

USE RALLY TO INCREASE YOUR GROUP'S IMPACT ON ELECTIONS

You've learned the reasons why we go local to win everywhere. Now it's time to put that plan into action! **While phone banking and door knocking are good ways to get involved, the most powerful thing your group can do is talking to the people you already know.**

Studies show voters are at least 2.5 times more likely to listen to a friend or family member than to political ads or to people they don't know. When someone in your circle hears from you about an election or issue that affects their family, it hits differently. RWB offers free access to Rally to help your group do exactly that.

Have your group members join Rally, our easy-to-use tool, to supercharge their voter outreach.

Rally makes it easy to provide friends with vote plans and to track your outreach. It also lets you see your friends' voting history, party affiliation, and registration status all in one place (don't worry, it's all public info). Plus you get ready-to-send messages and shareable resources to help influence your networks.

LET'S GET STARTED:

Download the RWB app on the App Store or Google Play. If you live in MI, OH, NC, or PA, tap on the "Rally Together" square on the home screen. Otherwise, tap on the RWB Network tile and then scroll to find "Rally Together" and click on it.

Match yourself to the voter file to check your registration.

Build your list Make a list of everyone within your circle of influence (**use our worksheet to help you**) and then click Add Contacts in Rally to add these people to the list of voters you will contact this election cycle.

You're ready to start organizing in Rally! All the actions to take – with details and instructions – are right there in the tool.

Not an app person? You can access Rally on your desktop. Head to redwine.blue/rally, find your state or choose "All Other States" if your state isn't listed. Click "Join Campaign" to sign up with an email and password.



SCAN HERE FOR



**OUR CIRCLE OF
INFLUENCE
WORKSHEET**



Now that you've seen how easy and how powerful Rally is, it's time to multiply your impact! **By using Rally together, you and your group can strengthen your community, grow your membership, build your confidence and make a big impact on local elections!** Here's how:

- **Train your group members to use Rally.** Your next meeting can be all about local elections!
- **Practice having those honest conversations.** If talking about politics with friends and family feels uncomfortable for your members, you can use your group meeting as an opportunity for practice. Pair up to role-play conversations and keep at it until it feels natural. Then come back together to reflect and trade tips. Your group members will end up feeling more confident and comfortable in their skills.
- **Determine next steps and responsibilities.** Together, talk through each member's outreach plan. As a group, you might also decide which candidates you want to support and what you'd like your community to know about them.
- **Report back.** As you and your members have those conversations with friends and family, you can come back together to talk through how it went. Cheer on your members who helped their friends make voting plans, and support your members who choose to have difficult conversations. Along the way, you'll get to know each other better and build a stronger community.
- **Grow your group.** As your members talk to the people they know, you may find yourself with new members!

