



WOMEN ORGANIZING WOMEN. WELCOME TO THE PARTY.

Red Wine & Blue is a powerful grassroots community of 650,000 diverse suburban women working together to defeat extremism.

WHAT WE'RE ABOUT

Making A Difference Through Friend-To-Friend Organizing

- Red Wine & Blue members are making a huge impact on elections—especially down-ballot and off-year elections—one conversation at a time.
- By talking to family, friends, and neighbors, our members can reach people across party lines and those ignored by traditional tactics.
 - An independent analysis found that RWB's 2025 friend-to-friend organizing program **increased voter turnout 5-7 percentage points** higher than control groups across OH, PA, and VA.
 - Volunteers have contacted almost **200,000 family and friends** about elections that often fly under the radar.
 - Roughly 20% of members in our target states are **unaffiliated or Republican**; about a third of members don't hold a college degree.
- The Red Wine & Blue app's "Rally Together" tool helps women share information, have impactful conversations, and encourage friends and family to vote.
- We host **empowering weekly talks**, "Ask Me Anything" events, and Troublemaker Trainings on how to organize.

WHERE WE WORK

We have 650,000 members across the U.S., with a focus on four battleground states: **MI, NC, OH, and PA.**

WHAT WE'VE ACCOMPLISHED

- Last year, **we hosted 83,443 people** at 4,212 in-person or virtual events.
- We've helped suburban women elect State Supreme Court justices, municipal candidates, state legislators, and governors.
- In 2025, **71% of RWB-backed candidates** won their school board races.
- **32 RWB members** won their school board races
- We **defeated 62% of extremists** in school districts we targeted.
- In just three years, the RWB Network has grown to over **100K members in over 700 local affiliate groups** across the country and nearly every suburban community.
- In 2025, we launched a new podcast, "**How to Not Lose Your Sh!t.**" Every week, RWB Founder Katie Paris and Chief People Officer LaFonda Cousin host women who are fighting back—and staying sane in the process—like Stacey Abrams and Heather Cox Richardson.

IN THE PRESS



[**Moms vs. culture wars: How suburban women flipped school boards**](#)

[**The original 'wine moms' are in Ohio. They're mobilizing to support Haitians in Springfield.**](#)



[**The Political Power of the Wine Mom**](#)

WHY WE'RE ORGANIZING

Suburban women have had enough of extreme politicians and outside groups:

- Going after our reproductive rights
- Taking away healthcare
- Banning books and attacking public education
- Using marginalized kids to score political points
- Dismantling Civil Rights and erasing Black history
- Terrorizing immigrant communities
- Refusing to take action on gun violence
- Ignoring rising costs

Contrary to what pundits say, suburban women don't all look the same, think exactly alike, or drive matching minivans. We are a diverse group of women of all ages who find strength in our differences and hope in community.

We're proud of our communities—we want kids to grow up with their freedoms intact, in a place where everyone is welcome and treated with respect.

We're building communities of women working together, owning our power and lifting each other up. When we organize, we win.



visit redwine.blue to learn more