

# TOGETHER WE *Rally* & RISE:

HOW TO WIN IN

2025



# AGENDA

**10:00 Welcome, Keynote by Katie Paris**

**11:00 What's at Stake in PA, Rally**

**12:00 Lunch, PA Trivia**

**1:00 TroubleNation**

**2:00 RWB Communications Team**

**3:00 Mis and Disinformation, RWB App**

**3:45 Wrap up and closing**



# *Ice Breaker*



## **"Why We Rally"**

Your name and where you are from, followed by -

If you had to describe your hope for the future

in **one word**, what would it be and why,

in **one sentence**?



# MEET TEAM PA

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# **MEET KATIE**

## **Founder of Red Wine & Blue**





# \*WHO WE ARE

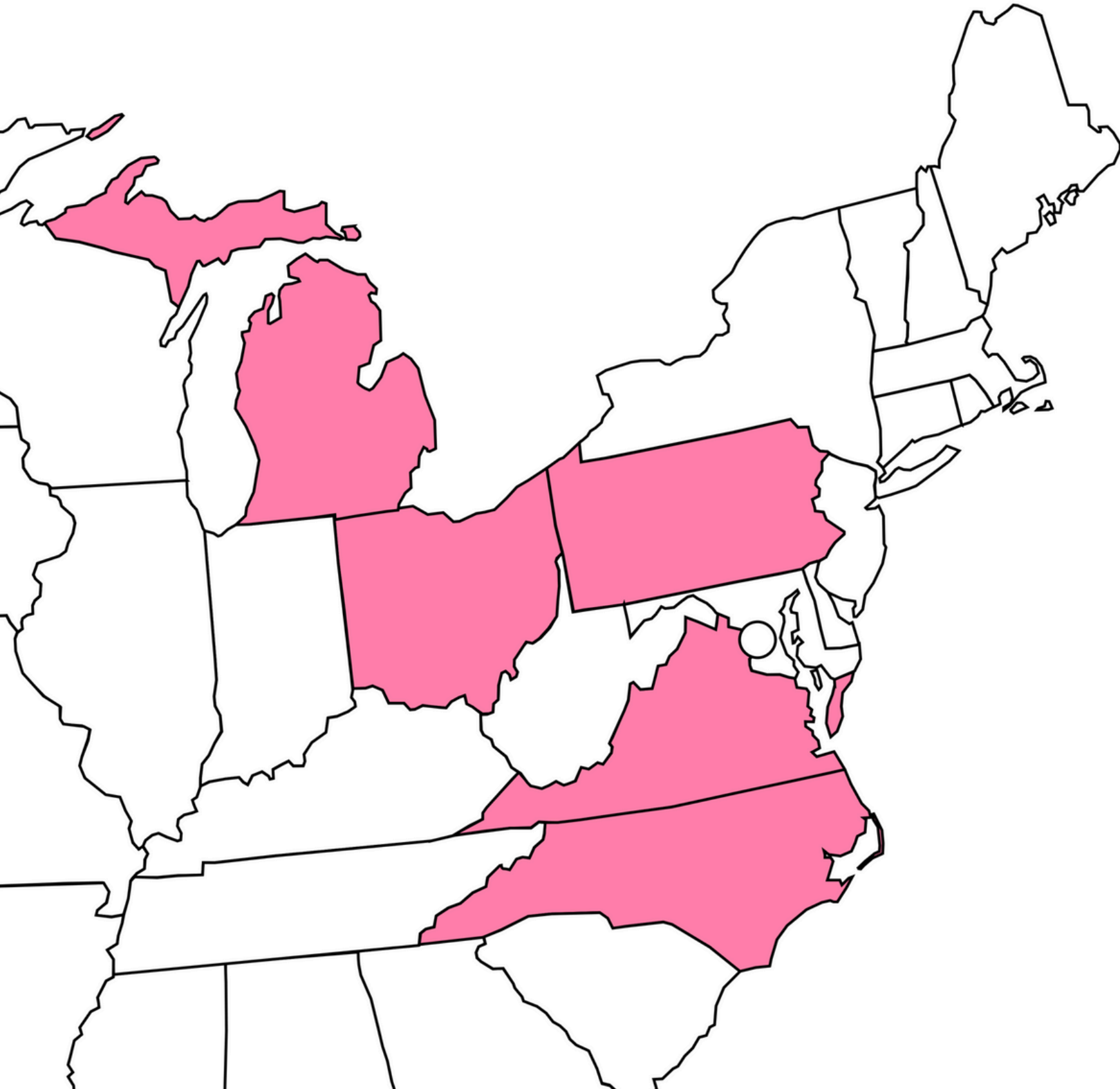
**Red Wine & Blue** provides a welcoming pathway to political engagement for diverse suburban women!

- **650,000** members – including over **30,000** in **PA!**
- **830** local groups across the nation – **including 44** in **PA!**
- Over **HALF** of members are former independents/GOP
- All working together to **defeat extremism** in our communities





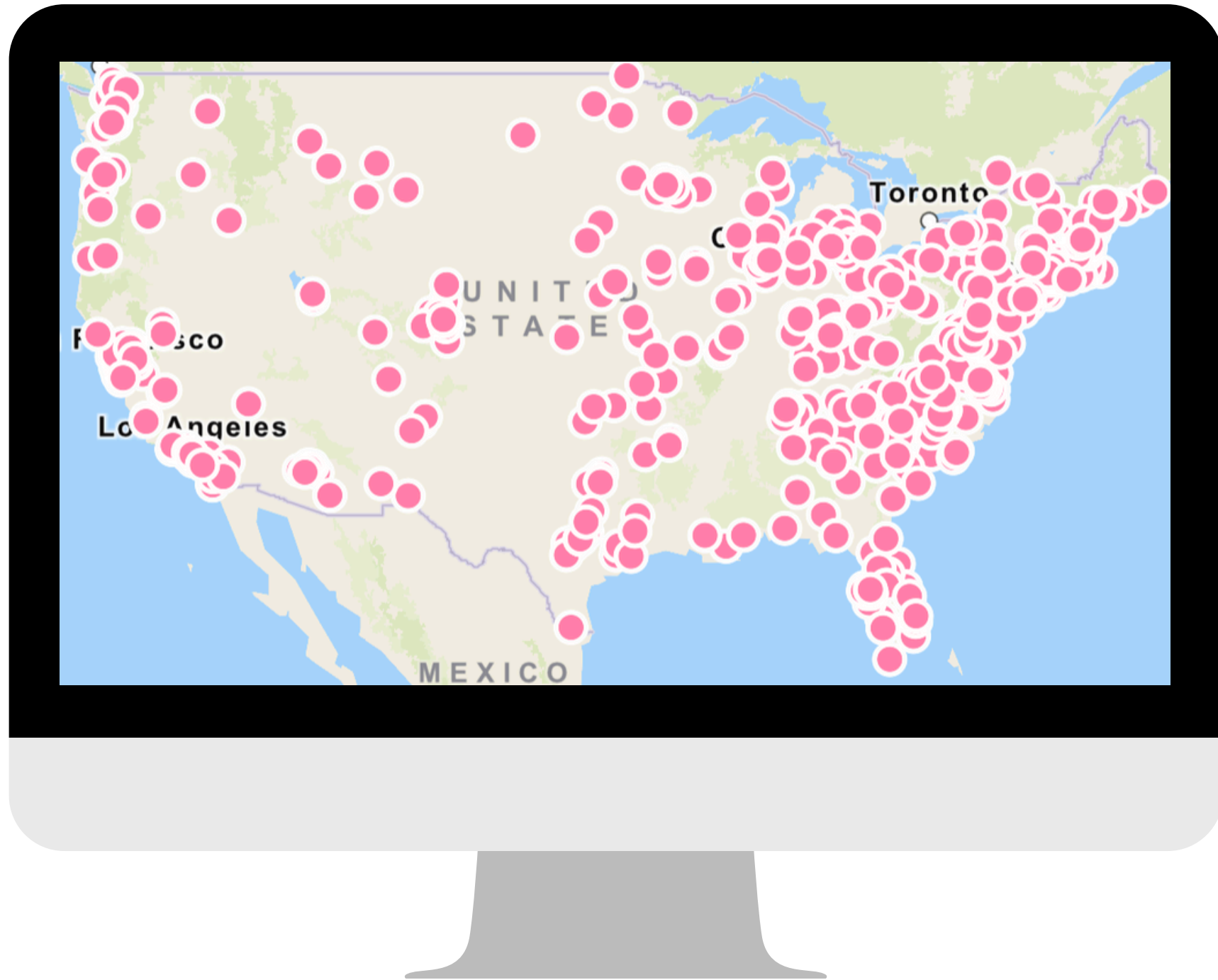
# \* WHERE WE ARE



**30 full-time organizers** across  
5 target states **build  
relationships that last and  
drive local impact** – from  
school board to state Supreme  
Court



# \*WHERE WE ARE



**830+ local groups in all 50 states combating extremism wherever they live**

- Receive support to build/grow your group
- Connect with groups facing similar attacks
- Develop your leadership to transform your communities, one conversation at a time

# RELATIONAL ORGANIZING FRIEND TO FRIEND ORGANIZING

The simple, proven concept that  
people talking to friends and family is  
more effective than strangers talking  
to strangers



# RED WINE & BLUE'S



## IMPACT

Research studies have proven that relational organizing is by far the most effective form of voter outreach.

 **9.6%**

Among volunteers' contacts  
in 2022

 **10.1%**

Among volunteers' contacts  
in 2023

## INCREASED VOTER TURNOUT

*2022 and 2023 TargetSmart Post-Election Analysis*

**80%**



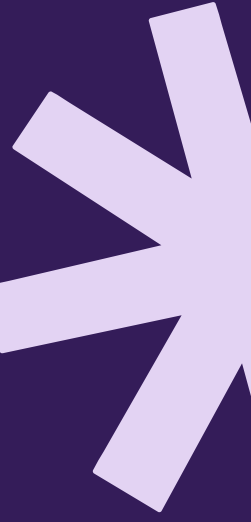
**17%**



**Contact Rates by Outreach**



# NO MORE FEAR!



Friends know their friends better than the voter file

**TRADITIONAL TACTICS** Depend on voter file/historical data – directs campaigns to target voters who are no longer with us; skip those who have moved towards us

**RELATIONAL ORGANIZING** Depends on friends – know who is shifting in real time; better intel and more accurate contact info

*A relational approach means we know who to talk to, how to talk to them, and that we can actually contact them*

*(Relational contact rates are 77%+ higher than phone banks)*

# WE NEED YOU!

## MAP YOUR *Contacts*

Who can you talk to about issues, candidates and voting? Keep building your list and increasing your impact!

### Family Members to Contact

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Who is on your holiday card list/Who would you invite to a milestone celebration

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### People who likely agree with you but don't talk politics or are tuned out

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### List Your Friends (besties, neighbors, your group chat and work buddies)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Community Groups (mom groups, book clubs, faith institutions, kids' activities, PTA/PTO)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Who are the last 10 people you texted/called? Who are the last 20 people who engaged on your social media?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Think About Where You Go Often:

- ☒ Any recurring appointment
- ☒ Grocery store
- ☒ Preschool or school
- ☒ Hair or nail salon
- ☒ Gym



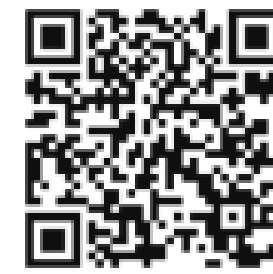
**RWB  
Events**

[redwine.blue/events](https://redwine.blue/events)



**Troublemaker  
Resources**

[go.redwine.blue/resources](https://go.redwine.blue/resources)



**Rally Your  
Squad**

[redwine.blue/rallyyoursquad](https://redwine.blue/rallyyoursquad)

*Red  
Wine & Blue*



# 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.



# 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



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# What's at stake in PA in 2025







WHEN THEY GO LOW  
**WE GO LOCAL**



**WHAT'S AT STAKE IN**  
**PENNSYLVANIA**





**ODD-YEAR ELECTIONS**  
**MAY SEEM LOW-PROFILE**  
**BUT THEIR OUTCOMES CAN**  
**BE SIGNIFICANT**





# Why Are **School Boards** Important in 2025 in PA?



# **School Board Elections:**

# **WHAT YOU NEED TO KNOW**

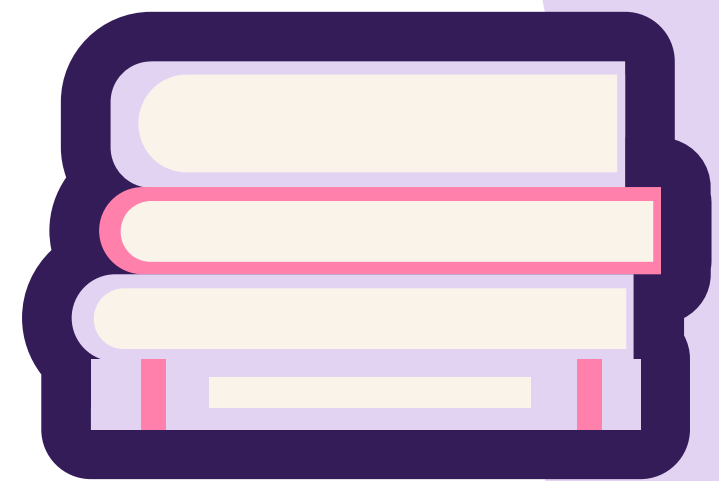
- **Pennsylvania is electing School Directors in 499 school districts in 2025**
- **Term Length: school board members serve 4-year terms.**
- **Elections happen every 2 years during municipal elections (odd-numbered years).**
- **About half of the board is up for election each time.**
- **The schedule allows voters regular opportunities to shape education policy.**



# SMALL ELECTIONS - BIG IMPACT

## WHAT DO SCHOOL BOARDS DO?

- Decide what kids learn (curriculum & books)
- Control the budget (your tax dollars at work)
- Set policies (discipline, safety, inclusivity)
- Hire & evaluate the superintendent (the CEO of your district )

