

# *Trouble***NATION**

BY RED WINE & BLUE

## **New Group Orientation**

Updated October 3, 2025



# NOT POLITICAL? NO PROBLEM!

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



**SHARED VALUES**



**DEFEATING EXTREMISM IN  
OUR COMMUNITIES**



**COMMON SENSE,  
NOT CHAOS**

# RED WINE & BLUE

**EMPOWERED COMMUNITY OF 700,000+ WOMEN  
WORKING TO CHANGE THE WORLD TOGETHER, ONE  
FRIEND AT A TIME**

- National community – virtual trainings, campaigns, podcasts, Substack, online communities, app
- Organizing teams in MI, NC, OH, PA, VA
- TroubleNation network of 825+ local groups
- Focus on relational organizing: having 1:1 conversations with friends and family about the issues, our values, and where elected officials/candidates stand in relation to both
- When the time comes, we'll help you turn your friends and family out to vote with our get-out-the-vote tool

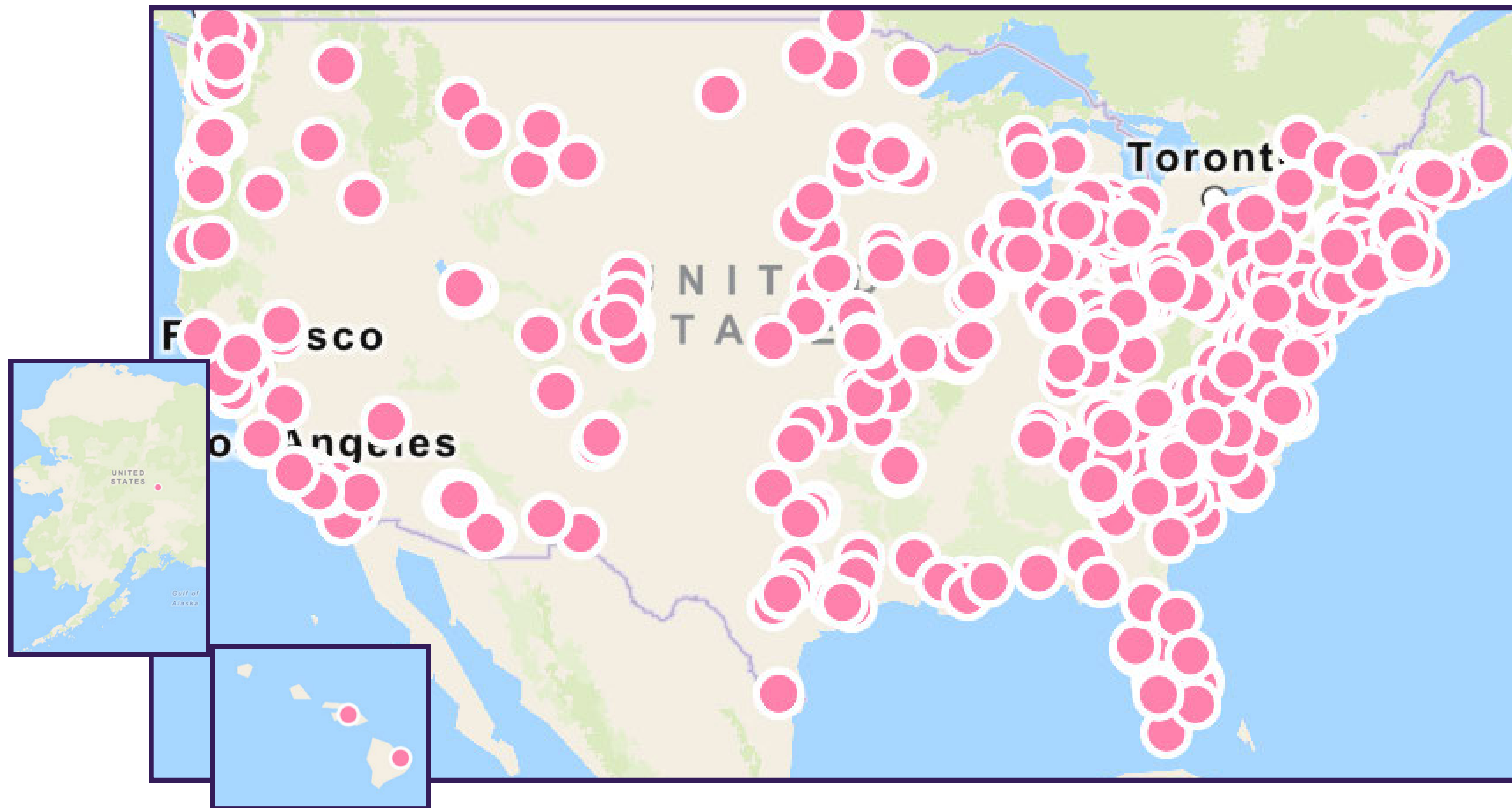


# What We'll Cover Today

- What is TroubleNation?
- Getting Started – Step by Step
- What We Expect From You
- Next Steps



# TROUBLENATION TODAY



**800+  
GRASSROOTS  
GROUPS**

**50 STATES+**

**100,000+  
MEMBERS**



# TROUBLENATION

**Your power is rooted in both freedom and community**

You lead your group your way, with your own name and local focus.

