



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

**WE'RE THRILLED!...BIG NEWS!...WOW!...YES!**

## **NEW VOTER EMPOWERMENT PARTNERSHIP**



**AMERICA VOTES**  
ACTION FUND



The **BLUE SURGE**  
TURNOUT FUND 

Force Multiplier is excited to announce our partnership with **America Votes Action Fund (AVAF)**, the state-based hub for progressive voter education + mobilization. America Votes (AV) partners with hundreds of organizations, from major national groups like the AFL-CIO, Color of Change, EMILY's List, League of Conservation Voters + Senate Majority PAC to state + local community organizations of all sizes. Harnessing the full weight of their coalition, AV builds shared, data-informed strategic plans to most effectively engage voters in key states. **This year, the pathway to victory is based on turnout of Blue Surge voters.**

### **Blue Surge voters:**

- **voted for the first time in 2018 or 2020 + voted for Democrats, or**
  - **voted previously, did not vote in 2016, + then voted in 2018 and/or 2020 for Democrats, or**
  - **became eligible to vote since the 2020 elections - an estimated 3.7 million Americans turn 18 each year + they tend to vote for Democrats IF they vote.**
- These voters do not yet have the habit of voting every election.**

Our new **Blue Surge Turnout Fund** consists of 35 groups in the AVAF network - five in each of our seven target states (AZ, NV, WI, PA, NH, NC, GA) - selected with their guidance. All are 501(c)4 groups working to educate + mobilize voters in targeted constituencies. They all utilize in-person canvassing, phone calls, text messages + other proven tactics to truly connect with voters on their priority issues, the importance of making their voices heard + how to do it. They reinforce the importance of midterm elections, discuss candidates who share their values + prepare voters under Jim Crow 2.0 (recently altered voting laws). The trusted relationships built with voters year-round facilitate mobilization at election time.

### **AVAF National and State Teams will:**

- meet regularly with their partner groups to share research, monitor + coordinate activity + identify specific needs or gaps
- through the America Votes Action Fund (AVAF), re-grant 100% of FM donations on a rolling basis to our grassroots groups for specific needs that arise; funds will support voter engagement activities
- distribute our funds as quickly as they're raised to address time-sensitive needs in the field
- provide regular updates on the projects we fund

In 2022, FM will host several events with America Votes. On **March 10th at 7:00pm ET** we'll present an overview of America Votes, their Blue Surge strategy + its state-based implementation featuring:

- America Votes National Director of Investor Strategy & Program Advisor **Evan Kost**
- National Director of Grants **Kellie Dupree**
- America Votes-Pennsylvania State Director **Carol Carvalho**
- America Votes-Wisconsin State Director **Jasmine Nears**

### **REGISTER FOR EVENT + DONATE**

Force Multiplier is honored to partner with this esteemed national organization + to support grassroots groups working together on data-informed, state-specific strategies to get out the vote in record numbers once again. This partnership will be a major component of FM Voter Empowerment efforts in 2022.

The 2018 midterm + 2020 Presidential election had the highest turnouts ever for their respective election category. Both Republicans + Democrats saw surges of new voters - happily the Democratic surge was larger + gave us our winning margin. That extraordinarily large pool of Blue Surge voters represents our opportunity to win again in 2022 but we must persuade these low-propensity voters to turnout. We all know

opportunity to win again in 2022 but we must persuade these low propensity voters to turnout. We all know that too often voters who elect a President don't vote in the following midterms. **We must break history in 2022.**

For more information on the groups that we support in the Blue Surge Turnout Fund [click here.](#)



## ISSUES MATTER!!!!

We believe the only way to move America forward on the issues that matter is to build the Democratic majority in Washington. Force Multiplier is focused on building that majority + giving the Biden/Harris agenda the support it needs.

Time and again we hear “I want to **DO SOMETHING.** How can I help?” **We need your help more than ever!**

We're starting a series of **COMMON DENOMINATOR PODS** that bring like-minded people together to work on brainstorming + initiatives that will help FM grow.

The goal of our **COMMON DENOMINATOR PODS** is to help grow our community + our donor base to elect Democrats who will advance our agenda. We can creatively connect the dots between supporting Democrats in the 2022 midterms + achieving the national policies + programs we all care about.