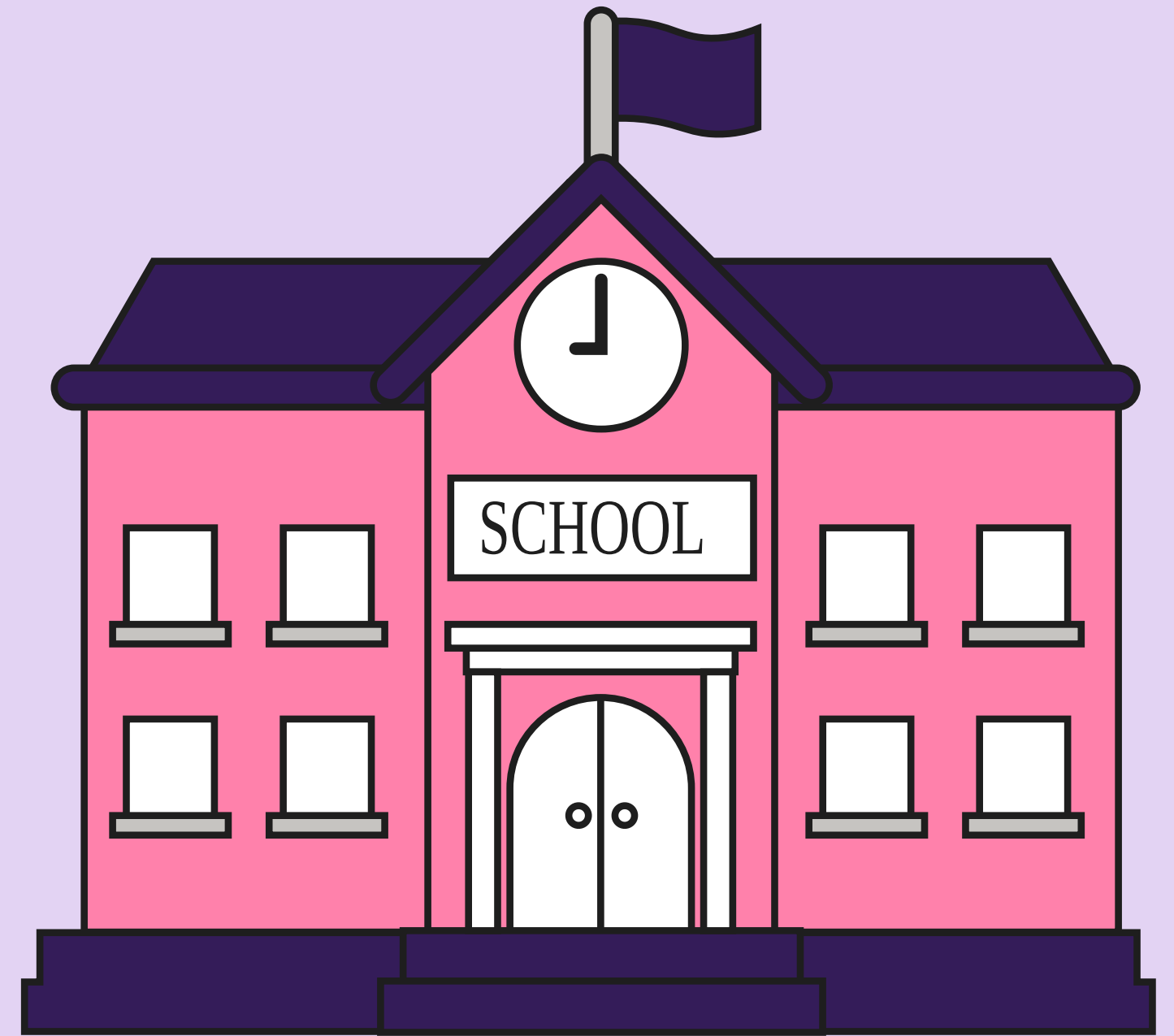


# PA School Boards



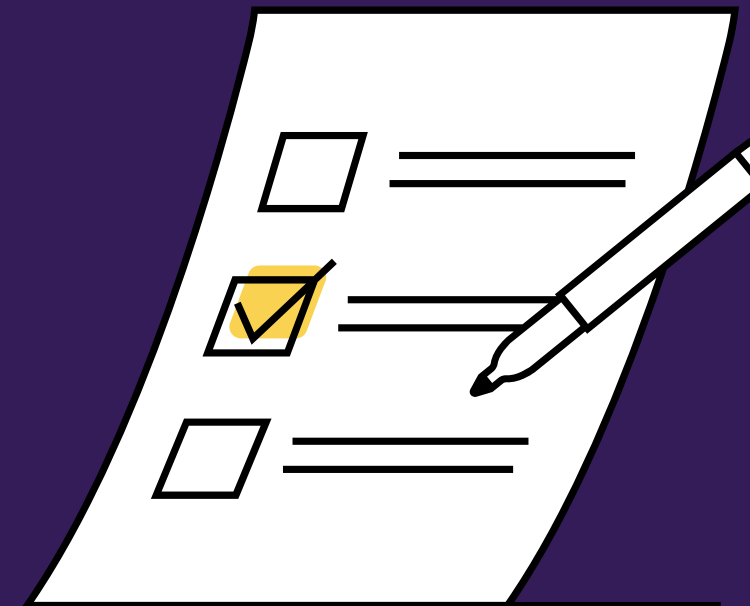
## WHY YOUR VOTE MATTERS

- Extremists are targeting school boards to push their agendas.
- They can ban books, cut funding, or change policies that impact all students.
- Your vote ensures schools reflect YOUR values—not someone else's!





# Why Are Municipal Elections important in 2025 in PA?





# WHAT ARE MUNICIPAL ELECTIONS?

- Municipal elections determine local leaders like mayors, city councils, and school board members.
- These officials make decisions that shape daily life, from public safety and schools to roads and local taxes.
- Unlike national elections, municipal elections occur on odd-years.





# Why Are **Judicial Retentions** Important in 2025 in PA?



# WHAT IS JUDICIAL RETENTION?



**PENNSYLVANIA IS 1/11 STATES THAT USE THIS SYSTEM**

- After an initial 10-year term, judges and justices appear on the ballot (yes or no) to determine another 10-year term.
- Non-partisan: No party affiliations are listed to focus solely on qualifications and performance.
- Unlike federal judges, PA voters have a direct say in whether judges remain on the bench.



# The stakes are high!

## WHY 2025 MATTERS

The court issues rulings with wide-reaching implications for our Commonwealth

- How elections are run
- Quality of public education
- Workplace protections
- Online privacy rights
- Environmental safety



# What Happens if a Justice is Not Retained?

- A “No” vote removes a justice immediately
  - The governor appoints someone temporarily who must be confirmed by the Senate.
  - PA has a Republican Senate and a Democratic governor.
  - If not confirmed, the seat remains vacant until 2027.
- Even ONE justice not retained could flip the courts balance of power.



# BALLOT ROLL OFF

- Only voting for candidates at the top and not the bottom of the ballot.
- State and local candidates often experience ballot roll off -- and it can change election outcomes!
- Recent Study of contested state legislative races: **Democrats experienced roll off 80%** of the time compared to only 37% for Republicans
- **68% of women** vote down ballot vs 81% of men
- **59% of age 45 and under** vote down ballot vs 83% of older voters



# **What Happened in 2024:** **How Trump Won PA**

# TURNOUT DETAILS

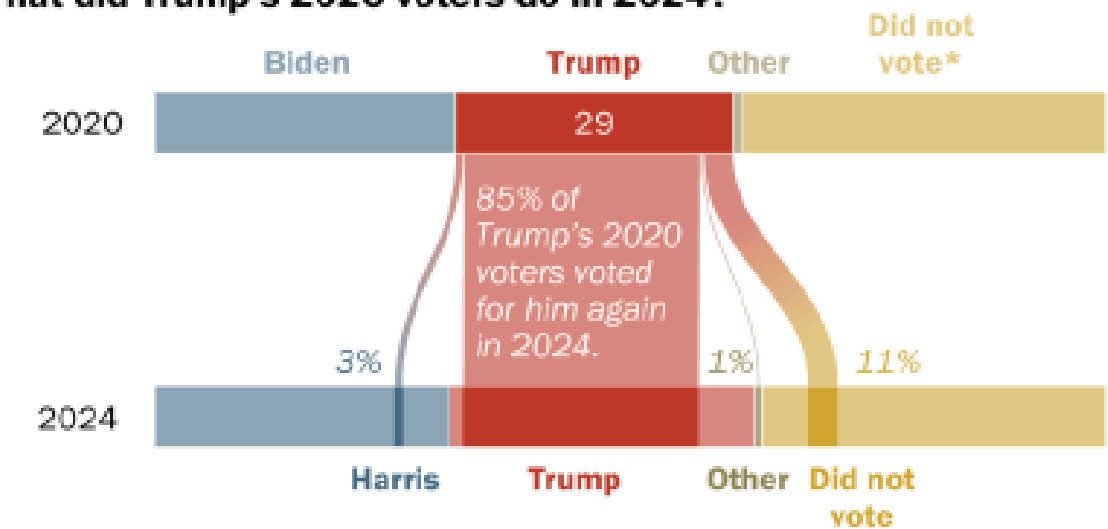
- 89% of 2020 Trump voters voted in 2024
  - 85% voted for him
  - 3% voted Harris
  - 1% voted other
  - 11% did not vote in 2024
- 85% of 2020 Biden voters voted in 2024
  - 79% voted for Harris
  - 5% voted Trump
  - 1% voted other
  - 15% did not vote in 2024
- 73% of 2020 non voters did not voted in 2024
  - 12% voted for Harris
  - 14% voted Trump
  - 1% voted other
- Pew reports higher turnout would not have changed the outcome
- Non-voters in 2020 supported Biden
- Non-voters in 2024 would have broken 48-45 for Trump

Pew Results

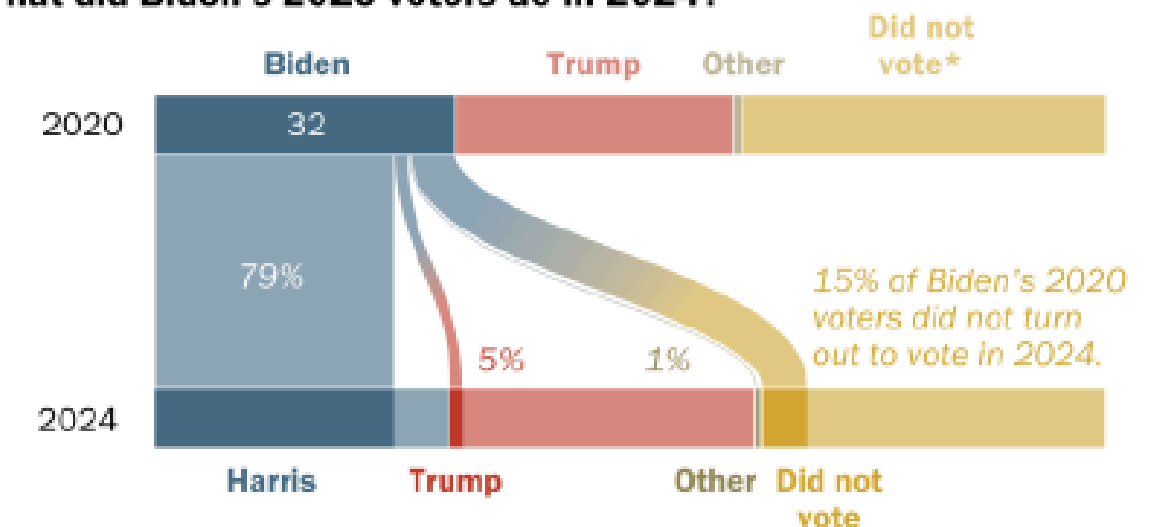


## The flow of voters and nonvoters from 2020 to 2024

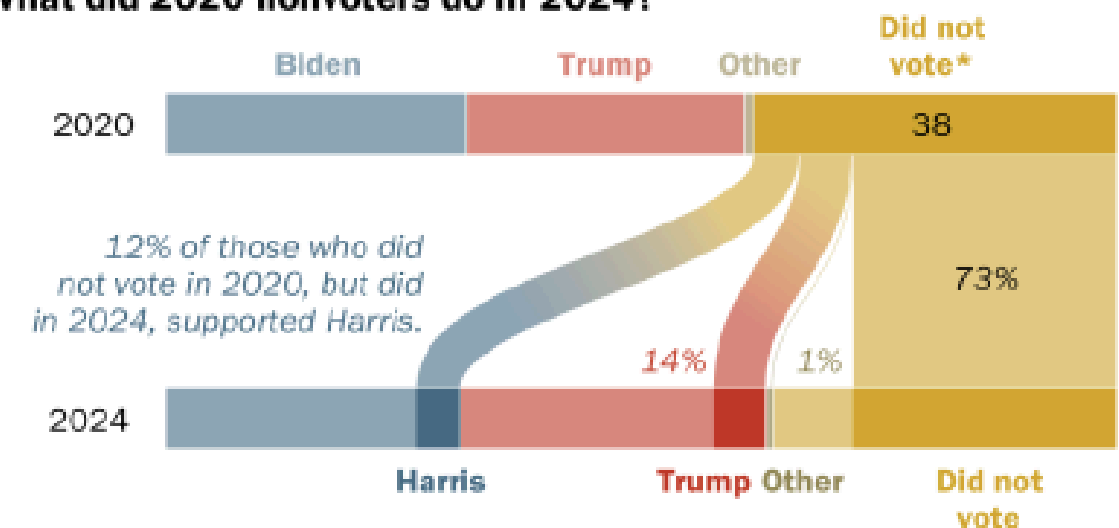
What did Trump's 2020 voters do in 2024?



What did Biden's 2020 voters do in 2024?



What did 2020 nonvoters do in 2024?

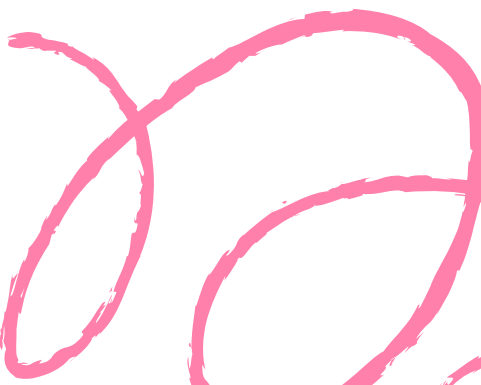


# Voter Turnout

Turnout was near record high

Presidential general election	Number of registered voters	% of registered voters who voted	Total voting-age population	% of voting-age population who voted
2024	9,175,133	77.1	10,332,678	68.5
2020	9,090,962	76.1	10,353,548	66.8
2016	8,722,977	70.1	10,018,510	61

**But it was down in the areas we needed  
and 2020 Biden voters switched**





# Suburban Men

## - NO!!!

- Suburban men were the only major demographic group to flip from Biden to Trump
- Biden won suburban men by four points in 2020
- Trump carried them by four points in 2024





# PENNSYLVANIA 2025

## CAMPAIGN PLAN



*Red Wine & Blue*

**RALLY**

# HOW WE DO IT

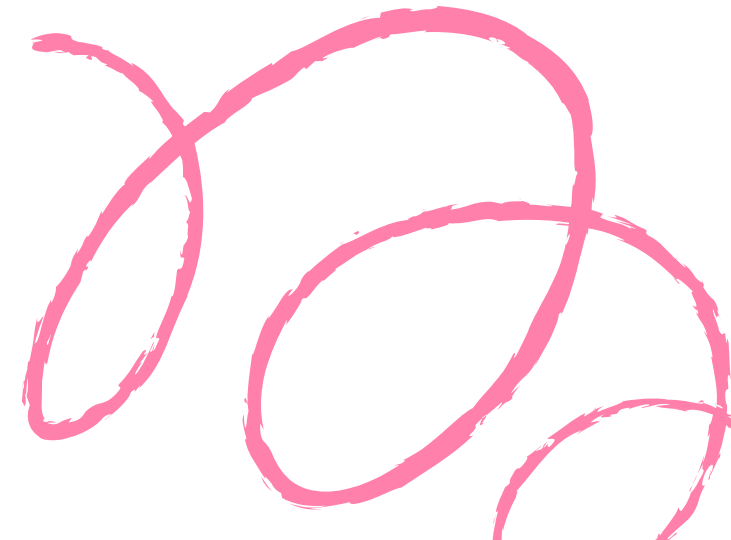
# RALLY

Have you used the Rally tool before?

