



READY TO TAKE **BACK** POWER? ✨



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

National School Boards Association, "The Public's Voice: Uncontested Candidates and Low Voter Turnout Are Concerns in Board Elections," April 1, 2020.

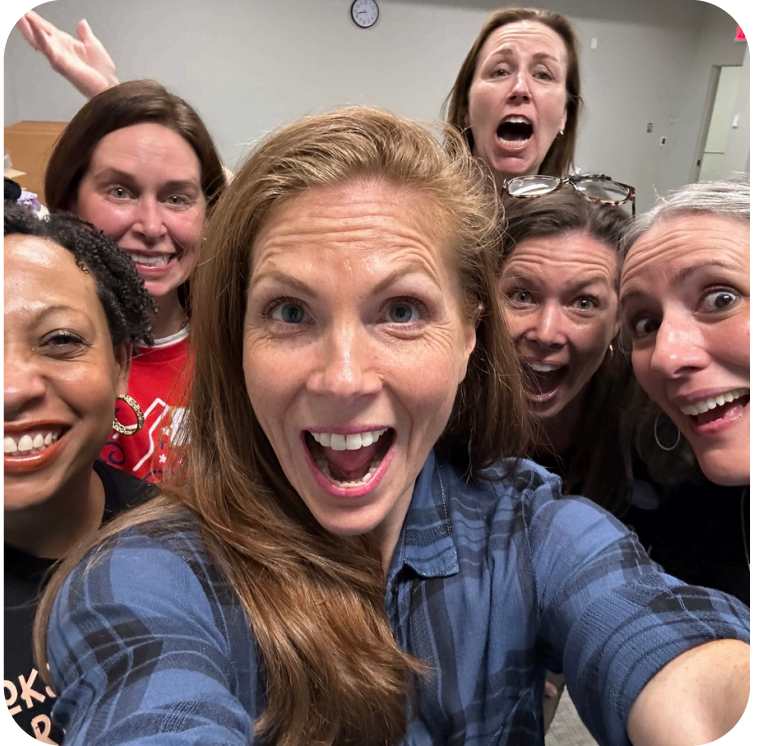
MOST EFFECTIVE THING WE CAN DO: *FRIEND TO FRIEND ORGANIZING*

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



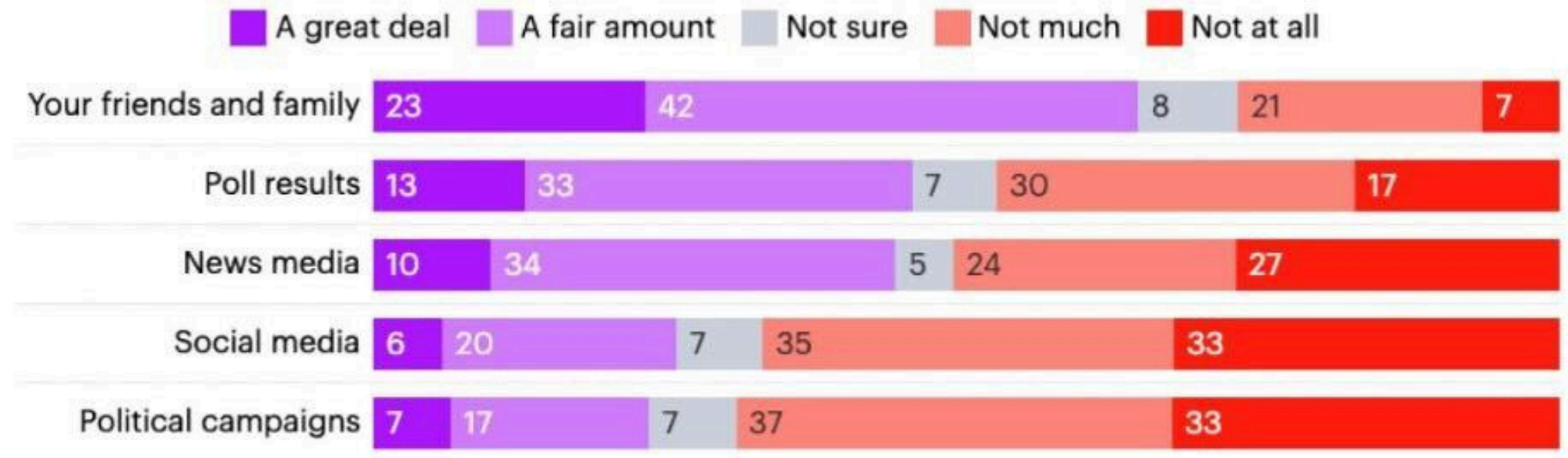
THE MESSENGER MATTERS!

