



MULTIPLIER NEWS} YOU X ME = DEMOCRACY

JANUARY 2021

Dear Friends,

At a watershed moment in our nation's history, the Force Multiplier community answered the call and contributed \$6.3M to a successful national effort to elect **JOE BIDEN + KAMALA HARRIS**, Flip the Senate, Hold the House and protect the democratic process.

We first came together in 2017 because we recognized that Donald Trump and the Republican Party represented a threat to our democracy. This election, and especially the victories in Georgia, have given us a path to restoring that democracy.

We are proud of what we have accomplished together in the past two years:

Biden + Harris
won by over 7 million votes
+ flipped 5 states

We raised funds directly for the Biden/Harris campaign + supported grassroots organizing in all 5 of these states:
Arizona + Georgia + Wisconsin + Pennsylvania + Michigan

Strong Turnout
in the face of a pandemic +
aggressive voter suppression.

We raised **\$2.3M** for voter empowerment + voter protection groups including Fair Fight + The New Georgia Project + the DSCC Legal Fund + over 65 grassroots groups working in battleground states through the Movement Voter Project.

A Democratic Majority in the Senate!

We raised **\$2.8M** for our Flip the Senate campaign, helping flip three seats + after the GA runoffs, finally giving the Democrats a majority.

We Held the House!

We raised **\$1.2M** to Hold the House, in a year when Democrats lost seats, by defending 11 districts and flipping one.

In a year when polling and much conventional wisdom was wrong, we had our share of losses. Nonetheless, we fought enough of the right fights to help ensure that we start the new year with Democrats in control of the White House, Senate and House of Representatives.

As the late John Lewis reminds us, “Our struggle is not the struggle of a day, a week, a month, or a year, it is the struggle of a lifetime.”

We humbly commit to learning from our experience and continuing that work.

Thank you.

Force Multiplier Steering Committee

The Senate Is Ours!

Georgia! Oh Sweet Georgia!

With victories by **RAPHAEL WARNOCK + JON OSSOFF** in the Georgia Senate runoffs, the Senate will be under Democratic control for at least the next two years!

At the end of July Force Multiplier went “**ALL IN**” for Georgia. We added Ossoff and Warnock to our Senate slate and Carolyn Bourdeaux to a House slate that already included Lucy McBath.

When both Senate races went to runoffs in November, we also added support for Fair Fight’s runoff fund, the New Georgia Project, and MVP’s Georgia Fund.

In total our community invested more than **\$1.7M in GEORGIA** this cycle, by far our largest single state investment. We raised over \$900,000 of that amount in the two months since election day.

Our donations provided significant support for an unprecedented voter turnout campaign that brought out 4.5 million voters, almost 90% of those who voted in the general election, including 125,000 people who hadn’t voted in November. The New Georgia Project alone knocked on 4x as many doors (1.6 million), made 2.5x as many calls (4.8 million) and sent almost 10x as many texts (3.7 million) as in the general.

This intensive voter outreach led to increased margins among key constituencies: Hispanic (+8%), African American (+3%), rural (+2%), suburban (+2%), white/less college (+.09%). These gains offset losses among high income (-3.9%) and majority college grads (-4%), voters who seem to have returned to the Republican fold with Trump off the ballot.

Fair Fight and other partners also protected the vote by taking actions to reopen closed polling locations, challenging disinformation campaigns, and working with local authorities to ensure the safety of election workers and organizers

to ensure the safety of election workers and organizers.

Georgia offers us a path forward both by giving us a majority in the Senate and by providing a model for restoring our democracy. This model will influence Force Multiplier's thinking about our work in 2021, work that we look forward to continuing with all of you.

Thank you for your support + generosity + faith in our democracy.

The 2021 FM Leadership Team



Laura Weisel
Co-chair of Steering
Co-chair
Fundraising



Tom Hallock
Co-chair of Steering
Co-chair
Community Building



Dale Smith
Co-chair
Political Research



Jon Saxton
Co-chair
Political Research



Beth Greely
Co-chair
Communications



Carol Axelrod
Co-chair
Communications



Fern Fisher
Co-chair
Community Building



Arlene Petri
Chair
Operations + Data



Cindy Rowe
An original founder



Marc Foster
Co-chair Fundraising
Non-steering member

FM has NEW 2021 leadership. We're excited about the work we have to do in the next year and we've built a team that is ready for the challenges. **Please congratulate our committee chairs!** FM is an entirely volunteer organization.



FMM'S Community Conversations

ideas + reflecting + learning + dialogue

For all of us, this is a time of transition, of introspection, and most of all, of planning for what's next. **WHAT'S NEXT** for the Force Multiplier community (that's YOU!) will be a series of "Community Conversations" designed to engage us with some of the big questions we've been asking and attempting to answer:

- **How Do We Understand the Trump Voters?**
- **How Do We Work to Restore Our Democracy?**
- **What Should Democrats Do Now?**

We're gathering some of the most thoughtful, analytical and accomplished writers, journalists and legislators we can find to come speak with us (on Zoom of course) about their particular perspectives on these issues. These conversations will NOT be fundraisers. Instead, we see them as an opportunity to learn, discuss, raise questions that will reflect on our recent work and help us develop our priorities going forward.

Speakers to date: mark your calendars!

- January 31, 2021 | **DANIELLE ALLEN**, Professor of Political Science at Harvard, former Washington Post columnist and co-chair of the Commission on the Practice of Democratic Citizenship of the American Academy of Arts and Sciences. Their June 2020 report *Our Common Purpose: Reinventing American Democracy for the 21st Century* included recommendations "to help the nation emerge as a more resilient democracy."

[Register for a conversation with Danielle Allen: This event has no charge](#)

- February 18, 2021 | **ANNA PALMER** Former Washington Correspondent for Politico and founder of *Punchbowl News* and author of *The Hill to Die On: The Battle for Congress and the Future of Trump's America*.

[Register for a conversation with Anna Palmer: This event has no charge](#)

- Date to be determined | **AI-JEN POO**, Executive Director of the National Domestic Workers Alliance, Co-Director of Caring Across Generations, Co-Founder of SuperMajority.
- Sometime in April | **JOAN C. WILLIAMS**, Distinguished Professor of Law, at the University of California, Hastings College of the Law and author of *White Working Class: Overcoming Class Cluelessness in America*.

More details for NEXT: community conversations are coming soon.
We're excited + hope you are too.

HELP WANTED!

As we grow + change + contemplate the work that we need to do in the future we need to expand our bench. If you're looking for a place get involved and volunteer to support our Force Multiplier efforts please respond to info@forcemultiplierma.org.

The pay is lousy (we're ALL volunteers) but the rewards are great. :)

- Customer Relations Management (CRM) systems
 - Google Workspace, who could tutor FM users
 - Statistics
 - Marketing research + email marketing
 - Extensive knowledge + expertise in databases
 - Survey design
 - Graphic design support, InDesign/Adobe Suites
 - Social media posting, practices + analytics
 - Public relations experience
- **Motivated Interns** One or more Interns to help with data management, research, and other support tasks. We're interested in talking to motivated high school students, college students, post-college politicos, but are not necessarily limited to those segments.
- **So who do you know?** We're also looking for contacts with the media to help FM get the word out about our work and our vibrant community, Editors? Journalists? Newsletters?



YOU X ME = DEMOCRACY

www.forcemultiplierma.org

