

the skinny on **FORCE MULTIPLIER**



FM is a self-funded grassroots group of volunteers that raises funds for Democratic House + Senate candidates + voter empowerment groups in presidential swing states. We make it easy for you to make donations that have

real impact because we do the political research so that you don't have to.

Curious?

So where did Force Multiplier begin?

After the shock of the 2016 election, we knew we had a lot of work to do. Living in the Massachusetts blue bubble, a bunch of us decided to focus on out-of-state races where candidates needed resources to challenge entrenched Republican incumbents. Our dollars bought media and lawn signs, rented staff campaign offices, and hired organizers mostly in places where Democratic organizations were not strong.

We did our research and created a slate of 15 Democratic challengers to House seats, most of whom had never run for political office, and we went to work talking to our friends and family about donating to our slates. Our focus was on **flippable seats** where Republican incumbents were vulnerable to strong, well-organized challengers.

We raised \$700,000 in 2018 for 15 candidates + 13 of them won, most by tiny margins.

We then took what we learned and doubled down for the 2020 election. **Turning Washington Blue was our mantra!**

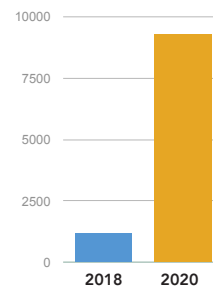
Hold the House + Flip the Senate + Support Voter Empowerment Groups in presidential swing states.

To our amazement we raised \$6.3M+.

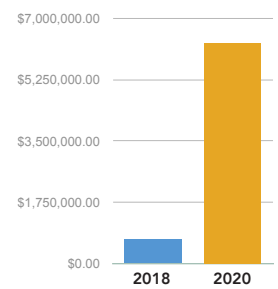
We helped elect 11 House + 3 Senate candidates + supported groups that turned out the vote for Biden/Harris. Pivoting to Zoom during the pandemic enabled us to grow to a national community of 9,300+ people in **virtually all fifty states.**

We're proud of our growth

Donors = 9,300 people



Dollars = \$7M+ total



Our networks power our work

Force Multiplier raises funds using **relational networking**. Each of us has a network of friends, family, neighbors, and colleagues who want to turn Washington Blue. However, most of us don't have the time or resources to do the research necessary to make the wisest political investments. Force Multiplier has a team that works on your behalf, and keeps our slates current by closely following the latest available information. Because our donors are hearing from a reliable source (**you + me**) that Force Multiplier is trustworthy, they can rely on Force Multiplier when making choices about political giving.



What about YOU? are you...

FRUSTRATED + ALARMED

by the right-wing GOP + the Republicans' hold on the Biden/Harris agenda?

CONCERNED

about the extreme + intimidating suppression efforts that will keep Americans from voting?

WANT TO GET INVOLVED

in moving our country forward?

LOOKING TO JOIN A POLITICAL COMMUNITY

that is welcoming + active?

Please visit our website + email us!
info@forcemultiplierus.org

What's NEXT?



GOOD to KNOW

The challenges of the 2022 midterms

- Our majorities in the House + Senate are razor-thin.
- Democratic turnout in Midterms is historically low.
- Voting rights are under attack by the GOP.
- **The Biden/Harris agenda is at stake.**

In 2021 we're working hard for:

10 Democratic House Incumbents

won by very slim margins + in districts that Trump won + have challenging races in purple states.

4 Democratic Senate Incumbents

our most at risk Democratic Senate candidates

Voter Empowerment Groups

In our **CAN VOTE** program we look for groups that are fighting voter suppression and gerrymandering and removing other barriers to voting. In our **DO VOTE** program we look for groups that are committed to building and turning out multiracial, multi-ethnic, multi-generational statewide coalitions of voters.

How we select candidates

Force Multiplier is focused on electing Democratic candidates to federal office. We carry out in-depth / research to provide our networks of donors with easy, but effective, ways to make a difference. We monitor the changing political landscape and modify our recommendations regularly to ensure that your dollars are invested wisely.

Our candidates are neither **long shots nor sure bets**, but ones who have a plausible chance of winning if provided with adequate resources. We base our decisions on research and data and do not have issues litmus tests. We consider these key factors:

Voting Trends + Ratings + Finances + Intelligence

Whenever we feel that a race is no longer in "the sweet spot," we remove it from our slate and replace it with another where we believe our fundraising will make a greater impact.

How we select voter empowerment groups

We support some non-profit groups that help ensure that people **CAN + DO VOTE**. We support c3 and c4 groups that are aligned with our strategy politically and geographically. We seek the advice of trusted allies such as the Movement Voter Project, colleagues in the Grassroots Fundraising Network and key informants for our target states. Before deciding to support a group, we meet with them to review their track record and previous year results as well as plans and financials for the funding year.

FM never touches the money

One hundred percent of your donation goes directly either to candidates or to the voter empowerment organization you choose through ActBlue, a non-profit fundraising platform for Democratic candidates and progressive causes. We receive no funds from any organization, and our group consists entirely of volunteers.

FM never shares your contact info

We never share your info with our candidates or partners.

We'll send you periodic emails alerting you to our fundraising opportunities and inviting you to Force Multiplier events. ActBlue gives you the option to share your contact information with the campaign/organization.

LET'S DO SOMETHING!

TALK TO YOUR FAMILY + FRIENDS ABOUT FM

Ask them to go to our website + get involved.

forcemultiplierus.org

INVEST IN OUR CANDIDATES + GROUPS

House Slate + Senate Slate + our Voter Empowerment groups. Donate on our website.

ATTEND A ZOOM EVENT

Meet the candidates + feel the energy of like-minded people who are getting involved. Register on our website.

ATTEND AN FM INFO SESSION

Join in on an informal one hour Zoom info session with Q+A. Register on our website.

POST FM ON YOUR FACEBOOK

Follow us + share: [facebook.com.ForceMultiplierMA](https://facebook.com/ForceMultiplierMA)

BE A MULTIPLIER

Start forwarding our emails to your network + encouraging people to attend our events + support our initiatives. For help Multiplying email Bill at petri@bc.edu

HOST A HOUSE PARTY

Consider a one-hour Zoom house party with your high school friends, neighbors, book club, college/grad school friends, all your cousins... We'll help you put one together + make it fun + successful. Email Fern at fernfisher@rcn.com

QUESTIONS? info@forcemultiplierus.org