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)





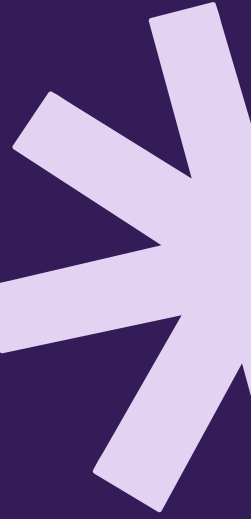
BRAG ALERT

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

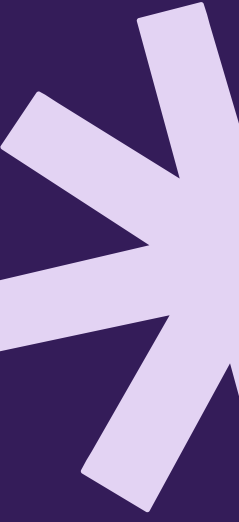
CUT THROUGH PARTISAN LINES

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.

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.”***



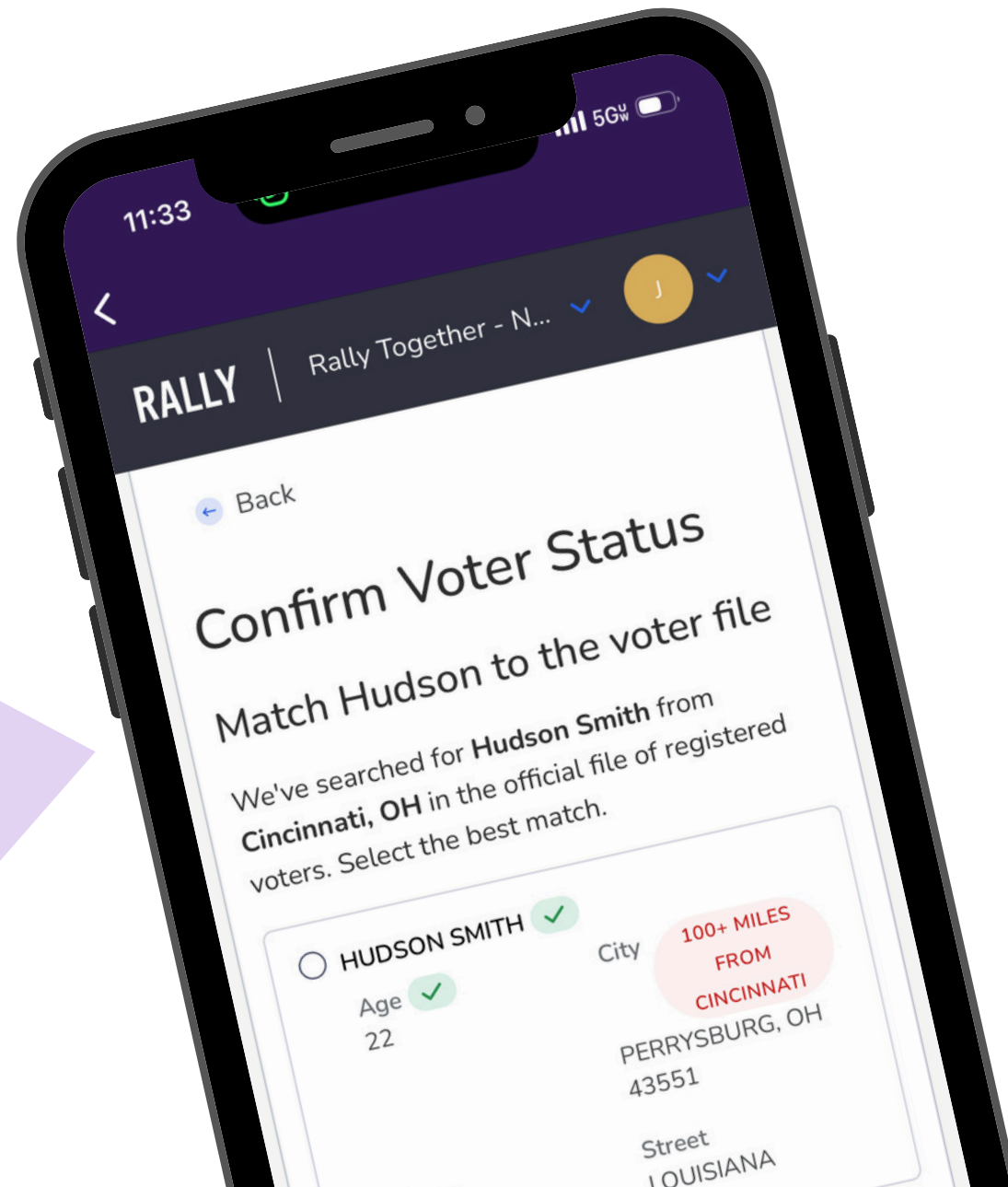
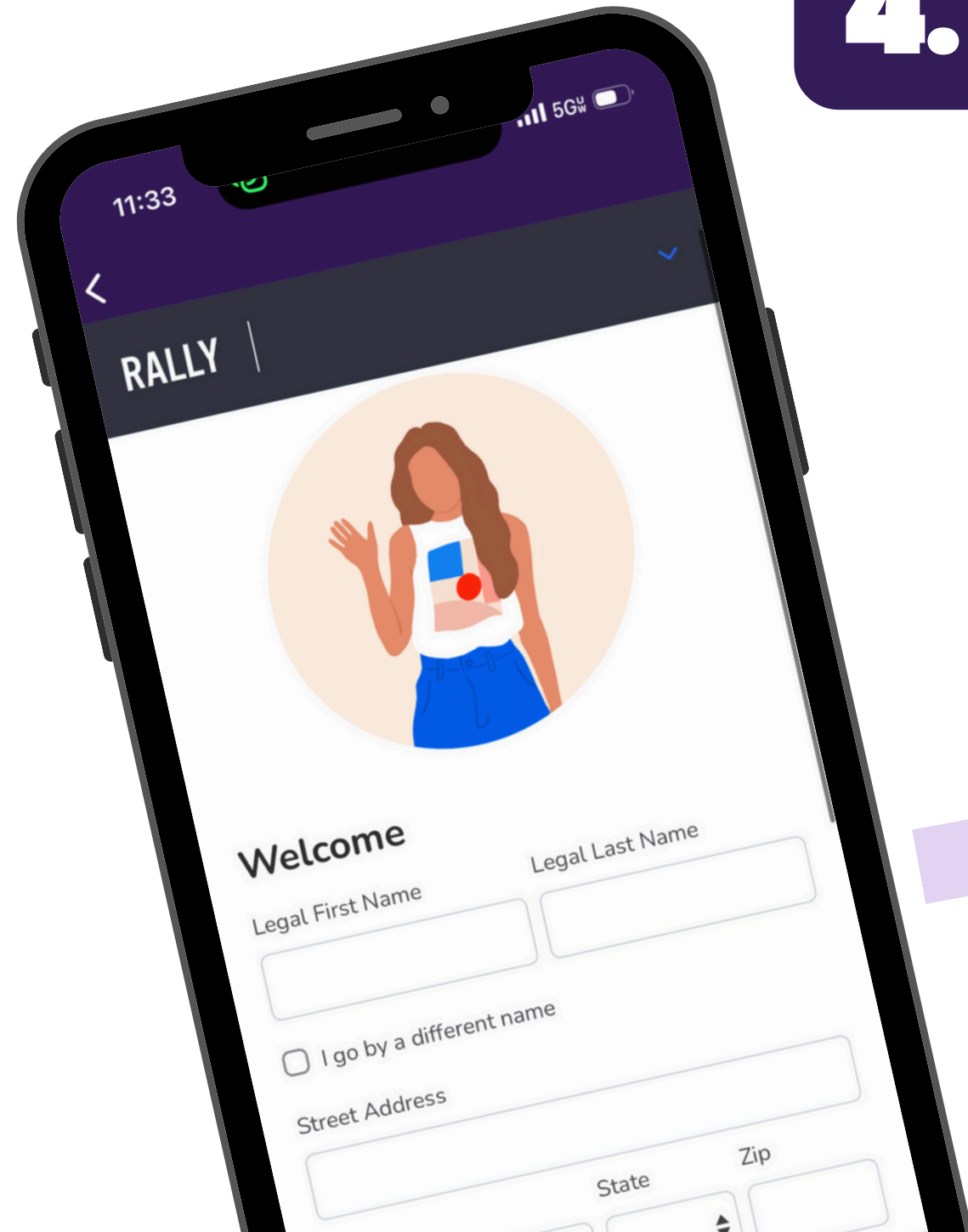