- Rally is RWB's relational organizing tool
  - Helps YOU talk to your friends and family about issues that matter to them
  - Enables RWB to quantify the impact of our relational organizing efforts
- 
- You choose which of your contacts to add
  - Your friends are matched to the voter file
  - You answer a few questions about your friend
  - RWB provides customized suggestions and reminders of topics to discuss with your friends

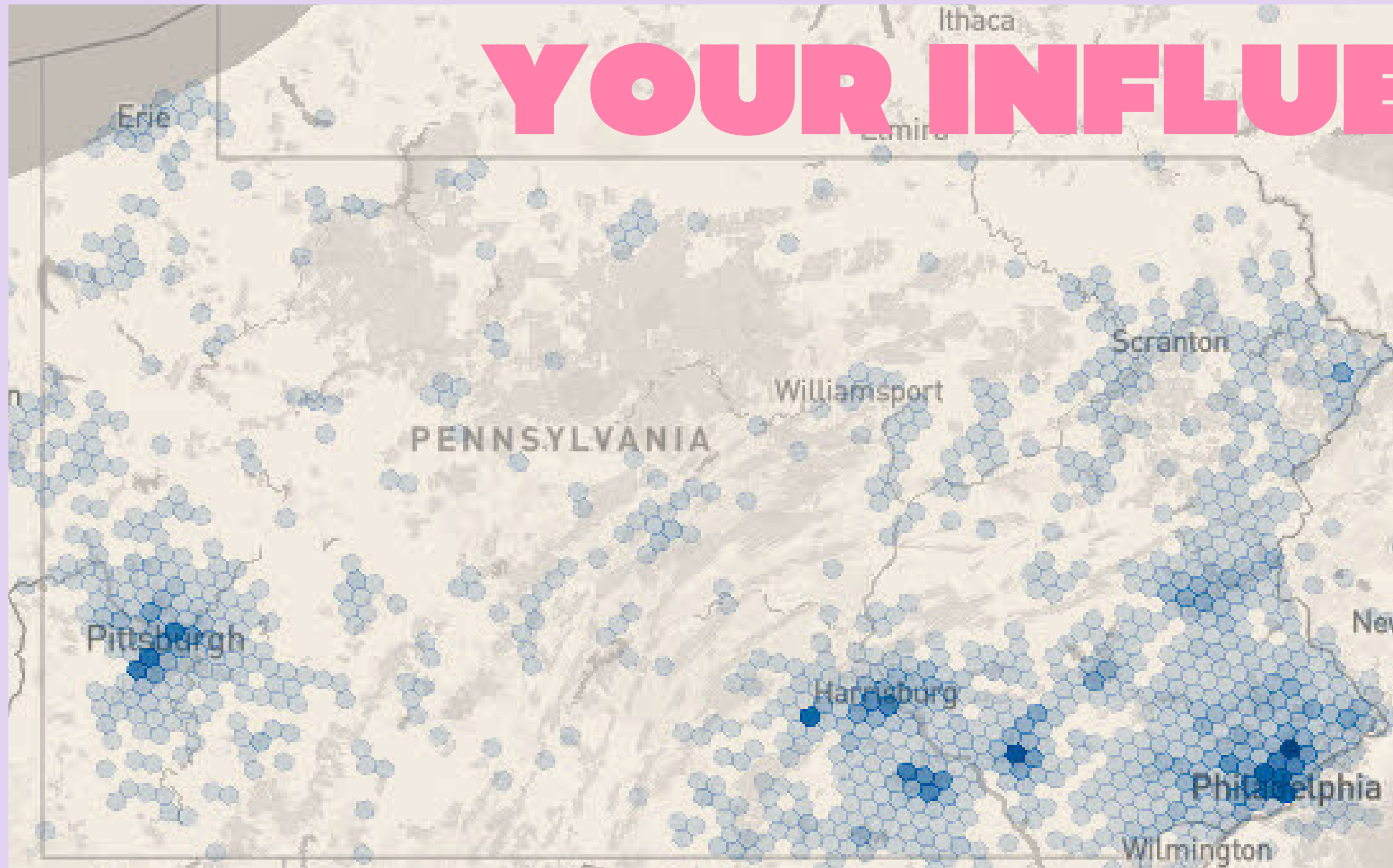


Join our Rally Campaign  
<https://go.rally.win/rwb-pa>





**YOUR INFLUENCE IS  
HUGE**



# **“RALLY” IMPACT TEAM**

**JOIN THE  
TEAM!**

**WE HAVE  
ALL THE  
RESOURCES  
YOU NEED!**



**Text  
RALLY  
to  
59868**

# JOIN YOUR CAMPAIGN & CREATE AN ACCOUNT

## SIGN IN OR SIGN UP

[← Back](#)

# RALLY

Sign up

youremail@gmail.com

We will send a link to your email to create your Rally account

Continue

or



Sign up with Google



Sign up with Yahoo

Sign in w/  
Google,  
Yahoo or  
get a Magic  
Link

## JOIN CAMPAIGN

RALLY |



Michigan - Rally Your  
Squad

About

It is time to Rally Your Squad! Together we can defeat extremism and elect candidates who share our values. You have the power to influence family and friends -- so let's go!

Cancel

Join Campaign

Join Your  
State  
Campagin



# SET UP YOUR PROFILE

RALLY

Michigan - Rally Y...

▼

▼



Welcome

Legal First Name

Legal Last Name

☐ I go by a different name

Street Address

City

State

Zip

RALLY

Ohio - Rally Your S...

▼

J

▼

[← Back](#)

Match yourself to the voter file

We've searched for you in the official file of registered voters. Select the best match.

☐ WOMACK, JULIE

✓

Age

City

56

MASON, OH 45040

Party

Street

DEM

ROBERTS PARK

☐ WOMACK, JULIE

✓

Age

City

42

100+ MILES FROM MASON

N RIDGEVILLE, OH 44039

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.

If you use the brainstorm function, be sure and add your list!

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

Answer the Key Question - we can direct actions based upon your friend's status!

**RALLY** | Ohio - Rally Your S... 

[← Back](#)

### 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



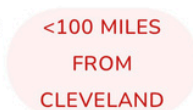
[Next](#)




**RALLY** | Ohio - Rally Your S... 


[← Back](#)

### Match Hudson to the voter file

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

☐ SMITH, HUDSON   
Age  32 City  **<100 MILES FROM CLEVELAND**  
WALBRIDGE, OH 43465  
Party UNK Street BROADWAY

☐ SMITH, HUDSON   
Age  **NEAR AGE** City  **<100 MILES**

**RALLY** | Ohio - Rally Your S... 

[← Back](#)

### Key Question

You know your people best. Tell us about them so we can tee up the best move for you to make next!

It's okay if you aren't sure — this is just a starting point so we can give you ideas for what to do next. You'll be able to update this answer later.

☐ They are ready to step up and volunteer!

☐ They will vote our way and they will definitely vote in the next election

☐ They will vote our way in the next election...but need to make sure they turnout

[Cancel](#)

[Save](#)

# REACH OUT TO YOUR FRIENDS

- The Tasks tab shows you the actions available in your state's campaign to share with your contact
- Click a Talk to Your Contacts and then pick a friend to find an action to take or info to share
- Click the action for details and links to share; report back "I did it" once you complete it.
- **Reporting back is VERY important** - support RWB and help us show the impact that we are having together on the election!

The image displays two screenshots of the 'RALLY' app interface, showing the process of reaching out to friends for a campaign task.

**Left Screenshot:** The top bar shows 'RALLY' and 'Ohio - Rally Your S...'. Below the bar, a task titled 'ASK YOUR FRIEND: Which issue is most important to them' is displayed. It includes a speech bubble icon and the text 'Talk to the people in your Rally network.' A progress bar indicates 'You've talked to 1 out of 6 contacts for this action.' A blue button labeled 'Talk to Your Contacts' is at the bottom.

**Right Screenshot:** The top bar is the same. Below it, a 'Back' button is visible. The user's name 'Mark Johnson' is shown. The title 'Rally Your Contact' is displayed. The task description reads: 'ELECTION: Talk to your friend about the election and issues that matter to them'. A hint follows: 'Find out the *most concerning issue* to your friend. Hint: This is the issue that will drive them to vote and take other action! Click "I did it" if you have had a conversation, whether that's been via text, phone, or in person.' A radio button labeled 'I did it!' is selected. A large blue 'Submit' button is at the bottom.

# ACTIONS YOU CAN TAKE RIGHT NOW UNDER THE TASKS TAB



- **Ballot Roll-off** – this action provides amazing resources that explain why it's so important to vote all the way down the ballot. Send it to everyone you know!
- **Project 2025** – here you'll find easy to share pre-made posts to share on your socials!
- **RWB's 160 Ways to Change the World Guide** – click in the action, review the guide and send it to people in your network!

# GROUP PHOTO TIME!





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# *Ice Breaker* 2

**"Wine Not?"**

Your name and where you are from, followed by -

Share a guilty (political) pleasure.

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# WHERE ARE OUR SUPERHEROES!!?



# *Trouble* **NATION**

BY RED WINE & BLUE





# WHAT IS TROUBLENATION?

**RWB's national grassroots organizing program**

**We help new local groups across the country get started and existing groups grow and strengthen.**

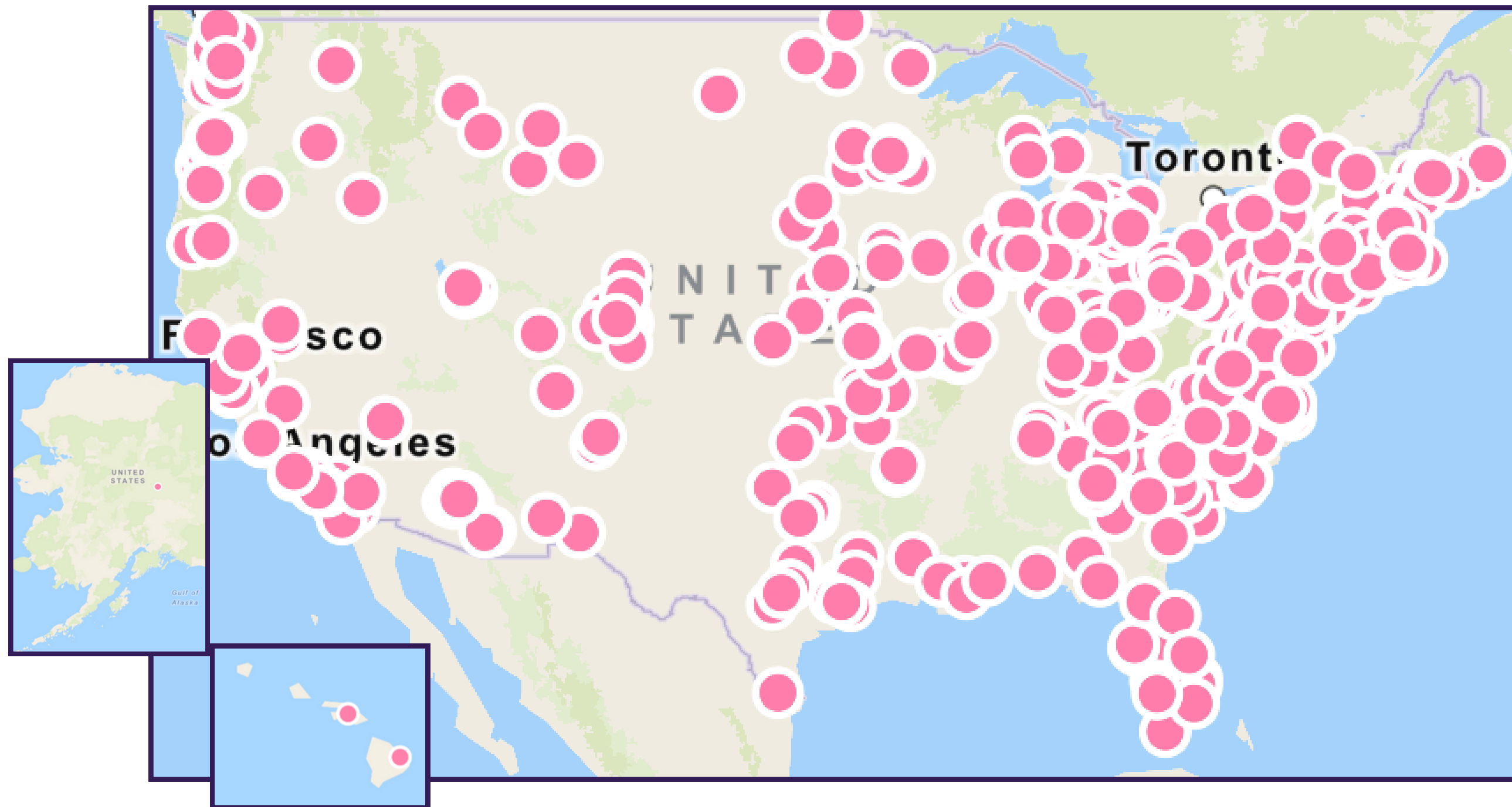
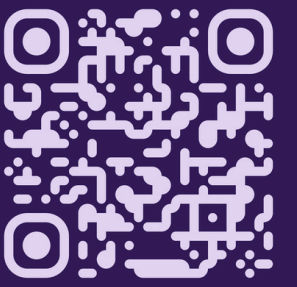
**Groups stay independent of Red Wine & Blue, while gaining access to extensive content, training & event opportunities, and connection to other leaders of grassroots groups from across the country.**



