

RALLY TOGETHER

TOOLKIT

Are you ready to make a difference in 2025? Want to fight back against the chaos coming from DC? Then it's time to be laser focused on where we know we can have the most impact — right in our own communities! Because when they go low, we go local. That's how we win.

We push back against harmful policies at the federal and state level by electing commonsense local leaders who will stand up for our rights. Local elections, like school board and city council, are often won by just a handful of votes. Each and every person that you turn out to vote truly makes a difference—and could even decide the election!

We're using friend-to-friend organizing to make sure everyone we know votes in local elections. It's easy to get started and we give you all the tools and resources you need right here in this toolkit. Let's Rally Together to take back our power!

FIRST STEP:

- **Download the RWB App and join Rally Together (friend-to-friend organizing) campaign in the app.**
- Not an App person? **Instructions to join Rally Together using a computer.**



LEARN MORE ABOUT RALLY TOGETHER AND HOW TO BECOME A BADASS FRIEND-TO-FRIEND ORGANIZER

- [Train in 10 video](#)
- [Rally Together training \(video\)](#)
- [Rally Together Slide Deck](#)
- [App download and Rally Together set up instructions \(webpage version\)](#)

WANT HELP GETTING STARTED?

- Check out our [Circle of Influence worksheet](#) to help build your list of people who you can talk to about local elections
- Want help talking to your contacts? Check out our [Conversation Guide](#)
- [How to Add Contacts](#)
- [How to Take an Action/Complete a Task](#)
- [How to Create a Vote Plan](#) (only available this year in GA, MI, MS, OH, NC, NJ, PA, and VA)

HELPFUL RESOURCES

- [How to Handle Tough Topics Like a Pro \(video\)](#)
- [How to Change Minds Without Talking Politics \(video\)](#)
- [Countering Parents Rights Messaging \(video\)](#)
- [Why Vouchers Threaten Public Schools and How to Fight Back \(video\)](#)
- [When They Go Low, We Go Local](#)
- [Freedom to Parent 21st Century Kids \(RWB website\)](#)
- [Project 2025 Tracker \(RWB website\)](#)

HAVE QUESTIONS OR NEED HELP? CONTACT US

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