At the same time, you're part of the RWB community, which comes with many benefits.



# WHAT DO WE OFFER WITH TROUBLENATION?



Grow your group



TroubleNation team support



Connect with other leaders



Resources for new groups



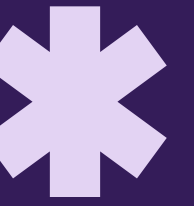
Turnkey opportunities



Leadership & advocacy training



RWB's best-in-class friend-to-friend organizing program



# What We'll Cover Today

- What is TroubleNation?
- What We Expect From You
- Getting Started – Step by Step
- Next Steps

# CRITERIA

## 501(C)4 PROGRAM

### WE WANT TO SAY YES

- Missions aligned with Red Wine & Blue
- Independent groups whose primary purpose is to connect people in their communities to address local issues
- Incorporated non-profit organizations

### SOMETIMES WE HAVE TO SAY NO

- Independent groups whose primary purpose is to directly contribute to candidates
- Political organization under section 527 of the Internal Revenue Code
- Chapters of established national organizations

# NAMING YOUR GROUP

## INCLUDE YOUR LOCATION

## SASSY/SUBTLE/CLEVER/ACTION ORIENTED

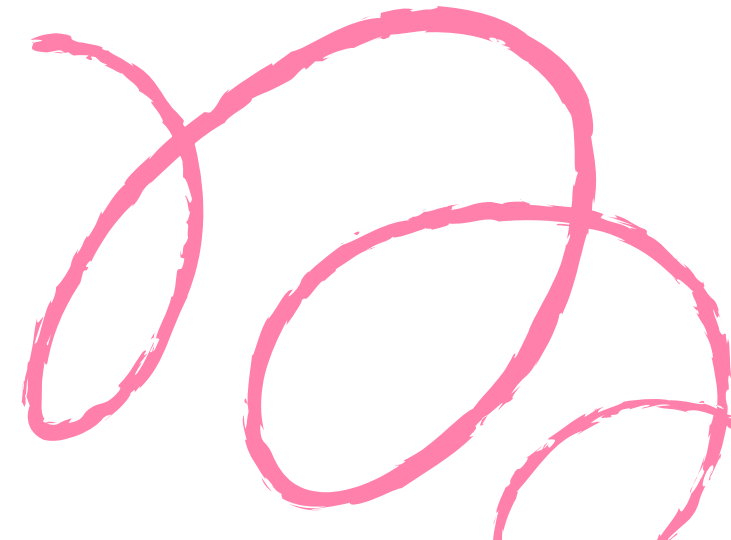
- Getting Sh\*t Done In \_\_\_\_\_
- Concerned Citizens of \_\_\_\_\_
- Women Crushing It (a real group in wine country)
- \_\_\_\_\_ Defending Democracy

