



RED WINE & BLUE... AND YOU!

The RWBs of Friend-to-Friend **Organizing**

**R**

Relate: Don't debate - show genuine curiosity and respect.

- Use open-ended questions to learn what matters most to them:
 - *"What are the issues you care most about in your community?"*
 - *"What worries you about the future for your kids?"*

E

Explore: Listen actively for stated and unstated needs and concerns.

- Repeat back what you hear and validate concerns: *"I hear you."*, *"I get it."*
- Notice body language, tone, or hesitations that might reveal deeper worries.
- Ask gentle follow-ups: *"Tell me more about that."*

D

Discuss: Share clear, accessible information.

- Keep it nonpartisan and focused on values: freedom, fairness, inclusion, strong schools, safe communities.
- Highlight what extremists are doing, like banning books and undermining public schools, without overwhelming people with jargon.
- Provide simple, hopeful facts: *"In 2024, Red Wine & Blue increased turnout among their contacts by about 5-6%. Campaigns spend millions just to improve turnout by 1%!"*

W

Welcome: Invite them into a community of care and action.

- Make the conversation warm, nonjudgmental, and inclusive.
- Remember: relationship first, politics second.

I

Inform: Provide easy-to-digest resources.

- Encourage them to download the Red Wine & Blue app:
 - They can find RWB resources, including one-pagers, videos, and ready-to-share social media content. No ads or tech bros allowed.
- Demo the app's Rally Together tool, which tracks outreach and impact.

N

Nurture: Keep relationships going beyond one conversation.

- Follow up with friends: *"Hey, did you get a chance to check out that one-pager?"*
- Celebrate small steps (registering to vote, attending a local meeting).

E

Empower: Give attendees confidence and tools to act.

- Explain how their voice is more trusted than any ad: *"Talking to people you know is 22 times more effective than talking to a stranger."*
- Provide practice opportunities like role-play conversations.

B

Bold: Don't shy away from naming the stakes.

- Radical right-wing extremists are pitting moms against educators, other parents, and even against marginalized children.
- Mainstream suburban women are rising up to fight extremism – from government-mandated pregnancy to gun violence, to book bans, to attacks on DEI, and LGBTQ+ kids.

L

Local: Focus on elections close to home to fight DC chaos.

- Educate contacts on local politics (school boards, courts, county, etc.) that are high impact but less polarizing.
 - *"This year, our school board is on the ballot. Only 5-10% of voters usually turn out, so your vote makes a huge difference."*

U

United: Remind them they're part of a larger movement.

- Red Wine & Blue is a community of 700,000 diverse suburban women and TroubleNation has 800 groups in all 50 states.
- RWB provides everything women need to successfully organize in their own communities and across the country – many for the first time.

E

Effective: Provide proof that conversations = votes = wins!

- *"In odd-year elections, Red Wine & Blue increased turnout 10% among contacts."*
- *"Roughly 20% of our members in target states are Republican or unaffiliated."*