



Troublemaking 101: **Organize to Change** **Your Community**

LOCAL ORGANIZING WORKS!



Getting Started



- Plan
- Organize
- Build Momentum
- Keep Members Engaged

LET'S PLAN!

THINGS TO CONSIDER:

- Purpose
- Membership
- Communication
- Your Name



YOU ARE READY IT'S GO TIME!

- Invite your friends
- Use social media (aka digital organizing)
- Encourage new members to invite others

Pro Tip for FB Groups:

Use membership questions to connect off line:

- Facebook likely won't show you all the cool things happening in the group. Enter your email address and/or phone if you want to get updates about action opportunities, meetings and social gatherings!



BUILD MOMENTUM

TIME TO MEET!

- Set the vibe
- Social time -- it's a necessity!
- What's on the agenda?
- Call to Action



MEMBER ENGAGEMENT

KEEP ENTHUSIASM GOING!

SCHEDULE YOUR NEXT MEETING

- Get it on calendars
- It doesn't have to be a formal meeting

FEEDBACK & SUGGESTIONS

- Ask what members want from the group

DELEGATE -- DELEGATE -- DELEGATE

- Ask others to help
- Create leader group chats



WHAT CAN WE DO?

Educate

- Learn about issues/track legislation
- Host local electeds or state advocacy groups
- Teach skills like Letters to Editor, Giving Testimony, Public Records Requests

Actions

- Mutual Aid/Charitable Events
- Attend school board/city council meetings
- Work on campaigns
- Bring members to Advocacy Days/Days of Action
- Join RWB's Rally Your Squad program
- Create a voting guide



DON'T FORGET TO HAVE SOME FUN!

- Game Nights, Trivia Time, Banned Book Bingo
- Happy/Unhappy Hour
- Stitchin' & Bitchin'
- Yoga/Self Care Events
- Craftivism
- Start a Bookclub
- Attend events together (i.e. theater, speakers, author talks, movies)
- Axe throwing or rage rooms





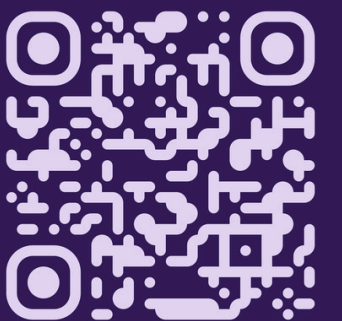
YOU CAN
DO IT!

Trouble **NATION**

*BECAUSE PROTECTING DEMOCRACY IS
MORE FUN WITH FRIENDS*



<https://redwine.blue/troublenation>



WHAT IS TROUBLENATION?

RWB's national grassroots organizing program

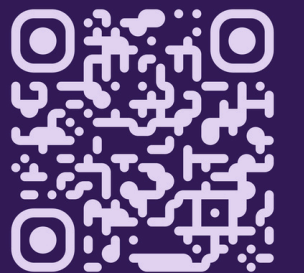
We help new local groups across the country get started and existing groups grow and strengthen.

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.