WANT TO MAKE IT

REALLY EASY?



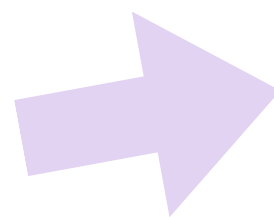
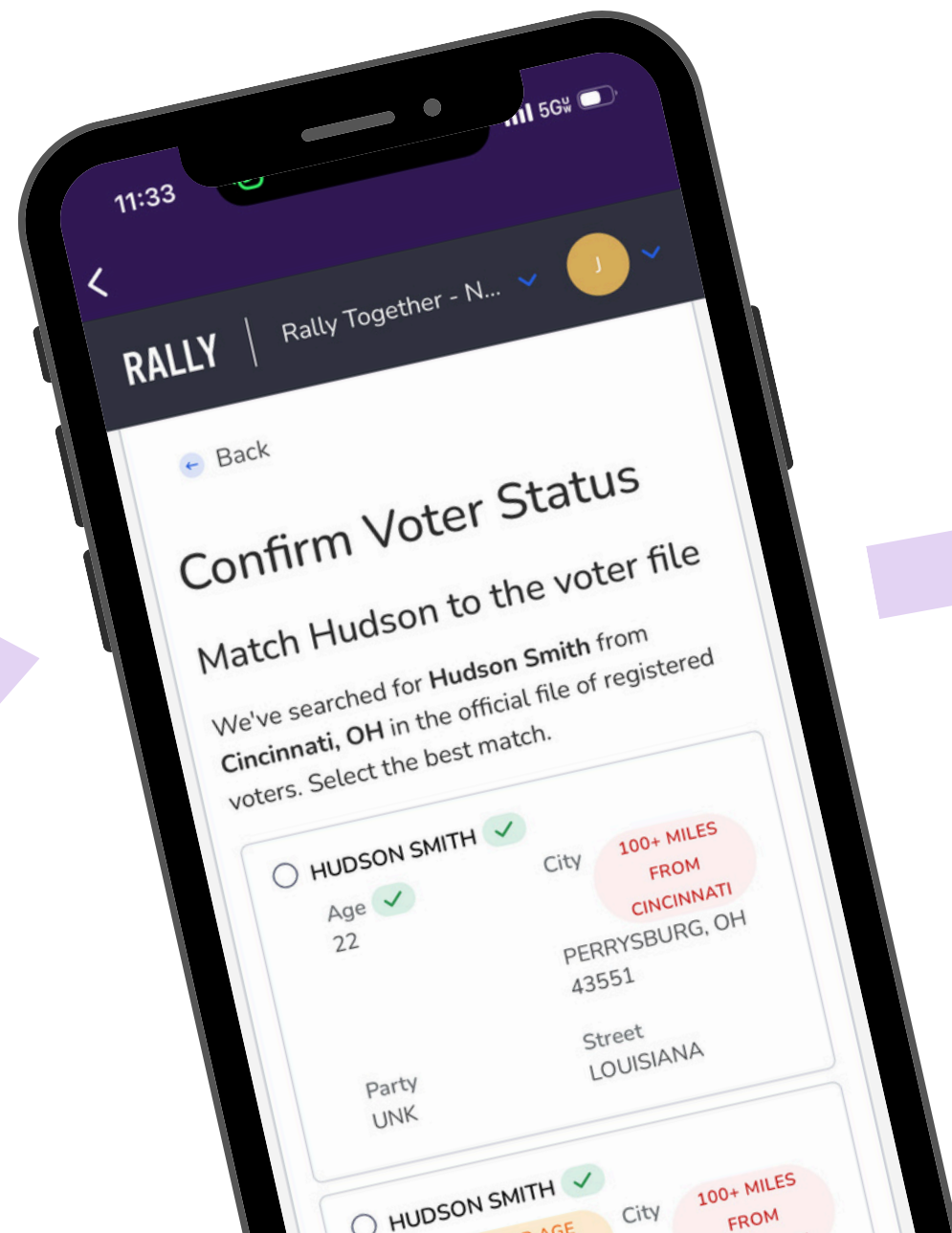