### What are COMMON DENOMINATOR PODS + how do they work?

- A group of four to nine people from around the country with a common interest meet on Zoom. You'll meet interesting people who share your values + work together to help expand networks + get the word out about FM's efforts.
- FM PODs will decide their own meeting schedule + will develop special networking + donation projects that support FM's expansion.
- A POD FACILITATOR will harness the ideas + connections + energy of these vibrant working groups + assist by bringing knowledge of FM + its mission.

### COMMON DENOMINATOR PODS might:

- Reach out to people in affinity groups to promote FM events + initiatives + spread the word
- Organize an FM House Party that attracts people with common concerns
- Send issues-based information to personal networks that connect our concerns to electing more Democrats.
- Spread the word through other actionable ideas...who knows what creative actions may emerge?

### Which COMMON DENOMINATOR POD works for you?

#### VOTER EMPOWERMENT + SOCIAL JUSTICE POD

*Democrats defend the rights of ALL Americans while Republicans are passing laws to restrict rights + rig the system.*

Voter empowerment is in FM's DNA + is essential to delivering victory in '22. This pod will learn about FM's own voter empowerment groups + will work at finding ways to get the word out about this essential work.

#### HEALTHCARE + PUBLIC HEALTH POD

*While Democrats attempt to expand access and affordability, Republicans have tried again + again to take healthcare away from 30 million Americans.*

This pod welcomes those in the healthcare profession as well as people who believe that healthcare is a right + are passionate about this issue.

#### CLIMATE CHANGE + ENVIRONMENT POD

*Only Democrats will address the climate crisis while Republican legislators deny + obstruct any progress.*

Many of us see climate change as the biggest issue of all. Others are naturalists or environmentalists. Some are simply grandparents concerned about the planet we are leaving behind. Together we'll brainstorm avenues to explore to expand our FM community.

#### SCIENCE + TECHNOLOGY POD

*Logic + fact driven, scientists get behind the Democratic agenda. Most Republicans are anti-science + deny.*

This pod welcomes scientists in the broadest meaning of the word. You don't have to have lots of letters after your name to join ...maybe you're just a common “nerd.” In any case you believe that the future of our country will rely on progress in the sciences and technology.

We hope that you're as excited as we are about the possibilities of this good work. Your help to spread our message + assure a Democratic victory in the midterms means everything.

Email [Beth Greely](#) and let her know which **FM COMMON DENOMINATOR PODS** you're interested in

Email [Don@forcemultiplier.org](mailto:Don@forcemultiplier.org) and let her know which **TOP COMMON DENOMINATOR ISSUES** you're interested in joining.

**Please register by March 1**

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## Michigan is in the **HOUSE SLATE!**

Our research keeps us nimble + focused

In the **House Slate**: **REP. DAN KILDEE (MI-08)** has served in Congress since 2013. Currently Chief Deputy Whip of the Democrat Caucus, Rep. Kildee faces a tough election fight since re-districting has moved him from MI- 5 to a much more competitive new MI-8. His race is rated as Toss-Up by both Cook and Sabato.



[DONATE TO KILDEE](#)

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## **NETWORKING IS OUR SUPER POWER**

You may think that the only way to support Force Multiplier's work is to give money to our candidates + organizations. Not so.

Of course, our mission is to financially support our vetted candidates + groups so that we can build the Democratic majority in Washington. To do that we need donors. And donors are attracted to us + ultimately trust our recommendations, because of your enthusiasm about the work we do. When you spread the word among people you know, our community of donors grows + our financial support for candidates + groups grows along with it.

**People talking to people is a powerful force.** That's how we have built our community into a vibrant grassroots fundraising organization.

**People talking to people—“relational networking”—works.  
Your efforts to spread the word are like gold!**

**Thanks for talking to everyone!**

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## **HELP FM GROW + have impact**

Do you belong to a group, an association, a flock, a herd, a school, or a pack (not a PAC)? We'd like to introduce Force Multiplier to your organization + invite your members to our Zoom events. Examples include local Democratic clubs, Indivisible groups, community coalitions, alumni groups, professional organizations, condo associations... If you trust Force Multiplier to help you make strategic political investment decisions, then why not share us with your hive, clutch or gaggle? For more information, please [\*\*email Laura.\*\*](mailto:Laura@forcemultiplier.org)



## **FM CONNECTS the DOTS!**

Please talk to everyone + connect the dots from their hot-button issues to electing Democrats to donating through Force Multiplier. **It works!**