**<https://redwine.blue/troublenation>**



# TROUBLENATION TODAY



**LAUNCHED  
FALL 2023**

**825+  
GRASSROOTS  
GROUPS**

**50 STATES+**

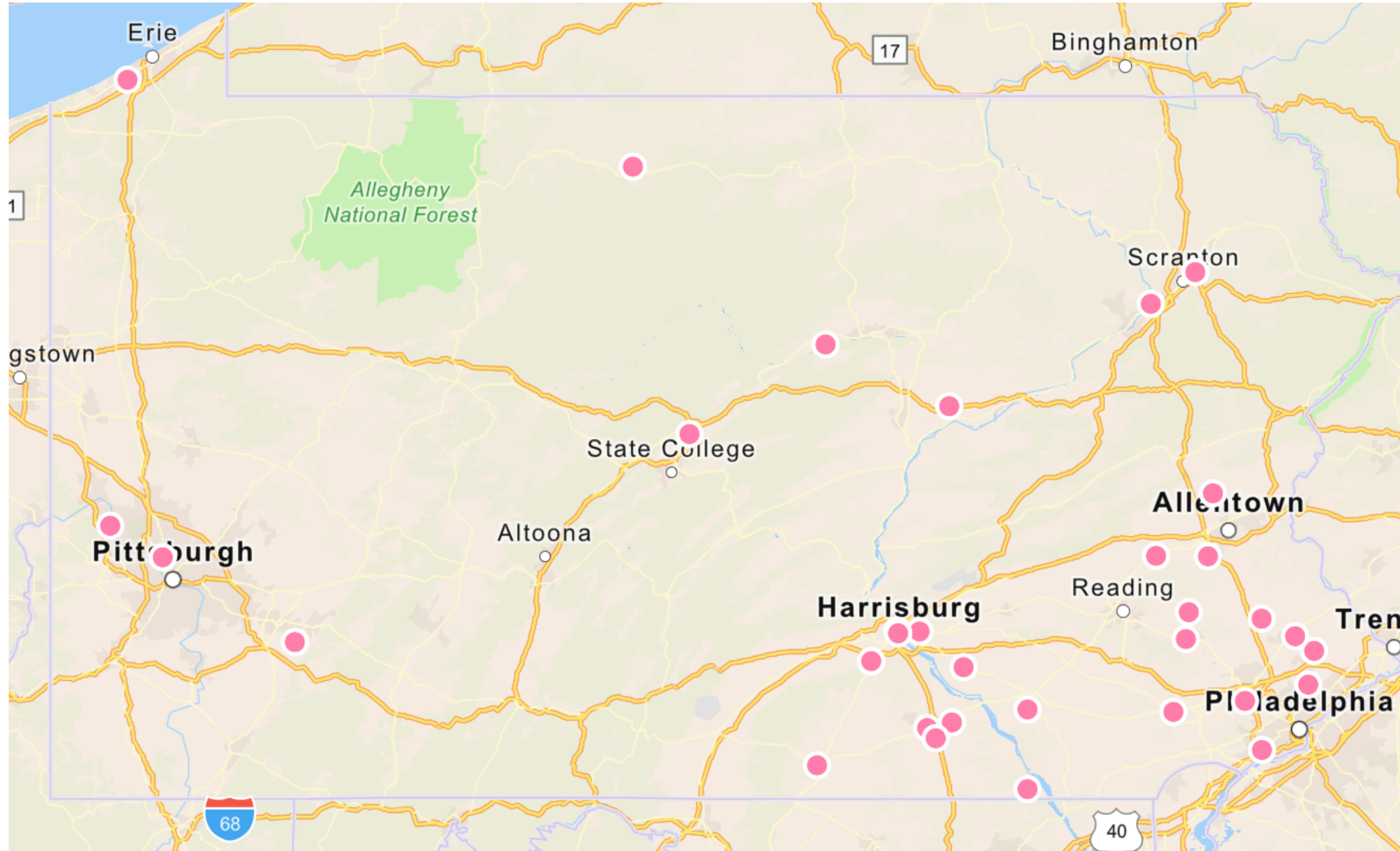
**90,000+  
MEMBERS**



<https://redwine.blue/troublenation>

**TroubleNATION**  
BY RED WINE & BLUE

# TROUBLENATION IN PA



**44  
GRASSROOTS  
GROUPS**

**1,600+  
MEMBERS**

**64 EVENTS IN  
FIRST SIX  
MONTHS  
2025**

# WHAT DO WE OFFER WITH TROUBLENATION?





# A SPACE TO ORGANIZE



https://redwineblue.controlshift.app/groups/mainline-good-troublemakers

age archive TroubleNation home TroubleNation Res... Monday Link tracker EveryAction TN Group Photos Scavenger Hunt Alaska company Arthritis >>


## Main Line Good Troublemakers

Our local group connects like-minded people in our community who want to work with others who share their values to protect democracy on the local, state, and national levels.

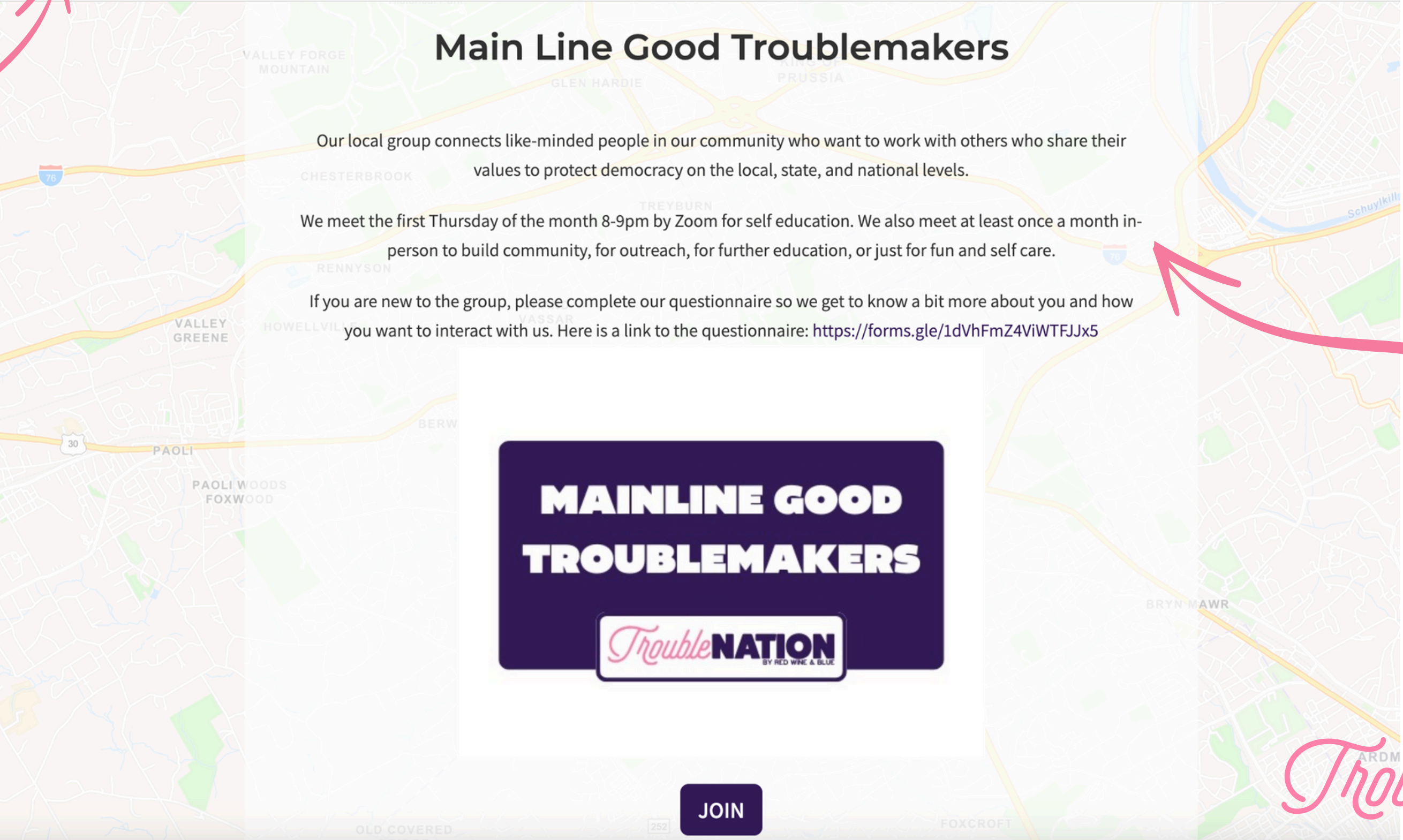
We meet the first Thursday of the month 8-9pm by Zoom for self education. We also meet at least once a month in-person to build community, for outreach, for further education, or just for fun and self care.

If you are new to the group, please complete our questionnaire so we get to know a bit more about you and how you want to interact with us. Here is a link to the questionnaire: <https://forms.gle/1dVhFmZ4ViWTFJJx5>

### MAINLINE GOOD TROUBLEMAKERS



JOIN



Web address

Name, description, logo





# A SPACE TO ORGANIZE



## Discussion

All Conversations | Topics

NEW POST

07-05-2025	Dana S.	Happy July 4th	4 messages
07-02-2025	Dana S.	Letters to AG Dave Sunday	6 messages
06-30-2025	Dianne K.	Message from Josh Shapiro regarding the Budget Bill being pushed through Congress	0 messages
06-26-2025	Dana S.	Call to Action	3 messages

MORE MESSAGES

**JOIN US!**

7 Attendees

Monthly Zoom Mtg: Project 2025: It's not new and now it's national  
15 Jul 2025 at 7:00PM EDT

See all events

- + Organize an Event
- + Start a Petition

Event hosting

Discussion board



# TOOLS & SUPPORT



Multi-page  
website

NEW  
GROUP?  
START HERE!