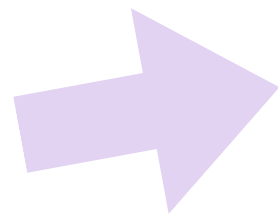
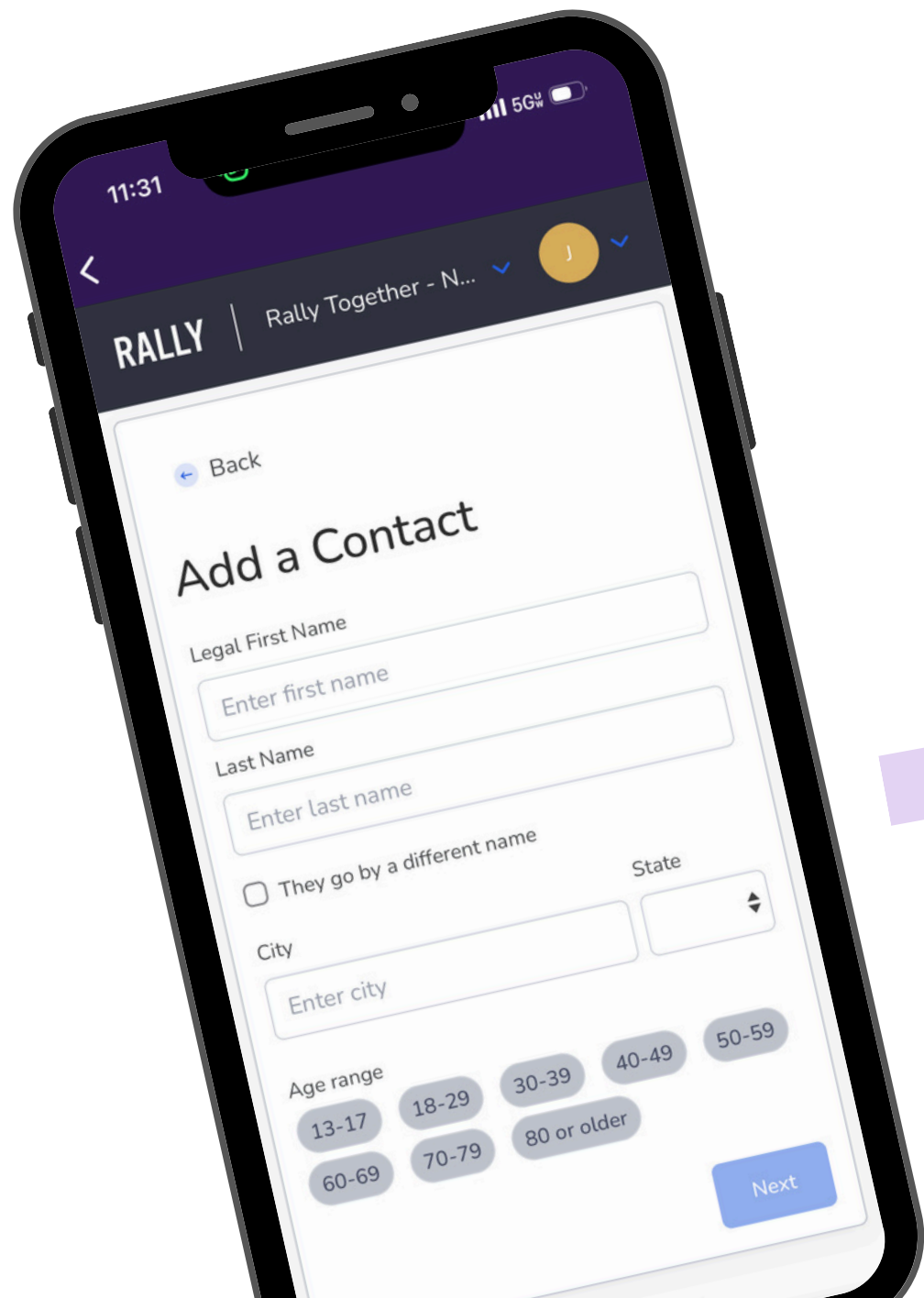
4. Tap “Join Campaign”



