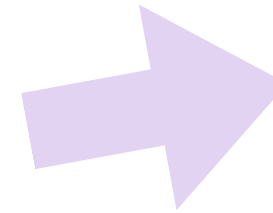
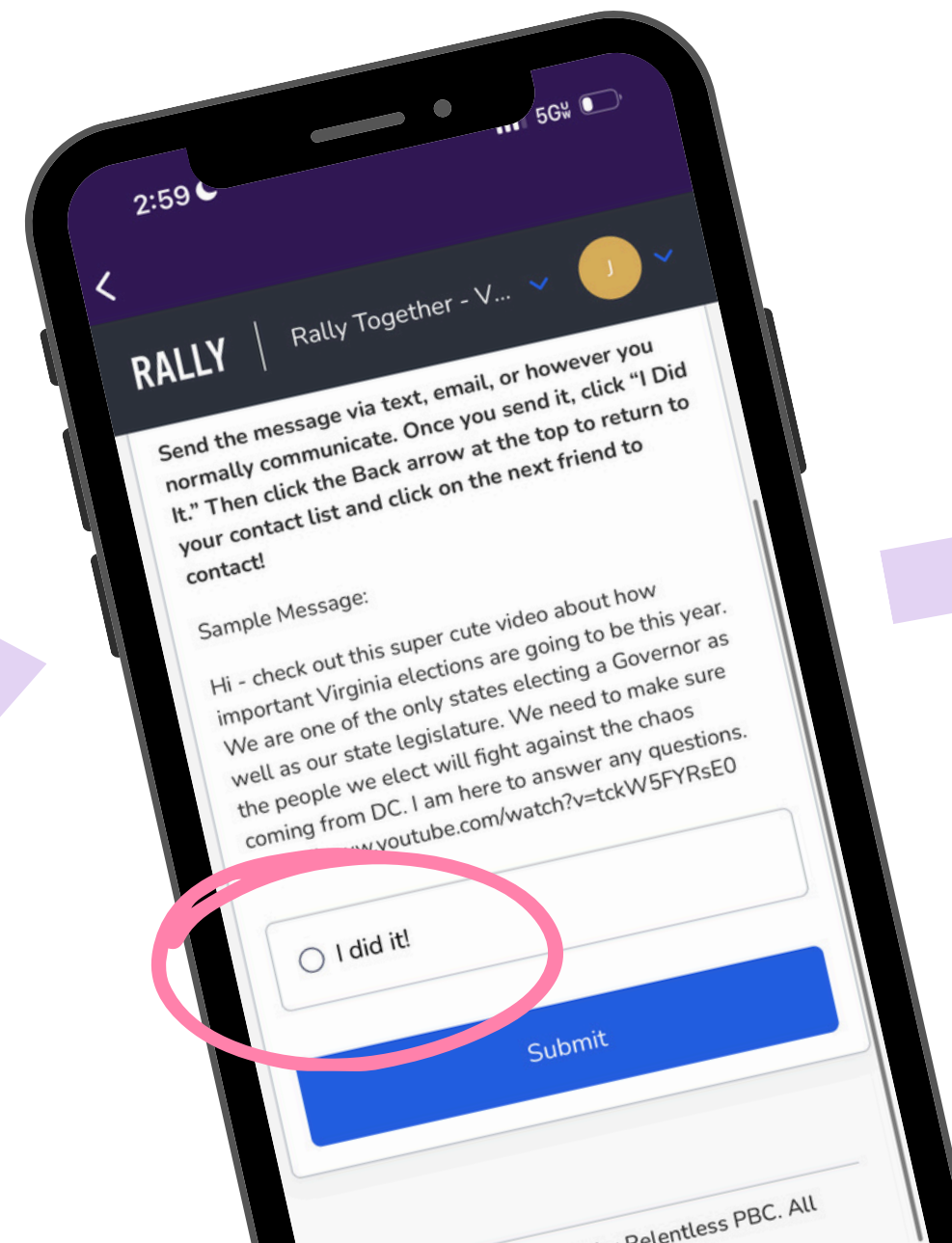
