



July 2021

the scoop FORCE MULTIPLIER NEWS

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

Time to talk RURAL!

The Rural Democracy Initiative (RDI)

As part of Force Multiplier's strategy to **Hold the Senate in '22**, we have chosen a new voter empowerment partner: **The Rural Democracy Initiative (RDI)** Through RDI, Force Multiplier will support 12 groups working to make inroads with rural voters in five Senate battleground states:

GA + NC + AZ + PA + WI.

We got interested in rural areas when we saw that 5 of our 7 target states had rural populations of over 20%

- *Given the bias of the Electoral College and Senate towards smaller rural states, and the closeness of the elections in swing states, we felt it was important to support local groups who were organizing in these communities.*
- *Rural communities nationwide have been in an economic tailspin for 40 years and were left feeling neglected by both parties. While Republicans did little to help, their messaging made rural voters feel heard while standard Democratic messaging failed to resonate with many white working class, Hispanic and rural voters.*
- *Force Multiplier helped win rural votes in 2018 and 2020 by supporting candidates in significantly rural districts such as Cindy Axne (IA 03), Jared Golden (ME 02) and Elissa Slotkin (MI 08). Their victories were key to winning and holding a House majority. They succeeded by connecting with Republican and Independent women and other swing voters. We need to continue this work.*

Our research challenged some blue bubble stereotypes about rural voters:

- *Rural does not equal white: 20% are people of color who share the concerns of their white neighbors.*
- *Rural voters are persuadable: 6% swung towards Dems in 2018. Rural youth swung towards Dems by 25%.*
- *A majority of rural voters share progressive policy concerns on a variety of issues from healthcare and immigration to public safety.*
- *Rural voters can make a difference: In GA, AZ, PA and WI, the increase in the rural vote for Biden in 2020 over the 2016 vote for Clinton, exceeded his statewide margin of victory.*

We have a once-in-a-generation opportunity to reach and win over a neglected segment of the population in our key states. Democrats, over the opposition of Republicans, are addressing the needs of rural voters through the ACA, American Rescue Plan Act (\$1400 child tax credits, PPP for rural small businesses, school openings), vaccinations, the American Jobs Bill (roads, water systems, broadband), and American Families Plan (childcare, universal pre-school, free community college, paid family leave). We must make sure that rural voters know that it's Democratic policies that are improving their lives.

We don't have to win the rural vote but we must close the margins. If we pay attention now, we can improve our chances of having a Senate majority and government that serves the needs of all Americans.

SUPPORT THE RURAL DEMOCRACY INITIATIVE

[Learn more about the RDI groups we support](#)

MEET OUR NEVADA HOUSE CANDIDATES



Stephen Horsford (NV-04)

Rep. Stephen Horsford is currently on our House slate.

His seat has gone back and forth between parties in the last several elections – one reason to anticipate a highly competitive race in 2022. NV-04 is a sprawling, 52,000 square mile, largely rural district where simply reaching voters is a challenge.

Horsford is a champion of small businesses, workforce development, and economic equity, believing that no underserved communities should be left behind. This June he co-sponsored the “Break the Cycle of Violence Act” in the House, proposing job opportunities as a hedge against violence. His passion for this issue is personal: On the day the legislation was reintroduced he said, “Twenty-eight years ago today, my father was shot and killed in a senseless act of gun violence. In countless communities like mine, violence has robbed children of their parents and stripped young people of their futures.”

In 2020 Horsford won by 4.9% in a district that Biden carried by only 3.9%.

SUPPORT STEPHEN'S CAMPAIGN





Rep. Susie Lee (NV-03)

Congresswoman Susie Lee is another member of our house slate and she represents one of the most competitive districts in the nation.

Rep. Lee’s strong commitment to education, energy, and land management issues and her success in winning tough races in this competitive district, make her a compelling candidate. Lee balances her rigorous schedule in Congress and the pressures of campaigning with a balanced lifestyle, frequently hiking the many public lands of Nevada and riding her bike in Washington DC.

To get to know her better, take a look at these video clips:

[Lee Bikes to Work](#)

[Lee Hikes Nevada Public Lands](#)

In 2020 Susie Lee won her district by 3% and Biden’s margin of victory was a mere .02

SUPPORT SUSIE'S CAMPAIGN

SUMMER EVENTS



Iowa's
Cindy Axne
Arizona's
Tom O'Halleran
Maine's
Jared Golden

WINNING IN 2022: Understanding The Rural Voter

Moderated by DCCC

Chair Rep. Sean Patrick Maloney

To Hold the House in '22, we will need to make inroads with rural voters. Join three members of Congress who serve districts (two of which voted for Trump) with significant rural populations. They will talk about the importance of rural voters and how we can broaden our support among them.

Wednesday, July 14

7:30-8:30pm ET on Zoom

REGISTER + DONATE





Meet Sen. Mark Kelly (AZ) + Help Hold the Senate in '22!

Sen. Kelly is a former naval aviator, astronaut and the husband of former Cong. Gabby Giffords. Together they founded Americans for Responsible Solutions to curb gun violence. Sen. Kelly won his seat by 2.4% in 2020 in a state Biden/Harris won by just .3%. He needs our support NOW.

Monday, August, 2
7:00-8:00pm ET on Zoom

[REGISTER + DONATE](#)

EARLY \$ = POWER

Please consider supporting our Early Impact Slates + Voter Empowerment Groups

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[THE HOUSE SLATE](#)

[DONATE TO THE SENATE SLATE](#)

[DONATE TO](#)
[THE DSCC LEGAL FUND](#)

[DONATE TO THE](#)
[NATIONAL REDISTRICTING ACTION FUND](#)



THANK YOU!

for attending our June events!

