



WHAT IS ADVOCACY?

Where do you fit?

Slides will be sent after session
Reach out to us at Ohio@redwine.blue



MEET TEAM OHIO

LAURA MULLEN (SHE/HER)
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DEPUTY DIRECTOR



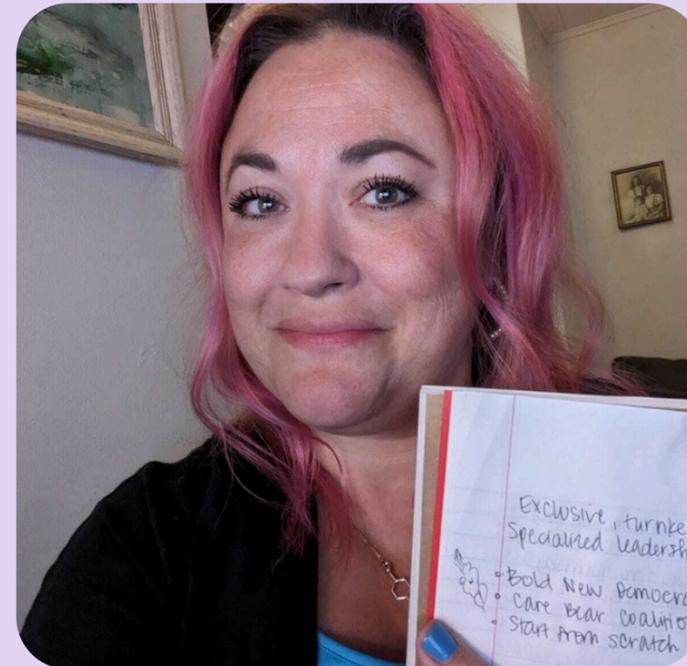
AMY DIDION (SHE/HER)
NW OHIO ORGANIZER



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SW OHIO ORGANIZER



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email us at OHIO@redwine.blue

HOW WE DO IT

OUR MISSION

Red Wine and Blue Team Ohio provides an inviting and actionable pathway to political literacy and civic engagement about common-sense issues facing suburban women. We build community through approachable content, friend-to-friend organizing, and personal storytelling.





TYPES OF ADVOCACY

**POLITICAL
ADVOCACY**

**SOCIAL JUSTICE
ADVOCACY**

ADVOCACY TYPES

POLITICAL

ELECTORAL

LEGISLATIVE

POLICY

GRASSROOTS

INSTITUTIONAL



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ADVOCACY TYPES

POLITICAL

ELECTORAL

**Influence elections
& voting behavior**

**VOTER EDUCATION
GET OUT THE VOTE**



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ADVOCACY TYPES

POLITICAL

LEGISLATIVE

Directly engaging with lawmakers to influence laws and policy

LOBBYING YOUR REPRESENTATIVES

SUBMITTING POLICY



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ADVOCACY TYPES

POLITICAL

POLICY

Focused on creating, changing or enforcing public policy

CAMPAIGNING FOR REFORM

ADVOCATING FOR ACCESS



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ADVOCACY TYPES

POLITICAL

GRASSROOTS

Mobilizing everyday people to push for Political change

**COMMUNITY
PROTESTS**

**SIGNATURE
CAMPAINGS**



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ADVOCACY TYPES

POLITICAL

INSTITUTIONAL

Working within the system to create change

ADVISORY COUNCILS

PUBLIC HEARINGS



ADVOCACY TYPES

SOCIAL JUSTICE

HUMAN RIGHTS

EQUITY AND INCLUSION

ECONOMIC

ENVIRONMENTAL

EDUCATION

HEALTH AND SOCIAL WELFARE

CULTURE AND MEDIA

ADVOCACY TYPES

SOCIAL JUSTICE

HUMAN RIGHTS

**Protecting and promoting
fundamental human rights**

**ADVOCACY AGAINST
DISCRIMINATION**

**CAMPAIGNS FOR FREEDOM
OF EXPRESSION**

ADVOCACY TYPES

SOCIAL JUSTICE

EQUITY & INCLUSION

**Focused on fairness for
marginalized or
underrepresented groups**

RACIAL JUSTICE ADVOCACY

**GENDER EQUALITY
INITIATIVES**

ADVOCACY TYPES

SOCIAL JUSTICE

ECONOMIC

Addressing poverty, labor rights and income inequality.

LIVING WAGE CAMPAIGNS

**WORKERS' RIGHTS
MOVEMENTS**

ADVOCACY TYPES

SOCIAL JUSTICE

ENVIROMENTAL

**Advocating for fair
enviromental police that
protect all communities**

CLEAN WATER ACCESS

**CLIMATE JUSTICE
CAMPAIGNS**

ADVOCACY TYPES

SOCIAL JUSTICE

EDUCATION & YOUTH

Ensuring equal access to quality education and youth participation.

**ADVOCACY FOR
EDUCATION ACCESS**

**STUDENTS' RIGHTS
MOVEMENTS**

ADVOCACY TYPES

SOCIAL JUSTICE

HEALTH AND SOCIAL WELFARE

Advocating for access to health care and social services.