## GENERAL TIPS

- No RWB or TroubleNation (but variations of “Trouble” welcome!)
- Be intentional: You can change your group’s name on your TroubleNation home page as often as you’d like, but your group URL will never change.
- Keep it non-partisan: broadens your appeal



TroubleNation Naming Guide:  
[https://go.redwine.blue/TN\\_naming-guide](https://go.redwine.blue/TN_naming-guide)



# Expectations of TroubleNation Groups



- Keep an eye on your group page and welcome new members
- Communicate and/or meet with members regularly, then take action!
- Complete your monthly checkin
- If you need to step back, let us know and help recruit another leader
- Read the bi-weekly newsletter
- Please don't unsubscribe to RWB emails
- **Read and save your welcome email!!**

# The **Dos** and **Don'ts** When It Comes to Political Candidates and Parties

- We can support groups working *independently* to elect commonsense candidates.
- As a nonprofit, we can't use our platform to work directly with candidates or parties.
- What you do off-platform is up to you – but any activity on the TroubleNation platform must follow the guidelines in the explainer linked here:



# What We'll Cover Today

- What is TroubleNation?
- What We Expect From You
- Getting Started – Step by Step
- Next Steps



# Step One:

## Give Your Page a Glow Up



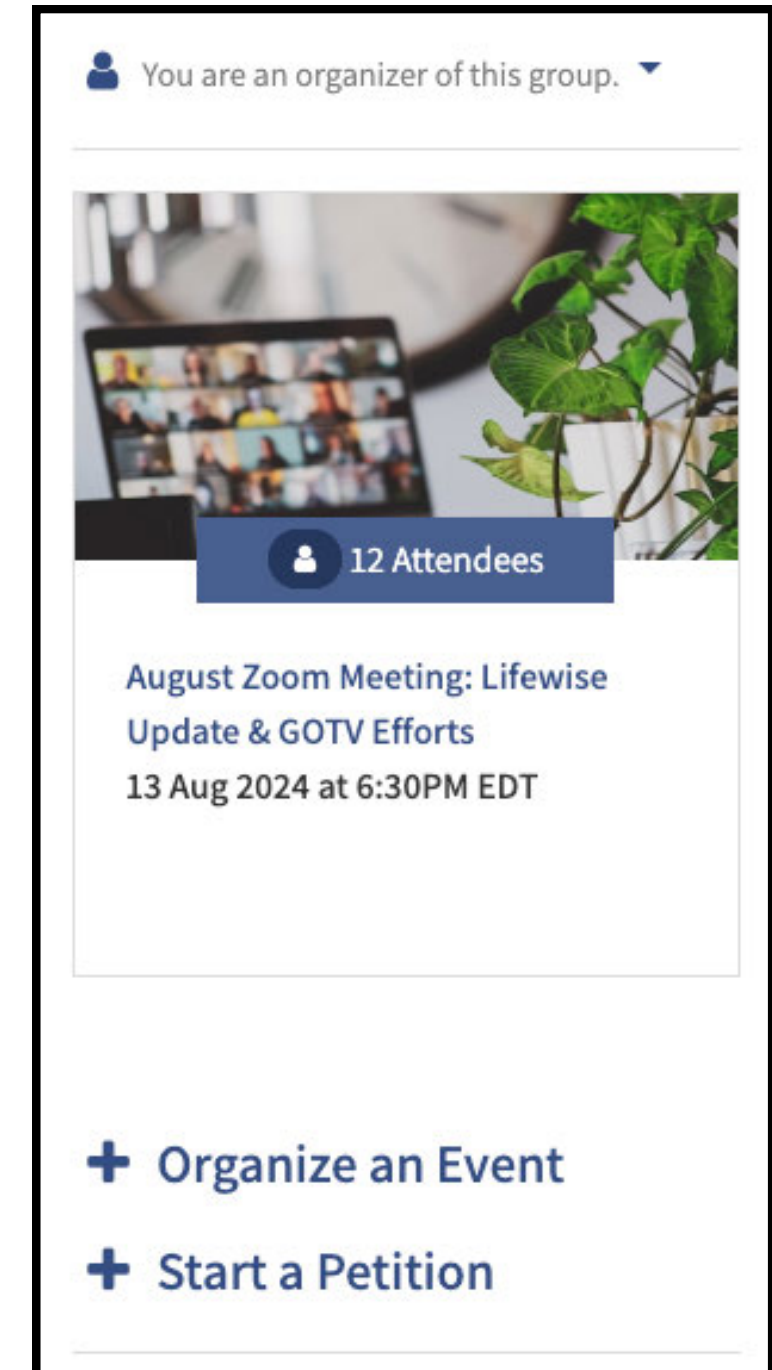
- **Set your group's visibility:** Make it **Public (Listed)** to attract more members (all groups start as **Unlisted**)
- **Choose your group type:** **Open** to welcome all, or **Closed** for more control
- **Craft a compelling description:** Let people know what your group is about
- **Create events & petitions**
- **Add resources and photos**
- **Manage your members:** Review members, approve organizers, access contact info
- **Invite others to join**
- **Request a logo**