PUBLIC  
EVENT  
CALENDAR

MEMBER  
ONLY  
EVENTS

REQUEST  
GROUP  
SERVICES

LOG IN TO  
YOUR  
GROUP



LEADERS' CORNER



LEADER TRAINING



RESOURCE  
LIBRARY

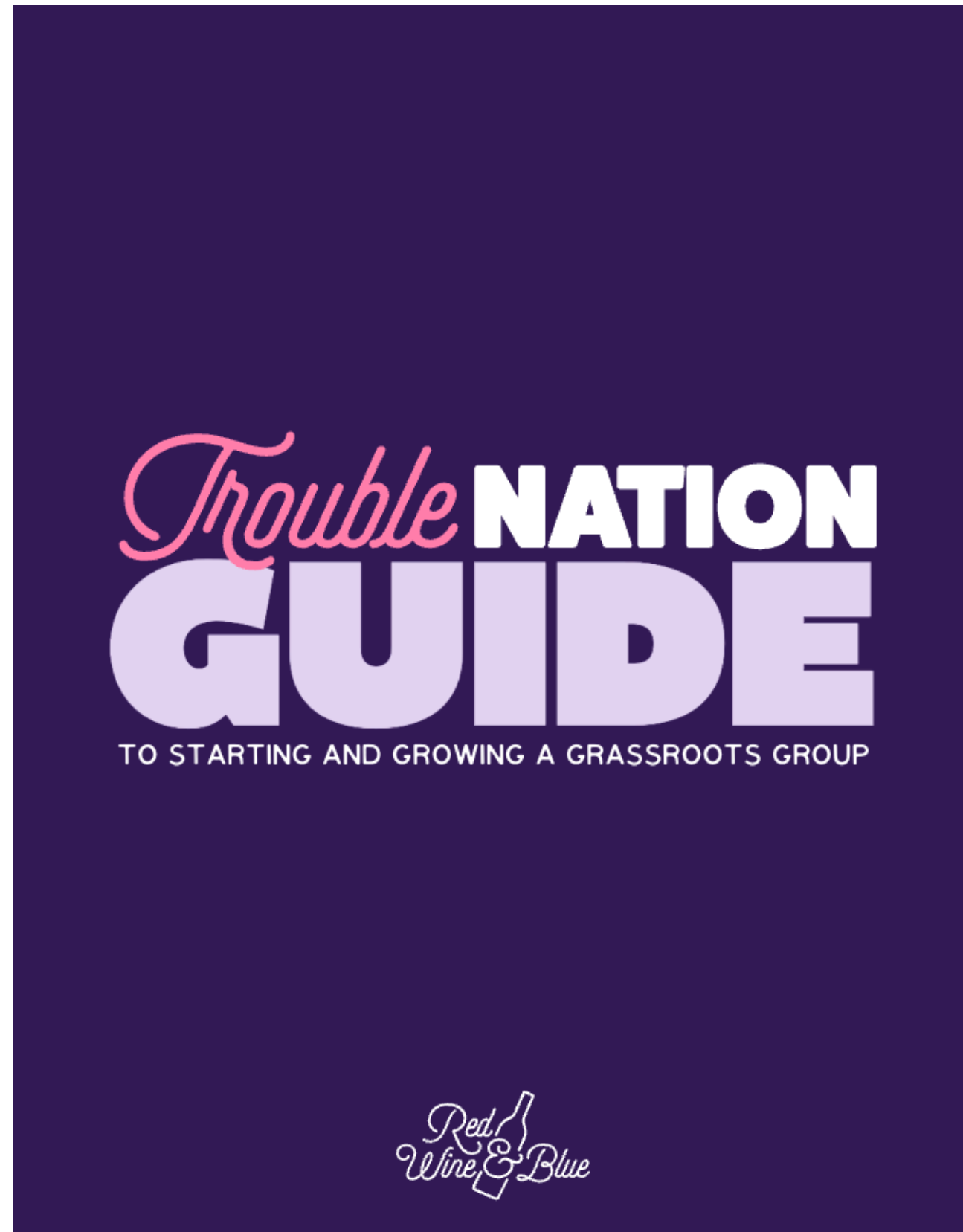


ACTIONS



BACK TO MAP

# DETAILED HANDBOOK

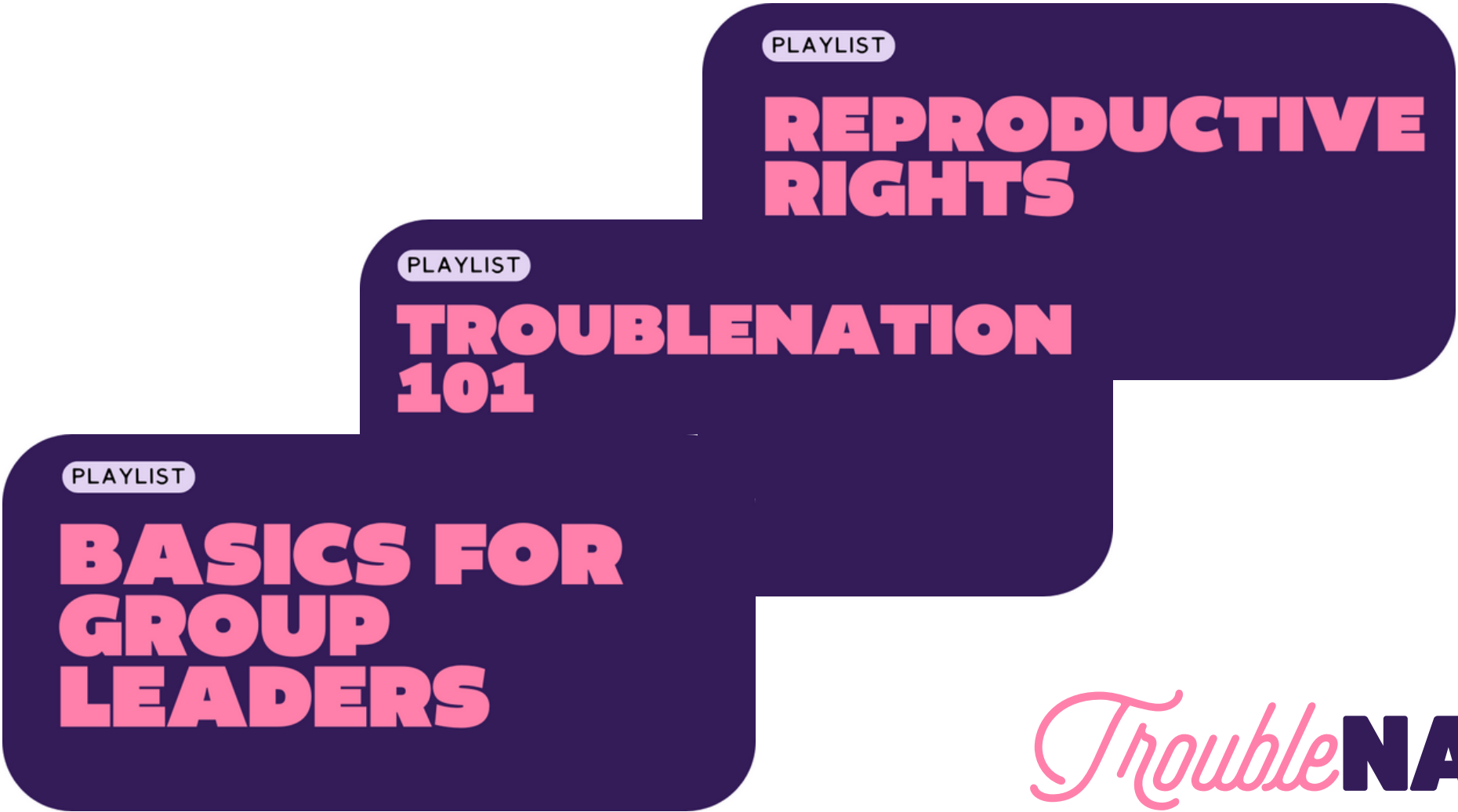


- Digital booklet to help you be a successful organizer in your community
- Download on the **TroubleNation Resources website**

# TRAINING, TRAINING... AND MORE TRAINING



LAUNCH  
SEQUENCE





# HOW WE SUPPORT YOU



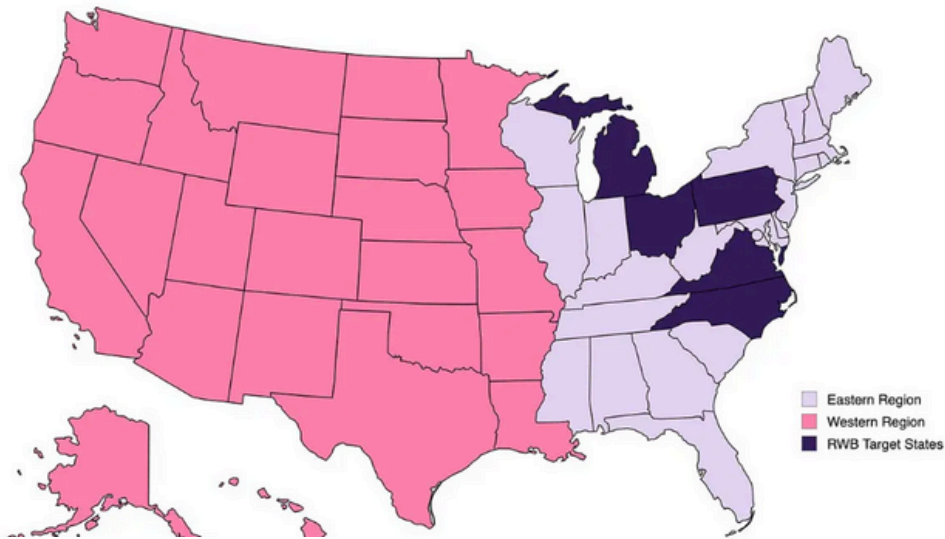
## Group Services



EMAILS TO  
PROMOTE  
GROUP OR  
EVENT



CUSTOMIZED  
GROUP LOGO



**ERIN**

Western Region



**SHANNON**

Eastern Region



**ANGELA**

North Carolina and  
Pennsylvania



**KELSEY**

Virginia



**MISSY**

Ohio



**RENEE**

Michigan



# QUESTIONS?



**Email us: [troublenation@redwine.blue](mailto:troublenation@redwine.blue)**



EXPLORE AND ENGAGE:

# 160 WAYS TO CHANGE THE WORLD

WITHOUT LOSING YOUR SH\*T



# WHAT IS THE GUIDE?

- A **toolkit** with detailed explanations and specific actions you and your group can take to be effective in countering extremism
- A **roadmap** for making a difference where you live by focusing efforts in four, important areas of organizing
- A **resource** with “how-to” links and a source of inspiration for effective actions not yet developed!





# GUIDE FOCUS AREAS



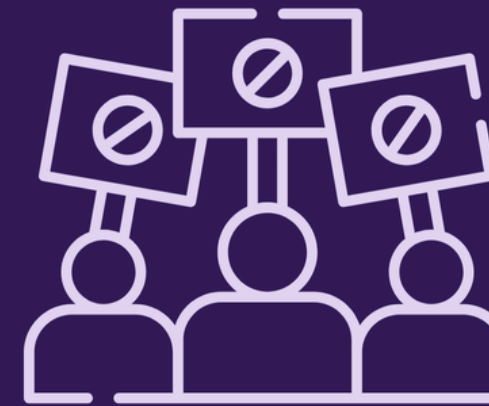
## BUILDING YOUR COMMUNITY



## TAKING BACK POWER: ELECTIONS & ADVOCACY



## SHOWING UP: PROTESTS, BOYCOTTS, & BEYOND



## CARING FOR EACH OTHER: MUTUAL AID & PROTECTION



## THE SECRET TO EFFECTIVE MESSAGING



# BUILDING YOUR COMMUNITY

- Connection, belonging, collective power
- Taking action in your community
- Starting, sustaining, or growing your group



- ★ Start a TroubleNation group
- ★ Host a PowerPoint Vision party
- ★ Participate in community service
- ★ Learn about past community building
- ★ Hold an “Unhappy Happy Hour”



# TAKING BACK POWER



- Working to elect commonsense leaders
- Advocating for laws/policies you want
- Getting involved on a local level



- ★ Embracing Rally to do relational outreach
- ★ Learn about races, candidates, ballot initiatives
- ★ Learn how to power map
- ★ Create legislative flash cards
- ★ Create and circulate a local petition

# SHOWING UP



- Showing folks that they are not alone
- Visibly opposing in both big and small ways
- Sending a message that we will not be silent



- ★ Learn about joy as an act of resistance
- ★ Make and share lists of businesses
- ★ Use the Red Wine & Blue Parent Playbook
- ★ Engage in craftivism
- ★ Contact businesses that dropped diversity programs

# CARING FOR EACH OTHER

- Coming together to meet community's needs
- Supporting those being marginalized/targeted
- Being in solidarity with others when they need it most



*Red Wine & Blue*

- ★ Learn about mutual aid from the past
- ★ Build a community resource list to share
- ★ Fundraise to support those in need
- ★ Send cards to groups/people under attack
- ★ Spread the word on how to get reproductive healthcare

*Trouble***NATION**  
BY RED WINE & BLUE

# USING THE GUIDE



- Explore each of the four action sections in detail
  - Pay particular attention to **Taking Back Power: Elections & Advocacy**
- Choose 1-2 actions from the any sections for your group to tackle in the short-term
- Identify a long-term action that could be a stretch goal for your group
- Use the guide as a resource to help plan meetups, activities and events for the year



<https://redwine.blue/change-the-world-guide/>

# RWB SUMMER OF ACTION

- Snap a pic or video of how you're making some good trouble this week and share it using **#RWBSummerOfAction**
- Red Wine & Blue will share some of their favorites on their social channels!

Summer  
*of* ACTION ✓



**#RWBSummerOfAction**

*Trouble* **NATION**  
BY RED WINE & BLUE



# QUESTIONS!



**E-MAIL**

angela@redwine.blue

# **AGENDA**

**10:00 Welcome, Keynote by Katie Paris**

**11:00 What's at Stake in PA, Rally**

**12:00 Lunch, PA Trivia**

**1:00 TroubleNation**

**2:00 RWB Communications Team**

**3:00 Mis and Disinformation, RWB App**

**3:45 Wrap up and closing**



# Ice Breaker 3

**"Red, Wine, or Blue?"**

Your name and where you are from, followed by -

Which are you feeling right now?: **Red** (bold, passionate),  
**Wine** (relaxed, chill), or **Blue** (thoughtful, focused)

Explain your mood in **one sentence**.

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# Understanding Disinformation

**UNDERSTANDING HOW BAD ACTORS TRY TO USE SOCIAL MEDIA  
AGAINST US & HOW WE CAN STOP THEM.**



# Social Media



**Social Media** is a great way to reach people where they are, especially when we are all working remotely and can't connect with people face-to-face.

While we are using social media to do good; others are using it to do harm.

Understanding how bad actors try to leverage social media, what the impact of their actions are, and how we can counter it -- or at least help prevent it from spreading.

# KEY TERMS



## Disinformation

False information intended to mislead. Propaganda is a type of disinformation.



## Misinformation

False information that unintentionally misleads or that is spread without awareness that it is false.



## Malinformation

False information that is based on fact, but removed from its original context to intentionally mislead, harm or manipulate.



## Confirmation Bias

The tendency to be more likely to believe something if it aligns with your personal beliefs or worldview.



## “Fake News”

A term used by Donald Trump to discredit legitimate news, particularly news that reflects poorly on him.

# What it can look like:

- **Memes/Graphics:** A visual presentation of information, sometimes with a statement or out of context quote with no source.
- **“Articles”:** Looks legitimate, but when you dig into it a bit, it’s really just a blog designed to trick you into thinking it’s real news.
- **Articles:** Journalists are not immune from spreading disinformation.
- **Editorials:** Many people do not distinguish between a news article and an opinion piece.
- **Manipulated photos/videos:** Edited, clipped, or manipulated to mislead.
- **Tweets/Posts:** Original content written by others online.

Anything you see  
online could be false.



Always vet info  
before sharing.

# Why it Matters:

We don't have a rational relationship with information; we have an emotional one. Disinformation is **specifically** designed to engage with emotional reactions.

Social media is **designed** to make spreading information easy & impulsive. It takes a split second to retweet or share a post, but it can take several minutes or even hours to research something before sharing.

We need to understand what disinformation & misinformation are so we can **identify** it when we see it, avoid spreading it, and educate others about it.

# Our Challenge

Democracy cannot function without an informed citizenry -- that's us! We cannot be informed if we are swimming in a swamp of disinformation.

Disinformation thrives in environments where people are too naive or too arrogant to believe they are susceptible. This is tricky because we want to believe we're too smart for it. But the reality is: ***We are all susceptible.***

We **CAN** counter it by inoculating ourselves. Learning what it looks like, setting standards, fact-checking, being aware of our biases, respectfully challenging each other. And we need to be willing to consider that we may get duped sometimes.



# Build Healthy Habits



- Get in the habit of checking multiple credible sources **before** posting a news article.
- Don't share an article from an unvetted or untrustworthy source.
- When sharing a photo or video, go to the source. A “secondhand” source could have manipulated it.
- Check in with yourself. We're more likely to make impulsive decisions when we're feeling tired, emotional, or are under the influence.
- Be aware of your own confirmation biases.
- Don't assume you can't be fooled.
- Be skeptical.

# Beware of Trolls

Trolls **WILL** try to bait you.

Trolls understand that we have an emotional relationship with information. They understand confirmation bias. They also understand how social media algorithms work. They **WILL** try to use all of these things against you by baiting you into engaging with them.

Do not engage directly with the troll.



# Why does it matter?

When it comes to trolls, algorithms are not your friend.

- Social media algorithms elevate content (posts/tweets) that is getting more engagement.
- Replying, retweeting, sharing, and reacting (even angry faces), are all forms of engagement and amplification. Algorithms don't differentiate between positive and negative engagement.
- If you engage with a troll, or extremist content you are elevating them. Meaning more people will see the content and you are helping disinformation spread.
- Don't help them. Let them shout into the void.

# Vetting Tips

- 1 Consider the source. If a social media account has no photo (or uses a stock photo), was recently created, has few (or zero) followers, it's probably not legitimate.
- 2 When sharing a new article, is the URL legit or is it trying to pass as a more well-known news agency (like msnbc.com.co...that's not MSNBC).
- 3 When you go to the site, do you get tons of sketchy pop ups? Legit news sites might have a pop up trying to get you to subscribe, but no "virus warning!" or "you've won!" kinds of things.

# Vetting Tips

- 4 Does the story have a byline (name of the journalist who wrote it, along with a date of publication).
- 5 Does the author cite their sources? If they say things like "according to a recent study" or "according to a recent report," they should be linking to it.
- 6 Can you find the story on other news sites? Is the story being reported in mainstream media? Beware of sites that complaining that "mainstream media isn't reporting on this." That's a red flag.



# Vetting Tips

- 7 Is the headline sensational and clickbait-y?
- 8 What is the structure of the website? Does it have an "about" page? Contact information? Terms of use? Does it ever print corrections? Learn to identify a new site vs. a blog. Be careful with blogs. Most don't have editors and they have no obligation to fact check.
- 9 Do they end a story with "What do you think?" Or some other open-ended question intended to get you to comment? That's bloggy, not newsy.

# Vetting Tips

- 10 Check what other stories and ads they are running on their site.
- 11 Go to [factcheck.org](https://factcheck.org) or [snopes.com](https://snopes.com) and search on the story or the news site. Or just google "Is x a reputable news site?" and you'll find out pretty quickly.
- 12 Use reverse image search to find the source of an image.
- 13 Look for the original source of a video, especially if a clip has been edited down to just a few seconds.



# Recap

- Be skeptical.
- Always consider the source.
- Don't feed the trolls.
- When in doubt, don't share.
- Remember how algorithms work.



# **The RWB App!**

**A “One Stop Shop” For All  
Things RWB**

# There's an app for that!

- We're excited to share the new RWB app!
- It's got everything you need and is super easy to use.
- Today, we going to walk through:
  - Downloading the app.
  - Creating an account.
  - Getting familiarized with the home screen.
  - Finding your way around in the app.





# The Why



We've heard your concerns!