**Thank you for all you do!**

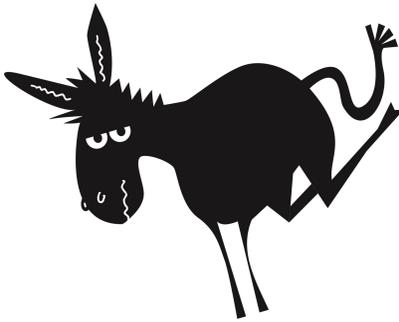
Need help with anything? [\*\*info@forcemultiplier.org\*\*](mailto:info@forcemultiplier.org)

## **OUR MISSION**

is to empower people and multiply their impact on democratic institutions + the electoral process by raising funds for **DEMOCRATIC** candidates for

DEMOCRATIC candidates for  
FEDERAL OFFICE + for groups  
that DEFEND + EXPAND THE RIGHT  
TO VOTE.

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## KICK OFF

### BE THERE or BE SQUARE

Learn about our election strategy  
for 2022. **Bring a friend!**

#### WHAT'S ON THE AGENDA?

- A 15 minute pre-event info session for those new to FM
- Finding a path to victory in the mid-terms when you're the party in power (*or How to win an election everyone says we're going to lose.*)
- Inside the FM Spring '22 House + Senate Slates
- The Voter Empowerment Plan: Mobilizing Blue Surge + Rural Voters
- Next Steps: How we can make it happen.
- We'll talk + answer your questions

### Everyone is Invited

PICK A NIGHT + JOIN US

#### Tues. Feb. 15 8:00-9:00pm ET

7:45pm Pre-event Info Session for FM Newbies

[REGISTER HERE](#)

#### Wed. Feb. 16 7:00-8:00pm ET

6:45pm Pre-event Info Session for FM Newbies

[REGISTER HERE](#)

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### Meet Justice Cheri Beasley (NC) presumptive Democratic Senate nominee

One of our best opportunities to expand the Democratic majority in the Senate is by winning the open seat in North Carolina. Cheri Beasley is a uniquely qualified candidate with 22 years of public service, most recently as Chief Justice of the NC Supreme Court. Endorsed by EMILY'S List.

Wednesday, February 23

7:00-8:00pm ET on Zoom

[REGISTER + DONATE](#)

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The BLUE SURGE  
TURNOUT FUND 

### Launch The Blue Surge Turnout Fund with America Votes

We'll hear from members of the America Votes' leadership team about their national strategy for turning out Democratic voters and winning the 2022 midterms. We'll also hear about state level plans from AV's

directors for Pennsylvania and Wisconsin.

**Thurs. March 10, 7:00-8:00pm ET**  
[REGISTER + DONATE](#)

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## THANK YOU

We have a lot to thank you for, including attending two block-busting events in January + contributing record dollars to hold the House + the Senate.  
**What a start to 2022!**

**Rep. Adam Schiff (CA 28)**  
spoke to us on January 20.  
330 of you attended  
450 people contributed **\$125,000**  
for our House slate.

**Sen. Rev Raphael Warnock (GA)**  
was our guest on January 24.  
380 people attended  
600 donated to his campaign  
We raised a record **\$77,000** for him!

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## AMPLIFY NH

Our recent event for Amplify was a great example of having direct **IMPACT** on the ground in New Hampshire. Attendees heard about the messages + strategies + successes + **WE RAISED \$21,000** that will go right to work holding Republicans accountable + helping our NH candidates compete.

If you missed the event + would like to support this good work  
[DONATE HERE](#)



### 2 FM INFO SESSIONS!

Stop by for FM Info sessions + talk with someone on our leadership team. These sessions are helpful to the curious + FM newbies + anyone in the FM community.

**Monday Feb 28, 12:00-1:00pm ET**  
[REGISTER for the LINK](#)

**Wed. March 2, 7:00-8:00pm ET**  
[REGISTER for the LINK](#)



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House Parties aren't fundraisers, but one-hour long informational Zoom meetings. You invite the guests with help from us + we take care of the rest. In the 2020 election cycle we held 200 House Parties which were instrumental in the amazing expansion of our community + resulting successes

instrumental in the amazing expansion of our community + resulting success.

We're looking forward to similar momentum in the coming months. We're organized + ready to go with plenty of dates available. If you'd like to see a list of possible dates, click [here](#). Send me an email to get the ball rolling with a couple of options or with any questions you may have.

**let's do it!** Warmly, [Fern Fisher](#) House Party Coordinator

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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](http://forcemultiplierus.org)**

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