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 Senatorial 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 + lawn signs, rented staff campaign offices + hired organizers mostly in "purple" districts where Democratic organizations + fundraising were not strong.

We did our research + created a slate of 15 Democratic challengers to House seats, most of whom had never run for political office + we went to work talking to our friends + 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 took what we learned + 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 $7M+ by the election.

We helped elect 11 House + 3 Senate candidates + supported groups that turned out the vote + helped flip 5 states 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.**

Turns out, our message resonated in Blue + Red Bubbles + Purple Districts!

We're proud of our growth

12 people.................................10,000+ people

$0...$13.5Million

! !

Our networks power our work

Force Multiplier raises funds using **relational networking**. Each of us has a network of friends, family, neighbors, + 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 + 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?

YOU X ME = DEMOCRACY
forcemultiplierus.org
info@forcemultiplierus.org

What's NEXT?

The challenges of the 2022 midterms
- Our majorities in the House + Senate are thin.
- Democratic turnout in Midterms is historically low.
- Voting rights are under attack by the GOP.

THE BIDEN /HARRIS AGENDA IS AT STAKE

In 2022 we're working hard to protect + expand Congressional Majorities:

29 Democratic House Incumbents + Challengers
won by very slim margins + in districts that Trump won + have challenging races in purple states.

8 Key Democratic Senate Races
Our 4 most at risk Democratic Senate candidates + 3 challenger. We'll review the landscape and the financials on a quarterly basis + will adjust our slates as needed.

Voter Empowerment Groups
In our **CAN VOTE** program we look for groups that are fighting voter suppression + gerrymandering + for removing other barriers to voting. In our **DO VOTE** program we identify groups committed to building + turning out multiracial, multi-ethnic, multi-generational statewide coalitions of voters in likely Senatorial battleground states, or key states.

WE DO THE RESEARCH SO YOU DON'T HAVE TO

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 + 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 + 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 + replace it with another where we believe our fundraising will make a greater impact.

10/22

How we select VE groups
We support groups that help ensure that people **CAN + DO VOTE**. We support c3 + c4 groups that are aligned with our strategy politically + geographically. We seek the advice of a network of trusted allies including such as the America Votes, the Rural Democracy Initiative, colleagues in the Grassroots Fundraising Network + activists in our target states. Before deciding to support a group, we meet with them to review their track record + previous year results as well as plans + financials.

GOOD to KNOW

FM never touches the money
100% 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, + 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 + inviting you to FM 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.

INVEST IN OUR CANDIDATES + GROUPS
House + Senate Slates + our Voter Empowerment groups.

ATTEND A ZOOM EVENT Meet the candidates + feel the energy of like-minded people who are getting involved.

ATTEND FM INFO SESSIONS Join in on an informal one hour Zoom info session with Q+A.

POST FM ON YOUR FACEBOOK
Follow us + share: **facebook.com.ForceMultiplierUS**

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**

forcemultiplierus.org
QUESTIONS?
info@forcemultiplierus.org

SCAN ME

YOU X ME = DEMOCRACY