- You need a “one stop shop” for all things RWB.
- You want a better way to communicate – with us and with each other.
- You're worried about data privacy and security, especially on social media.
- You're frustrated with social media algorithms getting in our way.

The RWB app makes it easier for us to access all the content you need, and is a secure space for us to talk to each other.

# The RWB App Makes It Easy

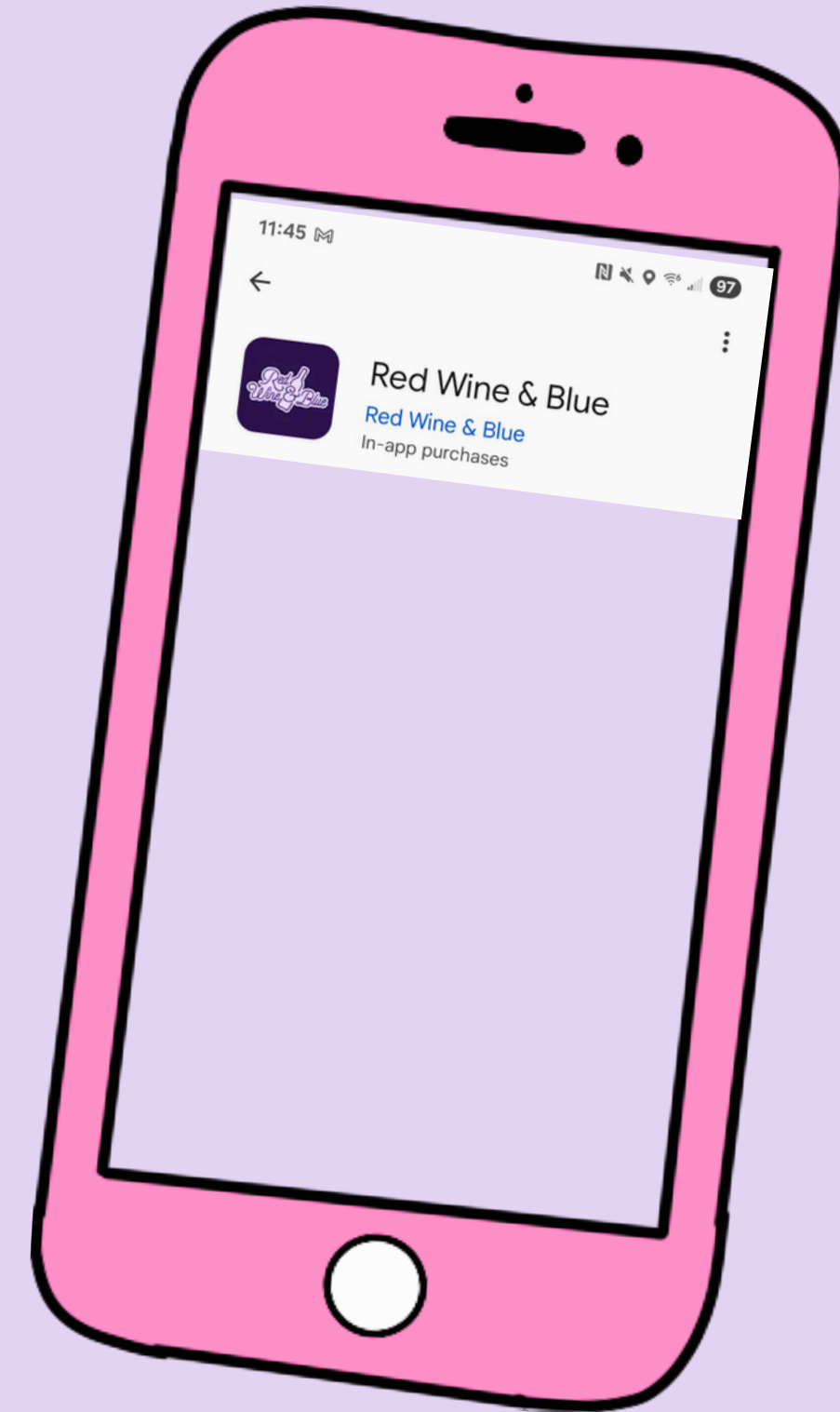


- Find upcoming events.
- Connect with each other and with us.
- Watch training videos, access guides, and download explainers.
- Use Rally to mobilize your friends.
- Get updates about volunteer opportunities and ways to take action.
- Share powerful information with your networks via social media toolkits.

**Everything you need, right at your fingertips!**

# To Get Started

1. Grab your phone.
2. Search for “Red Wine & Blue” in the app store on your phone.
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.

The image displays two smartphone screens side-by-side, illustrating the steps to create an account in the 'Red Wine & Blue' app.

**Left Screen (5:52):** The screen shows the login interface. At the top is the app's logo. Below it, the text reads "Log in to Red Wine and Blue". There are input fields for "Email\*" (containing "you@example.com") and "Password\*" (containing "Your password"). A link for "Forgot password?" is visible. At the bottom, there are two buttons: "Log in" and "Create an account". The "Create an account" button is highlighted with a red rectangular border.

**Right Screen (6:00):** This screen shows the registration process. It starts with the app's logo and the title "The Red Wine & Blue App". A welcome message follows: "Welcome to Red Wine & Blue's online home for community connection and reso... read more". Below this are input 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. At the bottom, the "Create an account" button is highlighted with a red rectangular border.

# 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 upload button, a username field, first and last name fields, a bio field, a state dropdown menu, and a zip code field. The status bar at the top shows the time as 6:03 and battery level at 40%.

6:03 40

### Set up your profile

 Upload profile picture

Username (Please use your real name.)\*

First name\*

Last name\*

Not displayed on your profile.

Not displayed on your profile.

Tell us about you! (This is optional, and can be filled out anytime)

What state do you live in?\*

Placeholder

Zip Code\*

Not displayed on your profile.

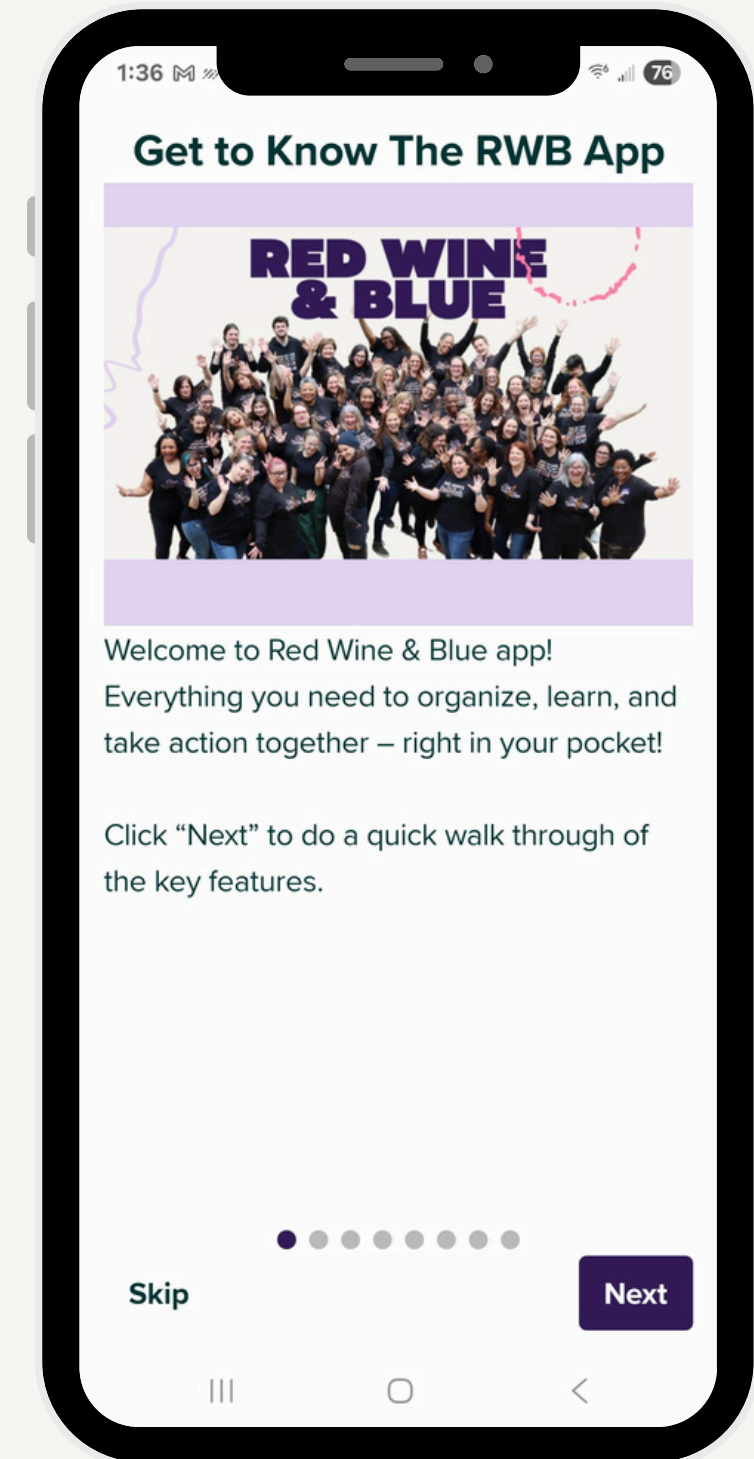


# Review the Welcome Slides

When you first join the app, you will automatically be prompted to go through a series of slides.

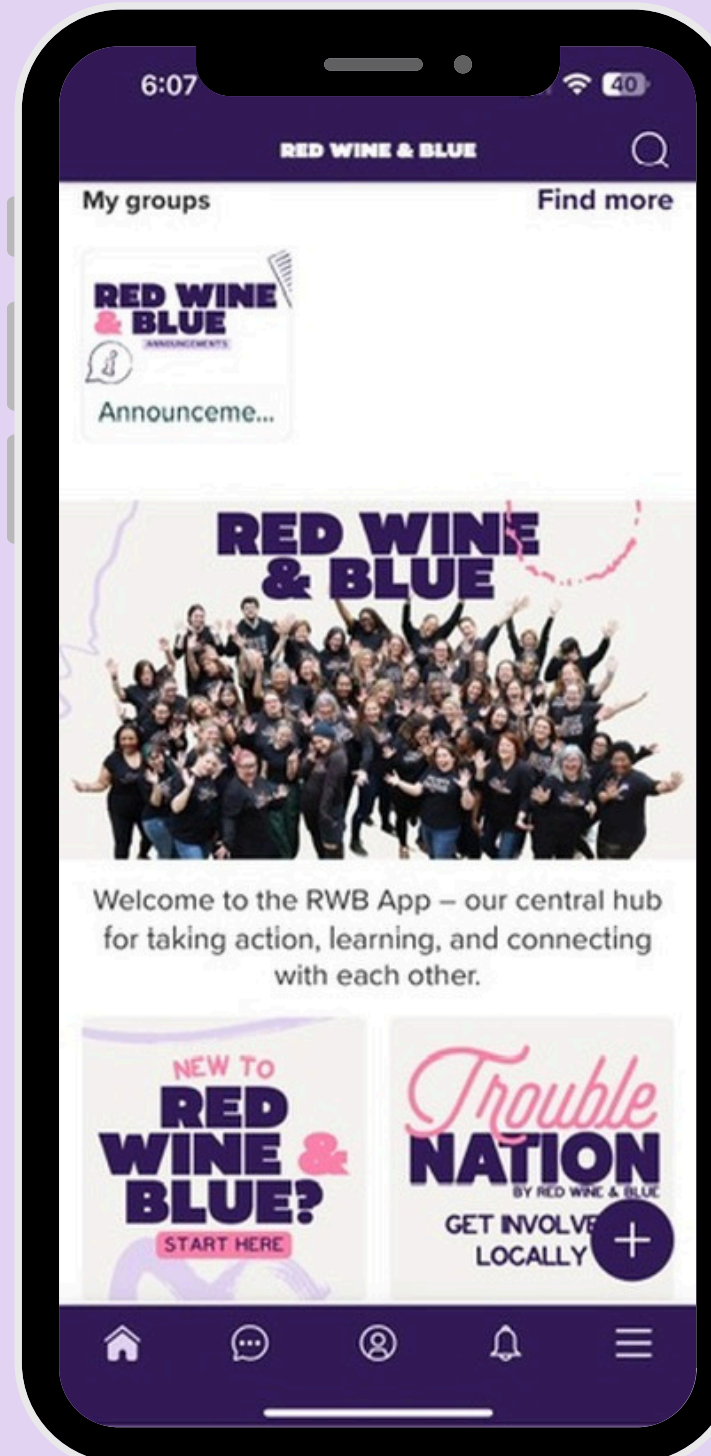
We encourage you to read through these slides to get to know the app.



If you don't have time, that's okay. You can find these slides at any time by clicking the hamburger menu located in the lower right corner and selecting "Getting Started."



# A Tour of the Home Screen

- My Groups - Where you will find all the community chat groups in the app.
- Photo & Welcome Message - Just to say Hello!

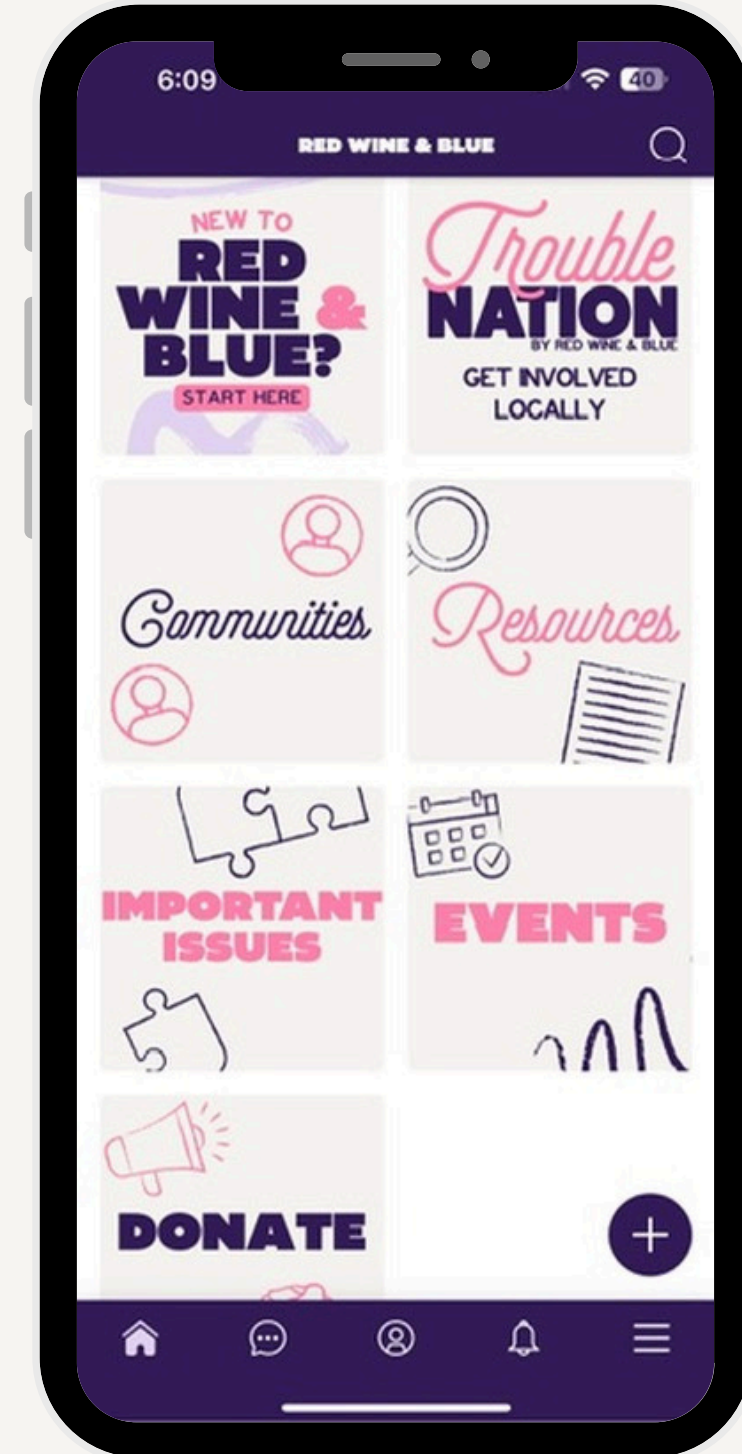


- The  in the upper right corner opens the Search field.
- The  in the lower right corner of the screen opens the window to create a new post.

