

YOUR MULTIPLIER MESSAGE TIPS WHEN FORWARDING FM EVENT FLYERS

You are a **Messenger** as well as a **Multiplier**.

How can I communicate more effectively to my network members when I forward FM event email flyers to them?

You have two important opportunities to communicate with people in your network when you forward FM flyers.

1. You write a brief introduction to the flyer to encourage people to attend events and make donations.

Here, with suggestions from FM member Ellen Glovsky, are some concrete tips that can strengthen your written email introductions when you forward a flyer.

- Be succinct.
- Encourage action.
- Address possible concerns of your recipients that will engage and motivate them to attend an event and donate to candidates and voter empowerment groups.
- What is the event you are inviting them to?
- Why is this event important?
- Why should they care about an election that is not taking place in their state?
- How does support for this candidate or group fit into FM's strategy to ensure a Democratic majority in the House and Senate?

SAMPLE CONTENT FOR BODY OF EMAIL:

- Yes, you *can* do something to support Democratic candidates and combat Republicans in the 2022 Midterm elections. Force Multiplier has a *plan*, and this fundraiser for reelection of House Rep. _____ is part of that plan. We need your participation and donation to succeed.
- As a US citizen, your participation in our democracy is crucial. Join us at our fundraiser for _____. We need to support candidates who want to improve our government, not tear it down.

2. You compose a Subject line that can get someone's attention.

Here are some sample Subject lines:

- North Carolina has an open Senate seat. Here's how to fill it with a Democrat!
- The Rural Victory Fund: Help Register and Mobilize voters in Rural America.
- The Blue Surge Turnout Fund: Support grassroots groups in key midterm states
- Support FM's House Slate for 2022: We need to fight for every seat!
- Support FM's 2022 Senate Slate. We need to defend and expand our majority!

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TIPS FOR NETWORK DEVELOPMENT (for active Multipliers)

FM's overall mission is to raise money to support candidates who will ensure a Democratic majority in the House and Senate as well as groups that make sure that people can and do vote. Our work as Multipliers supports that mission in two ways: **promoting donations** and **increasing the number of people in our networks**.

We appreciate all the work you do. If the spirit moves you, here are some ideas you can try to evaluate and strengthen the success of your email network.

1. How is my network performing? Our goals include both **fundraising** and **expanding our network**. Watch for and save emails sent a few days after each event, which come from Bill Petri (petri@bc.edu), labeled "Your Network Is Working." This will tell you who in your network has made a contributions. If you do not receive such an email, it means that no one in your network (other than you) has contributed.

2. You may want to sort your network into groups:

- a. Active contributors
- b. Occasional contributors
- c. Special categories of your choosing

3. Create an action plan for members of each group, with the goal of sustaining, increasing, and expanding your network and the number of active contributors. For example, you might plan to select some members to talk to directly. Set a target of calling 3 people a week.

a. For all recipients of your emails: encourage them to forward FM emails to their friends; offer them an opportunity to have questions answered and learn more; encourage interest in doing more within FM; invite them to consider becoming a Multiplier themselves or hosting a House Party; tell them about the new **Common Denominator POD** initiative (groups of people who share a common interest and work together to grow FM's donor base).

b. For active contributors: acknowledge, appreciate, encourage; would they like to do more?

c. For occasional contributors: acknowledge, appreciate; ask if they have questions and emphasize the importance of supporting Democratic candidates and grassroots groups that enable people to vote during this crucial election cycle.

4. What is my measure of success?

a. Consider how engaged you are in the process of "multiplying."

b. Have you had any success engaging more members of your community to become contributors or spread the word about FM?

5. Reassess and revise your group and action plan as needed.

6. Consider live person-to-person and group opportunities, phone calls, and social media; invite some members of your group to an informal "coffee klatch," or "friend circle" to talk about the current situation. Host a FM Zoom House Party.

7. Expand your network into other relationships, past and present (high school, college, professional, family and friends near and far). Our use of virtual gatherings enables us to expand our network nationally.

8. Take a step outside your usual approach and comfort zone: talk to your doctor, accountant, electrician, someone you meet at the gym or in the grocery line.