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*



Vote History.

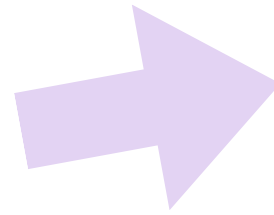
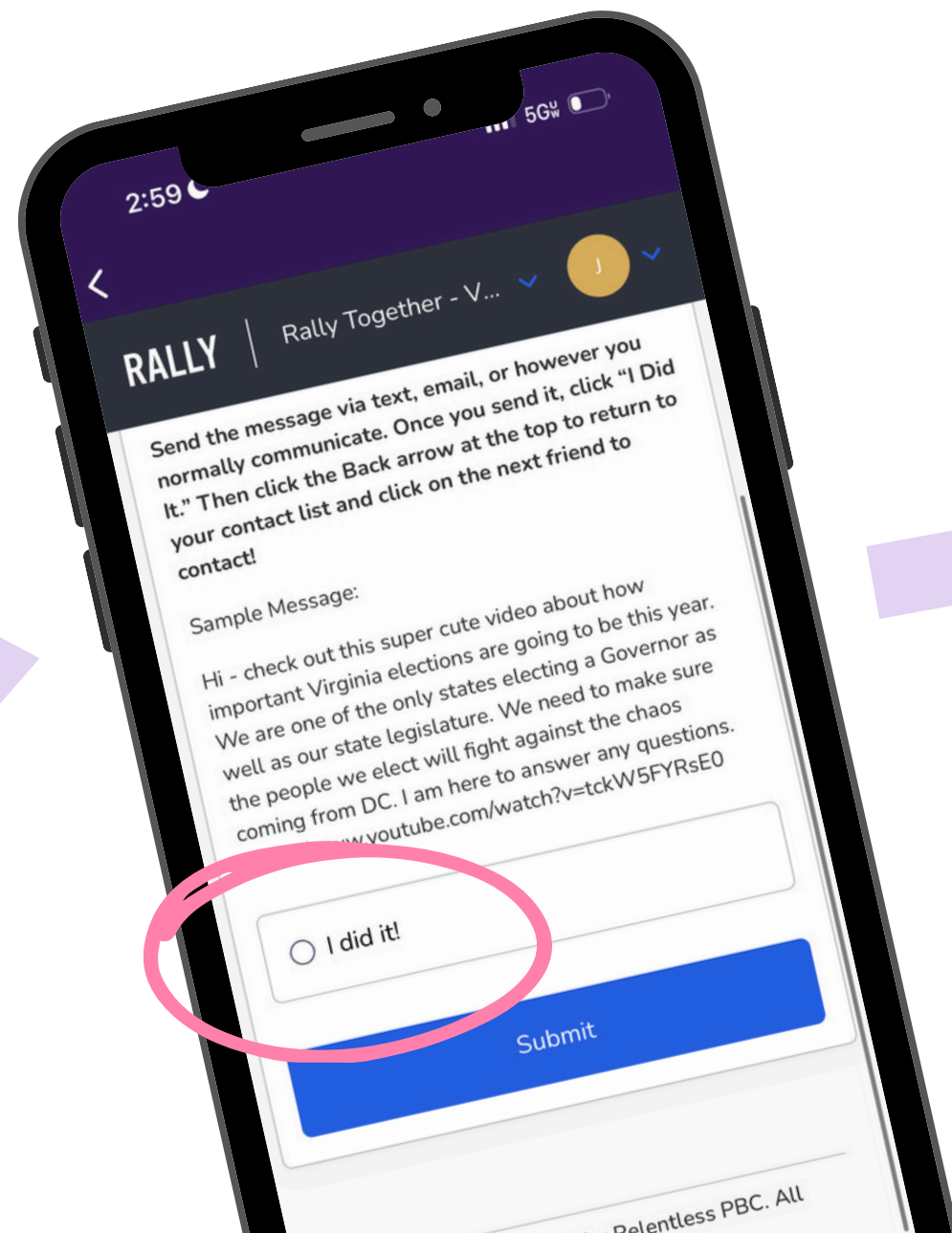
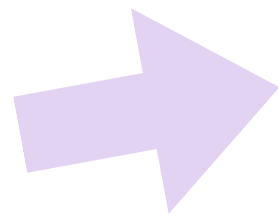
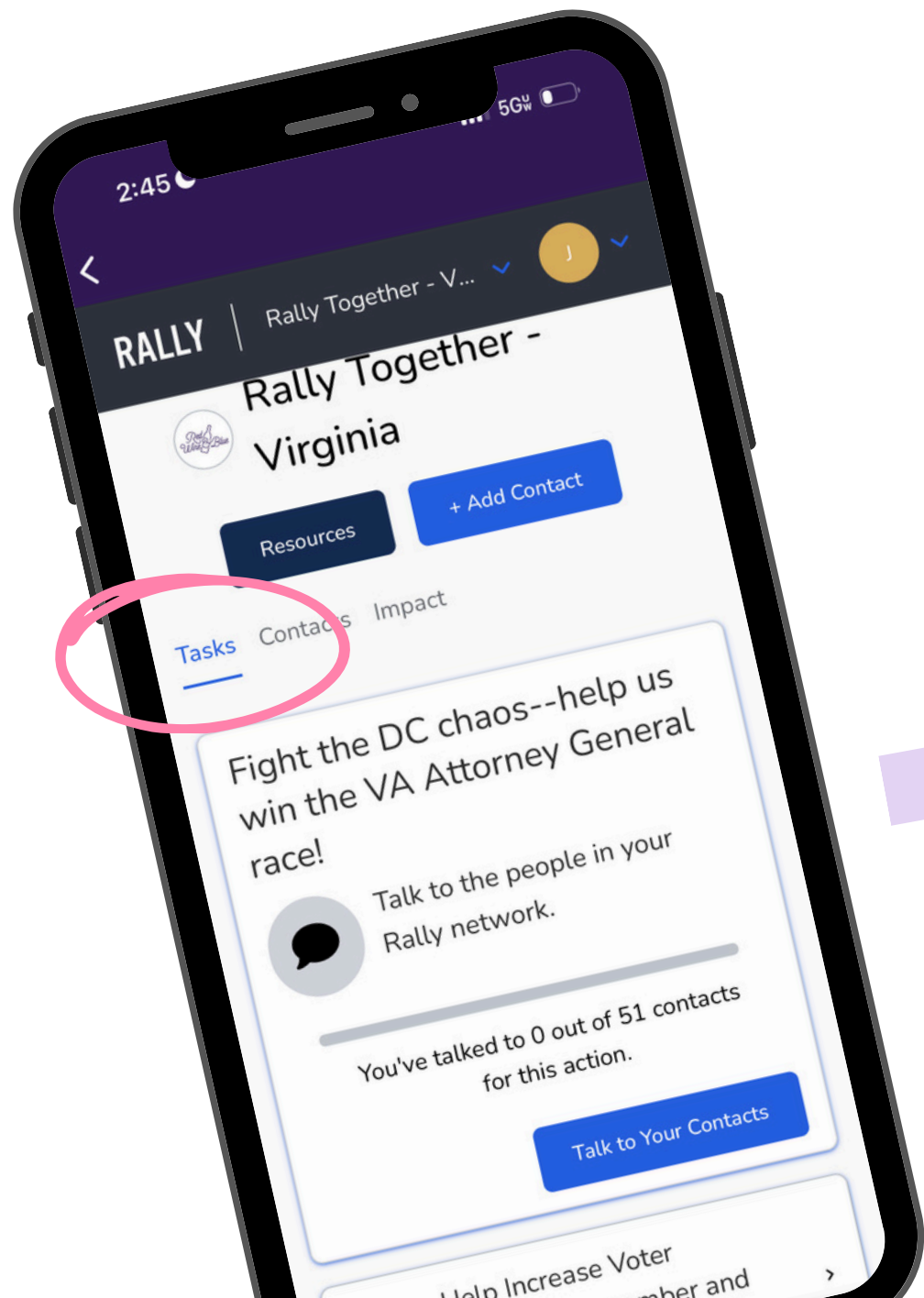
2022 ✓