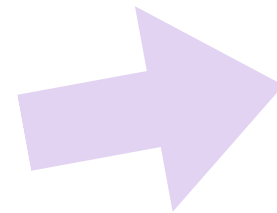
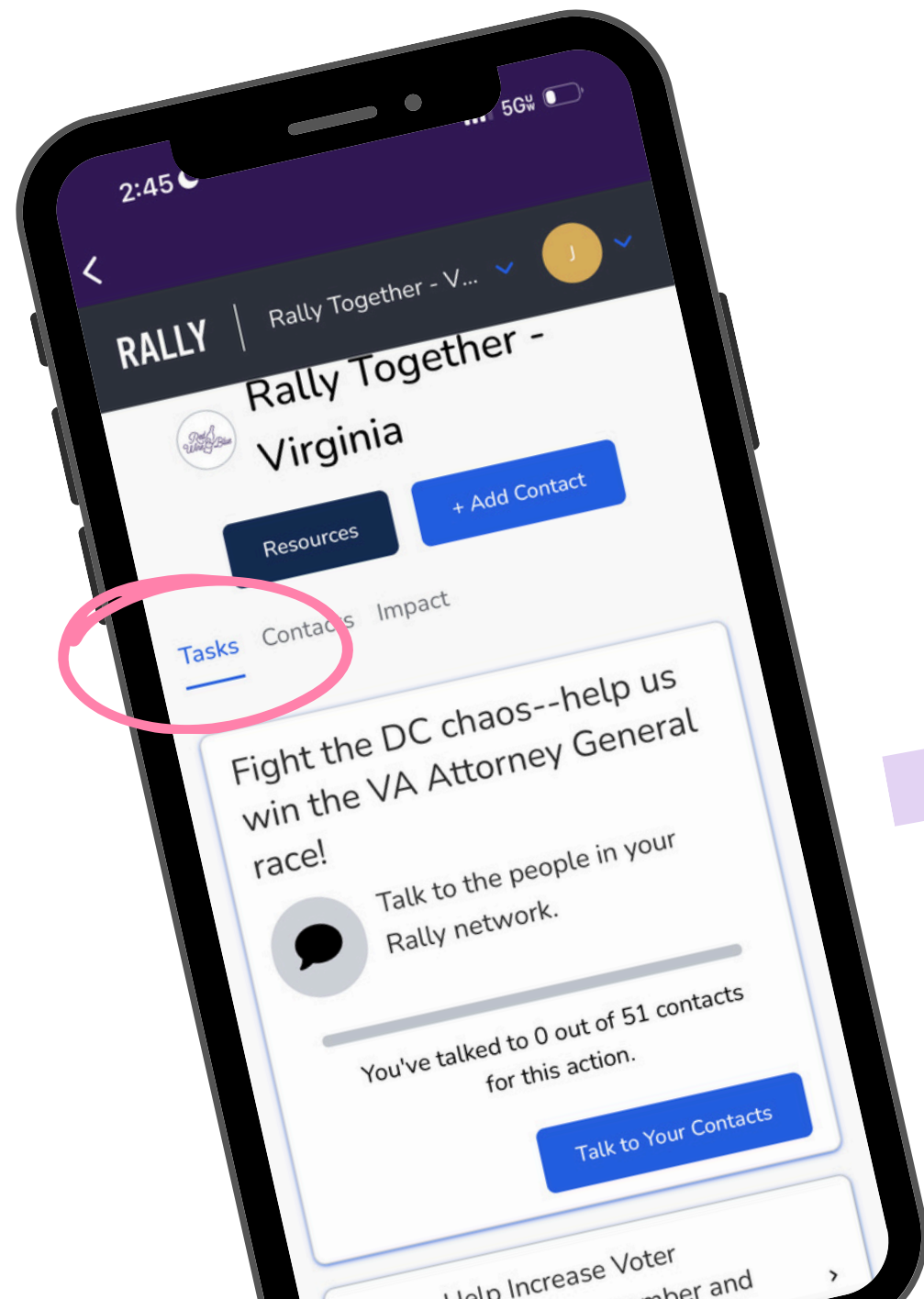
2022 ✓