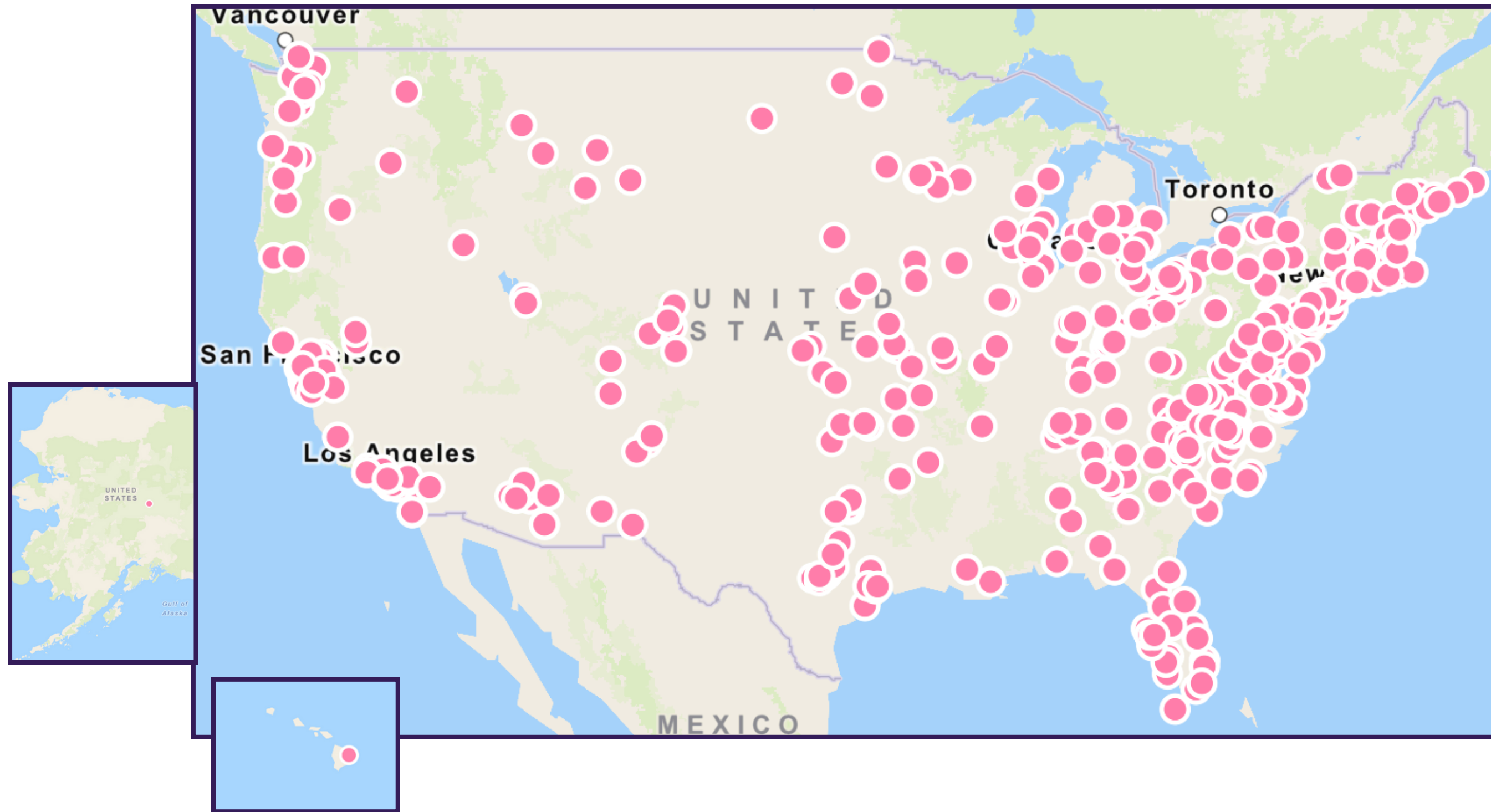


<https://redwine.blue/troublenation>

Trouble **NATION**



IS TROUBLENATION NEAR YOU?



16 MONTHS

**573
GRASSROOTS
GROUPS**

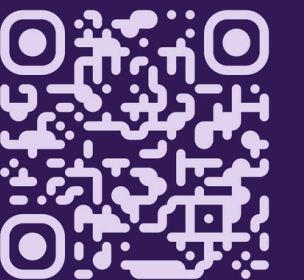
50 STATES+

**109,000+
MEMBERS**

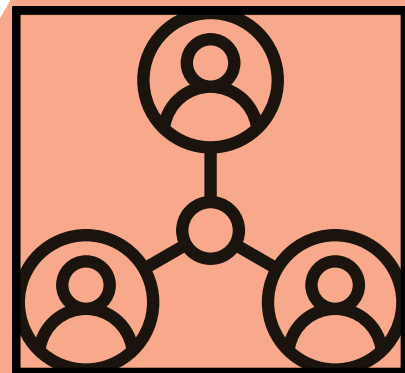


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Trouble **NATION**



WHAT DO WE OFFER WITH TROUBLENATION?



