

August 2021

the scoop FORCE MULTIPLIER NEWS

YOU X ME = DEMOCRACY people talking to people is a powerful thing!

INTRODUCING FORCE MULTIPLIER'S

New House Slate!

As we promise our community, Force Multiplier continually researches

the races + the environment + new data

to assure that your investments are supporting candidates where they will have the most impact. Force Multiplier has identified a universe of approximately 20 House incumbents who need our support in 2021. We're refreshing our slate regularly to give support to as many of these candidates as possible. Our Fall '21 House Slate includes new and familiar faces.



Susan Wild
Pennsylvania 07



Colin Allred
Texas 32



Abigail Spanberger
Virginia 07



Cindy Axne
Iowa 03



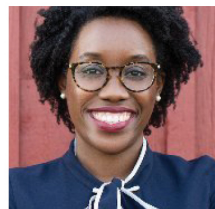
Tom Malinowski
New Jersey 07



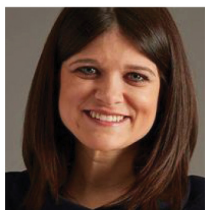
Tom O'Halloran
Arizona 01



Jared Golden
Maine 02



Lauren Underwood
Illinois 14



Haley Stevens
Michigan 11



Chris Pappas
New Hampshire 01



Matt Cartwright
Pennsylvania 08



Elaine Luria
Virginia 02

DONATE TO THE NEW FM HOUSE SLATE

We do the research so you don't have to.

These candidates were chosen on the basis of these factors:

- 2020 Congressional and Presidential Margin
- 2018 Congressional Margin
- Fundraising through 6/30/21 as a proportion of 2020 campaign expenditures
- Opponent Strength – both declared and likely opponents
- Confluence with Senate races.

We'll continue to endorse all the candidates from our previous slate and you can support these and other FM endorsed candidates on our website. [DONATE HERE](#)

We love questions and love to talk to you.

You can reach the Chair of our Political Research Committee at dalersmith@aol.com with any questions or concerns.



why RURAL? why NOW

By David Szczerbacki Ph.D.

Dr. Sz.'s research, consulting and professional experience has focused on regional planning and economic development with an emphasis on issues and policies impacting rural communities across the United States. He is a valued member of our Communications Committee.

As Force Multiplier turns its focus to engaging + empowering rural voters we thought that you might want to know why we think it's such a great idea.

What do we mean by “rural?”

- Anything outside a metropolitan area is “rural.” A metro area includes a city of 50,000 or more plus adjacent suburbs.
- 20% of the population is rural—60 million people, spread over 72% of the country.
- Since the 2008 recession, rural areas have lost approximately 4% of their population while metro areas have increased by 4%.
- Historically, the poverty rate is 4 to 5% higher in rural areas compared to metropolitan areas. The rural poverty rate for children is approximately 23%, more than five points higher than in metropolitan areas.
- Rural America is rapidly becoming more diverse. Persons of color comprised 83% of rural population growth between 2000 and 2010—a trend that will likely continue according to the just released 2020 Census data. About 21% of rural residents are persons of color.
- There is a high degree of economic diversity in rural America: services: (16%), farming (10%), manufacturing 10%, construction (6%), mining (4%), forestry (1%).
- The long-term de-industrialization of the American labor force has hit rural areas much harder than in metropolitan regions. Studies show that rural areas also contain higher rates of entrepreneurship than urban areas.

Why do rural areas matter in state + national elections?

Here are four arguments.

- Grassroots mobilization of rural voters in traditional “reliably Republican” strongholds moved Democrats forward in 2020 in states like Georgia, Arizona, and Nevada. In states like Wisconsin, North Carolina, and Michigan, such mobilization can have similar results.
- Traditional rural Republican Congressional seats will become more competitive as rural populations decline, metropolitan areas gain population, and urban Democratic-leaning residents retreat to rural enclaves in a Covid world.
- Biden’s legislative agenda includes massive investments in rural areas: ameliorating child poverty, expanding broadband access, mitigating climate change impacts, and improving critical infrastructure and services from roads and bridges, water and sewer systems to health care, childcare, and a living wage. There is opportunity to emphasize priorities that impact rural areas.
- There is a grassroots network of politically active Democratic - leaning organizations poised to break the stranglehold that Republicans have long had in rural America.

By working directly with the [Rural Democracy Initiative](#), and its [Rural Victory Fund](#), Force Multiplier is supporting a targeted set of such organizations in key states.

We can make a difference.