**LIVING WAGE
CAMPAIGNS**

**WORKERS' RIGHTS
MOVEMENTS**

ADVOCACY TYPES

SOCIAL JUSTICE

CULTURE AND MEDIA

**Challenging stereotypes
and promoting fair
representation.**

**MEDIA WATCHDOG
GROUPS**

**ADVOCACY FOR
INCLUSIVE STORYTELLING**



HOW TO GET INVOLVED

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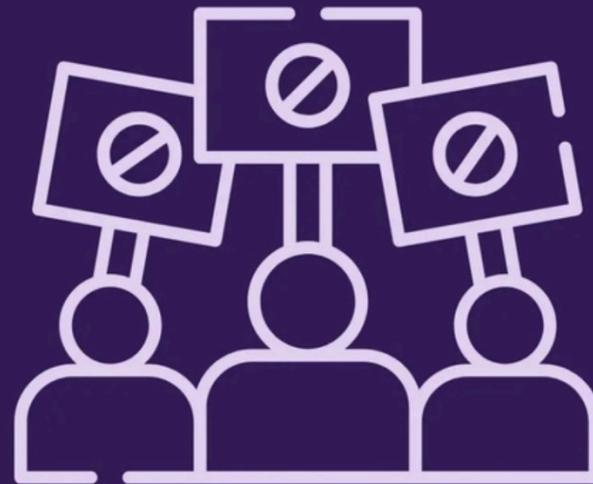
WHAT WE DO



**TAKING BACK
POWER:**
ELECTIONS & ADVOCACY



SHOWING UP:
PROTESTS, BOYCOTTS,
& BEYOND



**CARING FOR
EACH OTHER:**
MUTUAL AID & PROTECTION



WHAT IS

FRIEND TO FRIEND ORGANIZING

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



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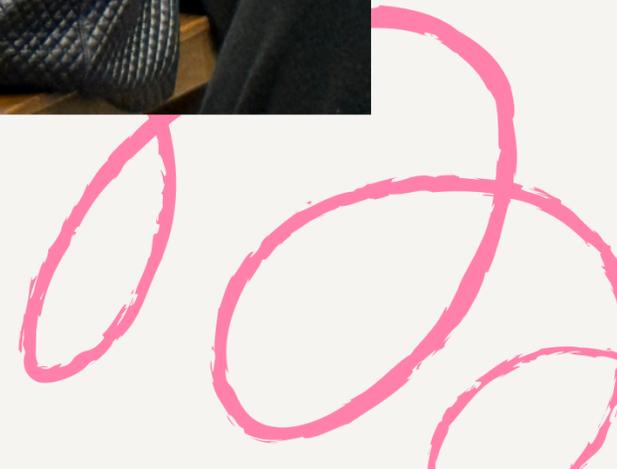
WHY IT WORKS

THE DATA SPEAKS FOR ITSELF

People trust someone they know more than a stranger or a political ad.

RWB's 2023 relational program increased voter turnout by 10.1% (over 8% here in Ohio).

That's a gamechanger—especially when local races are decided by just a handful of votes



2025 OHIO RWB WINS!

- Common-sense candidates won 78% of Ohio school board races targeted by RWB in 2025
- 76% of the RWB Ohio members who ran for office WON!
- Ohioans passed 57% of the levies we supported in 2025
- RWB's Ohio membership grew 19% in 2025
- RWB's Ohio Facebook group membership grew by 10%
- More than 3000 Ohioans joined the Red Wine & Blue App
- RWB raised over \$100,000 for Springfield organizations supporting Haitian immigrants
- Team Ohio held 185 events for our members - how many did you attend?

HOW WE DO IT

160 WAYS TO CHANGE THE WORLD

WITHOUT LOSING YOUR SH*T



WHAT IS THE RWB NETWORK?

- Red Wine & Blue's national grassroots organizing program that helps local groups across the country get started, grow, and strengthen.
- Creates a national network of grassroots organizations that will have their own landing pages and can be found on a searchable map on the RWB website
- Enables your group to stay independent, while providing access to exclusive Red Wine & Blue content, training opportunities, and connection to other leaders of grassroots groups from across the country.

WHAT IT LOOKS LIKE



- **Resistance & Education**
 - **Standing up to protest against injustices in your community**
- **Advocacy & Accountability**
 - **Keeping an eye on elected officials and candidates, shining a light on their actions, and asking them to do what you want them to do.**
- **Mutual Aid & Protection**
 - **Helping people directly affected by harmful policies**
- **Community Building**
 - **Allow time and space for your group members to get to know each other**

MAKE YOUR CONNECTIONS

KEEP
RED WINE & BLUE
IN YOUR POCKET

**DOWNLOAD THE RWB APP AND
CREATE YOUR ACCOUNT TODAY!**



 Download on the
App Store

 GET IT ON
Google Play

 **1** The RWB App is free. It's our own private space built just for you – without tech bros, oligarchs, ads, or algorithms. We will never share your personal data without your consent.

**NO SMARTPHONE? CREATE YOUR ACCOUNT AT
WWW.REDWINE.BLUE**



ASSETS & ACTIONS

SCAN HERE

RWB RESOURCES

REDWINE.BLUE



SCAN HERE

VOLUNTEER SURVEY

REDWINE.BLUE





LOBBY DAY

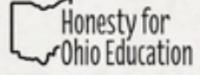
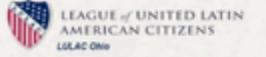
 **NOT POLITICAL? NO PROBLEM. IN FACT, IT'S PERFECT.**

OHIO NEW MEMBER ORIENTATION

Wednesday, March 4th 7:30 pm Virtual

LOBBY DAY FOR THE OHIO WE DESERVE

MARCH 24 TUESDAY 2026
9:00 AM- 3:00 PM
OHIO STATE HOUSE
COLUMBUS

FUTURE IN FOCUS

LOBBY DAY TRAINING & PREP WORK

MARCH

- 2** WHAT IS ADVOCACY 7:30 PM
- 18** LOBBY DAY TRAINING NOON
- 19** LOBBY DAY TRAINING 7:30 PM
- 24** LOBBY DAY



OHIO EVENTS



THANK YOU!

