



OUR VISION + OUR MISSION + OUR CHALLENGE

Recent articles by Robert Kagan in the *Washington Post*, Ezra Klein in the *Times*, and posts by Heather Cox Richardson have all highlighted threats to our democracy and the high stakes of the '22 and '24 elections.

Force Multiplier's vision, mission and strategy have all been based on a recognition of these threats and the crucial importance of this electoral cycle.

OUR VISION is that we, as average citizens, have a role we can play in defending our democracy and creating a just, inclusive nation regardless of where we live or how much we give.

OUR MISSION is to attain governing Democratic majorities by supporting candidates for Federal office, defending the right to vote and expanding voter participation.

OUR STRATEGY FOR 2021 is based on this mission + vision + awareness of the profound challenges we face.

- The candidates we're supporting on our House and Senate slates are precisely the ones who must win to maintain Democratic Congressional majorities. These candidates have the demeanor and positions to win the support of disaffected Republicans and Independents.
- The groups in the Rural Victory Fund are all organizing voters that Democrats have not been reaching effectively and who can help us win key races.
- The groups in our Democracy in Action slate are all doing the critical work of voter registration, education, and turnout in key states.

Carrying out this strategy and fulfilling our vision and mission calls on us to extend ourselves and step outside our comfort zones. It calls on us to reach out to friends, neighbors, colleagues and family members to build a movement that is equal to the challenge of our times.

As we do so, it is useful to remember that we are not alone. We are joined in this work by thousands across the country who canvass neighborhoods, knock on doors, make phone calls, run for office and turn out to vote in 2022.

**Thank you for all you are doing to further this work + for your ongoing commitment to the Vision + Mission of Force Multiplier.
Together we can make a difference.**

We're proud to offer multiple options for giving that we believe will have a real impact on electing Democrats in the 2022 election.

[Donate to the FM House Slate](#)

[Donate to the FM Senate Slate](#)

[Donate to the Rural Victory Fund of the Rural Democracy Initiative](#)

[Donate to the FM Democracy in Action Fund](#)

[Donate to the National Redistricting Action Fund](#)

[Donate to the DSCC Legal Fund](#)

Update from the Rural Democracy Initiative a thank you from Renee Linde

Development Manager of the Rural Democracy Initiative

"On behalf of the organizations in the Rural Victory Fund/Force Multiplier portfolio, I want to thank you for investing in the groups that are building permanent progressive infrastructure in rural communities. Enduring Democratic governing power requires that Democrats win, not just in metro areas, but in small cities, towns and rural regions across the country. The support the Force Multiplier community has provided ensures that we're investing in the people that can make that happen.

To give you an idea of what your recent investments have enabled, here are some highlights from the groups you support:

- [Wisconsin Farmers Union](#) has brought on an additional rural organizer. That person will recruit and train new members and expand their deep canvassing program throughout the Wisconsin agricultural community.
- [RAZE/RAZA](#) has added a Communications Director for the first time. Immediate plans include a media campaign of OpEds and locally generated news articles that highlight RAZA's advocacy for progressive issues and legislation that will improve the lives of people in rural Arizona. RAZA is also expanding their youth digital organizing campaign, and adding eight fellows to their leadership training program.
- [Down Home North Carolina](#) has added resources needed to participate in a multi-state research project to improve the ways Democrats talk about jobs and the economy to working people. The outcome will be messaging that works across the urban-rural divide, and is independent of race and place. Field tested content will be ready for deployment in early 2022.

Your support is critical. By building permanent power in rural communities, we can ensure that progressive policies and candidates can win.

Renee Linde
Development Manager, Rural Democracy Initiative

You + House Party = Impact

Message from Fern Fisher, Force Multiplier House Party Coordinator

A Force Multiplier House Party - it's not usually in a house and it's not really a party. But the 200+ parties that we have held since the fall of 2019 have been fun, easy to do, and responsible for bringing thousands of new people into Force Multiplier.

If you've been looking for a way to be more involved and make an impact, consider hosting a House Party. They are not fundraisers, but one-hour long informational meetings.

You invite the guests + we take care of the rest.

As House Party Coordinator, I've attended many of these. The FM leaders who present are engaging and knowledgeable speakers. Each House Party is a bit different, but they are all informative and inspiring with a warm and informal tone. There's a great balance of narration and time for questions and conversation.

If you're interested but think you might not have enough people to invite, don't worry. We've had successful House Parties with anywhere from five to 50 people. If you're concerned about how to write an invitation, you can simply use the sample we provide. If you're not tech savvy, we can help you every step of the way.

Think about this: Almost all of the people who attended Force Multiplier House Parties have agreed to receive FM emails. Many of them also decided to become Multipliers or to host House Parties themselves. This is a powerful way for us to grow our community and increase our donor base.

Please consider joining this effort during these crucial months leading up to the 2022 election. And remember, if you decide to host via Zoom, you don't even need to serve wine and cheese!

To get the ball rolling or to discuss further, please email me at fernfisher@rcn.com.



Impressions on Our Domestic Terrorism Event with Congs. Luria + Malinowski + Spanberger

Christopher Hill, Providence, R.I.

The main reward for being part of Force Multiplier is getting the news after an election that our candidates have won. A close second is getting to meet the candidates beforehand. These Zoom sessions always increase my hope and even my confidence. The candidates are invariably very bright, immensely well informed, highly practical, and even though practical, staunchly idealistic. They are the kind of person I would most like to be.

These qualities were vividly on display at the October 5th event with Representatives Elaine Luria, Tom Malinowski, and Abigail Spanberger. The focus was on domestic terrorism, of the sort we witnessed on January 6th, but the conversation ranged over a number of other topics, including the nature of the districts that the guests represent and the difficulty of the elections they are facing.