2023

2024 ✓

If they don't match to the voter file, click "None of these."

LET'S ACTIVATE YOUR CIRCLE OF *Influence*



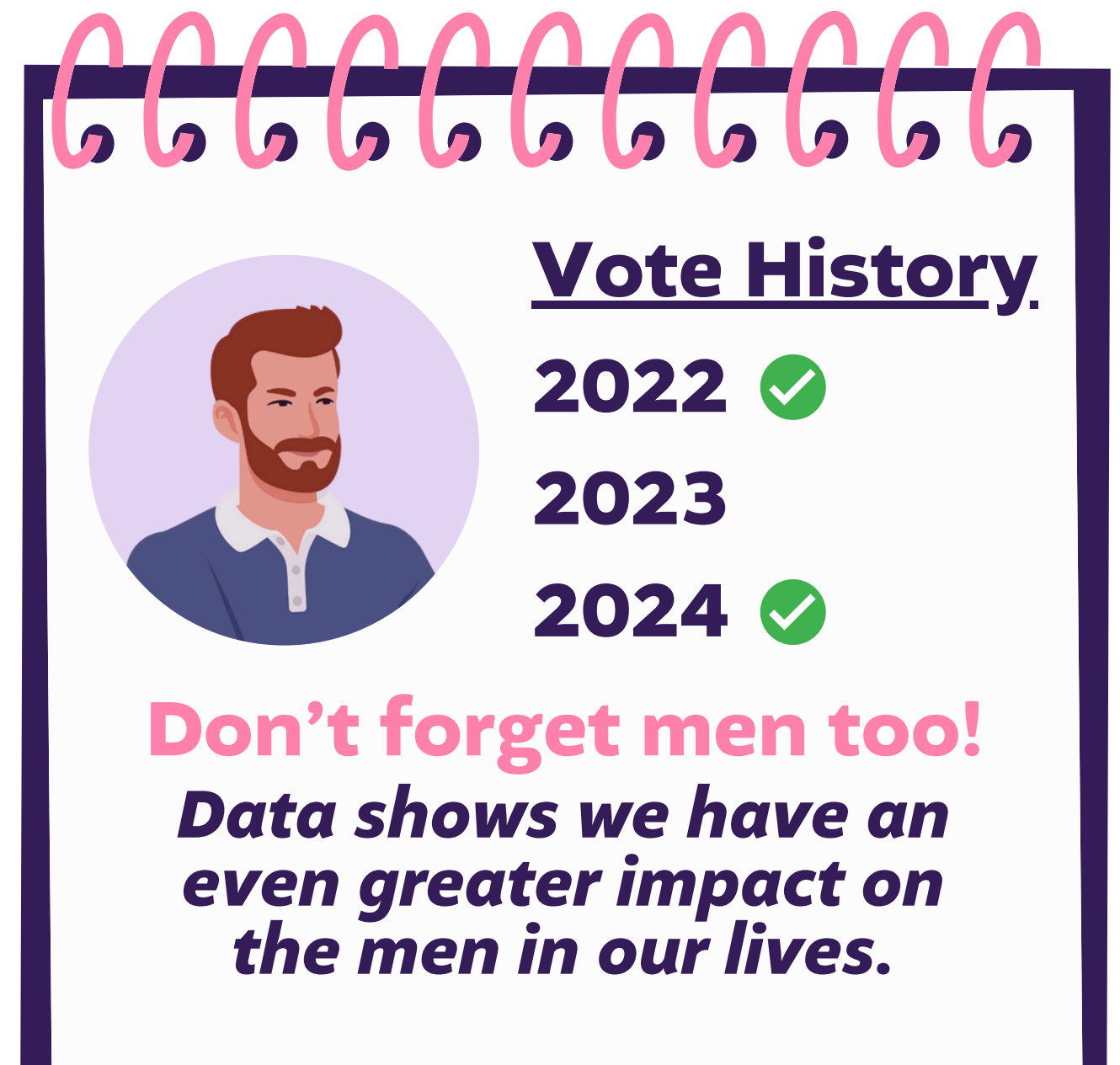
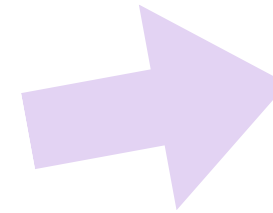