The NDRC + Eric Holder event raised **\$47,000** | 300 donors.

The event with Senator Peters raised almost **\$110,000** for the Senate Slate | 225 donors

Since January 7 (day after the runoffs) we've raised **\$570,000+**

As our beloved co-chair Laura Weisel says

COOLIO!

REMEMBER

what it felt like when the Republican Majority made it impossible for Obama to realize his agenda?

That should be enough fuel to get us focused on a Midterm win of 2022 to give the Biden/ Harris agenda a fighting chance.

NOW IS THE TIME!

BIG IDEAS?

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

info@forcemultiplierus.org

FM MULTIPLIERS *Are Kicking It Up a Notch!*

Force Multiplier's secret sauce, **relational networking**, depends on the enthusiasm and commitment of a significant subset of our donors who volunteer to regularly forward our email invitations to their friends, co-workers, family members, neighbors, and everyone else they know who might be interested in our work. We recently realized that our "sauce" can use a little more spice. So, we're going to provide multipliers with a bit more assistance.

We began asking questions + having conversations + sending questionnaires + generally gathering information, or as some call it, data, for the last few months.

We've learned a lot from our multipliers about their experiences and about what supports they need to be more comfortable and happier in their work. In the next few weeks,

1. We'll be posting an expanded list of resources on our website including

- Information about how to assemble, maintain, and build a network
- How to introduce your network to FM
- Ways to forward our invitations to your network
- Sample language to use when you forward emails to your contact lists
- Detailed tech tips to using Yet Another Mail Merge + other mail platforms
- The SKINNY, a one-pager with the facts on FM that you can give to a friend

2. Plans are in the works to schedule occasional gatherings of multipliers who want to exchange ideas, gripes, victories, etc. with other multipliers.

3. We'll also link multipliers with more experienced FMers who will be available to answer questions.

**We so appreciate your commitment to continue multiplying.
We couldn't do any of this without you!**

We asked two of our Multipliers to write their thoughts following our June events

EVENTS



By Marc Daudon | Seattle

June 10, 2021 - AG Eric Holder NRAF Event

“We can do this!” declared Attorney General Eric Holder concluding the presentation and discussion on the National Redistricting Action Fund (NRAF). “Our chances are good, but we are in a tough fight...”

AG Holder, with Kelly Ward Burton, NRAF President, and Sauma Narechania, Director of States, explained the mission and work of NRAF – to raise awareness about the harmful impact gerrymandering has on state and federal policymaking; create and encourage participation in activities that defend democratic ideals; and increase grassroots engagement in every step of the redistricting process.

NRAF’s tools include litigation, advocacy, and grassroots organizing. A 501c(4) affiliate of the National Democratic Redistricting Committee, NRAF is engaged at the federal level supporting passage of the For The People Act (HR1) and, at the state level, fighting for fair redistricting with a focus on key states, including Arizona, Pennsylvania, North Carolina, and Georgia.

The stakes couldn’t be higher – over 400 voter suppression laws have been introduced in 48 states and about two dozen have passed into law. As Holder put it, “we are seeing an attack on the voting franchise not seen since the Jim Crow era.”

At the Zoom meeting we learned about Gerrymandering 101 and how NRAF is engaging the public - recruiting and training activists to attend hearings, testify, activate others, demand transparency, and hold decision-makers accountable for creating districts that achieve the foundational principle of one person, one vote.

Personally, I was inspired by the words and deeds of Holder, Burton, and Narechania. I felt good about contributing to NRAF through Force Multiplier – and fortunate that I live in Washington State where we

have good election laws and a reasonably fair commission process in charge of redistricting. It's hard to believe, however, that we have to have this fight at all – more than 50 years after the civil rights era when we made great strides towards a more perfect union. Today's struggle reveals how deeply embedded racism still is in our country, tearing at the pillars of our democracy and our basic ability to live up to the golden rule of 'do unto others'.

We have much work ahead to live up to our ideals. I'm thankful for leaders like AG Holder to show the way and to be in the good company of Force Multiplier friends to, as Holder put it, 'not just hope it, but do it.'



By Barbara Heffernan | Washington DC

June 21, 2021 – DSCC Senator Gary Peters for Our Senate Slate Event

Wow! Every time I listen to any one from the DSCC talk about the state of our democracy and the election process I am in awe of their knowledge and strategic skills, and petrified of what could happen if we lose the Senate in 2022. The ticket to success is doing everything early - building a strong field structure, strong voter protection programs and strong early positions for each of the Senators (Georgia, Arizona, New Hampshire and Nevada) up for reelection. Like many people, I generally made my candidate donations near the election, not fully appreciating that early investments are the difference between winning and losing elections. To quote Senator Peters, "Early money is a force multiplier." I now have a better understanding.

I also learned this evening that I have to start making more cogent arguments as to how I/we tell our story. As the Republicans pick at the Democrats and use their scare tactics we (not just our candidates) have to remind folks of what the Democrats have accomplished (the rescue and infrastructure plans) to improve people's lives and keep them safe. We need to remind our friends and relatives that Democrats govern by working to improve all people's lives equally.

So, what's most important for 2022? First, holding the four Senatorial seats to keep the 50-50 split in the Senate, gaining seats wherever possible and getting the word out about what we stand for as Democrats while reminding folks that democracy is being severely challenged. I for one plan to go door to door in 2022 campaigning to spread the message!





happy summer!

Rest up... September is right around the corner + we have lots of work to do!

start thinking house parties!

start refreshing your network!

start rethinking your message!

start talking to everyone!



YOU X ME = DEMOCRACY

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