# Step Two:

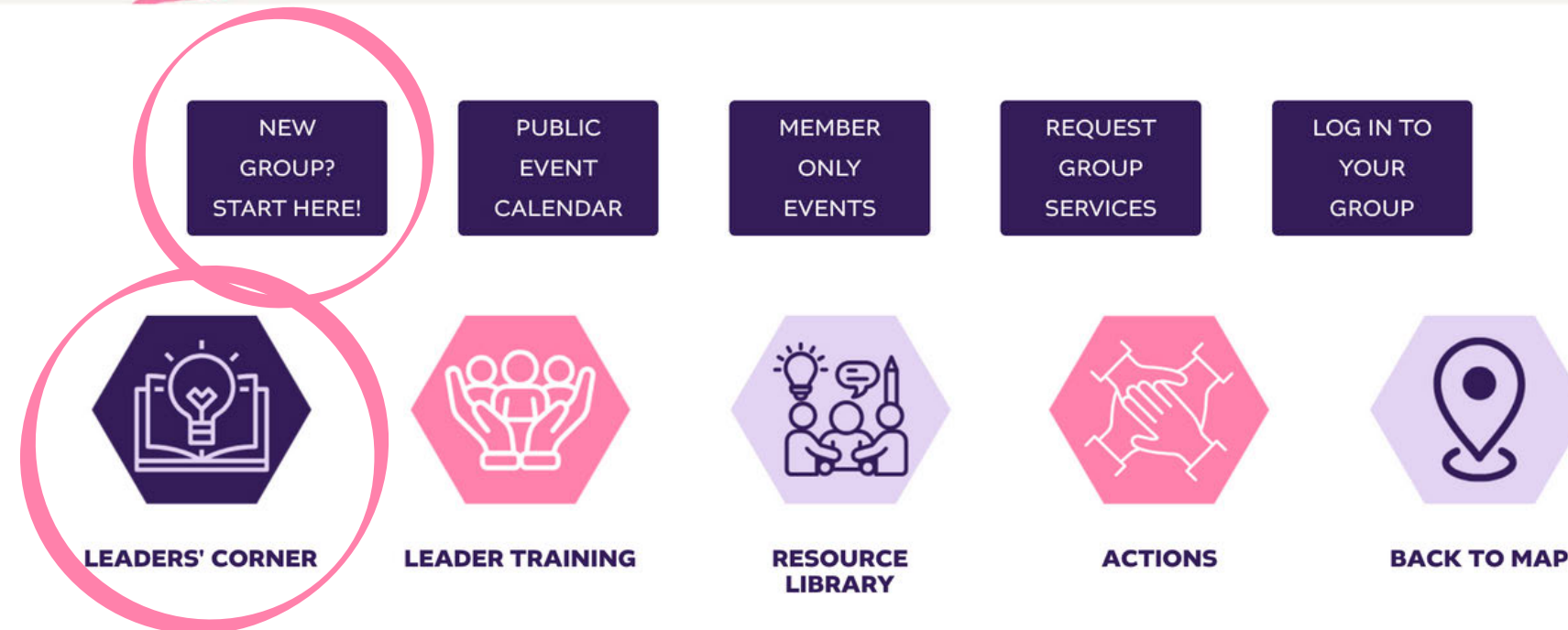
## Create Your First Event

- Dedicated event page with a unique shareable link
- Access attendees' contact info
- Boost your reach: Ask the TroubleNation team to help promote your event via email



# Step Three:

# TroubleNation Resources Page



# GROUP SERVICES



Request on **Leaders' Corner** page of the **TroubleNation Resources website**

