



# 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**.



# RELATIONAL ORGANIZING FRIEND TO FRIEND ORGANIZING

It is the simple, proven concept that people talking to people within their circle of influence is more effective than strangers talking to strangers.



# RED WINE & BLUE'S

## IMPACT 2024



INCREASED VOTER TURNOUT EVEN  
DURING A PRESIDENTIAL ELECTION YEAR

 **5.4-6.1%**

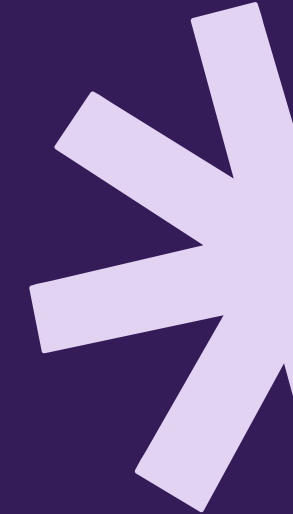
Among volunteers' contacts

 **3-3.8%**

Among volunteers themselves

# RED WINE & BLUE'S

## IMPACT 2023



### INCREASED VOTER TURNOUT

 **10.1%**

Among volunteers' contacts

 **7.3%**

Among volunteers themselves

### CUT THROUGH PARTISAN LINES

**20%**

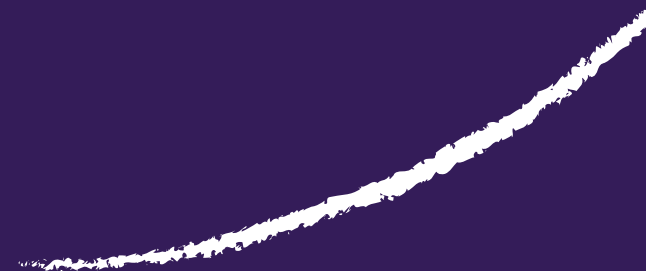
Share of voter contacts  
Republican & unaffiliated