# The Home Screen (con't)

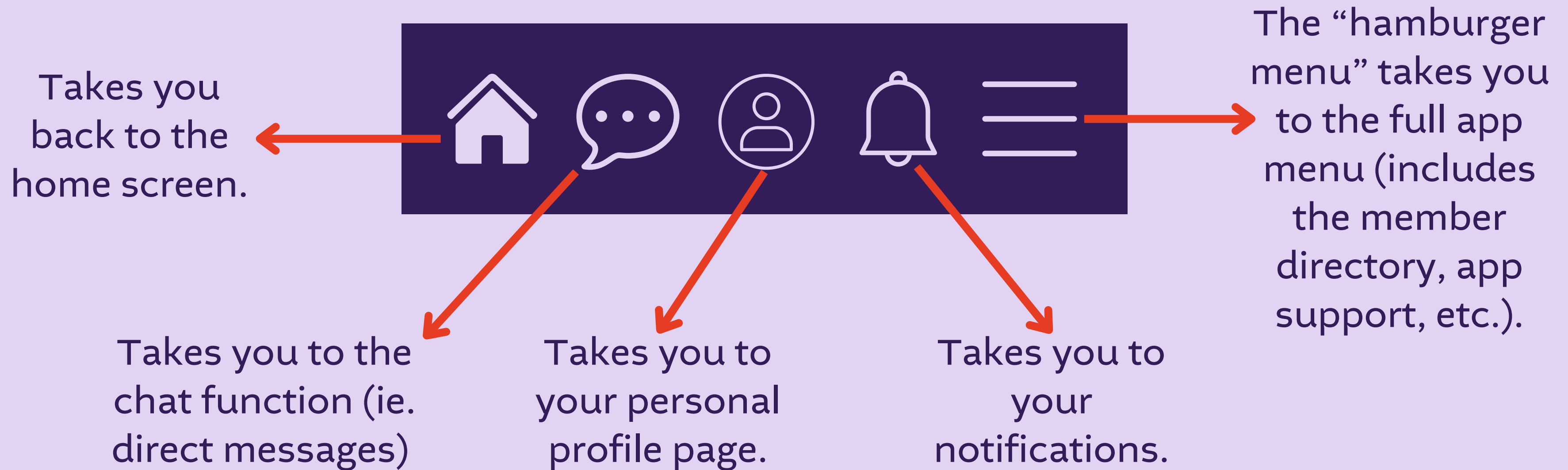
The content in the lower half of the home screen is organized in large square buttons or “tiles.”

- New to Red Wine & Blue - Everything you need to get started.
- Your State
- TroubleNation
- Communities
- Resources
- Important Issues
- Events
- Donate



# The Home Screen (con't)

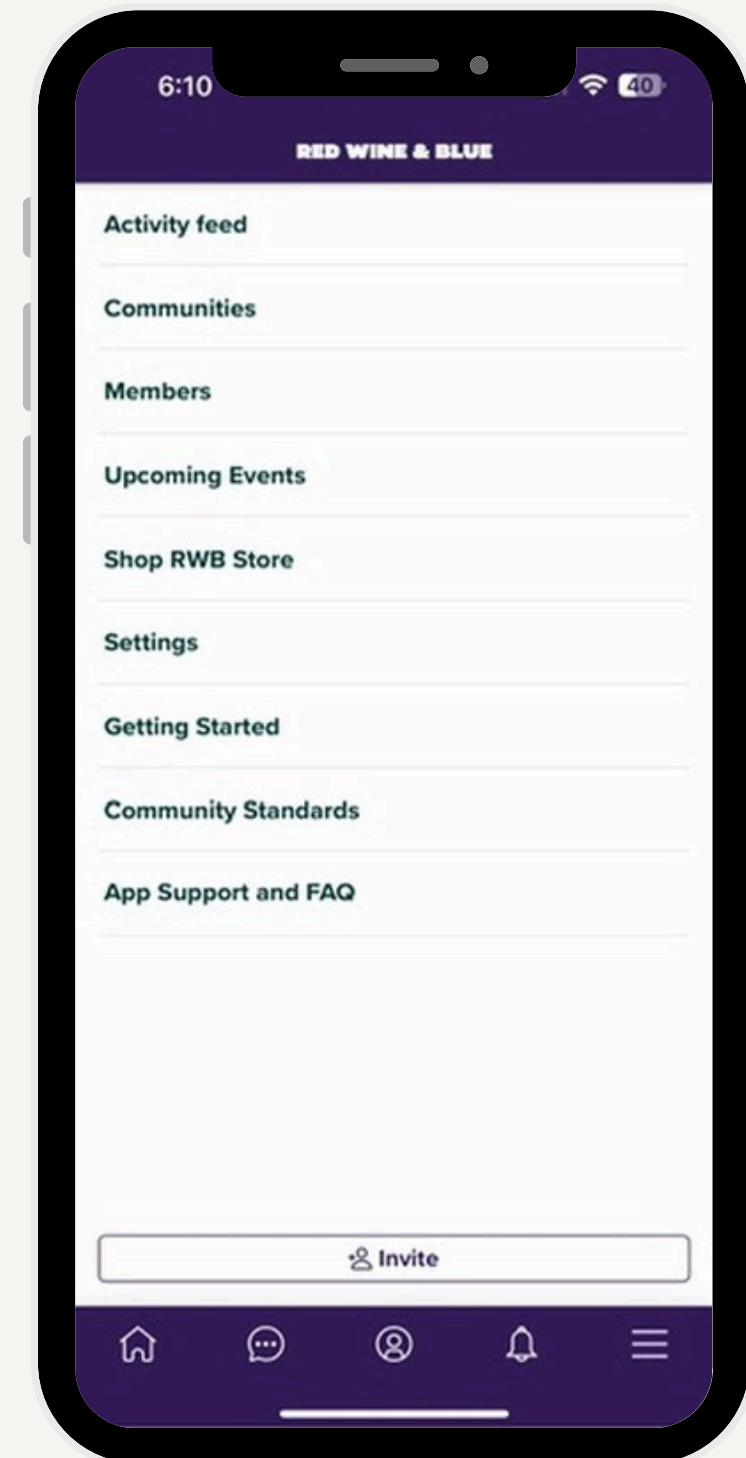
At the bottom of the screen, you will see a tool bar:



# The Hamburger Menu

Here's what you see when you click on the hamburger menu:

- Activity Feed
- Communities
- Members
- Upcoming Events
- Shop the RWB store (Merch!)
- Settings
- Getting Started
- Community Standards
- App Support and FAQs
- The 'Invite' button

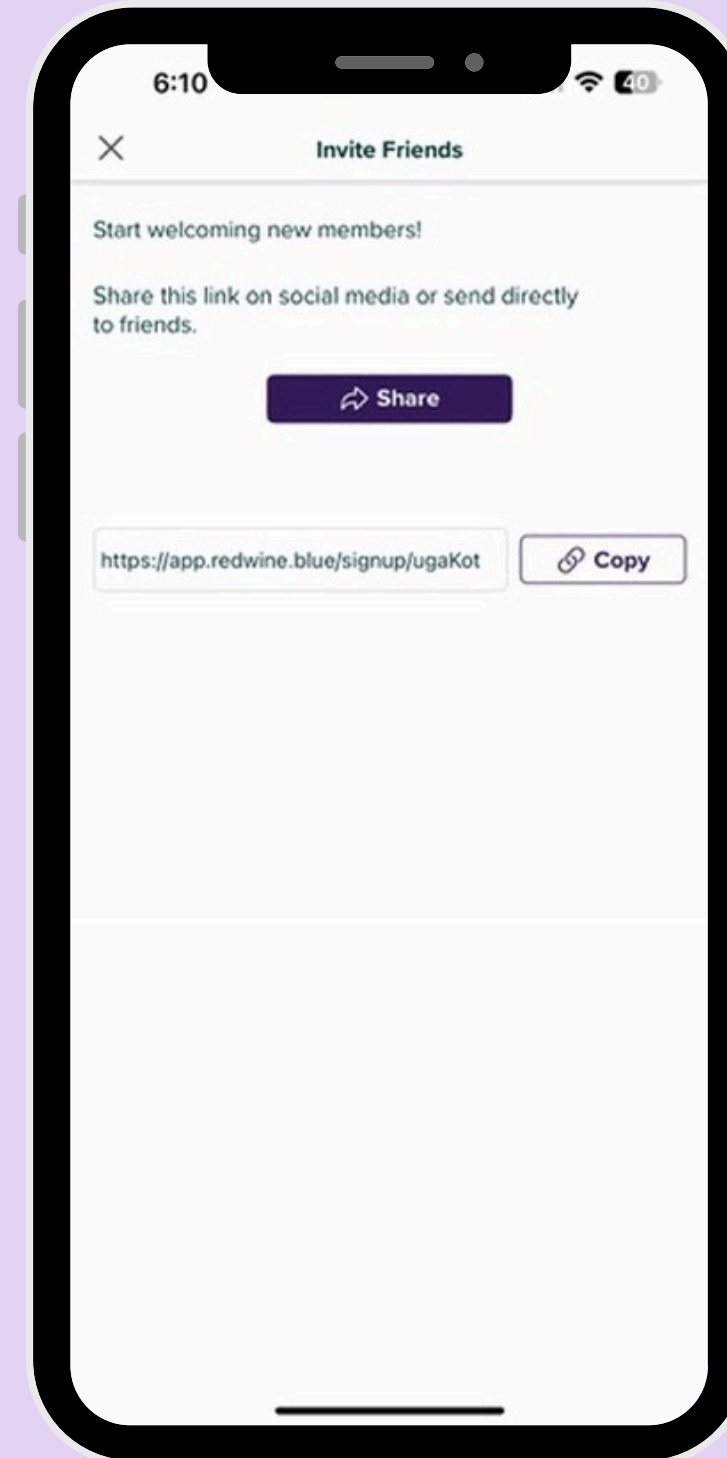




# Wait – Did We Say “Invite Button”

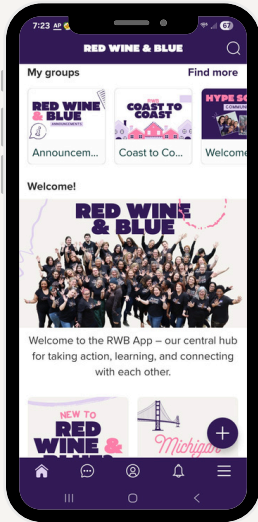
Yes! You can use this button to invite your friends to get on the app.

- Click on the Share button and then select how you want to send the link.
- You can post it on social media, text it directly to a friend, or drop it in your group chat.



# How Content Is Organized

Think of it as a series of folders and sub-folders, the same way content is organized on your computer.



← The home screen.



# Community Groups

When you create your account in the app, you will automatically be added to:

- **Red Wine & Blue Announcements** - this group is 'view-only' so you can't post or comment in here.
- **RWB Coast-to-Coast** (our national community) – post and comment as much or as little as you like!