Also a shortcut from the **TroubleNation Resources homepage**

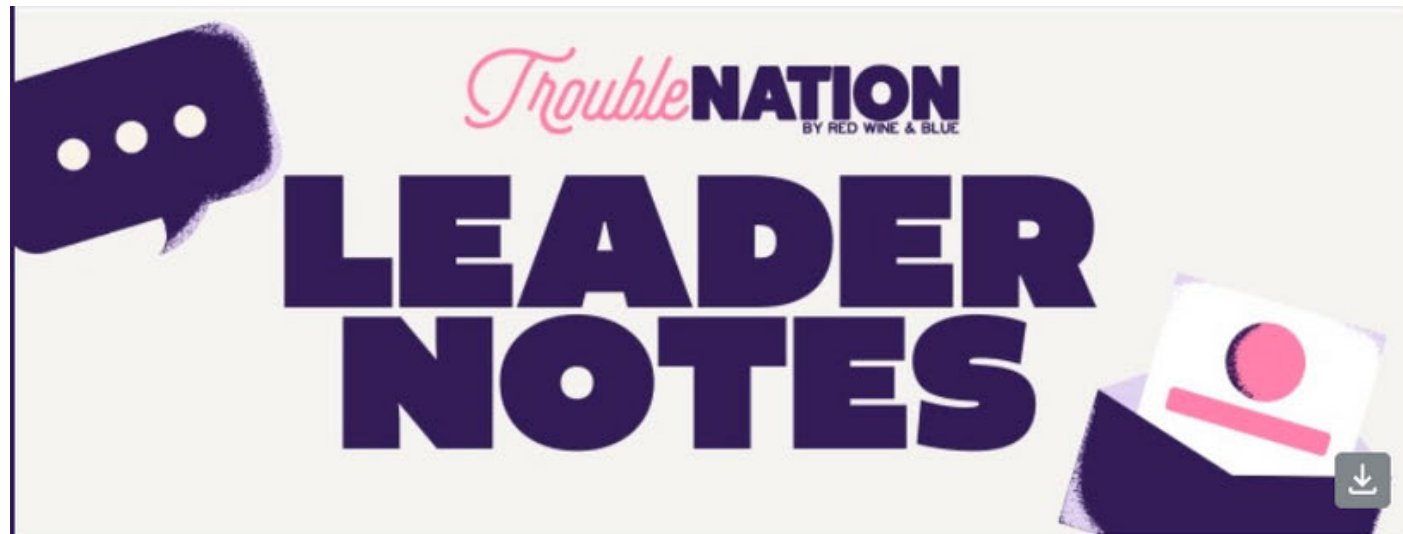
REQUEST  
GROUP  
SERVICES

# TRAININGS AND EVENTS



- **TroubleNation Training Series (ongoing)**
- **Customized Playlists you can find on our Resources page**
- **TN-specific Event Feed**
- **GOTV Training**

**<https://go.redwine.blue/tntt>**



Hello Missy!