**READY**

**TO**

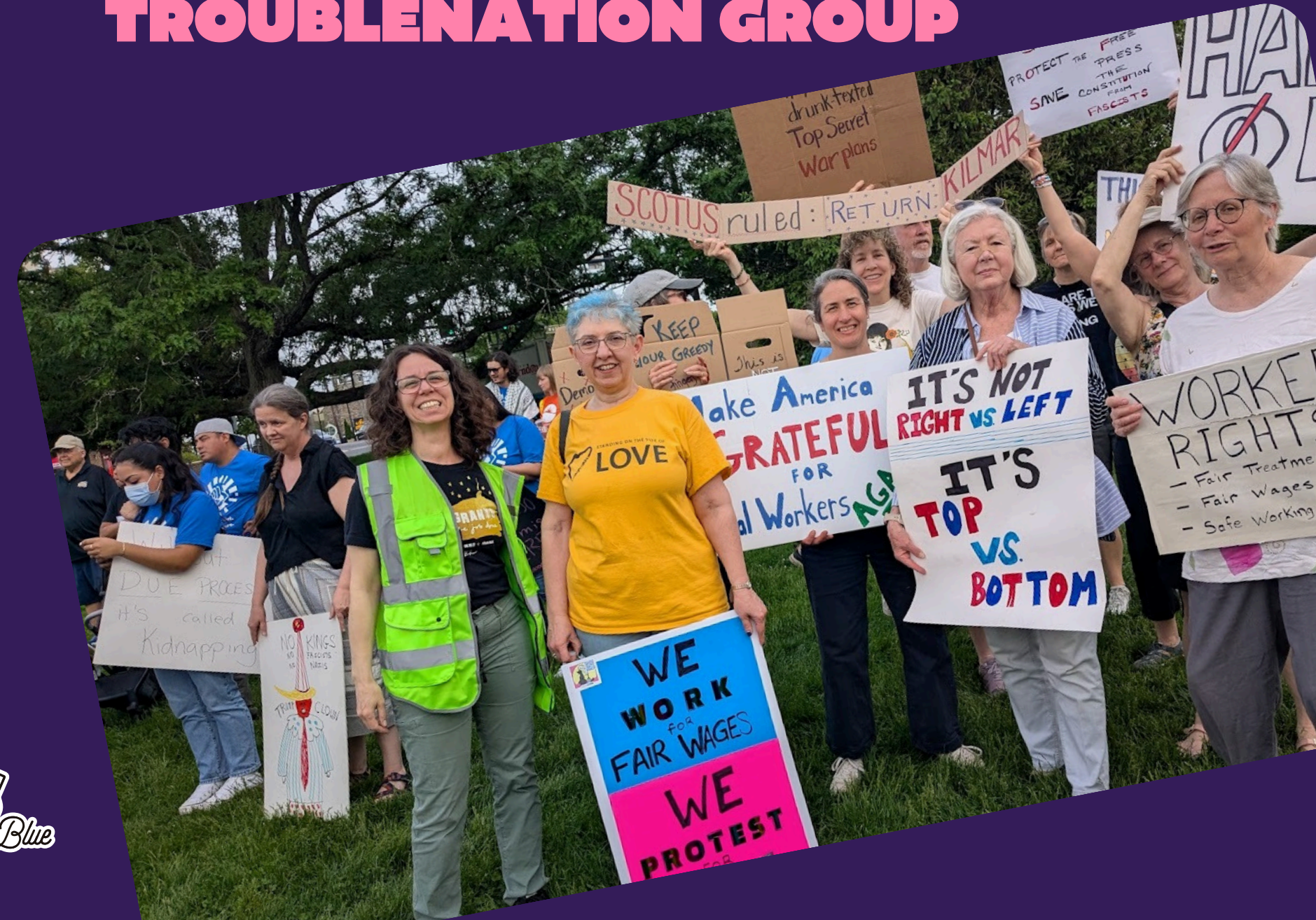
**RALLY**





# “RALLY IS YOUR PERSONAL VOTER DATA ADDRESS BOOK”

**NOVA'S CHILDLESS CAT LADIES  
TROUBLENATION GROUP**



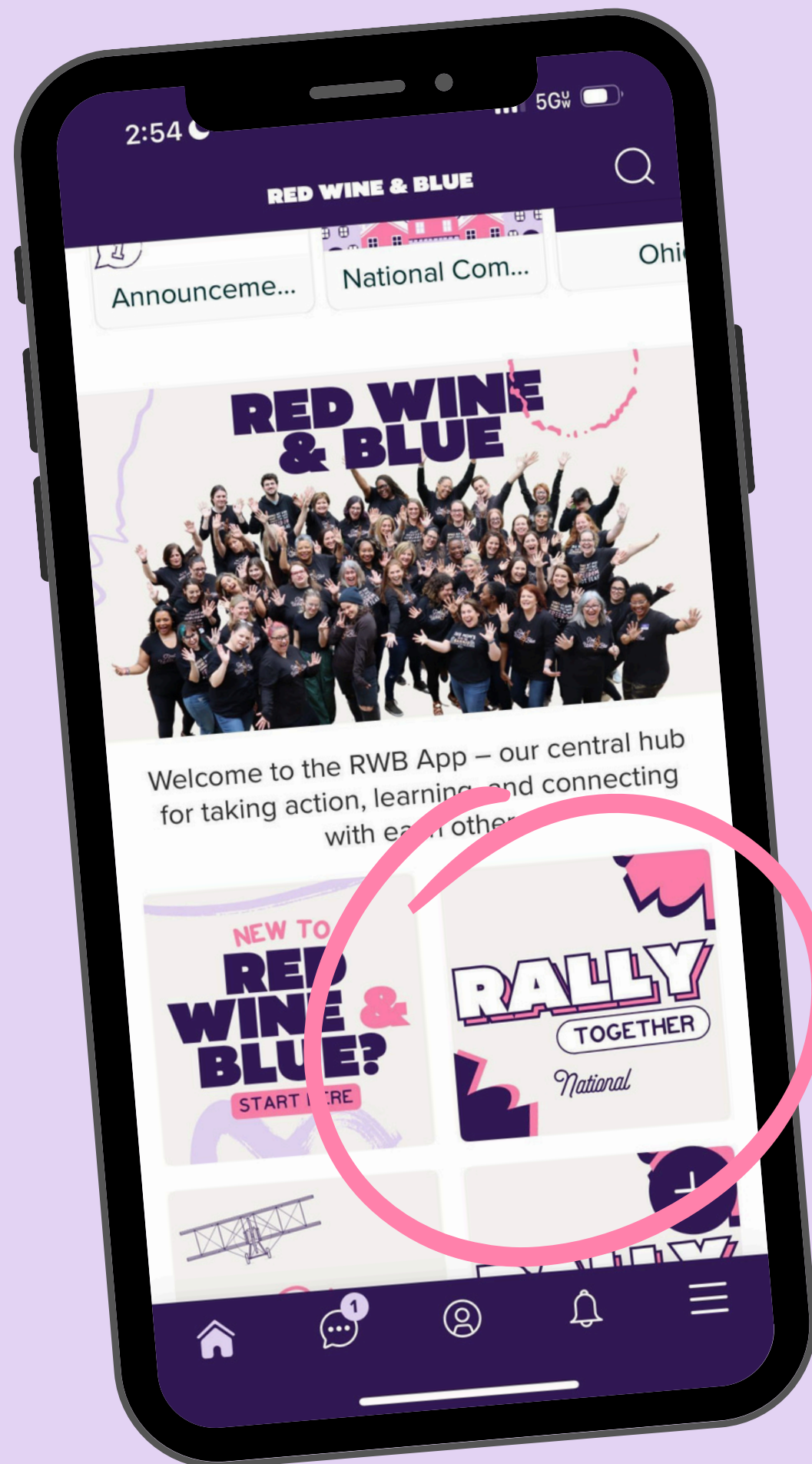


# Download the RWB App



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.







**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

# 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

Enter first name

Last Name

Enter last name

☐ They go by a different name

City

Enter city

State

Age range

13-17

18-29

30-39

40-49

50-59

60-69

70-79

80 or older

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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 ✓