2023

2024 ✓

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

LET'S ACTIVATE YOUR CIRCLE OF *Influence*



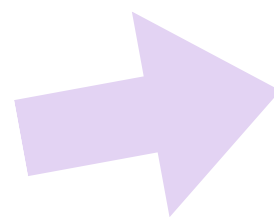
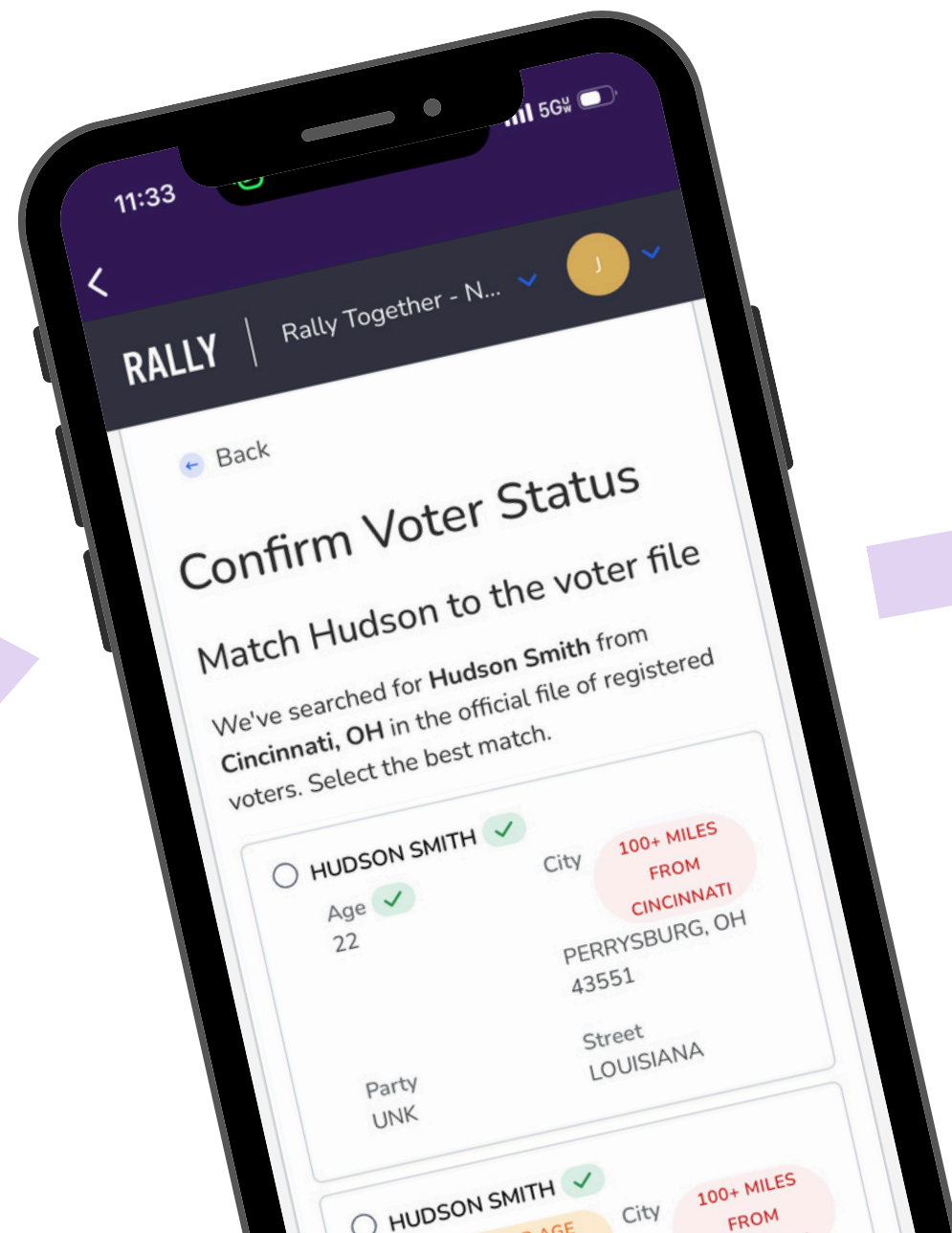
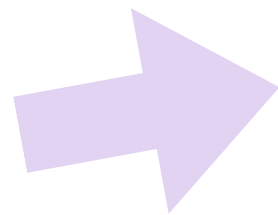