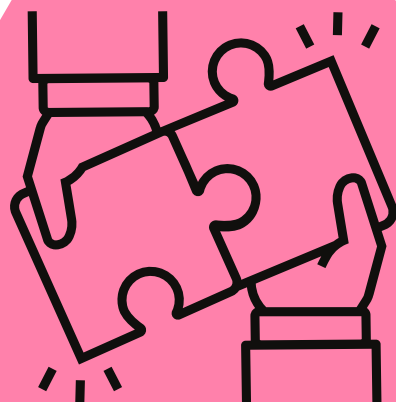
NEW MEMBER
RECRUITMENT



DEDICATED
LANDING PAGE



LEADERSHIP AND
ADVOCACY
TRAINING



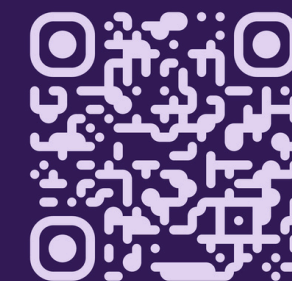
CONNECTIONS
WITH OTHER
LEADERS



EXCLUSIVE
CONTENT AND
OPPORTUNITIES



RED WINE & BLUE
SUPPORT



WHO SHOULD JOIN?

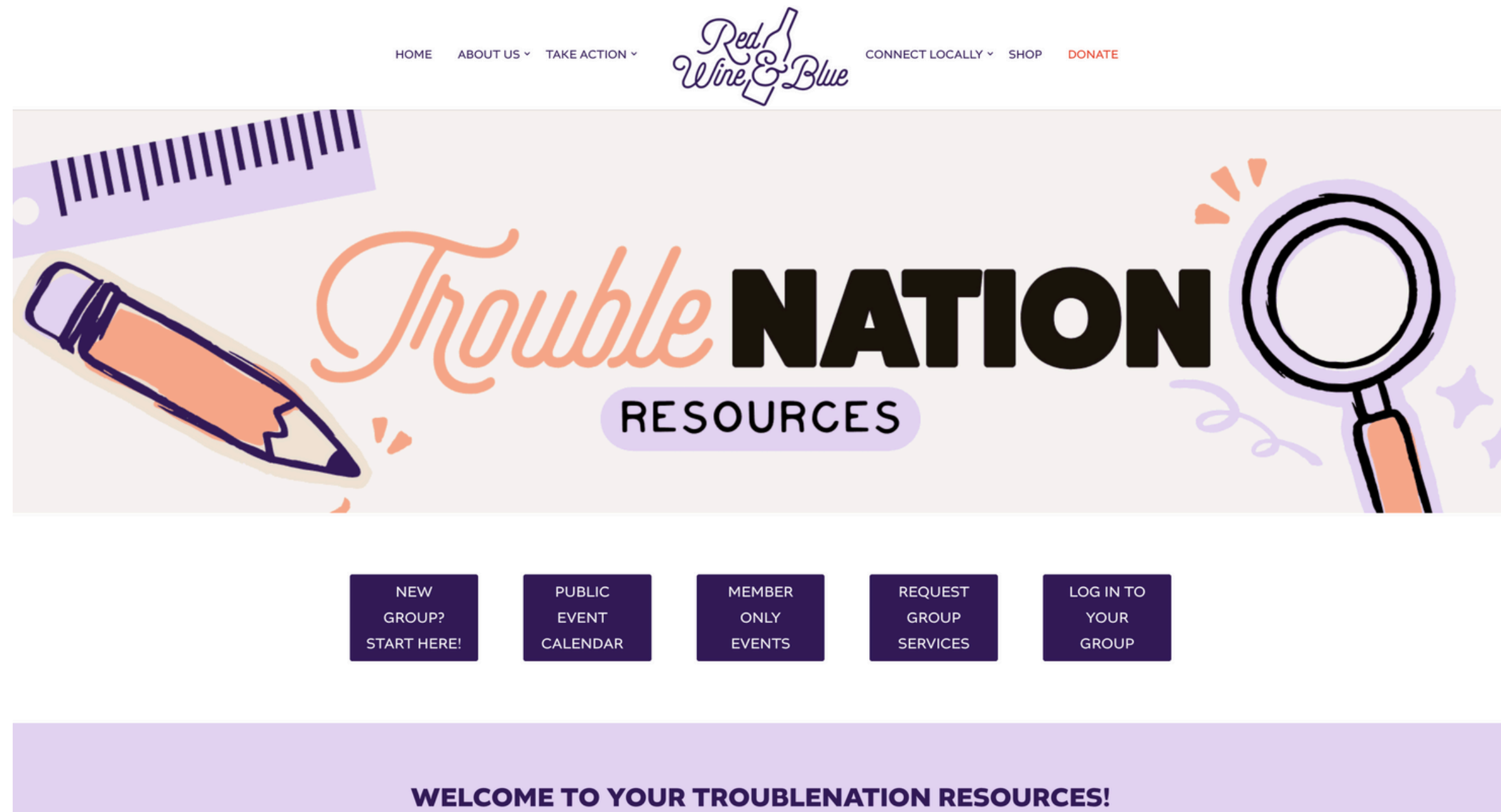
Individuals or groups who want to connect with like-minded people in their communities to make a bigger local impact