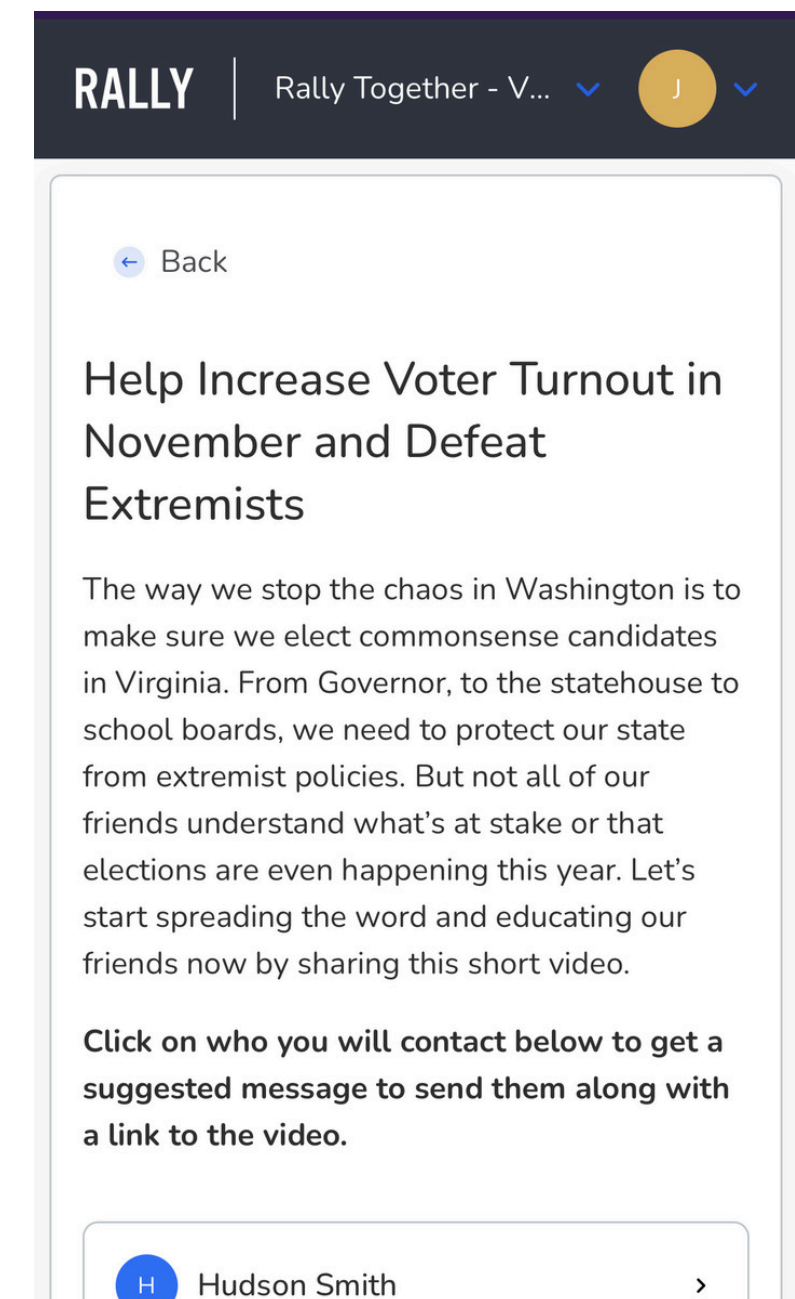