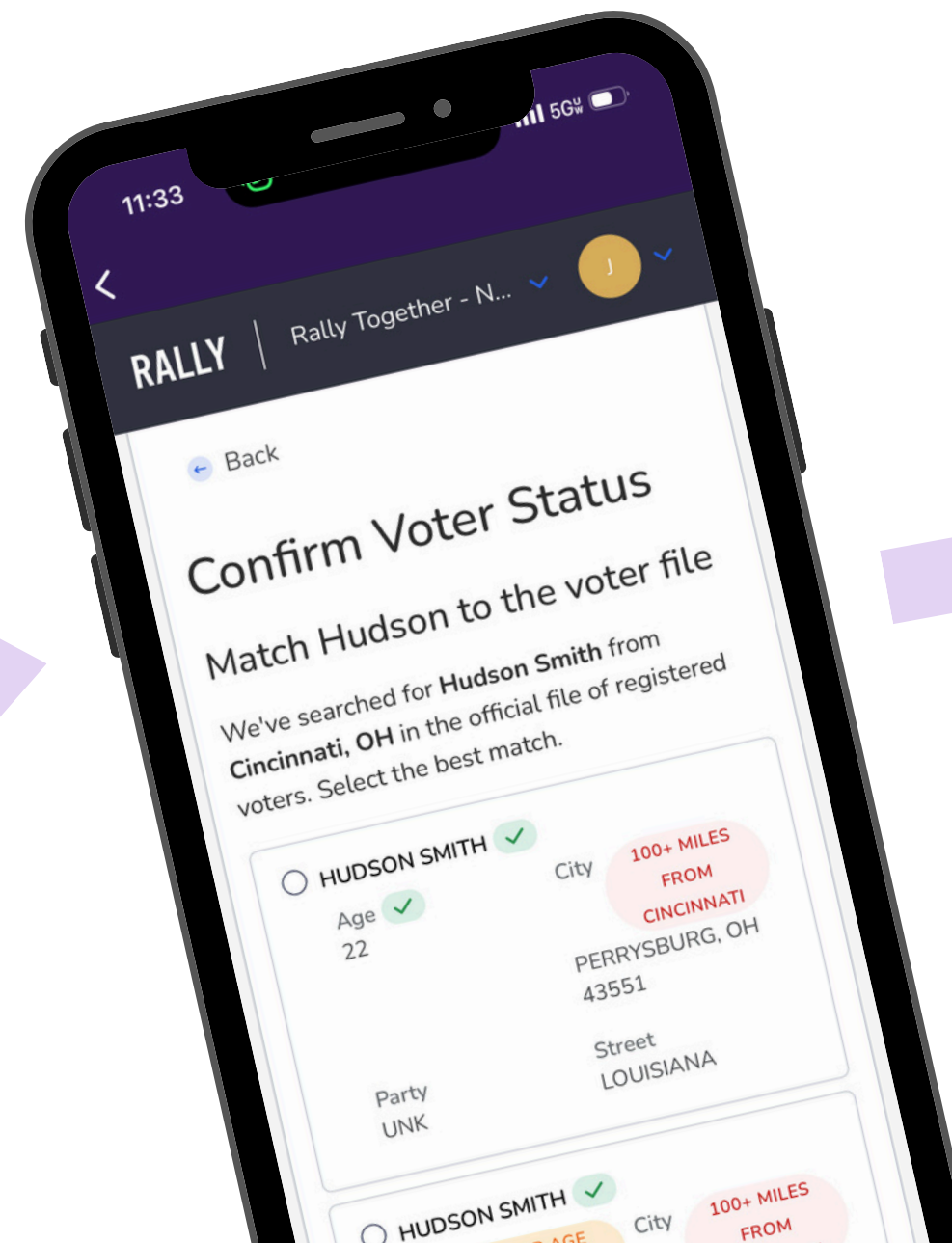
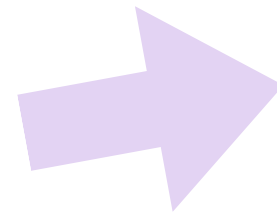
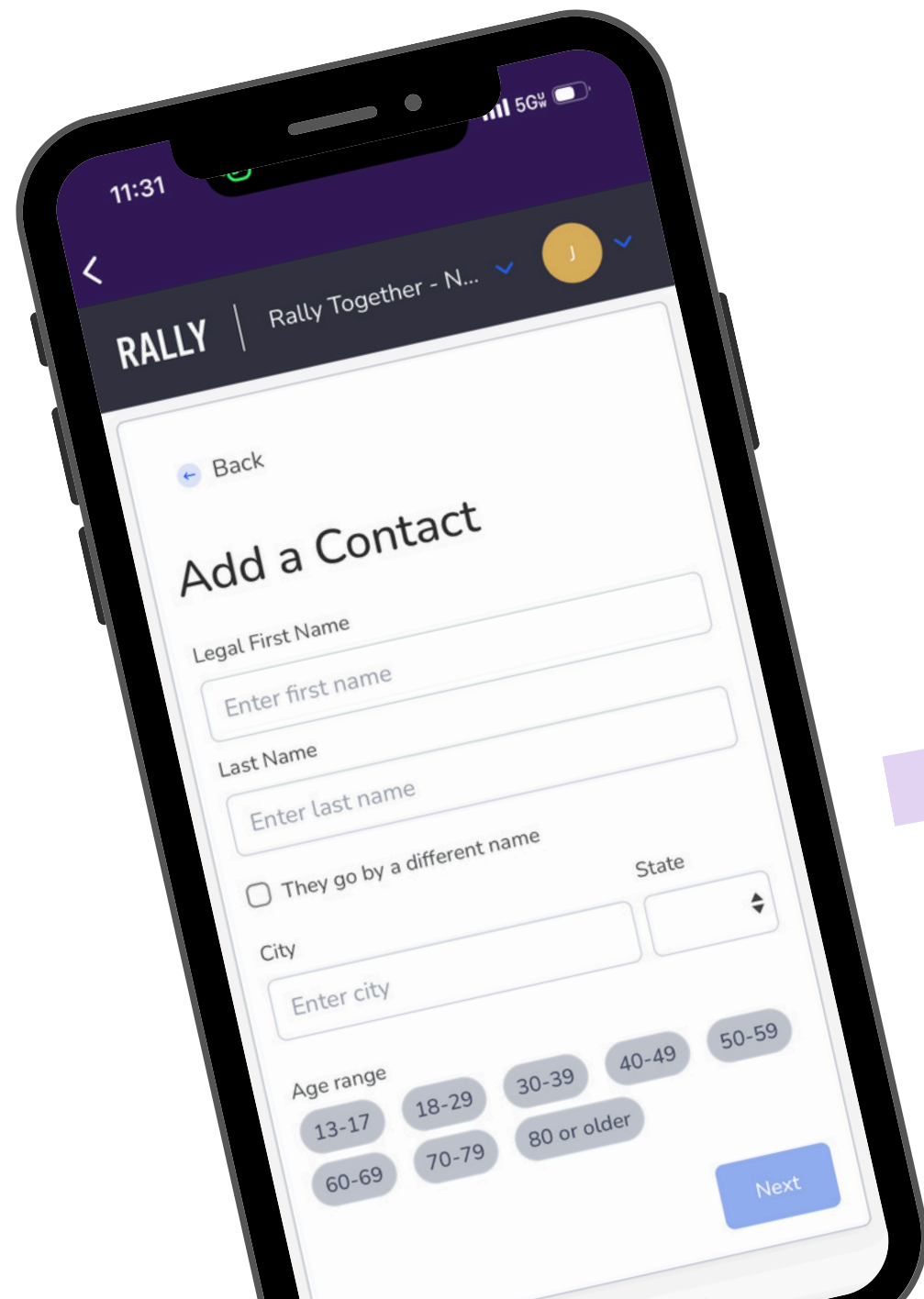
Tasks to Complete

- ☐ **School Board Race**
Get a message to send to your contacts in the district:



Keep track by tapping "I did it" and Submit. Then keep going!

LET'S KEEP BUILDING YOUR CIRCLE OF *Influence*





Hope is Contagious.



Allie Kochert | Mama Bears 4 Democracy