On the terrorism front, all three guests discussed the role that social media play in arousing and sustaining domestic terrorism. It is now recognized that media organizations intentionally play up themes that enhance fears and anxieties, knowing that this will capture the attention of audiences and thereby increase their exposure to profitable accompanying advertisements. Another example is the on-line targeting of military veterans by right wing groups. The congresspersons are considering how to use extant laws and new legislation to block such efforts.

All three speakers represent districts with complex demographics. I came away with a deeper understanding of the texture of American society. I also came away with the realization that all three candidates face stiff challenges in 2022. Hmmm... I'd better get out my credit card.

NEW Web Resources

When you have a question or are just plain curious, checkout the new [Resources Page on our website:](#)

- **THE SKINNY:** A FM fact sheet that is very helpful when introducing your friends to FM. All the facts and some history.
- **VIDEOS** from our NEXT: Community Conversations series and other FM events.
- **BACK ISSUES** of FM Newsletters

a birthday? hooray!
anniversary? yes!
retirement? finally!

Ask your friends, colleagues, relatives to donate to Force Multiplier to honor it. We'll help you set up this fun way to give. [EMAIL US](#)

A REMINDER FOR US ALL

OUR MISSION

is to empower people and multiply their impact on democratic institutions + the electoral process by raising funds for **DEMOCRATIC** candidates for **FEDERAL OFFICE** + for groups that **DEFEND + EXPAND THE RIGHT TO VOTE.**

FALL EVENTS



Come Meet
Sen. Maggie Hassan (NH) + Help Hold the Senate!

With Special Guest
Sen. Ed Markey (MA).

Senator Hassan won her seat by just 1,017 votes in 2016. It was the closest race of the cycle. She faces a tough campaign in 2022 and needs our support. The Senate is evenly split and the loss of even one seat could cost us the majority.

Thursday, October 28
7:00-8:00pm ET, Zoom

[REGISTER + DONATE](#)



Support Democracy in Action

Join Force Multiplier + 3 Grassroots Leaders

Kate Fellman

Founder and Executive Director of You Can Vote (NC)

Dakota Hall

Founding Executive Director of Leaders Igniting Transformation (Wisconsin)

Cecia Alvarado

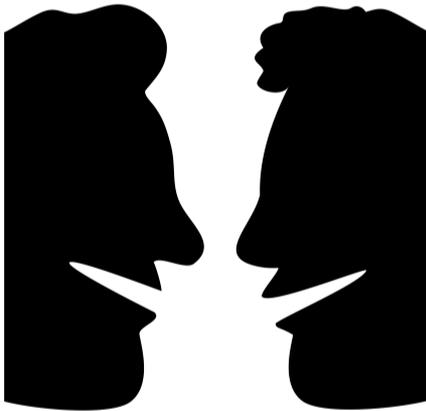
Nevada State Director of Mi Familia Vota

All three groups are doing the vital work of registering + educating voters + promoting turnout, especially among "surge" voters.

**Wednesday, November 10,
7:00 - 8:00pm, ET Zoom**

[REGISTER + DONATE](#)

Donations are tax-deductible!



What's a "surge" voter anyways?

A surge voter is a person who did not vote in the 2016 election but has voted in either 2018 and or 2020. These are voters who mobilized against Trump but need to be educated about the importance of voting in the 2020 midterms.

FREE + FUN FM WORKSHOPS

We've lined up Zoom workshops for anyone who is interested in honing their skills in relational networking + fundraising.

Communication Matters: Effective Communications with Your Network

Ellen Glovsky + Renee Brant
Tuesday, Oct. 26, 7:30-8:30pm

[REGISTER HERE](#)

Raising Money From Friends

Lisa Pedulla + Steven Krugman
Tuesday, Nov. 2, 7:30-8:30pm

[REGISTER HERE](#)

A Video of our first Workshop on Building Your Personal Narrative can be found on the resources page of our website. [Click Here](#)

page of our website. [Click here](#)

😊 THANK YOU!

We raised just **over \$40,000** for Congs Malinowski, Luria, and Spanberger at our **Oct 5 Domestic Terrorism** event. **219 people donated**; about 147 attended.
We generated about **\$10k during the event itself**. Kudos to our fantastic candidates!



Cong. Abigail Spanberger on Zoom

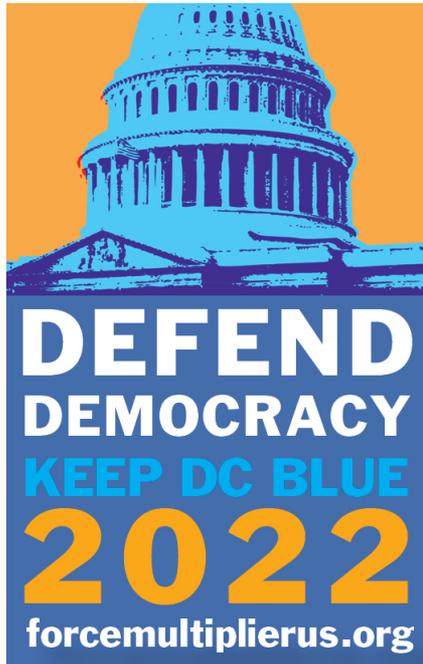


FM OPEN HOUSE

An informal one hour info session with Q&A on Zoom.

Tues. Nov. 9, 7:00-8:00pm ET

[REGISTER HERE](#)



Get your FM Promo Kit here!

Help spread the word now!

5 buttons + 10 biz cards

[EMAIL US](#) to get started. Please provide your address in the email.

BIG IDEAS?

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

[EMAIL US](#)