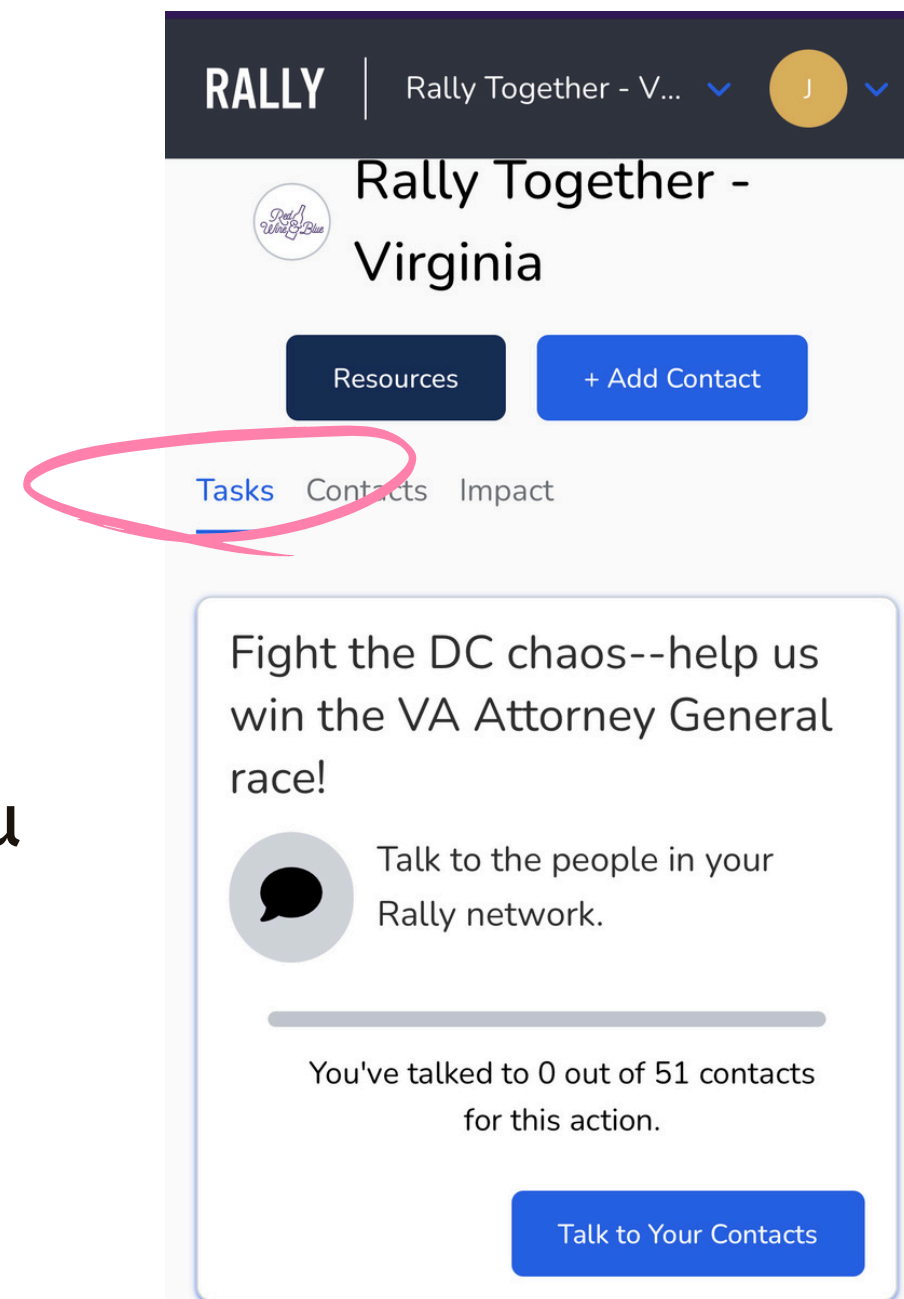
Age NEAR AGE RANGE