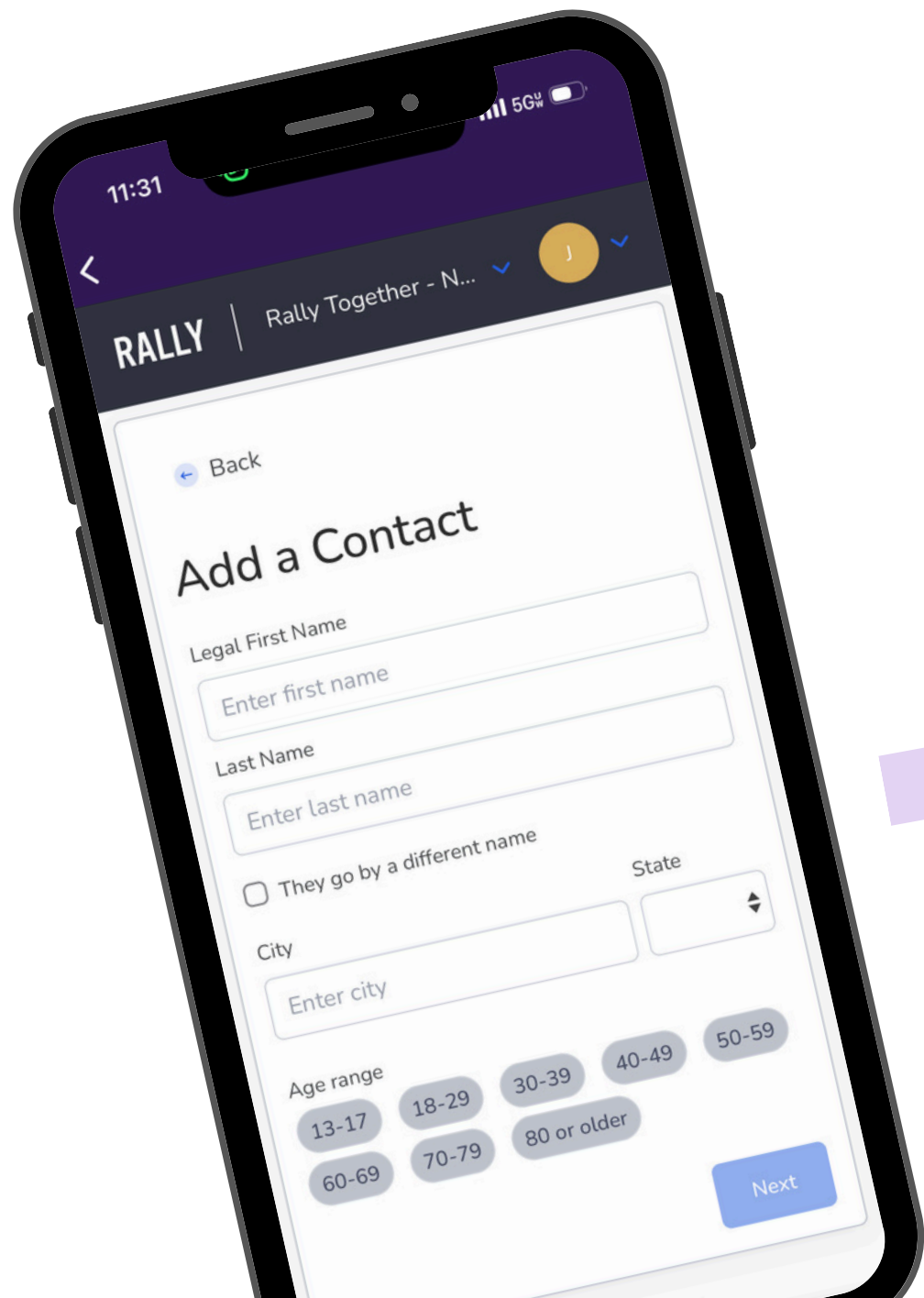
Tasks to Complete

- 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*



Vote History.

2022 ✓

2023

2024 ✓

Don't forget men too!
Data shows we have an even greater impact on the men in our lives.