Surprise! Our twice-monthly email has a new name and a new look. What do you think???

As many of you may know, we had a very large event this week at Red Wine & Blue, complete with "after parties". The good news is that not only did we get requests for more than 50 groups this week, but we added nearly 2,000 TroubleNation group members. This means that you likely have new group members, so please be sure to check your group's landing page!

Log in to your account ([watch this video if you forgot how](#)), go to your page, click on the manage button and look at your members tab. Your newest members will be listed first and include their join date! Post a welcome message to them, and add them to your email list.

We have another jam-packed newsletter, so jump right in. Happy reading!

Take care,  
~ Missy, Renee, Angela, and Shannon

#### **UPCOMING EVENTS**

**April 22 — TroubleNation Happy Hour, 8:30 pm ET**  
 Connect, share ideas, and problem solve with other group leaders.

**JOIN US!**

**April 24 — Troublemaker Training: How to Be a**

**REGISTER HERE**

# TWICE-MONTHLY NEWSLETTER

Be sure to check your email every other Thursday for our information-packed newsletter, TroubleNation Leader Notes!

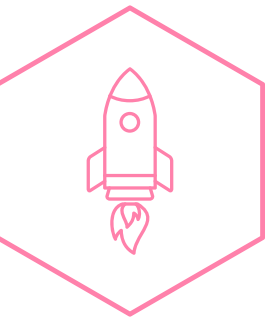


# What We'll Cover Today

- What is TroubleNation?
- What We Expect From You
- Getting Started – Step by Step
- Next Steps & Ideas



# LAUNCH SEQUENCE



## A 3-WEEK SERIES TO HELP YOUR GROUP GET STARTED

- Meet weekly for one hour with your cohort
- We'll provide a deeper dive into TroubleNation
- Complete (easy!) homework and report back
- By Week 4, you'll have your first meeting
- We'll check in with you to keep the momentum going

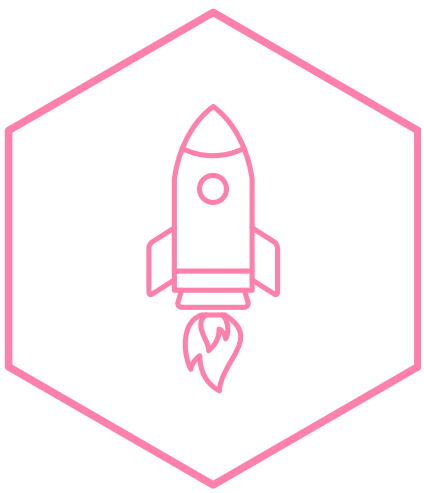


## NEW COHORTS START EACH MONTH

Prefer to go at your own pace? On-demand version available on the TroubleNation Resources page.

# LAUNCH SEQUENCE

## WEEK ONE PRE-WORK



- Claim your group/Log in and change password
- Find 'Red Wine & Blue' in your app store and join
- Think of who you want to invite to your group

# **SAMPLE MEETING AGENDA**

- **Social time/share your “why”**
- **Look for/talk through needs in your community**
- **Think through an action plan and decide steps to take before your next meeting**

**We can help you promote your event**

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





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!



# STILL HAVE QUESTIONS?

- Visit the **Leaders' Corner** section of the **TroubleNation Resources** page
  - Content for **New Groups**
  - **FAQs** and **Video Shorts**
  - **Schedule 1:1** with the TN team
  - **Group Services**
  - **New Group Checklist**
- **Email us: [troublenation@redwine.blue](mailto:troublenation@redwine.blue)**

## LET'S CONNECT

-  **Missy McGinnes**  
Program Director
-  **Renee Sekel**  
Deputy Program Director
-  **Angela Levine**  
Program Manager
-  **Kelsey Lawrence**  
Program Manager
-  **Shannon Gallagher**  
Organizer - East Region
-  **Erin O'Connell**  
Organizer - West Region

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