REGISTER + DONATE TO THE RURAL VICTORY FUND EVENT

see details in right hand column

some summer homework! expand your multiplier list!

Now that we’re doing house parties and events on Zoom, you can think outside the box about people to invite.

You assemble the group + we'll do the rest!

Think about adding...

- * Your choir group/music group/knitting group/book group
- * Your poker group/walking club/pickleball group
- * Your high school /college/grad school friends
- * Your social media friends who post progressive ideas
- * Your friends from the gym
- * Your extended family
- * Your current or ex-coworkers with progressive ideas around the water cooler
- * Your neighbors who had Biden signs on their lawn
- * Your friends who don't look like you (age, skin color, ethnicity)

Multiplying is all about people talking to people

REFRESH + BUILD FOR THE FALL

We've asked a couple of members of our community to tell you their thoughts on our last two events.

ENJOY!



Impressions of FM's Rural Rep House Event

By Clint Strong, a Multiplier from Dallas, Texas

I really looked forward to the FM House event with Reps Axne, Golden, and O'Halleran, and was not disappointed. I grew up in rural Oklahoma but didn't think much about the political scene in rural areas until I'd moved to cities where I've spent most of my life. But now I sure do. We need to win in as many of these districts as possible.

It was a great event. I loved the comparing and contrasting of the three representatives' districts. There were a lot of big differences in demographics, industries, and issues, but striking similarities between the three presentations. Critical to all three Representatives were these things: a) they all needed to REALLY deliver for their constituents; b) they all needed to be seen within their districts—preferably face-to-face—as much as possible; c) they all have to maintain a high level of trust among their constituents, and d) they all seemed focussed almost exclusively on their districts' needs rather than national concerns. I was impressed with all of them and am delighted that Force Multiplier has determined to support them.

I thought a lot during the event about how to help these three win their next elections, along with other Democratic candidates in similar rural districts. How can we/they capture more and more rural voters? We know that in almost all these types of districts, the races are won on the margins by sometimes tiny percentages. This is when I realized how great and important Force Multiplier and the FM strategy is: FM finds great candidates like Representatives Axne, Golden, and O'Halleran, who are well-positioned, know what it takes to win, and are willing to do the hard work to increase the Democratic numbers in Congress with help from Force Multipliers like me. The event only made clearer to me the job we have to do—with our time and our dollars. Great work, FM Team!



Mark Kelly Event

By Jim Mahon, Professor of Political Science, Williams College and a member of Greylock Together, Williamstown, MA

Senator Mark Kelly fulfills one of the hopes of the framers—that the US Senate would attract eminent individuals from all walks of life, helping to keep our politics anchored in the real world. With his extensive knowledge of water issues in Arizona, he also reminds us that even in the Senate, politics begins locally. His eight months in the upper house have been among the most tumultuous in US history, and he observes that there is “no playbook” about how to respond to the turmoil. Still, it seems evident that Senator Kelly follows one: an emphasis on science and provable facts (you can't fly an aircraft by inventing your altitude and velocity); a plain-spoken, “I'm not a politician” manner; a non-partisan open-mindedness; and yet, a voting record that has been 100 percent with President Biden.

We face a daunting mid-term election in 2022, with strong historical precedents suggesting that our majorities are at risk. But I think Mark Kelly personifies why this time really is different. Never in US history has a political party identified itself with an impeached former President in his quest to regain power. Never has such a party, at once propelled and led by its allies in broadcast and social media, encouraged so

has such a party, at once propelled and led by its allies in broadcast and social media, encouraged so many of its supporters to ignore their own health and that of their communities. Never has such a party publicly defended an attempt to take power through violence. As the elections approach, reality—the pandemic, the climate, the law—is fitfully catching up to the Trumpist core of the Republican party. For those of us working for victory in 2022, it is a reassuring pleasure to meet the kind of people who make up the pragmatic, reality-based core of ours.



YOU X ME = DEMOCRACY

**Please pass this news on to friends who may be interested.
That's how we multiply!**

Visit our website forcemultiplierus.org

SUMMER EVENTS



Finding Common Ground: Support Grassroots Organizing in Rural America

Join representatives from the **Rural Democracy Initiative** including Executive Director, Sarah Jaynes, and grassroots leaders from RAZA (AZ), 1,000 Women Strong (GA and other states) and the Wisconsin Farmers Union.
Thursday, September 9
7:00-8:00 pm ET on Zoom

[REGISTER + DONATE](#)



Have An FM Party!

House Parties have been at the heart of FM’s successful efforts to reach out + build community.