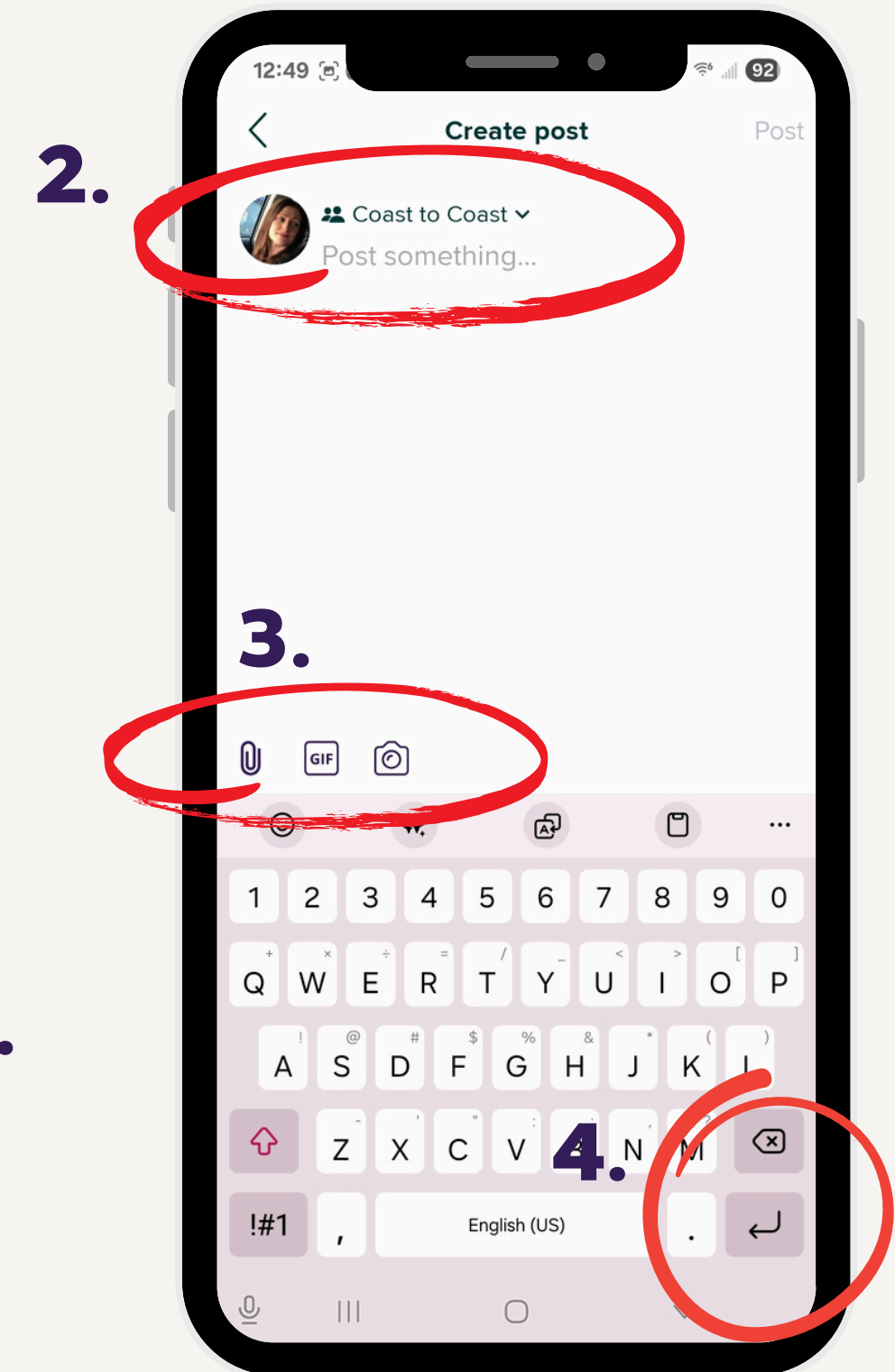
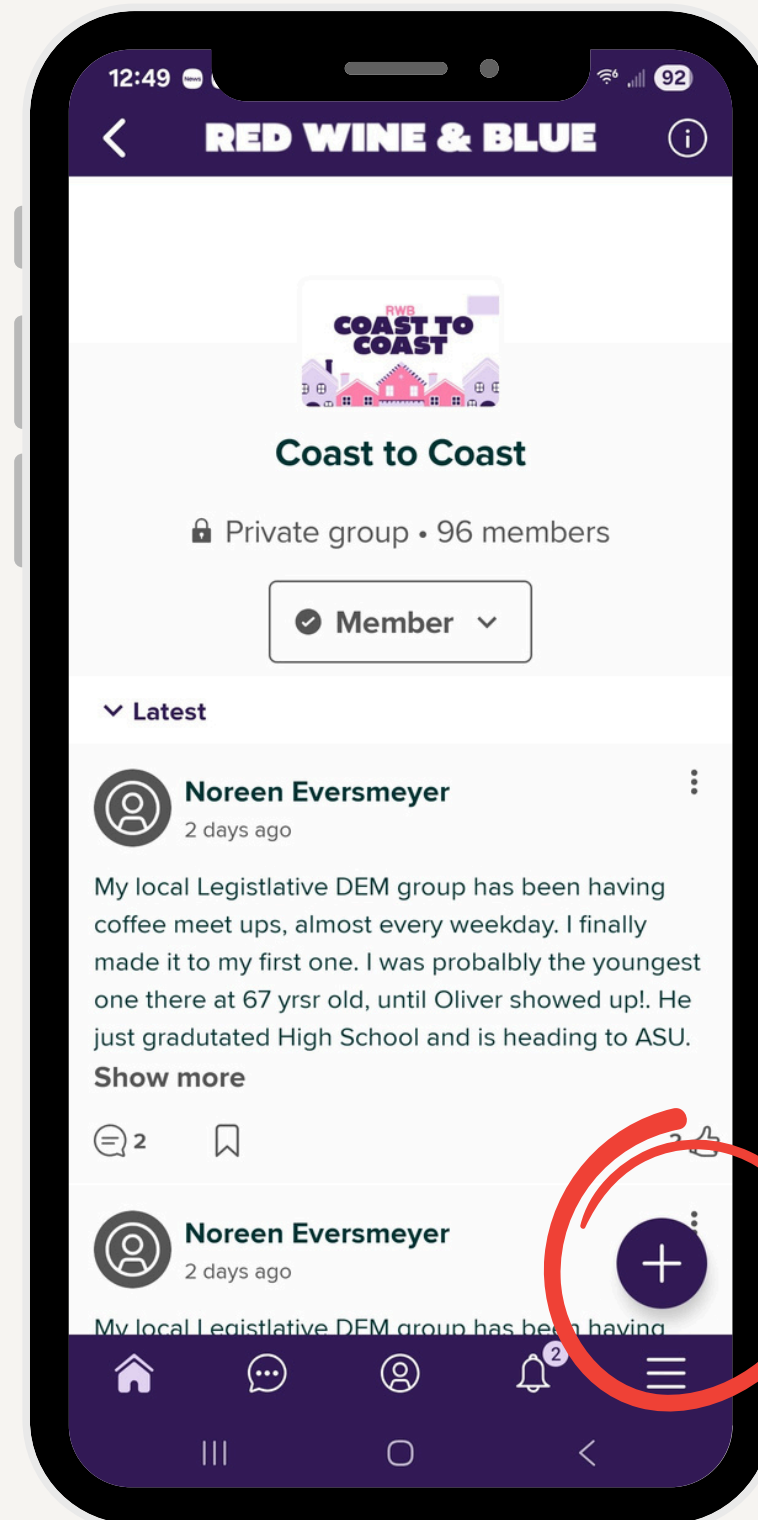
Click on the **Community Groups** tile on the home screen to find all your community groups.



# How to Post in a Community

Ready to start a conversation?  
Posting in a community group  
is easy:

1. Click on the plus sign in the lower right corner.
2. Write your post.
3. If you want, you can attach a file, gif, or photo.
4. Submit your post.

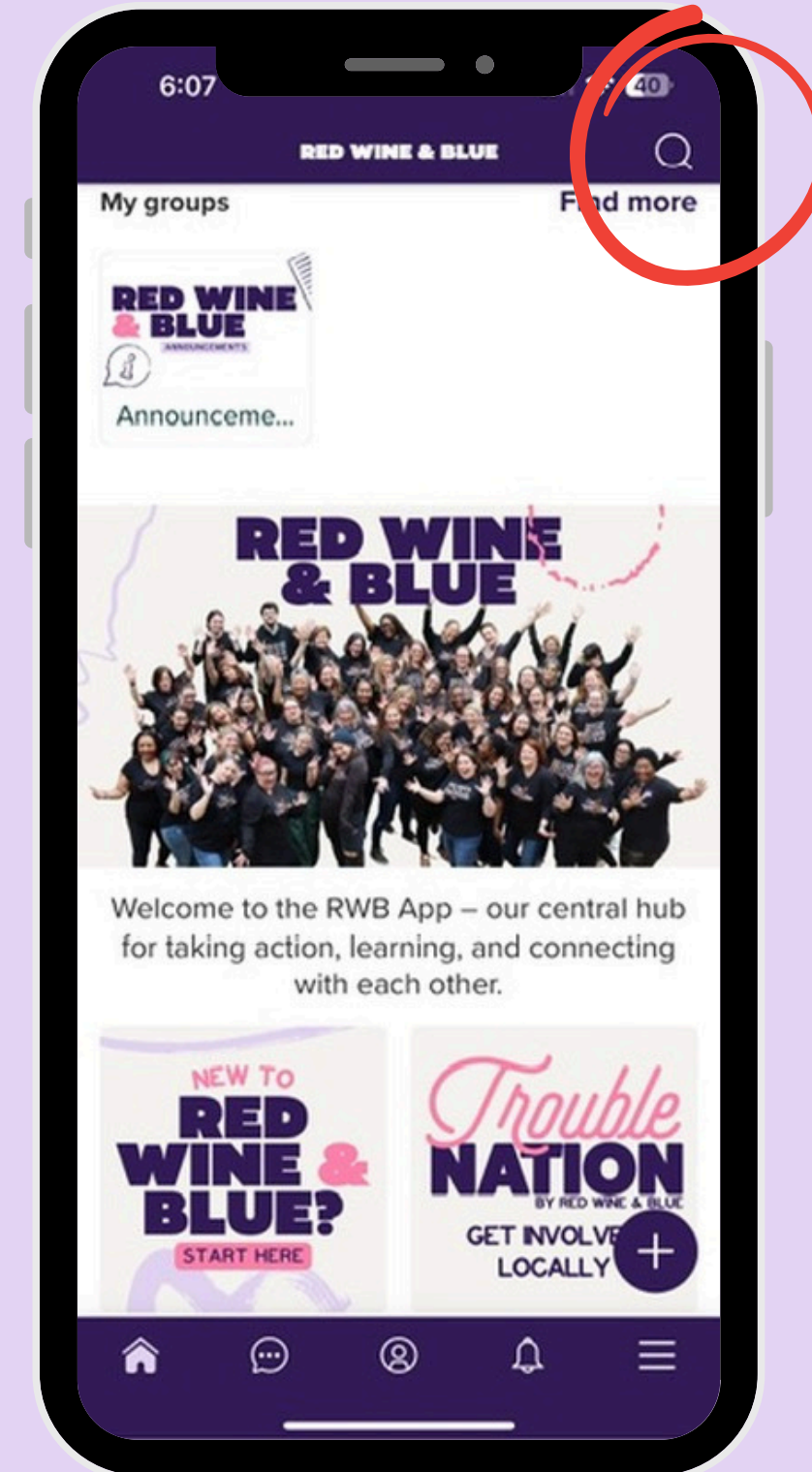




# Using 'Search' to Find Things

If you are looking for something specific and aren't sure where to find it, use the **Search** function.

Look for the 🔍 in the upper right corner of the screen, and then enter a brief description of what you need.



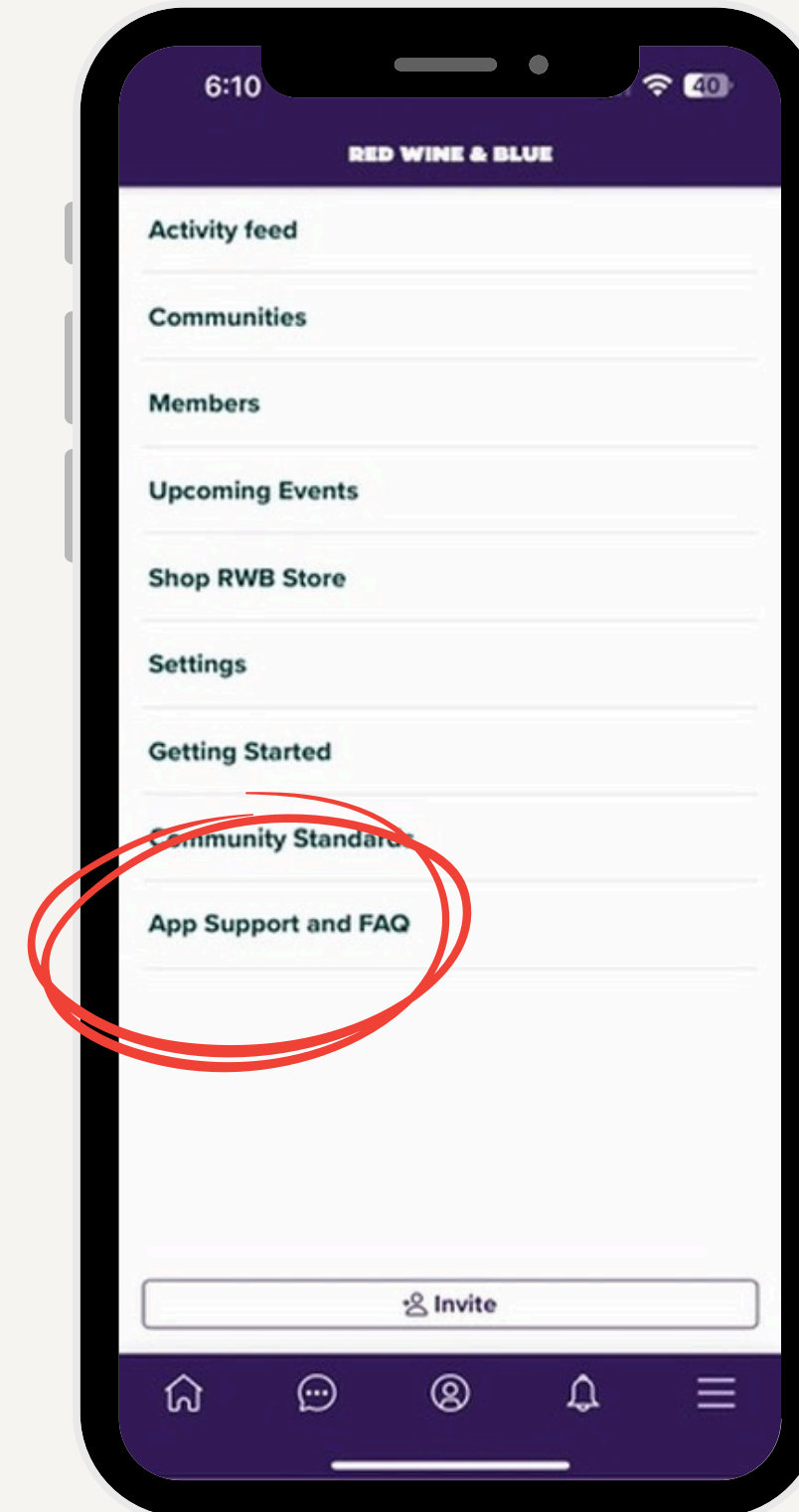
Click here.



# How to Get Help

If you have questions, can't find what you need, or find a bug:

1. Click on the hamburger menu in the lower right corner of the screen.
2. Select **App Support and FAQ**.
3. In the page that appears, look in the FAQs for your question.
4. If that doesn't address your issue, you can email us at [app@redwine.blue](mailto:app@redwine.blue) or submit a support request.



# YOU GET AN 'APP'-ETIZER

The formal launch will be the week of August 11, 2025.

**You don't have to wait! As a special thank you for being here today, you can keep the app on your phone and start using it right away!**

Right now, work with your tablemates to complete the 6 introductory activities we've provided.





**Post something in COAST TO COAST,  
then comment on someone else's post.**



**MESSAGE** one of the PA Team members  
(Sherry Luce, Stacy Kunkel, Aimee Saunders,  
Jamie May, or Claire Crytzer).



3

**Find the [PODCASTS & BLOGS](#) link.**  
**Then find The Limited Series Podcast,**  
**“Sacred Politics”.**





**Find the **SOCIAL MEDIA TOOLKITS** under the Pennsylvania tab and share a post inviting friends to join RWB.**

A large pink circle with a dark purple outline, containing the number 5 in a bold, dark purple font.

5

**Find the **TROUBLENATION** Page and use  
your zipcode to find a group near you.**



**Find the **EASY DOWNLOADS** and then the explainer titled “Making the Most of Protests, Rallies, and Town Halls”.**