City 100+ MILES FROM




# REACH OUT TO YOUR CIRCLE OF INFLUENCE

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




# REACH OUT TO YOUR CIRCLE OF INFLUENCE

- Get instructions and suggested messages and links to share and then report back and click “I did it” once you engage with your contact.
- **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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 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>

**RALLY** | Rally Together - V... 

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☐ I did it!

Submit

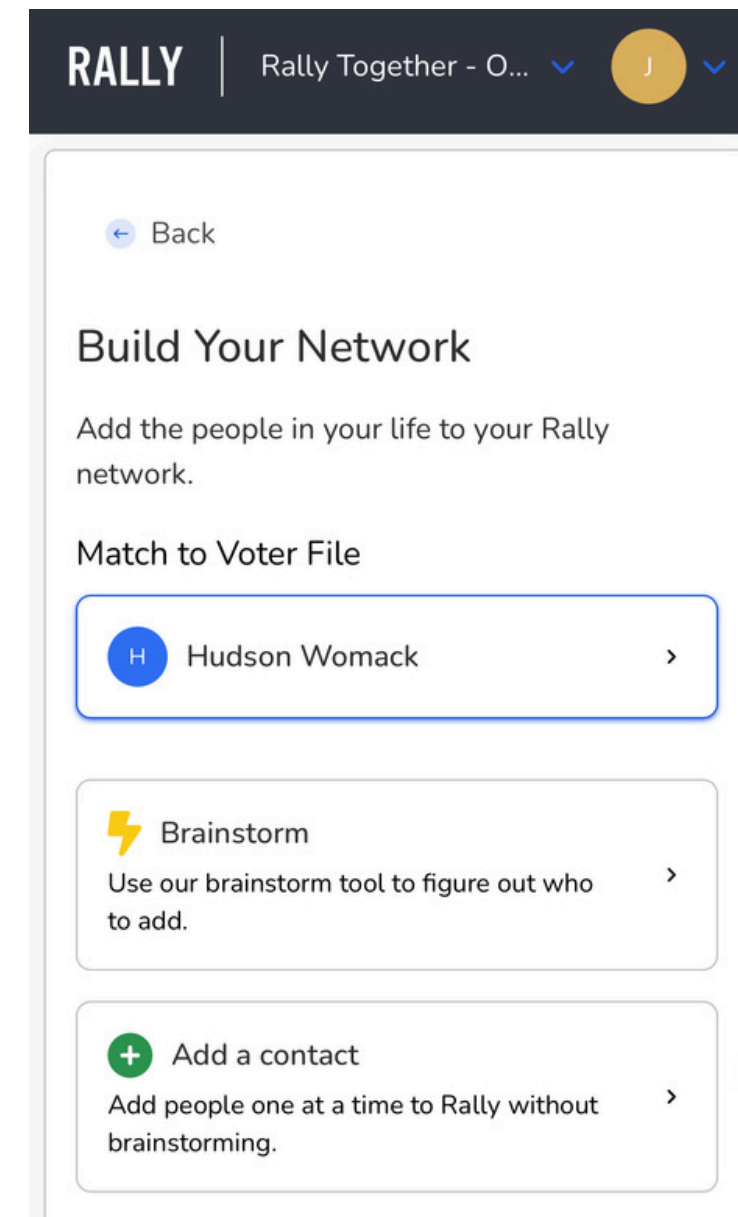
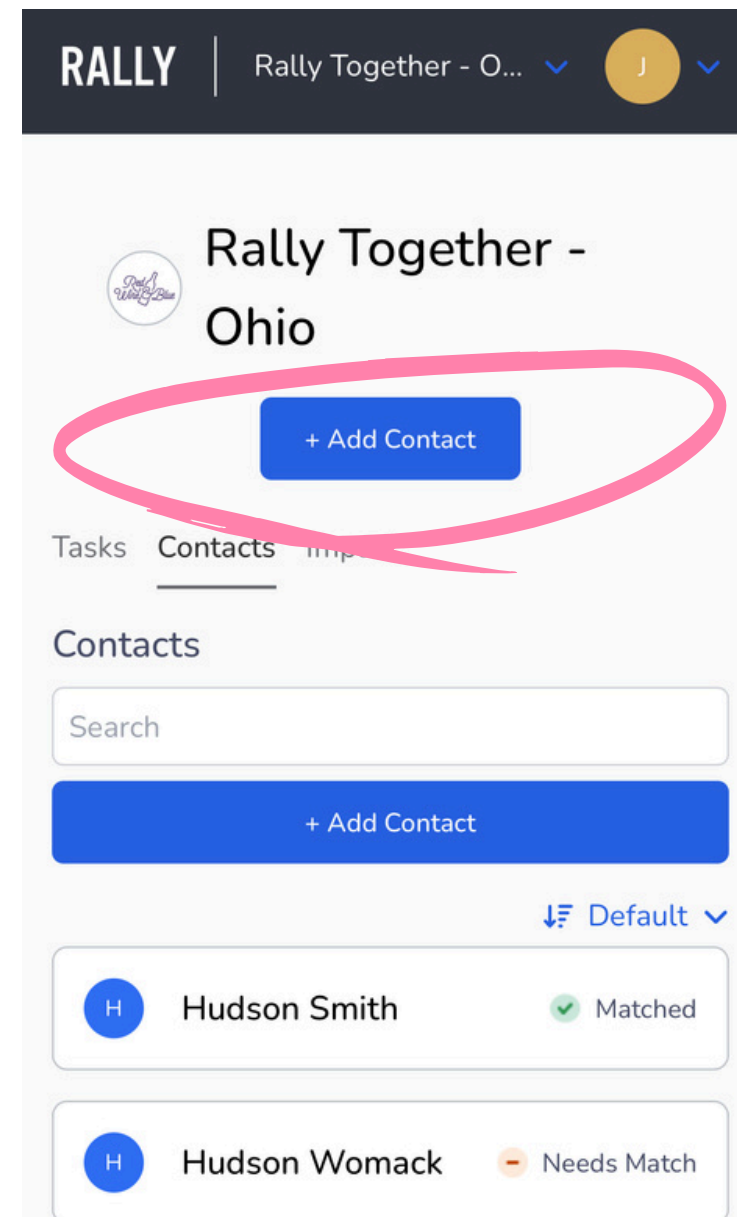
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# BUILD YOUR LIST!

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

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



# 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