This spring we surveyed all of our past house party hosts and found out how they felt about their party, and the process.

- Almost universally, hosts told us:**
- the format worked well
 - presentations were clear + compelling
 - guests felt engaged and interested in getting involved.

Most of the respondents said that they’d be willing to host another house party.

Numbers of respondents told us:

Numbers of respondents told us:

- they would like more support from FM prior to and after the event.
- we could do a better job following up with their guests and helping them to do so as well.

As we ramp up for a new round of house parties this fall we're taking this feedback to heart.

Please let us know if you're ready to talk about having a house party. If you have questions, please email Fern Fisher at fernfisher@rcn.com



spread the word FM OPEN HOUSE

An informal one hour info session with Q&A on Zoom.

Tues. Sept. 21, 7:00-8:00pm ET

[REGISTER HERE](#)



THANK YOU!

Rural House Event, July 14:

With three Reps: Cindy Axne (IA-03), Tom O'Halleran (AZ-01,) Jared Golden (ME-02.) You contributed about **\$42,000** all together.
200 people donated.

Mark Kelly, Senator from Arizona, August 2: **200** people donated **\$26,000**. Altogether we have raised about **\$57,000** for the Senator.

GET the "SKINNY"

the facts... just the facts... about FM all on one page. It's great to send to people in your network who are interested on finding out more.

[DOWNLOAD PDF](#)

Tip o'the month

If you're not receiving emails with Zoom links for our events, please make sure both **buzz@forcemultiplierus.org** + **events@forcemultiplierus.org** are recognized senders.

Just set them up in your contacts.

And please be sure to check both spam and trash if you don't receive the link a couple of hours before the event.

a birthday? anniversary? retirement? new grandchild?

Ask your friends, colleagues, relatives to donate to Force Multiplier to honor it. We'll help you set up this fun way to give.

info@forcemultiplierus.org

BIG IDEAS?

Let us know what you're thinking. We're always interested in creative ways to improve what we do.

info@forcemultiplierus.org

now for something completely different

Beverly's Summer READING LIST

Beverly Cooper-Wiele is a retired public school teacher, an avid reader and activist and a beloved member of our Communications Committee.

You couldn't pick a better time to read books. "It ain't too early, and it ain't too late!"** There's enough time left in August for pleasurable beach and bedtime reading before we return to "real life" after Labor Day. As the weather cools, here are some selections to jumpstart the "political season" and fire up your activism.

Beach + Bedtime

Billy Summers, Stephen King

A murder/revenge story, also a reflection on the writing craft.

The Collected Works of Jim Morrison, Jim Morrison

Song lyrics, poetry, journal entries, and more from the tragic rock icon.

Hamnet, Maggie O'Farrell

A re-imagined biography of William Shakespeare, his marriage to Anne Hathaway, and the lives of their three children.

Hope Never Dies, Hope Rides Again, Andrew Shaffer

Joe Biden and Barack Obama, armed with their wits, characters and trademark personalities, join forces to solve murders.

The Premonition, Michael Lewis

Lewis takes facts, figures, and people, and blends them into magical reads. His latest brew is the true story of the scientists who first predicted and traced the development of COVID 19, then fought against bureaucrats to try to contain it.

The Sum of Us, Heather McGee

McGee examines and questions the "zero-sum" assumptions of racial equity that cost all Americans their best lives.

Jumpstart Your Political Thinking

Americanon, Jess McHugh

Reflections on 13 best-selling books, their literal and social meanings, and how they contributed to our invented American story.

I Alone can Fix It, Carol Leonnig and Phillip Rucker

The hell that was 2020, Donald Trump's final year and, arguably, America's worst year. (I would buy a grocery list if it were written by these two.)

On Freedom, Cass Sunstein

A short, philosophical essay on all the factors we need to consider when we define "freedom."

On Tyranny, Timothy Snyder

A brief history of authoritarian

movements in the 20th century, the signs of it entering our current political life, and specific recommendations on how to combat it. An imperative read. In October, an illustrated version will be available. You can pre-order it now from your favorite vendor.

Our Time is Now, Stacey Abrams

A thorough, and disturbing, recounting of past and current voter suppression efforts taking place in state legislatures and how citizens can combat them. We can't wait for a "Stacey." We have to *be* Stacey.

**The person who first identifies this reference wins a delicious, homemade cake. Please refrain from resorting to Google. Email info@forcemultiplierus.org



You are receiving this email because you opted in via our website or gave a contribution to Force Multiplier.

Want to change how you receive these emails?

You can [unsubscribe from this list](#).