- Are already involved in well-established local groups of their own
- Have recently begun a local group and would like our help to grow and develop
- Have expressed interest in starting a local group of their own

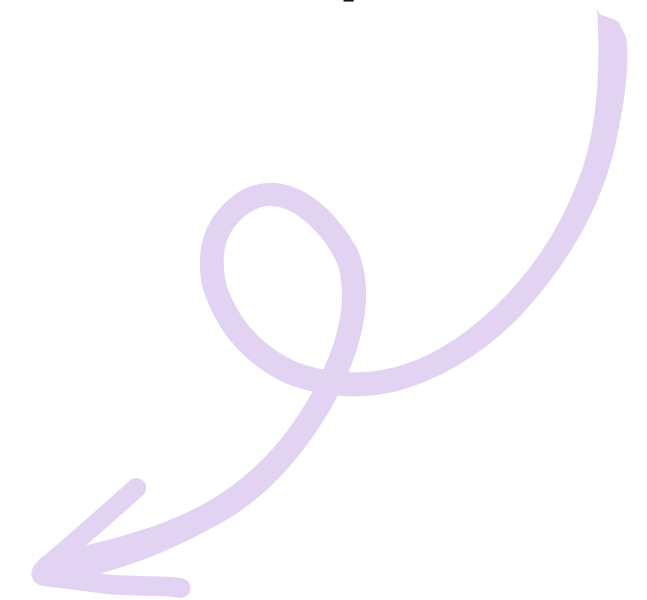


TROUBLENATION

RESOURCES PAGE

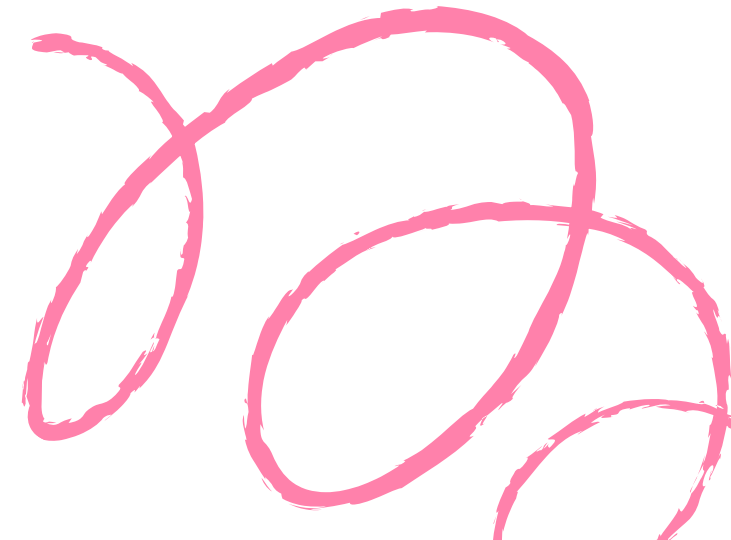
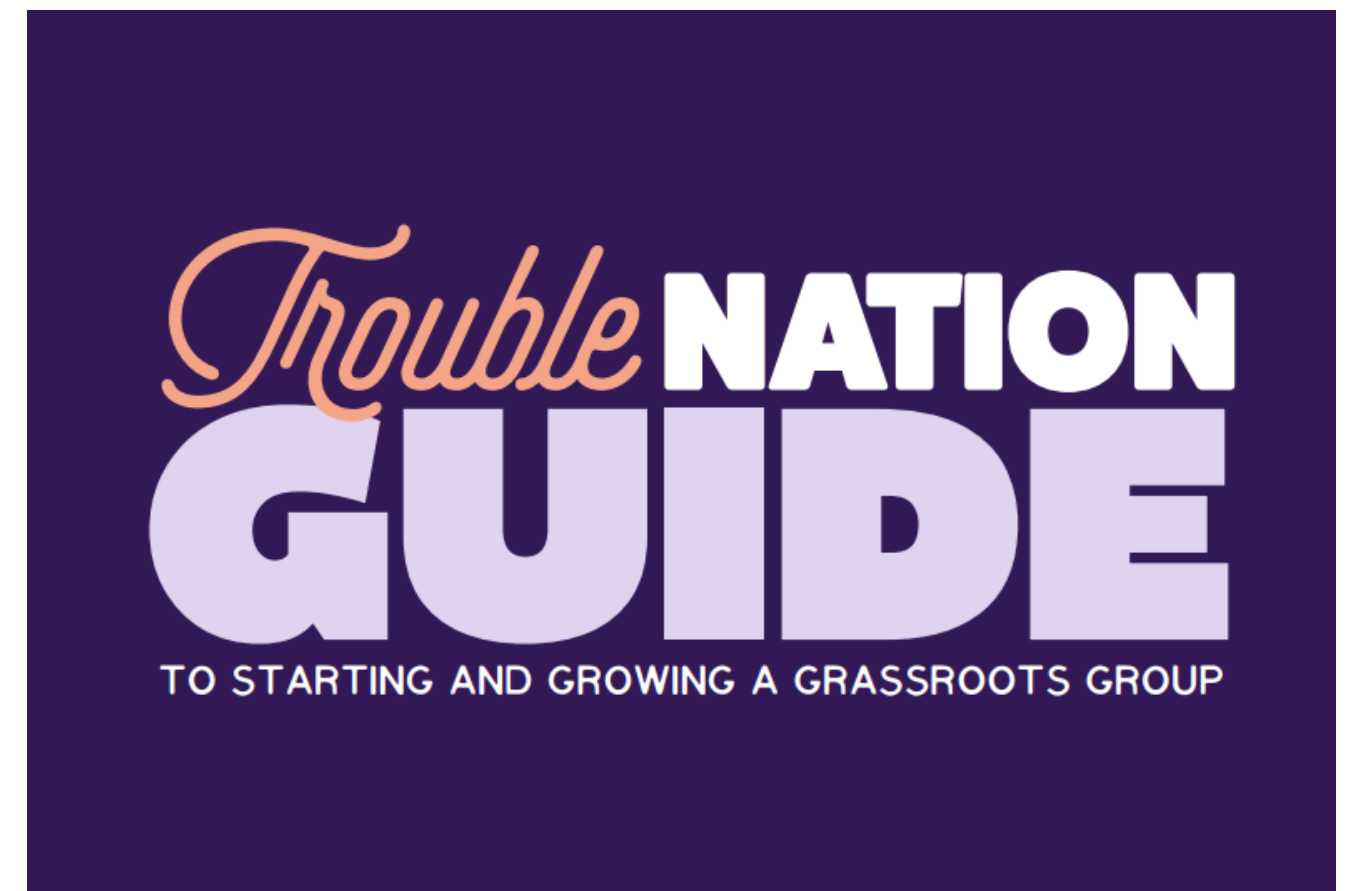


Content, event recordings, tools for TroubleNation leaders – all in one place!



TROUBLEMAKER'S GUIDE

- The Troublemaker's Guide to Starting and Growing a Grassroots Group: TroubleNation Edition
- Available on the [TroubleNation Resources Page](#)



TroubleNation's 2025 Pillars



Community Building

OPPOSITION

MUTUAL AID

**ADVOCACY /
ACCOUNTABILITY**

TAKING CARE OF YOUR GROUP

OUR TEAM



MISSY MCGINNES

DIRECTOR



RENEE SEKEL

DEPUTY DIRECTOR



ANGELA LEVINE

MANAGER



SHANNON GALLAGHER

MANAGER



JOIN TODAY!

TROUBLENATION

JOIN A
GROUP OR
START
YOUR
OWN

OFFICE
HOURS
TIMES VARY

NEW GROUP
ORIENTATION

FRIDAYS
AT NOON
EASTERN

4-WEEK
LAUNCH
SEQUENCE



Trouble NATION

BECAUSE PROTECTING DEMOCRACY
IS MORE FUN WITH FRIENDS

LET'S CONNECT



Missy McGinnes
Program Director



Renee Sekel
Deputy Program Director



Angela Levine
Program Manager



Shannon Gallagher
Program Manager



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